

Sustainability Appraisals

Draft Bromsgrove Town Centre Area Action Plan

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1. Introduction

1.1 Scope of the Document

- 1.2 This document comprises an assessment of the effects of the Bromsgrove Town Centre Area Action Plan as part of the wider (SA) of the emerging Local Development Documents (LDDs).
- 1.3 The requirement for Sustainability Appraisal (SA) for the LDDs is mandatory under the Planning and Compulsory Purchase Act 2004. The Act also stipulates that the SA must meet the requirements of the SEA Directive¹, which was transposed directly into UK law in July 2004 through the English² SEA Regulations. The LDDs also fall specifically within the requirements of the SEA Regulations as their first formal preparatory act was after the 21 July 2004. The aim of the SA has been to ensure that the principles of sustainable development are fully integrated into the preparation of the LDDs.
- 1.4 Bromsgrove DC prepared a SA Scoping Report³ in July 2005 (updated in 2008) which set the scope and context for the SA and also set an SA Framework comprising sustainability objectives, indicators and targets to be used as a yardstick to assess the effects on sustainable development of the Bromsgrove District LDDs, including the Draft Bromsgrove Town Centre Area Action Plan. The SA Framework was later modified by taking into account comments from Hyder Consulting (UK) Ltd. and f in response to sub-regional joint working.
- 1.5 The contents of this report correspond to, 'Stage B: Developing and refining options and assessing effects' as recommended in the ODPM guidance. (NB Stage D: Consulting on the preferred options of the DPD and SA Report, New Regulations)

1.6 What Happens Next?

- 1.7 SA is an ongoing process undertaken through the preparation of a development document. Its role is to assess the extent to which the emerging policies or proposals will help to achieve environmental, social and economic objectives. If the objectives conflict among themselves, the SA will show how to achieve the balance.

¹ European Commission (2001): *Strategic Environmental Assessment Directive 2001/42/EC (on the assessment of the effects of certain plans and programmes on the environment)*

² HMSO (2004): *S.I. 2004 No. 1633 The Environmental Assessment of Plans and Programmes Regulations 2004*, HMSO, London

³ Bromsgrove DC (2005): *Sustainability Appraisal Scoping Report – Planning in Bromsgrove 2004-2007*, Bromsgrove DC, Bromsgrove

- 1.8 The findings of this report will therefore be incorporated into a further revision of the Draft Bromsgrove Town Centre Area Action Plan as appropriate.

2 Methods

2.1 *Introduction*

2.2 The SA Framework is applied to each of the draft Policies of the Draft Bromsgrove Town Centre Area Action Plan in order to identify key strengths (likely positive effects) and weaknesses (likely negative effects) in terms of delivering sustainable development and to recommend mitigation measures in order to offset or eliminate any adverse effects identified.

2.3 *The SA Framework*

2.4 *SA Objectives and Indicators*

2.5 A series of environmental, social and economic SA objectives were developed to use as methodological yardsticks against which the Core Strategy policies are assessed (see Section 2.9 on the 'Appraisal Matrix' for details of how this is undertaken in practice). The SA objectives are distinct from the objectives of the Draft Area Action Plan. To help measure the performance of the policies against the objectives, a series of indicators were developed and, where appropriate, these were supported by potential targets to be met. The SA objectives were informed by other relevant plans, strategies or sustainability objectives that may influence, or be influenced by, the Area Action Plan. Further details on how the SA Framework was developed are presented in the SA Scoping Report. [Table 2.3](#) identifies the SA Objectives and indicators developed by Bromsgrove DC.

2.6 Social Sustainability 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.

SO2 An improvement in the health and well-being of the population and reduce inequalities in health

SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio economic status or educational attainment

SO4 Reduce crime, fear of crime and anti- social behaviour

SO5 Reduce need to travel and move towards more sustainable travel patterns

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

2.7 Environmental Sustainability Objectives

EV1 Conserve and enhance the District's biodiversity and geodiversity

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

- EV3 Safeguard and strengthen landscape character and quality
- EV4 Conserve and enhance the historic built environment, heritage and seek well-designed, high quality built environment in new development proposals
- EV5 Manage waste in accordance with the waste hierarchy, 1) reduce,2) reuse, 3) recycling and composting 4) recovery 5) disposal
- 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.
- EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources.
- EV8 Protect and enhance the quality of water, soil and air quality
- EV9 Reduce causes of and adapt to the impacts of climate change.

2.8 Economic Sustainability Objectives Matrix

- EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural
- EC2 Promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives.
- EC3 Raise the skills levels and qualifications of workforce.
- EC4 Sustainable use and development of material assets

2.9 ***The Appraisal Matrix***

- 2.10 The appraisal matrix presented in [Table 2.2](#) will be used to assess each of the Area Action Plan policies. Each policy will be assessed against each of the SA objectives, using the indicators as benchmarks. Through adopting this approach, the following will be considered:
- Impact. Whether the effect of the effect is positive, negative or neutral when assessed against the objectives
 - Significance. Whether the effect would be slightly or greatly significant
 - Timing. Whether the effect will be short term (within 5 years) or long term (up to and beyond the end of the plan period)
 - Spatial Scale. Whether the effect will be realised in predominantly rural or urban areas. Any transboundary effects outside the study area would also be considered. This would be qualified in terms of area in the commentary where appropriate.

2.11 The direction and severity of the effects are described in the SA matrix using the following notation:

- ++ = Major Positive Impact
- + = Positive Impact
- 0 = No Impact / Neutral
- = Negative Impact
- = Major Negative Impact
- ? = Uncertain impact – more information required

This notation is explained further in Table 2.1.

Table 2.1 Explanation of Matrix Notation

Alignment	Description	Symbol
Major Positive Impact	The proposed policy contributes significantly to the achievement of the objective	++
Positive Impact	The proposed policy contributes to the achievement of the objective but not significantly	+
No Impact/ Neutral	There is no clear relationship between the proposed development and/or the achievement of the objective or the relationship is negligible	0
Negative Impact	The proposed policy detracts from the achievement of the objective but not significantly	-
Major Negative Impact	The proposed development detracts significantly from the achievement of the objective	--
Uncertain impact – more information required	The proposed policy either has both a positive and negative relationship to the objective or the relationship is dependant on the way in which the aspect is managed. Insufficient information may be available to enable an assessment to be made.	?

Table 2.2 Example Assessment Matrix

Policy XXXXX							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
SOC1 The provision of housing to meet identified needs	Meeting of affordable housing requirements in housing needs survey						
SOC 2 An improvement in the health and well-being of the population	Life expectancy Increase in physical activity Percentage of population living within 100m of parks and green spaces						
ENV1 To conserve and enhance the District's biodiversity	Achieve Local BAP targets						
ENV2 To protect the countryside, green spaces, green belt and best agricultural land	Percentage of District covered by Green Belt Resident access to green spaces						

Table 2.3 SA Objectives and Indicators

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
Social Objectives				
Population	The provision of housing to meet housing needs	<ul style="list-style-type: none"> • Number of housing completions* • Number of affordable housing completions. • Average property price against average earnings • % of housing completions by size • % of housing completions by tenure 	<ul style="list-style-type: none"> • Meet locally derived housing target of 4000 by 2021. • Meet affordable housing requirements by 2021. • Decrease gap between house prices and earnings 	The Council monitor housing completions on a annual basis. Policies requires the District to provide housing for local needs. A recent Housing Market Assessment identified a shortfall in affordable housing.
Human Health	An improvement in the health and well-being of the population	<ul style="list-style-type: none"> • Percentage of population describing their health as good • Loss of healthcare land or buildings to other uses that was not replaced • Number of homes within 800m of GP • Number of homes within 800m of dental practices • Number of homes achieving lifetime home standard • Number of homes within 800m of open space • Death from circulatory disease, cancer and respiratory disease • Residents taking at least 30 minutes exercise at least 3 times a week • Percentage of residents with limiting long term illness • Percentage of residents suffering from mental health problems • Life expectancy 	<ul style="list-style-type: none"> • Maintain and increase number of people who describe their health as good above the national average through to end of the plan period (EPP). • Maintain and reduce number of people with long-term illness below the national average through to the EPP. • Increase life expectancy. • Ensure everyone has access to GP 	The Census 2001 contains detailed information on the health of the population. The undertaking of the LDF presents an opportunity to seek to improve accessibility to health treatment and access to leisure opportunities that can lead to improved health.

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
		<ul style="list-style-type: none"> Number of noise pollution complaints received Number of air pollution complaints received 		
Population	A reduction in poverty and social exclusion	<ul style="list-style-type: none"> Index of multiple deprivation Number of benefit claimants General satisfaction with Local Authority and street cleanliness - % very of fairly satisfied. 	<ul style="list-style-type: none"> To maintain position of no SOAs in the top 20% of most deprived areas in England Reduce the number of people claiming benefits in line with national targets. Increase % very/fairly satisfied with Local Authority and Street cleanliness to 75% by EPP. 	The Index of Multiple Deprivation 2004 contains seven Domains which relate to income deprivation, employment deprivation, health deprivation and disability, education, skills and training deprivation, barriers to housing and services, living environment deprivation and crime. As such it provides a very good summary indicator of the general well being and of areas of the District
Population	Quality of education opportunities for all	<ul style="list-style-type: none"> Percentage of school leavers attending Higher Education Access to primary and secondary schools Performance of districts Schools Bromsgrove schools PFI Project 	<ul style="list-style-type: none"> Maintain and increase numbers of school leavers entering higher education above the national average through to EP. Ensure everyone of school age in the district has a place in a local school Maintain and improve current levels of performance Ensure the project is completed using sustainable building methods 	The new schools provided by the PFI project built with all sustainability objectives identified in this report.
Population	Reduce and prevent crime and fear of crime	<ul style="list-style-type: none"> Number of recorded crimes per 1000 population Number and percentage of applications permitted which incorporate crime prevention measures in their design Levels of people who fear crime. Types of crimes recorded Levels of antisocial behaviour 	<ul style="list-style-type: none"> To maintain and reduce all levels of recorded crime per 1000 population and antisocial behaviour below the national average through to EPP. Reduce levels of people who fear crime in line with the national average by EPP. 	The recently created Community Safety Partnership collects information through the police on crime rates in the District. A better built environment and reduced deprivation can lead to reduced instances of crime.

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
	Vibrant and locally distinctive communities	<ul style="list-style-type: none"> Number of parks and areas of recreational space. 	<ul style="list-style-type: none"> To maintain and increase number of existing parks and areas of recreation space by EPP. 	Related to health, amenities, environment, crime, deprivation, travel.
	Accessible services and opportunities for culture, leisure and recreation for all	<ul style="list-style-type: none"> Number of parks and areas of recreational space. Access to a Post Office, Shops and a Primary School in rural areas Number of visitors to districts tourist attractions Percentage of jobs in the Tourism sector Participation in cultural and sporting activities No of sporting pitches per 1000 population. Percentage of new homes within 800m of community facilities Rural villages with key services Access to services and facilities by public transport, walking and cycling Percentage of residents satisfied with the frequency of buses 	<ul style="list-style-type: none"> To maintain and increase number of existing parks and areas of recreational space by EPP. Ensure where possible everyone has access to Post Office, Shop and Primary School Increase promotion and development of new tourist attractions Ensure current open space is retained and appropriate levels of open space is provided on new developments 	The District has both rural and built up urban areas. It is important that all residents have access to services wherever they choice to live. The LDF presents opportunities through the designation of land and the safeguarding of existing leisure facilities to protect access to existing facilities and seek the provision of new facilities.
	Increased travel choice and accessibility through integrated transport facilities	<ul style="list-style-type: none"> Bus availability % of people's usual method of travel to work (walk/cycle/bus/train/car). Number of trips made by public transport Investment in public transport, walking, and cycling 	<ul style="list-style-type: none"> Enhance bus services in rural areas above national average by EPP. To achieve targets identified in LTP2 relating to travel choice and accessibility through improved transport facilities. 	The LDF will need to provide a framework for the closer integration of transport facilities including the protection of land to enable future growth in travel choice.
	Reduction in ambient noise levels and incidences of noise pollution	<ul style="list-style-type: none"> Number of noise related complaints received Vehicle flows through urban areas 	<ul style="list-style-type: none"> Reduce number of noise related complaints through to the EPP All new developments will take into account potential noise from surrounding land uses 	The presence of major motorways crossing the District presents localised environmental problems such as noise. Increasing motor traffic levels have increased this

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
				problem. The LDF presents an opportunity to put in place a framework to reduce noise pollution.
Environmental Objectives				
Biodiversity, flora and fauna	Conserve and enhance the District's biodiversity	<ul style="list-style-type: none"> • % of SSSIs in favourable condition. • Key breeding birds population numbers • Proportion of Biodiversity Action Plan targets achieved. • Total number of Special Wildlife Sites (SWSs). • Condition of SWSs • Planning permissions affecting green belt • Proportion of local sites where positive conservation management has been or is been implemented 	<ul style="list-style-type: none"> • Ensure all SSSIs in favourable condition by EPP. • Meet BAP targets. • Maintain and increase total number of existing SWSs through to EPP. 	The District has a special environment that needs protecting to promote biodiversity.
Biodiversity, flora and fauna	Protect the countryside, Green Belt and best agricultural land	<ul style="list-style-type: none"> • Amount of grade 1 and 2 agricultural land lost to development • Area of Green Belt land lost to development • Percentage of new homes built on brownfield land 	<ul style="list-style-type: none"> • Avoid development on grad1 and 2 agricultural land. • Avoid development in the Green Belt 	The District has a special environment that needs protecting not just for residents but also those living to nearby urban areas.
Landscape	Preserve and enhance the district's high quality landscapes	<ul style="list-style-type: none"> • % of total land use under landscape designation. 	<ul style="list-style-type: none"> • Maintain and increase existing total land use under landscape designation through to EPP. 	
Cultural Heritage	Protect and enhance the qualities of the historic environment	<ul style="list-style-type: none"> • Total number of Listed Buildings • Total number of Scheduled Ancient Monuments (SAMs). • Total number of Conservation Areas • % of Listed Buildings at risk 	<ul style="list-style-type: none"> • Maintain and increase number of Listed Buildings. • Maintain and increase number of SAMs. • Maintain and increase number of Conservation Areas. 	<p>The District has a special historic environment that needs protecting and enhancing to give the district a local identity.</p> <p>The District contains over 400 Listed</p>

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
		<ul style="list-style-type: none"> • % of SAMs at risk • Number of planning applications received for work in conservation areas / on listed buildings • Local list of buildings of architectural merit • Number of visitors to heritage sites • Number of derelict buildings derelict historic buildings brought back into use 	<ul style="list-style-type: none"> • Reduce % of Listed Buildings at risk in line with English Heritage targets by EPP. • Ensure no harmful development takes place within these designations • Continued monitoring and updating where necessary • Increase public exposure above exiting levels 	Buildings and has a statutory duty to protect them.
Waste	Address the waste hierarchy (reduce, reuse, recycle)	<ul style="list-style-type: none"> • Percentage of Waste Recycled per year • Percentage of completed developments incorporating recycling facilities • Household waste collection per year. 	<ul style="list-style-type: none"> • To achieve Government Targets for recycling and composting of domestic waste. • Recycling and composting: • 40% by 2010 • 45% by 2015 • 50% by 2020 • Recovery Of municipal waste: • 53% by 2010 • 67% by 2015 • 75% by 2020 	The Council has rolled out a household recycling scheme. It is important that the momentum generated is continued.
Water	Protect and enhance water quality and maintain sustainable water resource	<ul style="list-style-type: none"> • % of rivers with fairly good or better biological and chemical water quality. • Number of planning permissions granted on • Flood plains or major aquifers • Number of new development incorporating SUDS • Domestic water usage • Chemical river quality • Biological river quality 	<ul style="list-style-type: none"> • Meet EA targets for % of rivers with good/fair biological and chemical water quality. • Continued protection and enhancement • No planning permission should be granted where evidence suggests it would increase the risk of flood. • Encourage developers to incorporated SUDS and other water saving / cleaning methods within all new developments 	While no major rivers flow through the District the Worcester to Birmingham Canal passes north / south through the District. Also a number of brooks and streams flow through the District. Many of these streams have been hidden away in culverts. This represents the dominance in parts of the District of the built environment over the natural environment. A balance that needs to be readdressed.
Water	Reduce number of properties at risk of	<ul style="list-style-type: none"> • Properties at risk of flooding • Number of new homes built in flood 	<ul style="list-style-type: none"> • No new developments to be built in the floodplain after 2007 (EA and 	

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
	flooding	zones 2 and 3 <ul style="list-style-type: none"> Number of flooding incidents Percentage of new developments incorporating SUDs. 	LGA target)	
Soil	Guard against land contamination and encourage remediation of contaminated sites	<ul style="list-style-type: none"> Number of area of contaminated land. Planning permissions affecting green belt 	<ul style="list-style-type: none"> Decrease area of contaminated land in district to below existing levels by EPP. 	
Soil	Optimum use of previously developed land to support regeneration	<ul style="list-style-type: none"> Percentage of new development on Previously developed land 	<ul style="list-style-type: none"> Maintain and increase current high percentage of new development on PDL through to EPP. 	Due to the limited supply of previously developed land in the District, it is important that best use is made of what previously developed land does become available.
Climate Change	Increased energy efficiency and a reduction in greenhouse gas emissions	<ul style="list-style-type: none"> CO2 emissions per sector. Average electricity consumption per household/year Number of new developments with energy efficient design Number of new developments with on site renewable energy Energy use per household 	<ul style="list-style-type: none"> Decrease in CO2 emissions per sector in line with Government targets. Decrease in average electricity consumption per household/year in line with government targets. Encourage developers to included energy efficiency measure in all new schemes Encourage use of on site renewable energy in new development 	The District has an obligation to put in place a framework that enables a reduction in the emission of greenhouse gases.
Air	Improved air quality throughout the District	<ul style="list-style-type: none"> Number and condition of AQMAS Vehicle flows Achievement of AQS objectives 	<ul style="list-style-type: none"> Ensure no new AQMAS required to be designated through to EPP. Overall reduction in vehicle flows inline with public transport improvements Ensure AQS objectives achieved. 	<p>Improved air quality is linked to reducing greenhouse gas emissions and noise quality.</p> <p>The presence of major motorways crossing the District presents localised environmental problems such as air pollution. Increasing motor traffic levels have increased this problem.</p>

SEA Directive Topic	Objective	Indicators	Targets	Origin of Issue / Opportunity
				The LDF presents an opportunity to put in place a framework to reduce noise pollution.
Economic Objectives				
Local Economy	High and stable levels of employment	<ul style="list-style-type: none"> Unemployment rate. Change in employment over time Number of VAT registered businesses 	<ul style="list-style-type: none"> Reduce unemployment rate below existing level of 6.4% through to EPP. 	The District needs a strong local economy so as to prevent outward migration and the associated harmful effects on the environment.
Local Economy	Sustainable economic growth and a diverse economy	<ul style="list-style-type: none"> GVA per capita Employment land supply Town Centre Vacancy rates Percentage of new retail development in town centre 	<ul style="list-style-type: none"> Increase GVA per capita above inflationary rate for district through to EPP. Meet regional employment land supply targets Reduce number of town centre properties vacant 	The District needs a strong local and diverse economy so as to prevent outward migration and the associated harmful effects on the environment.
Local Economy	Development of a skilled workforce to meet the needs of business	<ul style="list-style-type: none"> Proportion of population educated to degree level or higher Qualifications at age 19 16 year olds with no qualifications. Percentage of people employed in knowledge based occupations in the private sector who have qualifications at level 4 or above Percentage of staff trained by employer over the past 12 months 	<ul style="list-style-type: none"> Maintain and increase number of school leavers entering higher education above national average through to EPP. Improve the levels of attainment for post 16 students Reduce the numbers of school leavers with no qualifications 	New jobs require skilled workers. To avoid outward and inward migration the employment needs of the population need to be married to the provision of jobs.
Material Assets	Sustainable use and development of material assets	<ul style="list-style-type: none"> Reduction to energy use of Council owned buildings. Reduction in car mileage by employees Quality and condition of fabric of materials assets. 	<ul style="list-style-type: none"> Reduce energy use Reduce use of motor vehicles Maintain and increase quality and condition of materials assets relative to the existing baseline through to the EPP 	

3 Assessment of Effects and Mitigation

3.1 Introduction

3.2 This section presents the findings of the assessment of the Draft Area Action Plan policies. The appraisal matrices are presented in [Appendix A](#), and a summary description of the key findings given below.

3.3 The SEA Directive also requires an assessment to be made of the do-nothing or business as usual situation in the District without the implementation of the Area Action Plan. This is addressed in the section below.

3.4 Assessment of 'No Bromsgrove District Town Centre Area Action Plan' Scenario

3.5 Guidance provided by the ODPM states that the SA should aim to improve on the effects of the existing saved plan, and to test this, options such as 'no plan' and 'business as usual' should be explored. In this case, these (in reality unlikely) scenarios have been deemed to constitute a continuation of the current saved policies identified in the existing Local Plan through to the end of its life, after which there would be no local planning intervention and things would follow a reactive planning approach.

3.6 In the short term, a continuation of the current baseline trends would be likely, seeing that those trends would have been influenced by current planning policy. National policy would continue to apply, although there is no longer a regional tier within the planning system due the revocation of Regional Spatial Strategies. It is considered that current issues would continue, for example:

- Barriers to housing and services in rural areas;
- Continued fear of crime;
- Challenges relating to Green Belt versus brownfield land development;
- Under-provision of affordable housing;
- High car usage and congestion;
- Significant out-commuting;
- Imbalance of service provision to population size; and
- Localised poor air quality relating to motorway network.

3.7 The role of statutory consultees such as the Natural England, Environment Agency, and English Heritage would still enable environmental enforcement and controls to continue along with their active roles in planning applications. However, this would be a far less pro-active approach without a forward thinking, sustainable planning strategy in place. Without pro-

active intervention, the aims of sustainable social, economic and environmental regeneration are unlikely to be given enough impetus to be realised. A long-term reactive approach to development would result in sustainability impacts being highly uncertain as much would depend upon free-market forces.

3.8 *Assessment of Effects of Draft Policies and Proposed Mitigation Measures*

3.9 *TC1 Town Centre Regeneration Strategy*

Bromsgrove Town Centre as identified on figure 1 will be the focus of a number of complementary strategies and policies which will secure its long term future enhancing its vitality and vibrancy, fixing its place within the West Midlands and beyond as a desirable place to live, work, shop and invest.

The strategy focuses on the historic core of the High Street and Conservation Area and its surrounding street and lanes, opportunities for physical public realm improvement and new development which complement this core area are detailed in subsequent policies. All development in the Town Centre or that will impact on the Town Centre must have regard to the policies of this AAP and the Bromsgrove Core Strategy.

The regeneration will be phased over 15 years in conjunction with the development identified in the Bromsgrove Core Strategy.

3.10 *Key Policy strengths*

3.11 The regeneration of Bromsgrove Town centre has the potential to create employment for local people and promote economic growth, particularly if Bromsgrove Town becomes more established as a retail centre for the District. This can help to improve the vitality of the Town centre and have knock-on benefits in terms of marketing Bromsgrove as a good place to live, work and do business.

3.12 The promotion of the Town centre for retail development ensures that future development is in the most sustainable location in the district where people have the opportunity to use public transport.

3.13 The policy supports the regeneration of historic heritage as a large proportion of the Town centre is located within a designated Conservation Area and there are many statutorily Listed Buildings within this area.

Furthermore promoting development away from the rural areas has the effect of providing the countryside and rural landscape with some protection.

- 3.14 The regeneration of the Town centre will have many wide ranging benefits such as an improvement in quality and access for all to local services and facilities, which is likely to include leisure and cultural facilities, healthcare, education and employment opportunities as well as a mix of housing types/tenures.
- 3.15 The resulting increased popularity and usage of the Town Centre is likely to reduce crime rates as increasing activity will increase natural surveillance which will mean that there is less opportunity for crime to occur and reduces fear of crime levels.
- 3.16 Opportunities will be grasped in the regeneration process to enhance biodiversity for instance initiatives such as the naturalisation of the Spadesbourne Brook.
- 3.17 By concentrating resources on regeneration this inevitably maximises the use of previously developed land (PDL), it leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District. It is likely that brownfield and potentially contaminated sites may be redeveloped and remediated if development is focused towards urban areas.
- 3.18 Key policy weaknesses**
- 3.19 The policy may have adverse effects for existing local centres in the District as local residents may prefer to travel to Bromsgrove in preference if the retail offer improves. This could mean that local centres become underused and therefore impact on the viability of some local shops.
- 3.20 If more people visit the town centre traffic congestion, associated noise and air pollution may increase unless measures are taken to encourage public transport use.
- 3.21 Mitigation measures**
- 3.22 It is likely that these unsustainable trips would have occurred anyway and possibly to locations outside the district thereby losing local investment. Therefore this weakness is of potential economic benefit.
- 3.23 Finance gained through Section 106 Agreements on large town centre developments should be invested in improving public transport and the

road network. In addition Transport assessments should be undertaken for major new developments to fully assess any potential implications.

3.24 TC 2 Town Centre Land Use Strategy

3.25 Retail

Bromsgrove Town is the dominant retail centre in the District but one which faces considerable competition from a wide variety of other centres across the region. The Council is committed to enhancing the retail offer in the District by creating a Town Centre where retailers want to locate, and where people from both within the District and beyond will choose to shop because of the high quality environment, and the wide range of shopping opportunities.

3.26 The current retail offer in the Town Centre is mixed, with many small and independent businesses occupying relatively small premises. These types of business are very important to Bromsgrove and it is essential that they continue to offer shopping choices which many of the larger retailers do not. To complement these smaller independent businesses it is important to be able to offer a wide range of other opportunities for retailers and shoppers. It has been identified that the lack of suitable larger premises is currently restricting the retail offer in the Town Centre, many of the nationally established high street retailers would like to locate to Bromsgrove but are unable to find accommodation of the appropriate scale to meet their needs.

3.27 New retail accommodation will therefore be provided to expand the retail offer of the Town Centre. The strategy involves concentrating commercial and retail development around the High Street and the other areas of the Primary Shopping Zone. Due to the physical space constraints of this area new additional retail accommodation will be provided as part of potential mixed use schemes in key locations.

3.28 This approach will improve the quality and range of Town Centre shopping and help to define and distinguish Bromsgrove as a centre which contains the high street retailers many people expect, but will also ensure that smaller boutique style independent retailers are safeguarded along with the historic shop premises which many of them occupy.

3.29 The Council has identified two sites that are suitable for major new retail development in the early years of the plan which are facilitated by the redevelopment of publicly owned assets:

- **Historic Market Site:** Suitable for a high profile retailer and complementary uses such as a cinema, and/or cafes and restaurants. A strong visual connection to the High Street will have

to be achieved. This will create a new destination at the southern end of the High Street. Further details can be seen in policy TC8.

- **Windsor Street:** A suitable site for larger retail and leisure units that cannot be accommodated in the High Street, preferably as part of a mixed use development. This will create a focal point and will encourage west/east pedestrian movements from Market Street across and along the High Street to Windsor Street. Further details can be seen in policy TC13.

3.30 The Council also believes that a further site has potential to improve both the retail offer and the built environment within the Town Centre although this may be a longer term aspirational opportunity.

- **Mill Lane 'Iceland' Site:** Potential for re-development to create a large, modern, high quality High Street retail space. This will improve the retail offer in the Primary Shopping Zone and allow for improved public realm, creating a more attractive route through to ASDA and the Recreation Ground.

3.31 The draft policies in TC2 are not designed to be overly restrictive, it is understood that retailing can be done in premises of all shapes and sizes and it is important to create an environment where innovation in all sectors including retail is allowed to flourish. Over time there may be other opportunities in the Town Centre that could provide much needed further retail space such as the sites to the rear of the High Street properties.

3.32 The ability of street markets to play a positive role in the Town Centre should not be overlooked; the current markets that take place will be continued with other opportunities explored for specialist markets and market traders to operate in the Town Centre. The successful functioning of street markets will be considered as part of the public realm enhancement and the proposals will include, where possible, features which will help the markets to operate in an efficient and flexible manner. Simple ideas such as the positioning of services, street furniture and street trees can all help in ensuring markets continue to play an important role in the function of the Town Centre.

3.33 **Retail Capacity Assessment**

PPS4 is clear on the requirement for Local Authorities to plan positively, to maintain an evidence base and to accommodate growth. All major development sites have undergone a process of sequential testing as identified in PPS4, the results of which can be seen in the evidence base.

3.34 A Retail Capacity Assessment was completed in 2004. This was updated in 2007, and again in 2010. The most recent assessment took into consideration new retail stores that had received Planning Consent, including Sainsbury's and Aldi. Key assumptions/data sources underpinning the 2007 update have been revisited in light of the current economic climate.

3.35 The Retail Capacity Assessment report reviewed the tested assumptions from 2007, and then provided a forecast of comparison and convenience floor-space capacity in Bromsgrove over 5 year periods (2010, 2015, 2020 and 2025). Recommendations on the level of retail expansion that could be supported and the type/format of floor-space that can be accommodated have been provided. The Report concluded that over the period there is likely to be no further need for convenience retailing floorspace, and a likely need for up to 16,560sqm of comparison retail floor space up to 2026.

3.36 Housing

The Core Strategy has identified the overall housing target for the District as being 4000 new properties in the years up to 2021, with the possibility of providing an additional 3000 in the later years of the Core Strategy period. The focus for the majority of this new residential development is currently envisaged to be the town of Bromsgrove with other larger settlements in the District also contributing to balanced sustainable growth, as identified in Core Strategy Policies CS2 and CS4 and shown in Figure 2 below.

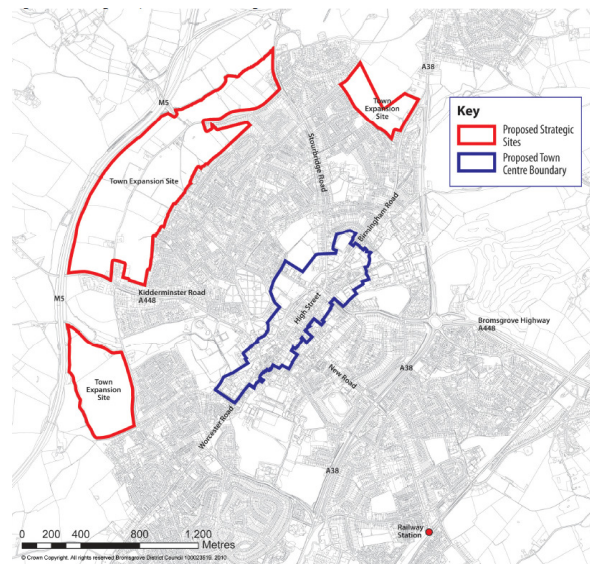


Figure 2 Strategic expansion of Bromsgrove Town

3.37 This level of residential growth at Bromsgrove places further emphasis on the need for new expansion and improvement in the Town Centre. A key part of ensuring the Town Centre is a vibrant centre of the community is to provide more residential accommodation in and around the Town Centre, ensuring more people are using the Town Centre at all times of the day and night.

3.38 Town Centre residential development can be accommodated in a number of different ways although it is envisaged that capacity can be provided;

- In the conversion of vacant spaces above shops on the High Street and surrounding areas,
- within mixed use development schemes identified in section 7 of the AAP
- And on Recreation Road in a dedicated retirement living complex, see policy TC9 for further details

3.39 Any new residential development in the town will provide a welcome addition to the overall housing offer and as such should reflect the needs of the District. New housing should focus on the provision of smaller affordable units, and housing suitable for the elderly, although more aspirational housing will also be welcomed in appropriate schemes and locations.

3.40 Employment / Commercial

The Town Centre is currently home to a variety of employers. In addition to those employed in the retail sector, significant numbers of people work in office based jobs as well as some light industrial businesses. It is important that this wide mix of employment opportunities is maintained and expanded to allow for a Town Centre that can be successful in all market conditions.

3.41 An important part of this will be the significant improvement in the provision of office accommodation within the Town Centre. The expected expansion and increase in the population of the Town as identified in the Core Strategy will bring with it a requirement for new employment opportunities. Whilst some of this will be provided for on existing employment sites and new development on the expansion sites, it is important that the Town Centre also offers new opportunities. Office based development within the town is seen as important, particularly with the increased catchment area for business and employees offered by the planned electrification of the cross city railway line and in the longer term the provision of a new train station. These improvements will make Bromsgrove even more readily accessible from Birmingham. In order to capitalise on this it is important to offer a pleasant and affordable choice for businesses and commuters choosing to relocate out of very costly city centre accommodation.

3.42 A significant number of people in and around the Town Centre are employed by the public sector but unfortunately the accommodation tends to be in outdated and inefficient properties. It has been recognised that a rationalisation of all the public property assets could release further regeneration opportunities. As part of this rationalisation, public sector buildings such as a new council house could be provided and this will allow the public easier access to the Council and other services in a modern and accessible environmentally friendly building. Providing new public sector facilities in the Town Centre will not only ensure the Council's ability to provide accessible services is maintained but it will also keep a significant number of employees in the Town Centre which adds to the overall vibrancy and vitality.

3.43 Open Space

The open space strategy is to improve the quality of natural and historical assets that already exist, and to maximise the potential that new development opportunities provide in the provision and enhancement of open space in the Town Centre.

3.44 Public safety in areas of open spaces is very important if their contribution to the Town Centre environment is to be maximised, particular design and management measures will include:

- Zero tolerance regarding graffiti, vandalism, Anti-Social Behaviour and litter/fly tipping;
- Providing natural surveillance of areas, particularly in new developments;
- Good lines of sight across open spaces.

3.45 Bromsgrove's existing and natural assets will be linked wherever possible to provide for increased open and green space and naturalised movement corridors for both people and wildlife. The aims of these corridors will be to:

- Increase the amount of open and green space in the Town Centre
- Increase the accessibility and immediacy of open and green space
- Improve air quality
- Improve flood risk management
- Encourage biodiversity
- Encourage healthy living
- Promote Town Centre living
- Increase the number of visitors and lengthen their stay

3.46 Detailed proposals are outlined in Section 7. They include:

- Naturalising Spadesbourne Brook along Crown Close and across the site of the old Market Hall,
- Improving linkages and access to Sanders Park,

- Upgrading the Recreation Ground as an attractive public amenity with high quality landscaping,
- Establishing a waterside pathway through the Town Centre from Burcot Lane to St John's Middle School,
- Re-introduce and improve the traditional avenue of lime trees that stretched down Birmingham Road and continue down Market Street to St Johns,
- Ensure high quality highway landscaping schemes.

3.47 Community, Leisure and Cultural uses

Town Centres are generally considered as the principal location for entertainment and cultural activity. In Bromsgrove, evening activity is largely limited to public houses and some restaurants. Improving the opportunities to eat and drink is important to residents and visitors to the Town Centre, although a balance is required between traditional pub and restaurant culture and other social activities. In order to accommodate other much needed social facilities, the provision of meeting places for members of the community such as the young or old, who can't or don't want to use more traditional meeting places like pubs and restaurants will be supported by the Council as potential uses on key development sites. Opportunities to encourage more active uses of public areas for street cafes will be supported as it is important that a public realm is developed which supports the creation of safe and desirable outdoor areas to enjoy throughout the year but particularly in the summer months.

3.48 Other evening activities will be developed such as twilight shopping or similar events and activities. A cinema is a potential use which could form part of development on the historic market site. Improvements to pavements and lighting along School Drive, as well as improved signage and lighting of the Artrix itself, will help connect it more successfully with the centre of Town. Evening parking charges will be reviewed and additional taxi and bus services instigated to improve the accessibility of the Town Centre in the evening.

3.49 All community groups need their Town Centre to be one that they can use and enjoy. The design of the public realm and open spaces will incorporate room for evening and day time events. These include Farmers Markets, Speciality Markets, Christmas Events, Street Theatres, Park Programmes etc, which bring many visitors into the vicinity of the Town Centre at certain times.

3.50 TC 2 Town Centre Land Use Strategy

All new development is required to be appropriate, in terms of scale, quantity and use, to the character and function of the Town Centre.

Retail

Bromsgrove Town Centre will continue to be the main retail centre of the District with extended Primary and Secondary Shopping Zones being the focus (see figure 3). New opportunities for expanding the retail offer will be welcomed on sites identified where they clearly meet with the other policies of the AAP.

Primary Shopping Zone

A1 uses will remain the predominant use for ground floor premises in the primary shopping zone. Where development proposes uses other than A1 in this zone, full justification will need to be provided to demonstrate that they do not adversely impact on the retail vitality and viability of the Primary Shopping Zone and the wider Town Centre.

Secondary Shopping zone

Other A class uses will be supported throughout the secondary shopping zone. Proposals for development outside of the A use class will be considered where it is demonstrated that they do not adversely impact on the retail vitality of the Town Centre.

Other Town Centre Areas

Retail development will generally be resisted in other areas of the designated Town Centre unless it can be demonstrated that proposals will not have an adverse impact on the viability and vitality of the primary or secondary shopping zones.

A5 uses

Concentrations of A5 hot food takeaway uses in particular can be detrimental to the vitality of the Town Centre. Proposals for hot food takeaways (Class A5) will only be permitted where:

- The proposed use will not result in the proportion of units within the centre or frontage being hot food takeaways exceeding 5%;
- The proposed use will not result in more than two A5 units located adjacent to each other;
- The proposed use will maintain at least two non A5 units between individual and/or groups of hot food takeaways.

Markets

The Council will continue to support markets in the Town Centre and provide for specific facilities within the public realm to ensure a range of different markets can contribute to the overall vitality of the Town Centre.

Housing

Housing proposals will be supported in the Town Centre and opportunities for new residential schemes will be explored, particularly in vacant premises above shops on and surrounding the High Street. Policy TC9 will support the development of a retirement living accommodation on Recreation Road, and policies TC8, TC12 and TC13 will support new residential development within mixed use schemes. All new residential proposals will have to contribute to the District's overall affordable housing provision, the Council will work closely with affordable housing providers to ensure the Town Centre has adequate provision.

Employment / Commercial

The Council will seek to offer new opportunities for people to work in the Town by providing an enhanced Town Centre which provides flexible business spaces available to accommodate a wide range of employment uses, as well as dedicated B1 office developments. Existing employment sites and new mixed use developments will be the focus of new employment opportunities.

Open space Public squares

The Council will protect and enhance all existing public open spaces within the Town with specific proposals for enhancements at the following locations

- The High Street
- The Spadesbourne Brook
- The Recreation Ground

Community, Leisure and Cultural uses

The Council proposes to enhance the role the Town Centre plays as the focus for the whole of the community of Bromsgrove. New opportunities for community events will be explored and the specific proposals for new community focused leisure and cultural development, which will directly benefit all sections of the community can be seen at policies TC4, TC6, TC10 and TC12.

As part of the community focused development in the Town Centre the options for a new Civic Centre will be explored either as a stand

alone development or as part of a larger comprehensive mixed use scheme.

3.51 Key Policy Strengths

3.52 The policy performs strongly against the social objectives by providing affordable housing, improving the health and well-being of the population and providing civic areas for people to meet and socialise. By providing a full range of services and facilities in the town centre it will be possible to reduce people's need to travel and lead to a reduction in car journeys which will provide environmental benefits. Regenerating the town centre with new developments will raise the energy efficiency of the buildings due to the tightening Building Regulations.

3.53 The policy highlights that an element of employment development will be provided which will encourage additional inward investment in the town and boost the local economy.

3.54 Key Policy Weaknesses

3.55 Depends on the individual planning applications, the policy could have positive or negative effect on biodiversity, the historic environment, flood risks and water quality. However, other policies such as CP16, CP17, CP20 in the Core Strategy could ensure that positive contributions to these objectives are made.

3.56 Recommendations for Mitigation

3.57 None

3.58 *TC 3 Town Centre Movement Strategy*

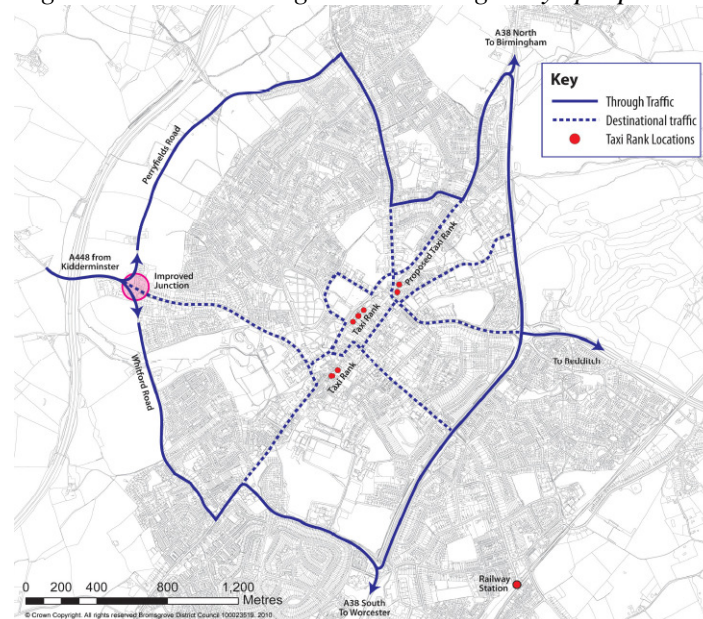
3.59 The movement strategy for Bromsgrove will make the Town Centre more accessible for all modes of travel. It attempts to change the emphasis of the road network away from being a through route to other locations across north Worcestershire. A detailed Town Centre traffic management study in spring 2011, will add to various studies already carried out and will complete a detailed analysis of delivery options for the proposals outlined in Section 7.

3.60 Bromsgrove currently suffers due to a large proportion of through-traffic on its roads, causing heavy congestion particularly at commuting times. The morning and evening peak traffic flow times have merged meaning that during daylight hours, car journey times in Bromsgrove operate at only 50% of those achieved at mandatory speed limits. This can make accessing the Town Centre by car time consuming and difficult. For many

visitors from across the rural district the car is currently the only real transport option and as a result they may choose to visit a centre that offers the easiest motoring experience. The impact of the traffic also creates a hostile environment for pedestrians and cyclists and impacts upon the overall character of the Town Centre and Conservation Area.

3.61 Though traffic will be discouraged, and the notion of Bromsgrove as a destination, rather than a cut-through will be promoted by a variety of actions and policy measures. Many of these actions and measures will take place much further a-field from the Town Centre and so fall outside the remit of the AAP. They include alterations to signage and road junctions around the Town Centre, and on main routes into Bromsgrove. The Council will work with the Worcestershire County Council to ensure these proposals briefly shown in Figure 4 below are developed within the Local Transport Plan.

Figure 4 Wider Bromsgrove Town highways proposals



3.62 The success of this will depend on the provision of viable alternative routes for the through traffic that is currently using Bromsgrove, combined with the implementation of measures to make routes through the Town Centre less desirable to through traffic. These measures will include signposting, change of priorities in favour of public transport and pedestrians, weight limits etc. Possible alterations to roads in the Town Centre and its immediate vicinity are shown on plan Figures 5 and 6 **it must be stressed that these are only possibilities at this stage and it is recognised that the rerouting of traffic to other areas of town could have impact on the success of other policies of this plan particularly**

TC10 the proposals to enhance the recreation ground into a more successful open space.

Figure 5 possible Town Centre traffic rerouting



Figure 6 Detailed possible Town Centre traffic rerouting



3.63 Public Transport

The current public transport system is insufficient in coping with predicted demands in the future. The recent upgrade of the Bus Station has already seen a significant increase in passenger numbers, departures from the Bus Station currently standing at approximately 30 per hour, could rise to 40 per hour over the coming years. It is intended to introduce new bus services which connect the residential areas surrounding the Town with other key locations such as the Train Station with the Town Centre being the focal point of the network. No resident should be more than 450m away from a bus stop with buses running on these routes every 10 minutes, providing a frequent connection to the Town Centre and the Train Station from all areas of town.

3.64 Traffic congestion needs to be eased for new bus services to be able to operate effectively, as identified above the rerouting of through traffic should help to do this, although re-engineering parts of the road network to give greater priority to public transport will also be considered to aide the efficient bus services across the town.

3.65 The current location of the Bus Station provides good access to the High Street and the wider Town Centre. The Bus Station will be extended to allow for the introduction of new bus services and to facilitate a public transport interchange which serves the town's residents and businesses. An expansion and improvement is also required to build on Bromsgrove's prominence as a destination on the A38 technology corridor. Further aesthetic improvements in line with policies TC4 and TC5 will also be explored for the Bus Station to ensure it serves as an attractive gateway into the Town. One particular aspect of the Bus Station which deserves further development is the rear courtyards of the High Street properties which open out onto this area. These courtyards are currently of differing quality and uses, bringing these areas into active uses will be explored, although in cases where this is not possible, sensitive screening of these areas may be able to be used to maintain their current function but to provide a more attractive environment, not only for those that use the Bus Station but also those that view it as they move along Market Street.

3.66 Planning obligations / Community Infrastructure Levy (CIL) from developments which will impact on the Town Centre movement network will be required to ensure the Town Centre becomes accessible for all residents from locations across the town, and not just those who own their own vehicles.

3.67 The Bus Station will bring additional employment and visitors into Bromsgrove Town Centre. It will also assist with the promotion of Bromsgrove as a base for office accommodation, especially if plans for a new four platform railway station and the introduction of more regular

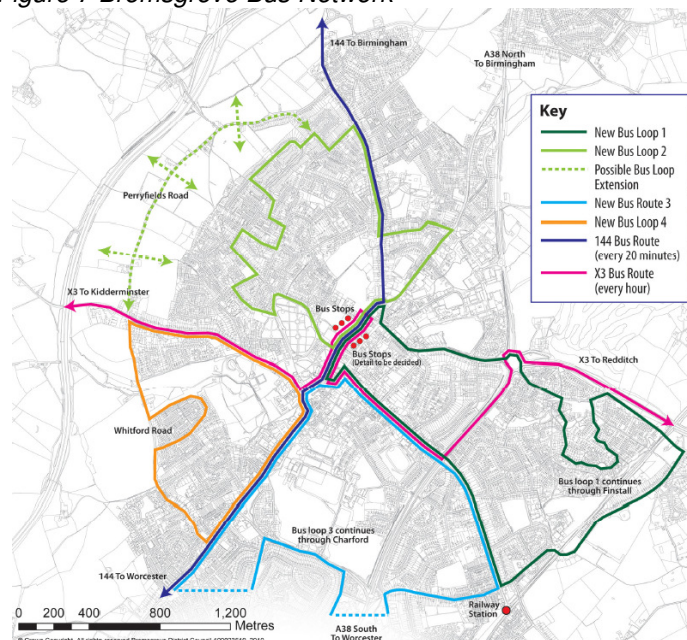
services from Birmingham proceeds. It would also begin to reduce the Town Centre's reliability on the private car which is important as the cost and availability of fuel begins to force people to look at other transport options.

3.68 Plans exist to extend the Cross City Line from its current termination point at University down to Bromsgrove. This would result in trains in and out of Birmingham every 20 minutes; a new Railway station for the town is required because the existing station is

- not of a sufficient standard to support economic growth in Bromsgrove.
- is not Disability Discrimination Act (DDA) compliant as the only way to/from Platform 2 is over a footbridge.
- has seen a 400% increase in footfall over recent years, but no improvements have occurred.

3.69 The current position of the economy has cast doubt on the availability of funding in the short term for the new station and the electrification. The Council working alongside other partners such as Worcestershire County Council will continue to promote these schemes in Bromsgrove. It is seen as essential element of this AAP and the Core Strategy that the train station is comprehensively linked to the Town Centre and as a result the wider midlands rail network.

Figure 7 Bromsgrove Bus Network



3.70 **Walking and cycling**
 The public consultation questionnaire that accompanied the issues and options report in the summer of 2008 identified that a high proportion of shoppers walk into Town from the residential areas surrounding it. This is

a very positive feature which shows the Town Centre really does serve those who live in Bromsgrove. The Town Centre will be made more accessible to those who live a little further away, by providing them with improved walking, cycling and bus routes into their Town Centre.

- 3.71 The large numbers of people who walk into the Town Centre will continue to be encouraged and will be complemented by a similar approach to cycling. Bromsgrove sits on the national cycle route network, with route 5 passing through the Town Centre. The County wide transport policies contain a strong aspiration to extend national route 46 from Droitwich to Bromsgrove. These national routes are currently supplemented by local cycle routes 1 and 2, providing a strong basis for a wider network of cycle routes accessing the Town Centre.
- 3.72 The cycle path network will be designed to make all cycle trips for local residents as convenient as possible and routes will therefore be designed to be direct; continuous; of a high quality; safe for both pedestrians and cyclists and improved signage will give distance and time to the Town Centre and other key locations. On arrival anywhere in the Bromsgrove Town Centre a cyclist must be able to travel without unnecessary risk, secure their cycle and leave it without concern of theft or interference. New, safe, secure, lockable cycle storage will be provided and will be located at car parks, the Bus Station and/or other key gateways and locations within the Town Centre.
- 3.73 Existing businesses and businesses within new developments will be encouraged to support the cycle to work scheme, allowing employers to reap the benefits of a healthier work force. The new public realm proposals will look into the possibility of creating an environment where both cyclist and pedestrians can use the High Street with minimal disruption to each other. The Traffic Regulation Order forbidding cycling in the High Street could therefore be reviewed under public consultation.
- 3.74 Taxis**
Currently taxis are highly concentrated around the Bus Station area, causing congestion. It has been highlighted by police in Bromsgrove District that there is currently a shortage of taxis operating in the Town Centre in the evening. New ranks will be introduced in suitable locations throughout the Town Centre to enable customers to arrive closer to their chosen destination and reduce waiting times. Access to taxi services at other locations such the Railway Station and business parks will also be improved to help support the movement strategy in this AAP.
- 3.75 Shop Mobility**
Those with mobility issues will be further assisted with the new public realm designed with appropriate footway surfaces that can be easily used

by motorised vehicles. The scheme will also ensure adequate provision of dropped kerbs and other requisite access measures and the design will include necessary provision for those with visual impairment. Physical access to the shop mobility service will also be made easier.

3.76 Car Parking

In keeping with the strategy to promote destination traffic into Bromsgrove the car parking strategy aims to provide or maintain a car park at main access route where possible. This will allow visitors to park immediately upon reaching the Town Centre and not need to add to traffic and drive around Town to find a car parking space and it will also permit easier and faster exit from Town at the end of the visit. Therefore a network of fewer more efficient, car parks positioned at key points on the edge of the Town Centre is envisaged.

3.77 There are approximately 1300 car parking spaces in Bromsgrove, spread unequally across 10 car parks. A car parking review in June 2010 showed that average occupancy levels are generally less than 50%. These levels would increase during the peak winter season, however it is forecast that the current total number of spaces would be sufficient to accommodate this and any expected increase in demand as a result of the regeneration activities. Therefore there shall be no increase or reduction in the number of publically available car parking spaces currently in Bromsgrove Town Centre. Some of the smaller sites could provide redevelopment opportunities. If these areas are redeveloped for uses other than car parking, to compensate for the loss of spaces, the remaining car park sites may be adjusted to accommodate additional spaces.

3.78 The number of vehicles parking in public car parks has been increasing over the last two years. In order to manage the risk of unexpected demand exceeding supply as a result of the regeneration activity constant monitoring will take place. Monitoring of demand levels over several years would permit an emergent car parking strategy to be pursued across the Town, with smaller car parks kept if demand requires it. Models predicting demand will also form part of the traffic management study due to be conducted early in 2011.

3.79 A consistent approach to car parking management and charging will be introduced, new developments with public car parks will also be required to adopt the same management and charging policies. A common 'Bromsgrove swipe card' giving access to all car parks is something which will be investigated to allow for easier access.

3.80 Other car parking initiatives could include; the de-criminalisation of street parking to allow for metered street parking; the use of residents parking zones; stricter enforcement of illegal parking on highways land adjacent to

the carriageway; the use of park and ride schemes for times of peak demand; Town Centre residents' season tickets; the licensed use of Town Centre car parks to provide parking provision for Town Centre residential developments. These proposals will all be reviewed as part of the forthcoming traffic management study.

3.81 TC 3 Town Centre Movement Strategy

The ability to gain access and move around the Town Centre is critical to its ongoing success. The Council will continue to work with Worcestershire County Council and the private sector to provide an integrated movement network for the Town Centre which links with a wider ranging transport options. The Town Centre will continue to provide the focus for specific destination traffic in the district with existing levels of through traffic encouraged to use alternative routes. As shown on figure 5 and 6 opportunities exist for alternative traffic priorities in the Town Centre, these will be explored further through the development of the Core Strategy and Local Transport Plan 3.

Public Transport

In conjunction with Core Strategy Policies CP14 and CP15 new bus routes will be introduced to serve the Town Centre see figure 7. These new routes will link both existing and new residential areas to key facilities such as the railway station, using the Town Centre as the focal point of the network, it is envisaged that the buses will operate at 10 minute intervals during peak times with longer intervals outside of peak hours.

The existing Bus Station will be enhanced and reconfigured to allow for easier access to existing services, and to allow for the introduction of more bus services.

Walking and Cycling

Opportunities exist for improved walking and cycling accessibility to the Town Centre. The Council will work with all stakeholders to ensure that the Town Centre becomes a safe and attractive environment for both pedestrians and cyclists.

Cycling opportunities will be enhanced ensuring that new and existing cycle routes are high quality, clearly visible and safe for both cyclists and pedestrians. To encourage users, simple measures such as improved signage will be installed across the Town showing both distance and approximate travel times into the Town Centre.

New high quality secure cycle stores will be installed at key locations such as public car parks, adjacent to the High Street and at the bus station. Developers will be required to provide secure cycle storage within any major development schemes for all users of the development.

Car Parking

The Town Centre's public car parking offer will be restructured to offer a network of fewer, more efficient car parks at key locations within the Town Centre. Opportunities for new areas of street parking will also be considered to encourage more active use of spaces.

Opportunities to redevelop smaller more isolated car parks for different uses will be considered against the other objectives and policies of this plan.

3.82 Key Policy strengths

3.83 The use of the private motor car dominates above all other modes in Bromsgrove. A key concept of this policy is the encouragement of a modal shift from use of the private motor car to more sustainable travel methods. This will be achieved through better public transport, particularly new bus routes to existing and new residential areas and key facilities such as the railway station. Walking and cycling opportunities will be improved both into and in the town centre.

3.84 These more sustainable travel methods complement CP 19 of the Core Strategy, focused on climate change, by reducing carbon emissions. A further strength is that it aims to encourage a cultural change in residents. By reducing the reliance of the population on the private motor car it prepares for the inevitable depletion of non renewable energy sources, such as fossil fuels or at least relieves the burden on such resources until design technology can deliver viable energy alternatives to power private motor vehicles. Thus this policy attempts a flexible approach to future proofing the town centre to the inevitable changes in travel modes.

3.85 The encouragement of walking and cycling also has health benefits to Bromsgrove residents, as there are more opportunities for people to gain a healthier lifestyle.

3.86 The policy also allows communities to have greater access to the town centre, which will have an added benefit to the vitality and viability of the centre.

3.87 Key policy weaknesses

- 3.88 As BDC is not the Highway Authority this therefore somewhat limits the ability of the LPA to directly influence service providers.
- 3.89 It also cannot be denied that for the foreseeable future, until a culture change can be effected, people and industry will be reluctant to forsake the convenience and choice that independent travel offers. A cultural step change is required which may be difficult to bring about and in the best case scenario is only likely to take place gradually.
- 3.90 A vast improvement in public transport is required to bring about modal shift which will require significant investment in infrastructure at a present time of economic recession.
- 3.91 The rural nature of the District could hinder access to the town centre from countryside locations. Although this policy strives to increase public transport provision to the town centre, it will be difficult and extremely costly to provide reliable and frequent bus services to the town centre in the more dispersed settlements of the District. Walking and cycling would also not be an option in many of the District's settlements due to the distance into the town centre.
- 3.92 Mitigation measures**
- 3.93 This policy will be influenced by the WCC Local Transport Plan, which could determine its success or failure.
- 3.94 BDC will need to work in partnership with the Highway Authority to influence service providers in order to improve public transport to and from the town centre. Discussions also need to involve creating better public transport links into the town centre from more rural locations.
- 3.95 TC4 Public Realm**
- 3.96 The early upgrade of the public realm is vital to enhance the heritage of the area and recreate an attractive Town Centre with a more positive sense of place. These are key factors in reinstating Bromsgrove as a unique and striking destination of character. It will signal that change in Bromsgrove is permanent, with a statement of intent that sets a benchmark for the standard expected of further regeneration and development initiatives that follow across the town.
- 3.97 A safe and attractive public realm will attract visitors and shoppers and lengthen their stay, increase the number of people living in town, and help attract businesses from all sectors by tangibly demonstrating public

investment in the town. The dated streetscape has suffered from ad hoc repair and is cluttered by excessive street furniture, which currently detracts from the heritage and character of the Bromsgrove Town Conservation Area and makes many spaces unusable for markets and other activities which the Council would like to see take place in the town.

- 3.98 It is envisaged that the revitalised public realm will form part of a Town Centre that is an accessible asset for the whole community. The focus of the public realm strategy is the creation of a safer environment, using design techniques such as the creation of active spaces; appropriate landscaping; lighting; signage; alongside other measures such as improved CCTV; and community patrols. A new management strategy for the Town Centre will ensure an ongoing commitment to suitable maintenance and repair regimes for the new infrastructure. The detailed design for the public realm has yet to be decided upon but the Council will seek to incorporate the following concepts in the final scheme.
- 3.99 Bromsgrove Town Centre has a traditional and long High Street, which contains most of the Primary Shopping Zone. Currently the High Street is characterised by significant amounts of poorly positioned and maintained street furniture, together with oversized trees which make the High Street hard to navigate along, especially during busy periods. This undesirable environment also does not attract people to other sections of the Town Centre as it is difficult to see what else the Town has to offer. The new public realm will therefore be as open as possible with new street furniture that is integral to and fully integrated into the design.
- 3.100 The principle of linear zones has been developed successfully in many towns and cities. Each zone is visually recognisable as a distinct area within an overall coherent design. The distinct zones and areas which could be included in the town centre public realm scheme are:
- The Carriageway
 - Footways and Cycle-paths
 - Key Gateways
 - The Street Market
 - The Primary Shopping Zone
 - Street Café Areas
 - A Town Square
- 3.101 The use of paving materials to create visually different zones, that contrast and have clearly marked boundaries, may help with the navigation and accessibility of the area, for example by clearly defining pedestrian and street cafe areas. This is particularly important for the visually impaired and further work will be undertaken to establish how this could be successfully employed in the Town Centre.

- 3.102 The lighting scheme used in the Town Centre is very important to the overall character and essential if the Town Centre's operating hours are to be extended into the evening. The lighting strategy should be developed to accentuate the impact of positive buildings, spaces, and planting. The lighting should be located in positions which do not add to clutter on the High Street potentially in some cases on existing buildings. As well as being useful in accentuating positive aspects of the Town Centre ground level up-lighters and lights laid in the pavement may also be used to demarcate areas, and add to a feeling of security in the evening.
- 3.103 For daylight hours (or where lighting solutions are limited) planting, screening and public art can be used to add visual interest where comprehensive redevelopment is not possible. For example, in the short term, the installation of decorative screening to the rear of the High Street adjacent to the Bus Station and Spadesbourne Brook. Such screens can be developed as public art projects, which reflect the culture and heritage of Bromsgrove and involve the local community.
- 3.104 Trees will be planted in clusters to create an avenue affect when looking down the High Street. They will be smaller specimens with raised canopies in comparison with the current trees and of a scale more in keeping with the surrounding buildings and dimensions of the street. This will increase visibility, bring in more light and prevent trees obstructing movement and views of key historic buildings.
- 3.105 It is not intended to convert the High Street back to a traditional vehicular route. However as access for service and emergency vehicles is required, some parts of the Town Centre could take advantage of this and potentially be designed to encourage an evening economy by allowing some vehicular traffic, such as taxis to pass through and park in the evening. The issue of shared surfaces is one which the Council is fully aware of particularly in terms of accessibility, safety and legibility for those with impaired sight and movement. It is our intention to address these issues through subtle level changes and the use of contrasting colours and textures. In this way they are shared surfaces only in as much as they can be used by vehicles and pedestrian and are part of a common materials palette.
- 3.106 Gateways**
Gateways are defined as the points at which key routes or a high number of people enter the Town Centre or Primary Shopping Zone. The approach to these points and the ambience of the Gateways themselves are fundamental in setting the tone of the destination and the extent to which the visitor feels welcomed and positive in their arrival. Entry should be straightforward, give a sense of arrival and enable visitors to flow easily into key spaces.

3.107 The public realm design will embrace these concepts through the use of paving, public art, signs and lighting. For Bromsgrove, pedestrian access points from surrounding areas or car parks will determine the main gateways. A 'shared surface' crossing ensuring priority for pedestrians will be investigated at these points to create attractive and easily walkable routes into the centre of town.

- The Key Gateway locations have been identified as:
- The Stratford Road / Strand / Northern end of the High Street area
- The New Road / Worcester Road / Southern end of the High Street area
- The Market Street / Bus Station/ Mill Lane Area
- The Windsor Street / Chapel Lane Area

3.108 Street Café Area

The enhancement of the public realm could help facilitate a new café quarter at the southern end of the High Street near the junction with Worcester Road. Such an improvement can support and extend the concentration of bars and restaurants in that area. Similar but smaller zones could then be created in other suitable areas of the Town. Strict licensing agreements will be used and a common design of seating, tables and canopies etc will be imposed to ensure consistency and uniformity.

3.109 Town Square

The centre of Town is defined as the crossing point of the High Street with Mill Lane and Chapel Lane and is the site of the Housman Statue. This area will be redefined as a distinct 'Town Square' which acts as a gathering point and a key reference point for visitors. The new public realm scheme will reflect the prominence and importance of this central open space and build upon existing links to Windsor Street and Market Street.

3.110 Market

Moving the market onto the High Street has been a success in terms of increased activity in the Town Centre. However at the moment the public realm is not designed or adequately constructed for it. Stalls have to be laid out around trees, bollards and bins. The uneven surface compounds these problems. The result is that the market appears somewhat ramshackle and accessibility on market days is extremely difficult for all users of the High Street.

3.111 The new public realm design will ensure that the principles of ease of movement down the High Street will be maintained on market days. To accommodate this, a revised layout will be devised to optimise use of the space and to improve upon the appearance and scale of the market. Permanent fixing points and services will be installed to ensure safe

operation of markets and creating opportunities for staging other events in the future.

3.112 Public health and safety is essential for the Town Centre to function and a vital component of attracting new people into Town. Many principles of safe and well designed public spaces appear in individual site policies although for clarity the main principles and features we wish to see in the Town Centre are below.

- Making sure that, wherever possible, all routes taken by residents, visitors and workers are safe both during the day light hours and hours of darkness
- Implementing measures to protect against criminal activity, including vandalism,
- Making better utilisation of landscaping for safety and security purposes,
- The installation of “Help-Points”
- The provision of a easily accessible, high quality public toilets with family facilities in partnership with private premises and in line with the Bromsgrove 'Partnership Toilet Scheme'
- Providing as much natural surveillance of all areas as possible to deter crime
- Encouraging the formation of Neighbourhood Watch schemes and co-ordination with Safer Neighbourhood Teams
- Ensuring lighting levels provide sufficient confidence for residents and visitors to spend time in the public realm during hours of darkness

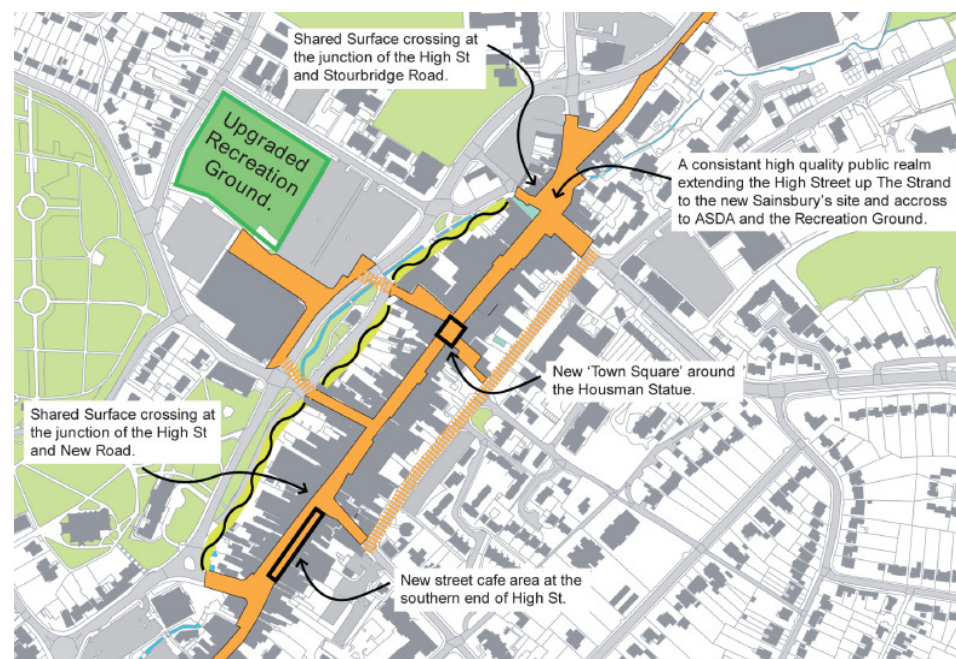
3.113 **TC4 Public Realm**

As the main route in the Town the High Street will be the focus of the public realm improvements. All other areas with the Town Centre will also be required to have regard to the following principles when developing areas of public realm;

- A. The linear nature of the High Street and its side streets is to be embraced by key development opportunities at the proposed Sainsbury’s site and the Market Hall which will be linked with a consistently high quality public realm.**
- B. All materials used in public realm schemes to be in keeping with or contrast positively with the character and appearance of the conservation area, and shall be durable and sustainable.**

- C. Street furniture, street trees, and soft landscaping are to be integral to the design and located to ensure that the linear open nature of the High Street is not diminished.
- D. All proposals must include a lighting scheme which ensures public safety but also highlights the high quality historic and modern architecture on the High Street.
- E. Opportunities to maximise the safety of the Town Centre by encouraging active uses, natural surveillance, and the creation of an effective CCTV network will all be included in public realm proposals.
- F. Create a legible, permeable network of streets and spaces within the Town Centre that is accessible for all and encourages visitors and residents remain in Town for longer periods.
- G. All proposals must include a management plan to ensure that a high standard of public realm is maintained after implementation

Figure 8 Public realm improvements



3.114 Key Policy Strengths

3.115 This policy will create a number of positive effects on the public realm of the town centre, especially the High Street. The main advantages of this

policy are in regards to reducing crime, and conserving and enhancing the historic built environment. Improvements to lighting across the town centre will ensure public safety, while the encouragement of active uses, natural surveillance, and creation of a CCTV network, will reduce crime, anti-social behaviour, and the fear of crime.

3.116 In order to conserve and enhance the historic built environment, all materials used in the public realm will be in keeping or contrast positively with the character and appearance of the Conservation Area.

3.117 Improving the public realm will also encourage visitors and residents to linger, creating accessible spaces to socialise and interact. These improvements to spaces combined with a more legible network of streets will allow greater access to local services and facilities.

3.118 There are also environment advantages to this policy. It advocates that public realm improvements require durable and sustainable materials, which in turn promotes energy efficiency. The planting of trees and soft landscaping measures can assist in reducing the impact of pollutants, as well as aiding the impacts of climate change.

3.119 Key Policy Weaknesses

3.120 There are no clear weaknesses to this policy.

3.121 Recommendations for Mitigation

3.122 None

3.123 *TC 5 Urban Design and Conservation*

3.124 The successful regeneration of Bromsgrove Town Centre will require the design of new development to be of the highest quality whilst respecting the historic environment within which it sits. Individual design requirements for development sites can be found in section 7 of this AAP.

3.125 The Bromsgrove Town Centre Conservation Area contains an assortment of notable historic buildings dating from predominately the 18th and 19th centuries but with some earlier surviving timber framed buildings. A range of architectural styles is represented from English vernacular, to restrained Georgian and more elaborate Victorian Gothic buildings. This variety of elevational treatments and styles demonstrate high quality construction and craftsmanship, giving a rich texture to the Town Centre, and are tangible reminders of the Town's past prosperity. Our Conservation Area

strategy recognises that the special interest of a Conservation Area is defined by more than its appearance and includes the atmosphere, texture, sense of place and setting, as well as more obvious qualities such as groups of historic buildings.

- 3.126 The main management issues which we will address as part of our Area Strategy are:
- Quality of public realm
 - Quality of shopfronts and signage/advertising
 - Effective maintenance of historic buildings
 - Vacant upper floors of historic buildings
 - Environmental improvements to Spadesbourne Brook
- 3.127 To ensure that the character of the Conservation Area is captured and enhanced as identified in TC4 the public realm will be refurbished using materials that are natural, durable and of high quality.
- 3.128 Most of the modern shopfronts bear little relationship to the historic buildings above and a lack of consistency in style, proportions of signage, materials and colour schemes is evident. Repairs and improvements to shop fronts within the High Street will be encouraged, as will the installation of historically sensitive shop fronts within buildings deemed to have heritage value to Bromsgrove. The Frontage Improvements Grant Scheme has begun this process. The introduction of an area of special control if required will ensure a greater control of signage and greater powers to enforce the removal of undesirable and unnecessary signage and shop-fronts that are not in keeping with the character of the Town. Such incentives for building improvements will work in tandem with improved enforcement of the Council's adopted guidance's on the shopfronts and maintenance of historic buildings; raising the bar on the quality of works expected.
- 3.129 Although the area has an overall character as a complete Conservation Area, five main character zones can be identified and are shown in figure 9. Zone 1 is centred on The Strand, which is physically separated from the rest of the Conservation Area by the busy junction at Stratford Road. Zone 2 contains the Primary Shopping Zone along the High Street. (Zones 2 and 3 blur together on the eastern side of the High Street). Zone 4 is centred in and around St John's Church and it is suggested that this should be re-designated as a separate Conservation Area. Finally Zone 5 comprises two small areas to the East of Windsor Street on Chapel Street and New Road.
- 3.130 The narrowness of the historic building plots, varied rooflines and the overall height of the buildings give an overall impression of vertical emphasis, and a strong sense of enclosure. The more modern

developments unfortunately detract from this, being generally set back from the established building line, sometimes a storey lower and include detailing which gives a horizontal rather than vertical emphasis.

3.131 These infill sites do at least give opportunities for redevelopment in the future without sacrificing any surviving important historic buildings, for example, the 1970s retail development around Mill Lane, the block on the East side of the High Street at the junction with Stratford Road, and 80-102 High Street which are all of limited architectural quality. The redevelopment of the Market Hall site, although outside the Conservation Area, will set the tone for high quality contemporary design which complements the wider historic context of Bromsgrove. Full details about the Town Centre Conservation Area including details of possible boundary changes can be found in the Conservation Area Appraisal which is part of the evidence base to support this plan, figures 9 and 10 from the Appraisal have been reproduced below to add to clarity to this document.

Figure 9 Town Centre Conservation Area Character zones

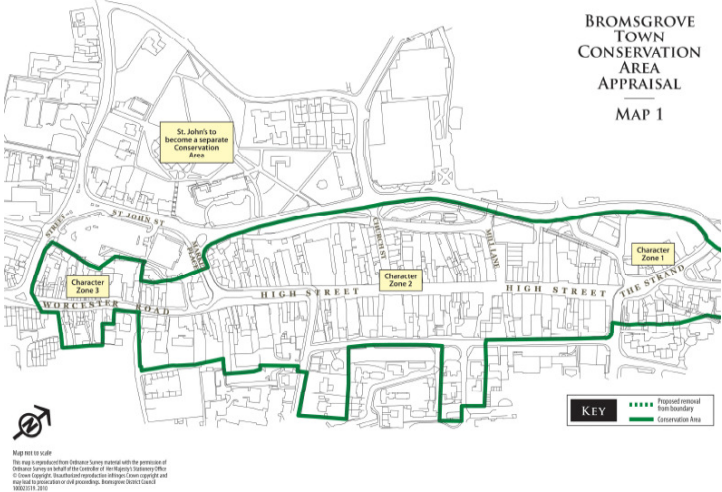
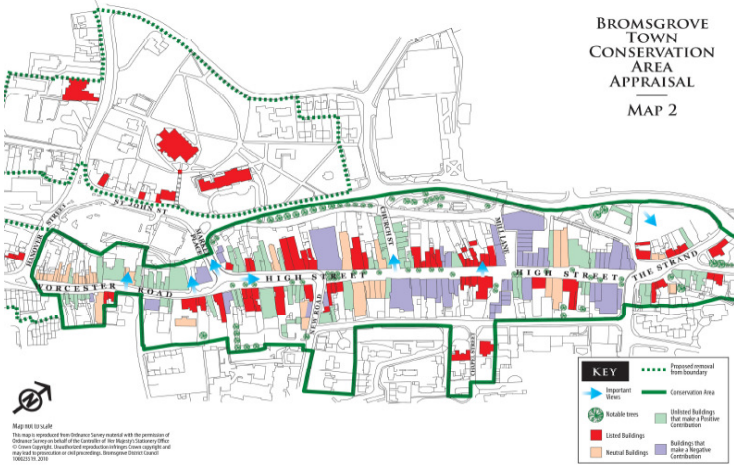


Figure 10 Town Centre Conservation area appraisal map



3.132 TC 5 Urban Design and Conservation

All development within the Town Centre is required to meet the following principles:

To include high standards of architecture and design, using high quality sustainable materials and building methods.

Where appropriate the preservation and enhancement of heritage assets which have archaeological, architectural, artistic or historic interest including:

- A. Statutorily listed buildings, and their settings;**
- B. Buildings which although not nationally listed, make a positive contribution to the Town Centre Conservation Area and its setting;**
- C. Sites of known and potential archaeological interest**

The sensitive redevelopment of sites which currently detract from the character and appearance of the Town Centre, with new buildings that add to the evolution of the area whilst respecting the scale, height, massing, alignment and materials of adjacent historic buildings.

New developments should respect the historic Town Centre street pattern, the established building line, historic spaces between buildings and the overall sense of place.

New buildings are to frame streets and public spaces providing natural surveillance, and preserving and exploiting important views into, within and out of the Town Centre.

Design proposals at gateway locations such as the Historic Market Site, Parkside Crossroads and the Station Road / Windsor Street / Strand area to reflect their prominence and importance to the character of the Town Centre.

All major development sites should consider a mix of uses and adaptable internal layouts that allow flexibility for buildings to be used in alternative ways in the future.

On specified opportunity sites perimeter blocks are to be used that positively address roads, walkways and public spaces and all ground floors should contain active frontages.

All new and redeveloped shopfronts to be fully compliant with the Council's Shopfronts and Advertisements Design Guide, or its successor document. Particular regard should be had to retaining

surviving historic details, respecting established fascia lines, reducing illumination levels wherever possible, avoiding the use of external security measures.

3.133 Key Policy Strengths

3.134 This policy has many social benefits in terms of creating vibrant and locally distinctive communities, encouraging safety by design and hence improving resident's sense of good health and well-being. Principally these include: the development of quality living environments that respect the landscape, townscape and heritage of their receiving environments. The policy also promotes sustainable construction materials and techniques which help to reduce the causes of climate change.

3.135 These built environment benefits can also have positive effects on the economy as they assist the marketing of the District as a good place to work and do-business. This can encourage the creation of new businesses and investment in the District and hence improve economic growth in the long-term.

3.136 Key Policy Weaknesses

3.137 There are no clear weaknesses to this policy.

3.138 Recommendations for Mitigation

3.139 None

3.140 *TC 6 Natural Environment and Sustainability Strategy*

3.141 The policy below is specific to the Spadesbourne Brook and other open spaces within the Town Centre. The policies contained in the Core Strategy offer full guidance on the how the natural environment and sustainable development will be considered in the Town Centre

3.142 Naturalisation of the Spadesbourne Brook

3.143 The Site

The Spadesbourne Brook rises in the Lickey Hills to the north and flows south through the Town. The length of the Brook envisaged for enhancements runs from All Saints Church in Burcot Lane to Brook Lane in Sander's Park is 2.15 kilometres. It runs past the existing Council House, through NEW College land behind Birmingham Road, past the Strand, along Market Street through the Bus Station, and across the historic market site into Sander's Park.

3.144 Parts of the Brook are naturalised, including areas between Birmingham Road and School Drive, and at the bus station. However, the majority of the Brook has been re-routed, culverted and effectively relegated to function as a storm drain through the Town Centre, hidden from view, and sometimes covered entirely by access roads to properties. Even in its urban context the brook contains some plant and animal life, and the water quality is good and clear. However it fails to provide any real amenity value for users of the Town Centre and its ability to support a wider variety of plants and animals is reduced by its unnatural form.

3.145 The Environment Agency has confirmed that Spadesbourne Brook currently supports dispersed colonies of water voles (a protected species) to the north and south of the Town Centre. However, the water voles and other wildlife find traversing the culverted sections of the brook difficult and cannot create habitats at certain sections due to the concrete sides.

3.146 The Opportunity

The naturalisation of Spadesbourne Brook is a key component of the Land use (TC2) Movement (TC3) Public Realm (TC4) and Urban Design (TC5) and Historic Market Site (TC8) strategies of the AAP. The relocation and naturalisation of specific parts of the brook will allow for greater use by the community. It will ensure that shoppers in the High Street are never more than a few minutes away from an attractive area of green and open space and it will improve permeability and legibility within the Town Centre. It will include relocation and naturalisation of the watercourse where possible, a raised water level, improved flood capacity, a habitat appropriate for many plants and animals including water voles, high quality paving, seating areas, new trees and planting.

3.147 Design

The naturalised watercourse will be designed with full consideration of highways and public safety requirements and developed in line with other key public realm areas to provide a holistic approach to design and access throughout the Town Centre. The Brook will form part of a green corridor running along Market Street providing links to other areas of the town. Access requirements will be maintained and utilities and other services will be moved where necessary. Where the watercourse is relocated, existing culverts may be utilised to improve flood capacity. Existing trees and planting will be retained where possible or replaced with like-for-like specimens where removal is necessary. The watercourse will be engineered to allow wildlife including water voles, to traverse its length and to allow for the creation of new habitats to assist with the ongoing protection of biodiversity assets.

- 3.148 The Spadesbourne Brook can be opened up through the Historic Market site as shown below in figures 11 and 12, as such will be a key part of the development opportunity identified policy TC8.

Figures 11 and 12 Indicative market hall plans showing realigned brook



3.149 Deliverability

A feasibility study looking into the options for the Spadesbourne Brook has been undertaken to support the AAP and can be viewed as part of the evidence base, this research and early consultation feedback regarding naturalisation has been very positive. The Environment Agency also supports naturalisation and discourages the use of culverts.

- 3.150 The Brook is in both public and private ownership, naturalising and in some cases relocating the Spadesbourne Brook will be achieved via different approaches dependent on whether the section is part of a development site or not. Other sections at locations that are not

development sites such as the section running parallel to Crown Close will be funded from sources including (but not limited to):

- European Commission: Environment funding
- Natural England Biodiversity Fund
- Biffaward grants
- SITA trust: Enriching Nature Programme
- Big Lottery Fund: Community Wildlife
- Heritage Lottery Fund
- WREN: Biodiversity Action Fund
- Veolia Environmental Trust
- Big Lottery Fund: Changing Spaces / Community Spaces
- Esmee Fairbairn Foundation: Biodiversity Strand

3.151 TC 6 Natural Environment and Sustainability Strategy

The Council will look to positively address the natural environment and tackle the causes of climate change in the Town Centre by applying the following principles

- A. The naturalisation of water courses primarily the Spadesbourne Brook to create an attractive and effective green corridor throughout the Town Centre.**
- B. Maintaining and enhancing the network of green spaces including the Spadesbourne brook, the Recreation Ground, Crown Close, and the links into other significant green assets such as the Cemetery and Sanders Park.**
- C. Requiring all new development and conversions where possible to meet the highest standards of design and sustainability as detailed in the Bromsgrove District Core Strategy.**

3.152 Key Policy Strengths

3.153 The policy is very specific in the protection and enhancement of the natural environment asset in the town centre (i.e. the Spadesbourne Brook) and green corridors. The protection and enhancement of natural assets can add to the vibrancy and local distinctiveness of the District and also acts as a cultural and recreational resource. These will positively contribute to the environmental objectives which seek to conserve and enhance the District's biodiversity, and safeguard and strengthen landscape character and quality. Although the policy has largely positive environmental impacts, some positive social impacts could also be realised, as enjoyment of the natural environment has recognised health and well being benefits.

3.154 The policy refers to the design and sustainability policies in the Core Strategy which strengthen the policy and ensure positive contributions on the social and economic objectives such as designing out crime, reducing the need to travel, provisions for socialise, new technologies, etc.

3.155 Key Policy Weaknesses

3.156 A potential weakness is that the policy may hamper development that is needed for other valid reasons and in some cases may make it economically unviable.

3.157 Recommendations for Mitigation

3.158 All factors would have to be weighed on a site by site basis. There are no recommendations for mitigation for this policy.

3.159 TC7 Planning Obligations

3.160 Both the public and private sector have key roles to play in the coordinated and successful regeneration of Bromsgrove Town Centre. The principle of securing developer contributions for many other uses, to address the impact of development is a well established process. The conventional approach towards securing such contributions in the past has been based on negotiations formalized through S106 agreements. It is however envisaged that for proposals included in both the Town Centre AAP and the Core Strategy a standard charge will be levied on all new development. This not only ensures that development impacts are taken into account, but also provides certainty for both developers and infrastructure / service providers on the level of contribution required. The Council will investigate the introduction of these standard charges and if required will include them in further versions of this AAP.

3.161 TC7 Planning Obligations

The scale of change envisaged by developments in the Town Centre will require the improvement and enhancement of facilities, infrastructure and services, to ensure the physical and social environment is maintained. Where relevant the Council will ensure that development proposals within the Town Centre benefit the wider community by the use of planning obligations which seek to support the regeneration aims, objectives, and proposals of this Area Action Plan.

3.162 Key Policy Strengths

3.163 The policy focuses on ensuring that new development in the town centre is adequately served by infrastructure required as part of a new sustainable development. It ensures that new development does not impact adversely on the existing community by putting added strain on existing services. In particular this should lead to improvements in transport infrastructure, improvements to the public realm and the provision of affordable housing.

3.164 Key Policy Weaknesses

3.165 There will be competing demands for such contributions and in a time of economic recession profit margins become even tighter, meaning that there is less money available to render schemes viable.

3.166 Recommendations for Mitigation

3.167 If circumstances arise where the viability of a scheme is compromised by the level of developer contributions it will be necessary for the applicant to demonstrate this and negotiations to proceed based on a balanced and equitable outcome. Ensuring new development is attractive and well serviced however may make an area more attractive economically.

3.168 TC8 Historic Market Site



3.169 The Site

The site occupies an area of 0.7 hectares and sits at a key southern gateway into the Town Centre where routes from Worcester and Kidderminster meet. The site is bordered by Worcester Road, Market Place, Hanover Street and St Johns; it also sits between two sections of the Bromsgrove Town Conservation Area. The culverted Spadesbourne Brook marks the site's current south eastern boundary then flows under

Hanover Street past St Johns Middle School and along the footpath into Sanders Park. An electricity sub-station sits on the site and it is subject to rights of way and easements to allow access to the rear of properties along Worcester Road, the majority of the site is currently car parking. George House stands on the North corner of the site, which is the historic location of the Market in Bromsgrove. This is a key strategic location as it marks the end of the linear High Street and one of the major pedestrian gateways into the Town Centre.

3.170 The Opportunity

This site at the southern end of the High Street is important as a potential new retail led mixed use location, adding to the overall retail offer and creating an anchor at the southern end of the town. Thus ensuring active retail uses along the entire length of the Primary Shopping Zone. The proximity to a proposed street café area and concentration of pubs and restaurants in the High Street South / Worcester Road centre make this site suitable for other supporting uses which could contain a small cinema and/or other leisure uses such as cafes and restaurants, residential or offices are also acceptable supporting uses on this site.

3.171 Design

The George House section of the site requires a development of notable architectural merit and impact. It is important for the building to fulfil its role in the context of the High Street and function as an attraction at the southern end making a statement to new visitors entering the Town Centre at this key gateway. The scale of the development must have regard to the surrounding Conservation Areas and must maintain important lines of site up to St Johns Church that stands on the high ground to the north west of the site. The rear of the properties on Worcester Road with their historic roof line is also an important aspect and should be positively addressed in any design proposals and wherever possible views from outside the site should take advantage of this feature. Any new development should also contribute positively to views from the adjacent group of historic buildings on Worcester Road towards the High Street, and respect the setting of nearby listed buildings.

3.172 The existing car parking on site plays an important role in the current Town Centre car parking facilities, although a street level car park at this key location does not provide a particularly attractive entrance to the town. Development proposals will need to ensure that both the movement / car-parking strategies in TC3 are considered alongside the desire to create attractive well designed environments as proposed in TC4 and TC5, alternative and innovative car-parking solutions for this site will be considered where they are consistent with the TC3, TC4, and TC5.

3.173 The site is at one of the key pedestrian gateways into the Town Centre and is similarly important for an arrival point for cyclists, with the existing route in from Sanders Park and the potential link to the Droitwich cycle way along Worcester Road. Facilities for pedestrians and cyclists will be a key feature of any redevelopment proposals.

3.174 The Spadesbourne Brook is a key natural asset for the site, as identified in policy TC6 it is possible to realign and naturalise it through this site offering an important natural feature in an urban setting and forming one of the key features of an enhanced public realm. The re-routing of the Brook to extend the green corridor through the site, will also improve pedestrian access into Sanders Park creating an improved pedestrian link with the rest of the Town Centre. Landscaping will be required to provide hard and soft landscaping inline with the wider public realm strategy. Tree planting may be required maintain the reinstatement of the historic lime avenue that stretches along Market Street.

3.175 Deliverability

The site is in public ownership. Extensive analysis of urban design and brook naturalisation options has already taken place. This site is highly visible and the establishment of a new anchor store at the Southern end of the High Street is seen as a key element of the land use strategy in TC2. The Historic Market Site will therefore be a priority for early development.

3.176 TC8 Historic Market Site

The Historic Market site is a major mixed use development opportunity which the Council will promote for comprehensive redevelopment.

The following principles for development will apply

- A. Retail led mixed use development scheme will be the primary land use**
- B. Leisure uses such as cafés, restaurants, and a cinema may also be acceptable on the ground floor. Residential and office uses may be acceptable on upper floors**
- C. Scale of development to preserve or enhance the surrounding Conservation Area with protection of notable views including the view to St Johns Church .**
- D. Where possible perimeter blocks should be used in line with policy TC5**
- E. Design proposals for the north eastern portion of the site (George House/Blockbuster) must reflect both its prominence**

as the termination of the High Street and also as the gateway into the historic market site.

- F. The re-routed Spadesbourne Brook must be integral to the public realm element of any proposals, including provision for enhanced walking and cycling opportunities.**
- G. All revised car parking proposals must be consistent with the wider car parking strategy for the Town Centre.**

3.177 Key Policy strengths

3.178 The redevelopment of the market hall site will deliver a number of social benefits. A mixed use scheme would increase the range of services and facilities in the town meaning that local people would have access to a wider range of services. The site has the potential to include some housing which could help meet local needs. The development would also increase activity in the area which would provide natural surveillance that could potentially reduce the possibility of crime.

3.179 The policy ensures that the development of the Market Hall site will retain the character of the adjacent conservation and protect important views St Johns Church so there should be a positive impact on the towns historic heritage.

3.180 Improvements to walking and cycling are highlighted and this should lead to more people using sustainable modes of transport. This could lead to people using cars less and therefore reduce carbon emissions.

3.181 The development of this site has the potential to create employment for local people and promote economic growth, particularly if a large national retailer is attracted to the site. This can help to improve the vitality of the Town centre and have knock-on benefits in terms of marketing Bromsgrove as a good place to live, work and do business.

3.182 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.

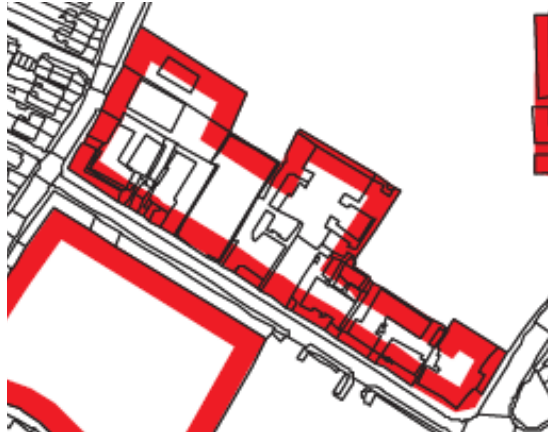
3.183 Key policy weaknesses

3.184 No clear weaknesses to the policy have been identified

3.185 Mitigation measures

3.186 None

3.187 TC9 Recreation Road



3.188 The Site

The site occupies an area of 1.2 hectares. It runs along the length of Recreation Road, which is orientated on an East/West axis and is currently open to two-way traffic. The site currently consists of a number of separately owned plots with a variety of both public and private sector businesses occupying them.

3.189 The East or 'bottom' end of the site contains the Drill Hall at the corner of recreation road and Market Street, which was built in 1914. The Drill Hall was considered and rejected for statutory listing in 2009 and is outside the Bromsgrove Town Conservation Area, but was included on the Council's draft list of Buildings of Local Interest produced in 2007. The West or 'top' end of the site is the current DWP/jobcentre plus site at the junction of Recreation Road and Churchfields and this area has a much more residential feel than the bottom of the site closer to the Town Centre. The rear of the site shares a boundary with a school playing field and the new Health Centre. Opposite the Recreation Road site is the Recreation Ground and one of the main Town Centre car parks, which also functions as car park for the ASDA store.

3.190 The Opportunity

The site will be developed as a high density residential scheme suitable as retirement living. This is intended to be independent 'Extra-Care' style units (C3) to provide a retirement living complex which could share a number of onsite facilities, such as a shops, hairdressers and communal facilities such as a restaurant and lounges and a garden. More specific nursing care (C2) could be included within the scheme as well as a small amount of general needs housing.

- 3.191 As identified in the Core Strategy, Bromsgrove has an identified need for significant amounts of new housing particularly affordable housing suitable for newly forming households and the elderly. Bromsgrove Town Centre is seen as a key location where some of this requirement can be met, and in particular the Recreation Road site, due to the ease of access to the Town Centre and all the facilities it has to offer including the new health centre.
- 3.192 A target of 40% of the development will be affordable housing. The format of the affordable element is critical and it is important that it truly is affordable housing suitable for residents who cannot afford to live in open market retirement living accommodation which is provided in other areas of the District. Further information on the types of affordable housing that will be acceptable will be provided when the impacts of the current reforms to affordable housing provision are known. Other ancillary residential units may be considered as an enabling tool for the retirement living element which must remain as the predominant use on site.
- 3.193 The adjacent Recreation Ground could also benefit the success of this scheme with the opportunity to provide essential accessible outdoor facilities for residents which are difficult to provide onsite due to its linear nature. Proposals for new communal seating areas and a sensory garden at the Recreation Ground combined with improvements to the access across Recreation Road could mitigate against a lack of open space provision on site
- 3.194 Design**
The development will be of a scale in keeping with surrounding developments. The new Health Centre at the Market Street end is a large structure which changes the scale of the built environment in this part of the Town; development on the Recreation Road site could take advantage of this change in scale and provide a significant residential scheme adjacent to the Town Centre core. It is envisaged all parking and garden facilities will be provided at the rear of the scheme with an active frontage onto Recreation Road in keeping with the overall strategy for the Town Centre of creating development that positively addresses the spaces they create.
- 3.195 In line with the type of residential development proposed lower levels of parking provision than would normally be required for general needs housing, will be considered on this site. Other options for accommodating parking provision within the overall Town Centre parking strategy could also be acceptable.

3.196 Deliverability

The site is currently in mixed ownership, with approximately half of the land area owned by the Public Sector. A Recreation Road Consortium has been created to represent the different ownerships. The marketing of the site as one development opportunity makes the site more deliverable than a row of smaller fragmented sites in mixed ownerships. Due to the relative independence from other Town Centre schemes and the urgent need to address the shortage of retirement living in Bromsgrove, it is envisaged that this scheme will be prioritised for the early phases of the plan.

3.197 TC9 Recreation Road

The Recreation Road site is a major residential development opportunity

The following development principles will apply

- A. The predominant land use will be independent retirement led residential units (C3) with inclusive optional care and support services, other acceptable uses are ancillary nursing care (C2) and limited general needs housing.**
- B. Development must have an active frontage onto Recreation Road, and respect the scale of the surrounding buildings and the setting of the adjacent Conservation Area**
- C. Clear, safe pedestrian access must be provided to the recreation ground opposite.**
- D. 40% of all units will be required to be affordable housing.**

3.198 Key Policy Strengths

3.199 This policy is site specific to Recreation Road, and focuses primarily on the provision of retirement led residential development and affordable housing. The policy meets a number of social objectives, as well as some environmental objectives. Population projections indicate that Bromsgrove has an ageing population and residential development along Recreation Road endeavours to provide housing suitable for the elderly. There is also a large need for affordable housing across the District, which this policy also strives to alleviate by require a figure of 40% affordable housing. The provision of affordable housing and homes for the elderly can reduce social exclusion through reducing barriers to housing for certain sectors of society.

3.200 The policy also requires development to be no larger than three storeys and have active frontages. This is not only to keep in character with the surrounding area, but also to create natural surveillance and reduce the fear of crime around the area.

3.201 In terms of environmental objectives, the policy promotes affordable housing, which needs to achieve at least Level 3 of the Code for Sustainable Homes. The high percentage of affordable units sought as part of this policy will lead to improvements in energy efficiency, thus reducing the causes and helping adapt to the impacts of climate change.

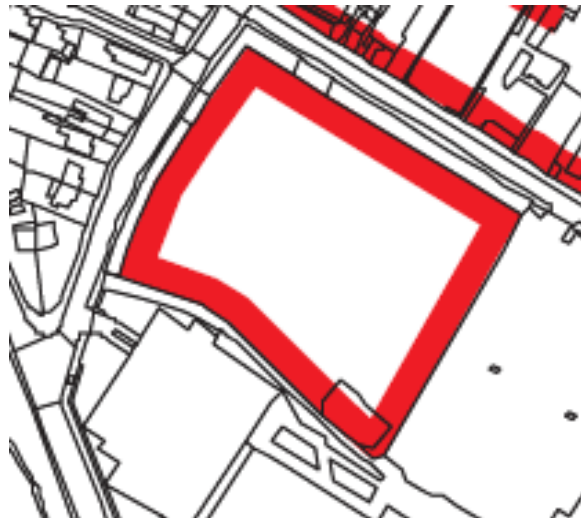
3.202 Key Policy Weaknesses

3.203 There are no clear weaknesses to this policy.

3.204 Recommendations for Mitigation

3.205 None

3.206 TC10 The Recreation Ground



3.207 The Site

The Recreation Ground provides 1.1 hectares of open space within the Town Centre. It is a short distance away from the High Street and Conservation Area. It is bordered by Churchfields to its west; Asda and the multi-storey car park stand on its south side; with Recreation Road and the development site identified in policy TC9 to its north. To the east lies the Recreation Road south car park separated only by some limited tree planting. A footpath runs along the southern edge with a children's play area located in the south east corner. Pedestrians have created an

informal footpath which runs approximately north south. The Recreation Ground serves as a place for 'Street Theatre,' three days worth of events organised by the Council during the summer holidays, and the occasional fun fair, but is largely unused for formal activities for the rest of the year.

3.208 The Opportunity

The Council wishes to revitalise the Recreation Ground to provide a space which is a real asset to the communities who live and work in the Town Centre, and to also offer an additional attraction to visitors.

3.209 Design

As an entirely public space it is important that proposals for the recreation ground are safe and accessible to all members of the community, policy TC4 sets the principles by which public areas are to be treated. The need for the design of the recreation ground improvements to be in line with these principles is essential as one for the few formal open green spaces within the Town Centre.

3.210 Possible features to be included in an enhanced area could be, a performance area providing a versatile outdoor open space; water features; new hard landscaping including new paving, seating, bins, lights and railings; a replacement play area constructed from natural materials; soft landscaping including new coordinated planting and a sensory garden. It is envisaged that this improvement will allow the recreation ground to function more successfully as public meeting space with regular events taking place as part of a series of public events in the Town Centre.

3.211 Delivery

The Recreation ground is owned by the Council although it is envisaged that the funding for an upgrade may need to be found from sources other than the Council's own budgets and the Council will look to a range of funding sources to enable these developments.

3.212 TC10 The Recreation Ground

The Recreation ground will remain as open space, although enhanced to provide a more attractive and safe community resource. The following enhancements are proposed:

- A. New hard and soft landscaping which are consistent with public realm proposals for the High Street and the Spadesbourne Brook and which provide clear pedestrian linkages to other areas of the Town Centre.**
- B. The creation of a new distinctive multi functional public event / performance space.**
- C. New children play facilities constructed with natural materials.**

D. A fully accessible community garden which incorporates many high sensory elements.

3.213 Key Policy Strengths

3.214 The policy protects and enhances the existing open space and recreational facilities which clearly has many social and environmental benefits. Access to amenity open space encourages the uptake of recreational facilities and the provision of public event space helps people to get together and know each other. These can help to improve the health of the local population and add to the well-being and vibrancy of communities through creating an improved living environment.

3.215 The environmental benefits of safeguarding all of the green infrastructure assets are wide reaching. Whilst the existing ground has little biodiversity value, an enhanced community garden and new soft landscaping can contribute greatly to conserving and enhancing ecological diversity through habitat provision and maintenance or creation of wildlife corridors. The policy also has potential to minimise flood risk through maintaining areas of undeveloped greenspace that will enable precipitation to infiltrate the soil and reduce run-off which can lead to increased flood-risk.

3.216 The policy also attempts to make the best use of scarce resources via multi functionality principles.

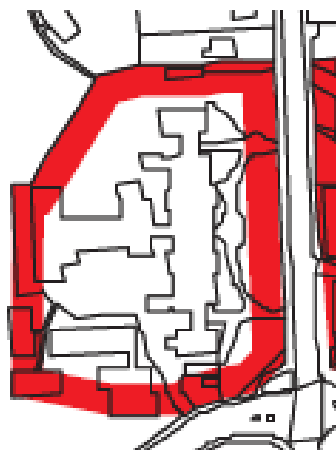
3.217 Key Policy Weaknesses

3.218 No clear weaknesses to the policy have been identified

3.219 Recommendations for Mitigation

3.220 None

3.221 TC11 Parkside Middle School



3.222 The Site

The site occupies an area of 0.7 hectares, and contains the Grade II listed former school building as well as several mature trees. The main frontage of the site is onto Stourbridge Road with the southern part of the site fronting Market Street. The rear of the site overlooks school playing fields and is adjacent to the new Health Centre.

3.223 The site houses the former Parkside Middle School, which was built in 1909 and was made redundant as a school building in 2008 upon the opening of a new school further along Stourbridge Road. The building is Grade II listed which also gives protection to any ancillary structures constructed before 1948 such as the notable red brick boundary walls. There is limited space between either side of this building and the boundary of the site or the Health Centre access drive. Some more modern classrooms and a gymnasium have been demolished to allow for the development of a new Health Centre on part of the old school's playing field. The two sites share an entrance from Stourbridge Road, with a drive then passing around the back of the old school building to the Health Centre.

3.224 The Opportunity

The options for use of this site are affected by the requirement to preserve the existing buildings including many of the internal features. Unless an educational use for the buildings can be reinstated it is thought that the building is suitable for a sympathetic conversion to either residential or office use, with limited potential for new additions to the rear. The District Council will work closely with Worcestershire County Council to find a use for the building which ensures its long term future and maintains it as a heritage asset for the Town Centre. Any development will be required to provide landscaping inline with the public realm strategy identified in TC4, tree planting may be required along Market Street to continue the reinstatement of the historic lime avenue.

3.225 Delivery

The site is in public ownership and available for redevelopment. Although it is seen as a considerable challenge, due to the requirement for any proposals to preserve the heritage value of the building, it is envisaged that this site will be brought forward in the medium term of the plan (5-10 years)

3.226 TC11 Parkside Middle School

The former Parkside Middle School is a Grade II Listed Building and therefore would have to undergo sympathetic conversion for development potential to be realised.

The following development principles will apply

- A. Residential or office conversion is considered to be the most suitable use, although other uses may be acceptable.**
- B. Full regard to the buildings listed status will be essential for all proposals.**
- C. Development will be required to contribute to the reinstatement of the avenue of lime trees on Market Street.**

3.227 Key Policy strengths

3.228 The policy promotes the conversion of the Parkside Middle School and planting an avenue of lime trees on Market Street. These can add to the local distinctiveness and enhance the historic heritage of the District, which also acts as a cultural and recreational resource. Indirectly the enhancement of the heritage resource can also form an educational resource as well as the preservation of material assets. The conversion would increase activity in the area which would provide natural surveillance that could potentially reduce the possibility of crime. The planting of lime trees can become habitats for wildlife and serve as green corridor.

3.229 Converting the building into office use has the potential to create employment for local people and promote economic growth. This can help to improve the vitality of the Town Centre and have knock-on benefits in terms of marketing Bromsgrove as a good place to live, work and do business. Converting the building into residential use can meet the local needs of housing.

3.230 Development in a sustainable town centre location should lead to more people using sustainable modes of transport rather than travelling by car. This could lead to people using cars less and therefore reduce carbon emissions.

3.231 Converting an empty listed building inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets.

3.232 Key policy weaknesses

3.233 No clear weaknesses to the policy have been identified

3.234 Mitigation measures

3.235 None

3.236 TC12 School Drive



3.237 The Site

The site occupies an area of 1.6 Hectares. It is located on the east side of School Drive and runs from the junction with Stratford Road up to North Bromsgrove High School. The area opposite the site is predominantly residential. School Drive continues north towards the Artrix and NEW College and the proposed site for a new Fire and Police station.

3.238 The Opportunity

The Dolphin Centre is approaching the end of its useful life and with this comes an opportunity to replace it with a modern facility that more successfully meets the needs of the residents on a reconfigured site. The possible relocation of public sector facilities could also form part of a dual use building.

- 3.239 The proposed development of a new Leisure Centre supports the Council's objectives for its sports and leisure facilities, particularly:
- Health improvement through sport and other forms of active recreation
 - Reduced crime and anti social behaviour using sport as an effective diversion
 - Higher educational achievement by virtue of regular exercise
 - Cleaner and greener environment by modern, well maintained and energy efficient sports facilities.

- 3.240 The Council's objectives in reviewing proposals for a new Leisure Centre are to:
- Increase participation in sports and active recreation
 - Improve the range and quality of facilities
 - Improve the quality of teaching and coaching available
 - Increase the number and capacity of voluntary sector clubs

- 3.241 The scoping of a new multisport and fitness complex for the residents of Bromsgrove District required a consultation exercise to establish the

leisure habits and needs of the community. This process has assisted in establishing the size of the site, to be incorporated within the AAP. The Bromsgrove Leisure consultation occurred during the summer of 2010 received 866 completed questionnaires and determined current and future customer demand, travel habits, linked trips, and preferred location for a new leisure centre. The results were cross-examined with Dolphin Centre usage statistics and findings of other surveys.

- 3.242 The public's responses suggest there is demand for a small – medium sized Leisure Centre located in the Town Centre and consisting of:
- Main Swimming Pool
 - Teaching Pool
 - Gymnasium
 - Sports Hall
 - Dance Studio
 - Cycle (Spinning) room
 - Café
- 3.243 The Council believes the current Dolphin Centre site offers the most scope for a new leisure centre although with a reconfigured layout including revised car parking arrangements. Other uses such as residential or ancillary retail units may also be acceptable.
- 3.244 The consolidation of the public assets in and around the Town Centre could mean the relocation of a number of public sector offices including those provided/required by the District Council on to the School Drive site. The Windsor street site could also provide new public sector facilities in tandem with the new leisure centre which would ensure that public services in Bromsgrove are accommodated in a modern sustainable building in an accessible location, ensuring the public sector buildings minimise their impact on the environment.
- 3.245 Design Requirements**
The scale of the new Leisure Centre must also be in keeping with its surroundings including any new development proposed on the Windsor Road site as outlined in policy TC13. The level changes across the site must be fully considered in the proposals with developments sensitively addressing the distant views of this site from other areas of the Town.
- 3.246 The current layout of the site with the street level car park at the front of the site and the Dolphin Centre to the rear fails to address its prominent location as a key gateway into the Town Centre. Design proposals must address this feature with development fronting onto the pavements, and where possible should also look to enhance both the visual and the

physical connectivity of the Artrix and the rest of School Drive with the Town Centre.

3.247 The site is located on the main route into Bromsgrove from Redditch and so the location of a car park here is consistent with the TC3 Town Centre Movement Strategy, which aims to provide parking for traffic as it enters the town. Innovative parking solutions will be considered to maximise the development potential of the site. School Drive is on National Cycle Route 45 and the protection and enhancement of this route will be required as part of development proposals.

3.248 Delivery

The site is predominantly in public ownership and the location of the Methodist Church along Stratford Road may constrain the development of this site. If this is the case the Council will explore possible Town Centre relocation opportunities with the Methodist Church. The limited life of the Dolphin Centre makes this development an early priority for the AAP.

3.249 TC12 School Drive

The School Drive site is a major leisure development opportunity site within the Town Centre, which has an important role to play in integrating the Artrix, Bromsgrove North High School, NEW College and the proposed replacement Fire and Police station into the Town Centre community.

The following development principles will apply

- A. A leisure centre with associated parking and complementary uses including possible new public sector facilities will be the predominant use on site.**
- B. Residential development is considered acceptable at the northern edge of the site.**
- C. The new leisure centre will need to contain, a swimming pool, fitness suite, multifunctional studios, sports hall facilities and ancillary uses such as café/restaurant will also be acceptable.**
- D. Other small scale retail and commercial development could also be acceptable as part of a comprehensive scheme.**
- E. All buildings must have a frontage onto School Drive and where possible Station Road.**
- F. Proposals must be considered in tandem with other major development proposals on Windsor Street, and contribute positively to creating clear functional links between the Town Centre and uses further along School Drive.**

3.250 Key Policy strengths

3.251 The redevelopment of the School Drive site will have a number of social benefits to Bromsgrove town centre and the surrounding area. The policy has particular advantages to the health and well-being of the population as its main emphasis is on leisure development. The development will also increase the leisure opportunities across the District, which combined with small scale retail and commercial development, will improve the quality of and equitable access to local services and facilities.

3.252 The provision of residential dwellings as part of the redevelopment can also create the opportunity to provide affordable housing. This active mixed use development with active frontages would also assist in reducing crime and the fear of crime, which would also be reinforced by the relocation of the Police station to the site.

3.253 There are also a small number of economic benefits to the redevelopment of School Drive. A mixed use development will obviously help diversify Bromsgrove town centre and create more jobs. The location of the redevelopment will also enhance the links between North Bromsgrove High School, New College and the surrounding area. This can have a positive outcome on the skills and qualifications gained of the potential workforce.

3.254 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.

3.255 Key policy weaknesses

3.256 No clear weaknesses to the policy have been identified

3.257 Mitigation measures

3.258 None

3.259 TC 13 Windsor Street



3.260 The Site

Windsor Street runs parallel to the High Street and is open to 2-way traffic. The site occupies an area of 0.8 hectares. It runs along the East side of Windsor Street to the North of its junction with Chapel Lane. The site currently houses public sector offices, the Fire Station and the Library. Under private ownership is the Tyre Depot which is located on the corner of Windsor Street and Stratford Road.

3.261 The Opportunity

Windsor Street has been identified primarily as a retail led mixed-use opportunity. The site can be developed to provide 3 or 4 larger retail units of around 1000 square meters, although office development may be considered, including public sector offices particularly on upper floors. The current site contains the public library which, if redeveloped, could be relocated to another area on Windsor street or may form part of a public sector development on the School Drive site.

3.262 As identified in policy TC2 the Town Centre currently suffers from a lack of larger retail units which some high street retailers' desire. It is felt that the site on Windsor street can offer these types of units, complementing the offer from retailers on the High Street rather than competing with them.

3.263 Design

The scale of development on Windsor Street must reflect its prominence as a potential gateway into the Town, whilst also respecting its proximity to the High Street and the role the High Street has within the Town Centre. Any new development must not dominate either the built form or the functionality of the High Street which must remain as the retail focus in the Town Centre. Development must also have regard to any emerging leisure centre proposals on the School Drive site as outlined in policy TC12.

- 3.264 Developments will be required to provide a street frontage to Windsor Street and Stratford Road, although a courtyard development may be considered to allow for efficient use of the land behind the current Fire Station, and to provide for pedestrian access to the day centre at the rear of the site.
- 3.265 Windsor Street is easily accessible by car, with a junction on a key route into the Town Centre at each end: Stratford Road, which carries Redditch traffic at the north, and with New Road, which carries the Railway Station traffic and some Kidderminster traffic at the south. Windsor Street is popular as a method of moving between these important routes and also for avoiding the congested Market Street, traffic calming on Windsor Street is likely to be required as retail development at this location would increase the number of pedestrians accessing this area.
- 3.266 Pedestrian movements onto Windsor Street are currently limited to those at each end or via its link into the High Street along Chapel Lane. This link is important as it leads through to Housman Square at the centre of the shopping area. Any proposals for development on Windsor Street must enhance this route into the High Street and be consistent with the public realm as proposed in policy TC4. Chapel Lane is on one of the main cycle routes in Bromsgrove and as such the junction with Windsor Street has been identified as a location for enhanced secure cycle parking.

3.267 Delivery

The majority of the site is in public ownership and its availability will be largely enabled by the planned relocation of the Fire Station. The actual size of the redevelopment site will be determined by the prospects for relocating the Library. The necessity for other occupiers to be relocated before this site is available for development means that it is envisaged that this site offers a medium term development opportunity.

3.268 TC13 Windsor Street

The Windsor Street site is a major mixed use development opportunity which has the ability to enhance and expand the Towns Retail offer.

- A. The northern end of the Windsor Street will be developed as a retail led mixed use scheme.**
- B. All development must respect the function, scale and massing of buildings on the High Street in order to complement rather than dominate the Town Centre's retail focus.**
- C. All development at ground level will contain active retail frontages onto Windsor Street and Station Road**

- D. Individual Retail floorspace footprints will need to be a minimum of 1000 m² to compensate for the lack of larger footprint buildings on the High Street**
- E. Other uses such as office and residential will be encouraged on upper floors.**
- F. Proposals must be considered in tandem with other major development proposals on School Drive.**

3.269 Key Policy strengths

- 3.270 The redevelopment of Windsor Street will have a number of social benefits to Bromsgrove town centre and the surrounding area. A mixed use scheme would increase the range of services and facilities in the town meaning that local people would have access to a wider range of services. The policy allows for other uses on upper floors for office and/or residential development, which could contribute to meet both local employment and housing needs. Possible residential development would create the opportunity for affordable housing. The policy particularly revolves around retail regeneration; this will improve the quality of and equitable access to retail facilities.
- 3.271 Increased activity due to redevelopment, combined with active retail frontages will provide natural surveillance that could potentially reduce the possibility of crime.
- 3.272 The policy ensures that the development of Windsor Road will retain the character of the adjacent Conservation Area by ensuring that all development will respect the scale and massing of the buildings on the High Street. This will also help conserve and enhance the historic built environment of the Town Centre.
- 3.273 Economically, the policy strives to enhance and expand the retail on offer on a mixed use development site, which will diversify the local economy and create jobs.
- 3.274 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.

3.275 Key policy weaknesses

- 3.276 No clear weaknesses to the policy have been identified

3.277 Mitigation measures

3.278 None

3.279 TC14 Birmingham Road Retail Park



3.280 The Site

The site occupies an area of approximately 1.7 hectares with its frontage along Birmingham Road near to its junction with The Strand and the rear of the site bordering the Spadesbourne Brook. The site is currently home to 3 warehouse style retail premises consisting of a furniture showroom, a supermarket and a DIY store all situated towards the rear of the site. There is a considerable street level car park in front and a petrol filling station which occupies a more prominent location at the southern end of the site. There are 2 listed buildings, which provide a limited street frontage along Birmingham Road.

3.281 The Opportunity

The site currently has planning permission for a single Sainsbury's supermarket, which could become part of an extended Primary Shopping Zone. The Council fully supports the decision of Sainsbury's to locate in Bromsgrove Town Centre and will continue to work with them to bring forward the development of their store.

3.282 Design

The development will be required to reinstate the street frontage along Birmingham Road, and include the existing listed buildings. The frontage should contain active uses and which play a functional part of the primary shopping zone.

- 3.283 Birmingham Road is a busy road, providing a linkage from the Town Centre onto the A38 and which leads to M42 and M5 junctions with Bromsgrove. Vehicular access to the site from the Town Centre requires passage across the congested Parkside Crossroads, a re-engineering of the crossroads to increase its efficiency and capacity will be required. It is expected that the improvements to provide for additional capacity will be implemented via a Section 279 legal agreement.
- 3.284 Pedestrian linkage with the Town Centre is essential and as such the development will be expected to contribute to public realm improvements in Birmingham Road, the Strand and High Street North. This will facilitate the extension of the Primary Shopping Zone to the new supermarket by ensuring a common public realm from the centre of town to the store. Walking and cycling measures linking the store, the centre of Town and the National Cycle Route on School Drive are to be included. Contributions to the introduction of improved public transport will be required.
- 3.285 Development landscaping will be required to provide hard and soft landscaping inline with the wider public realm strategy. Tree planting will be required along Birmingham Road and Market Street to continue the reinstatement of the historic lime avenue. The naturalisation of the Spadesbourne Brook at the rear of the site will contribute to the network of green infrastructure within the Town Centre
- 3.286 Delivery**
The site currently has planning permission and the Council will continue to work with Sainsbury's to ensure that this permission is implemented

3.287 TC14 Birmingham Road Retail Park

The site which is already subject of a development proposal has significant potential for substantial supermarket style retail development.

The following principles will apply

- A. The site will be reconfirmed as a retail site within the Town Centre, which will become part of an extended Primary Shopping Zone.**
- B. Development must be brought forward onto Birmingham Road to reinstate the active street frontage to this important gateway into the Town Centre.**
- C. The listed buildings on Birmingham Road must be retained in their current form and any development proposals must respect the scale of these buildings**

- D. Improved pedestrian and landscaping links with the core of the Town Centre must form part of any comprehensive development proposals.**
- E. Open space to the rear of the existing store will be retained and form part of the enhanced Spadesbourne Brook.**
- F. Improvements will also be required to the road infrastructure at the junction of Stourbridge Road, Birmingham Road, Market Street and the Strand.**

3.288 Key Policy strengths

3.289 The redevelopment of the retail park will deliver a number of social benefits. The introduction of a large retail store would increase the range of retail facilities on offer in the town providing choice for residents. The development will reinstate a street frontage which would increase activity in the area which would provide natural surveillance that could potentially reduce the possibility of crime.

3.290 The policy ensures that the development of the site will retain the character and setting of the listed buildings within the site therefore there should be a positive impact on the town's historic heritage.

3.291 Improvements to pedestrian linkages highlighted should lead to more people using sustainable modes of transport and also encourage more people who use the retail park to enter into the town centre. This could lead to people using cars less and therefore reduce carbon emissions.

3.291 The development of this site has the potential to create employment for local people and promote economic growth, particularly if a large national retailer is attracted to the site. This can help to improve the vitality of the Town centre and have knock-on benefits in terms of marketing Bromsgrove as a good place to live, work and do business.

3.292 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.

3.293 Key policy weaknesses

3.294 No clear weaknesses to the policy have been identified

3.295 Mitigation measures

3.296 None

3.297 TC15 Birmingham Road /Stourbridge Road Junction



3.298 Description of Site

This site occupies an area of 1.1 hectares. It is triangular in shape and located between the Birmingham Road and Stourbridge Road with a frontage onto each which join at the Parkside Crossroads. Some parts of the site are only accessed from Birmingham Road, with some having a sole entrance from Stourbridge Road. Part of the boundary of the site not bordered by a road is with Bromsgrove Rovers Football Club and private residential units.

3.299 The Stourbridge Road frontage is opposite the former Parkside Middle School. The Birmingham Road frontage is opposite Bromsgrove Retail Park. The site has multiple owners and currently consists of a converted former major car dealership, a former social club, a public car park and a second hand car dealer.

3.300 The Opportunity

This site will be considered for a variety of different uses, however the favoured approach would be a development which incorporates new office accommodation.

3.301 The Design

The site would be required to reinstate street frontages along Birmingham Road with high quality distinctive architecture at the strategically important Parkside Crossroads.

3.302 The scale of the large supermarket opposite the site will influence the scale of the development along Birmingham Road. The Stourbridge Road frontage would need to have regard to the listed Parkside School building opposite and tree planting will be required along Stourbridge Road and

specifically on Birmingham Road to continue the reinstatement of the historic lime avenue.

3.303 The development will be expected to contribute to improved accessibility measures to link the site more effectively with other areas of the Town Centre. This may take the form of improved pedestrian crossing facilities and resurfacing of pavements in the vicinity. Measures to improve public transport, servicing of the site and the movement of traffic, generated by the development through the congested crossroads will also be required.

3.304 Delivery

The site has several different owners, which will require either the creation of a development consortium or comprehensive land assembly to enable a scheme for the whole site to be established. This site has therefore been designated as a long-term development opportunity site.

3.305 TC15 Birmingham Road /Stourbridge Road Junction

**This site offers an opportunity for office- led mixed use development
The following development principles will apply**

- A. A perimeter block arrangement will be encouraged to reinstate street frontages along Birmingham Road.**
- B. High quality distinctive architecture will be required to establish the Parkside Crossroads as a key gateway into the town.**
- C. The scale of the development on Birmingham Road would need to respect likely development taking place on the Birmingham Road Retail Park.**
- D. The Stourbridge Road frontage would need to have regard to the former Parkside School opposite.**

3.306 Key Policy strengths

3.307 The redevelopment of the site will deliver a number of social benefits. A mixed use scheme would increase the range of services and facilities in the town meaning that local people would have access to a wider range of services. An element of the mixed use scheme could be residential which could help meet local needs. The development will reinstate a street frontage which would increase activity in the area which would provide natural surveillance that could potentially reduce the possibility of crime.

3.308 The policy ensures that the development of the site will retain the character and setting of the adjacent listed building therefore there should be a positive impact on the town's historic heritage.

3.309 Development in a sustainable town centre location should lead to more people using sustainable modes of transport rather than travelling by car. This could lead to people using cars less and therefore reduce carbon emissions.

3.310 The development of this site has the potential to create employment for local people and promote economic growth, by expanding the office sector in the town. This can help to improve the vitality of the Town centre and have knock-on benefits in terms of marketing Bromsgrove as a good place to live, work and do business.

3.311 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.

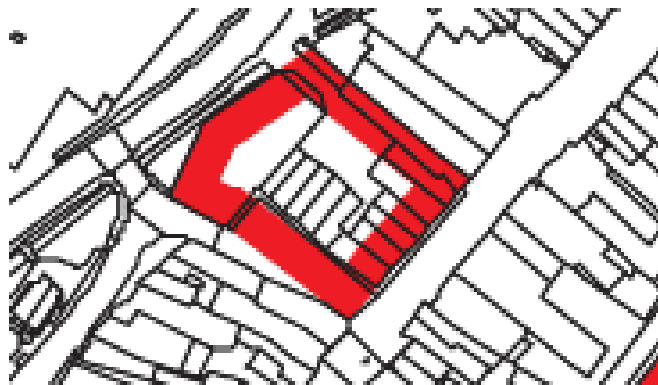
3.312 Key policy weaknesses

3.313 No clear weaknesses to the policy have been identified

3.314 Mitigation measures

3.315 None

3.316 *TC16 Mill Lane*



3.317 The Site

The site occupies an area of 0.2 hectares and consists of several small shops which have a frontage on the High Street and along Mill Lane. The building line is set back from Mill lane with a wide privately owned pedestrian area between the Highway and shop fronts. The rear of the site

borders the Spadesbourne Brook which is culverted in this section between the site and Market Street.

3.318 The Opportunity

This site functions as part of the Primary Shopping Zone and as such and redevelopment will be required to maintain retail uses on the ground floor, upper floors could be used for both residential and or office accommodation.

3.319 Design

This site currently contains one of the busiest pedestrian routes into the High Street. The route between Market Street and Bus Station into the High Street along Mill Lane is considered one of the key Town Centre gateway areas and as such development in this area should reflect this in the design of the public realm and the buildings that surround it. Proposals which include the junction of Mill Lane and High Street would require a development which reflects the role of this space as a 'town square'. The building line at the 'rear' of the site will need to be altered to allow for the naturalisation of the Spadesbourne Brook.

3.320 Deliverability

This site is in private ownership and the viability of the development will depend on retail performance and prevailing property values. Therefore this has been identified as likely to be a longer term development opportunity.

3.321 TC16 Mill Lane

This site offers a longer term opportunity for retail led mixed use development.

The following development principles will apply

- A. At ground floor level A1 retail uses are to be the predominant use with upper floors suitable for office and residential development.**
- B. The scale of retail development is to be determined although the scope to include larger retail spaces must be considered.**
- C. Proposals must include details of public realm improvement on Mill Lane and the creation of an enhanced public space.**
- D. Spaces to the rear of the current buildings which are adjacent to the Brook must have full regard to the enhanced environment created by the naturalised Spadesbourne Brook.**
- E. The current pedestrian thoroughfare along Mill Lane will be protected in any development proposals.**

3.322 Key Policy strengths

- 3.323 The redevelopment of the Mill Lane site will have a number of social benefits to Bromsgrove town centre and the surrounding area. A mixed use scheme would increase the range of services and facilities in the town meaning that local people would have access to a wider range of services.
- 3.324 The policy allows for other uses on upper floors for office and/or residential development, which could contribute to meet both local employment and housing needs. Possible residential development would create the opportunity for affordable housing. The policy particularly revolves around retail regeneration; this will improve the quality of and equitable access to local services and facilities to a wide range of the District's population.
- 3.325 Increased activity due to public realm improvements and enhanced public space, combined with active retail frontages will provide natural surveillance that could potentially reduce the possibility of crime.
- 3.326 Environmentally, the policy requires spaces to the rear of current buildings which are adjacent to the brook to have full regard to the enhanced environment created by the naturalised Spadesbourne Brook. This will have a positive effect on the biodiversity within the town centre, strengthening landscape character and improving water quality.
- 3.327 Economically, the policy strives to enhance and expand the retail on offer on a mixed use development site, which will diversify the local economy and create jobs.
- 3.328 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.
- 3.329 Key policy weaknesses**
- 3.330 No clear weaknesses to the policy have been identified
- 3.331 Mitigation measures**
- 3.332 None

3.333 TC17 Worcester Road Employment Area

3.334 The Site

The site is 2.3 hectares and situated at the southern extent of the Town Centre, with Worcester Road forming its main frontage with Sanders Road and defining its southern boundary. The site is currently zoned for employment uses which comprises a wide variety of different businesses and a small number of residential properties also make up part of the site. Part of the site bounded by the Spadesbourne Brook and may be at risk of flooding.

3.335 The Opportunity

The Council wishes to maintain a substantial element of employment opportunities in and around the Town Centre and as such the focus for any redevelopment of this site should be employment led. It is also acknowledged that flexibility needs to be introduced to enable businesses to operate in challenging economic circumstances such as those we currently face. Subject to the requirements of policy CP12 Existing Employment contained in the Bromsgrove Draft Core Strategy, other uses which support the Town Centre regeneration such as leisure, commercial or limited retail may be acceptable on this site. Adjacent properties to the north, which are currently part of the existing Town Centre zone, may also offer wider opportunities for redevelopment, along with any proposals for the site identified above.

3.336 Design

Any major redevelopment proposals should reflect the linear nature of the Town with active frontages along Worcester Road, although opportunities exist for a wide range and scale of design approaches on other areas of the site. The eastern edge bounded by the Spadesbourne Brook and Sanders Park must address these features and where possible look to use these features as a positive design element.

3.337 Delivery

It is understood that a number of private ownerships exists across the site. The Council will look to engage with owners of the site identified above and those adjacent to determine the development potential and impact this site can have on the wider regeneration. This opportunity is seen as a longer term development possibility.

3.338 TC17 Worcester Road Employment Area

Proposals for new employment uses will be supported within the exiting employment allocation. Subject to policy CP12 of the Bromsgrove Core Strategy other uses may be acceptable where it can be demonstrated that they support the wider enhancement of the

Town Centre and do not compromise the existing retail core of the Town Centre.

3.339 Key Policy strengths

- 3.340 The redevelopment of the Worcester Road Employment site will have a number of social benefits to Bromsgrove town centre and the surrounding area. A mixed use scheme would increase the range of services and facilities in the town meaning that local people would have access to a wider range of services.
- 3.341 Increased activity due to a wider mix of uses on the site will provide natural surveillance that could potentially reduce the possibility of crime.
- 3.342 The policy is located adjacent to the Town Centre Conservation Area. Good design that reflects the linear nature of the street will improve the setting of the conservation area.
- 3.343 Economically, the policy strives to enhance and expand employment opportunities on offer on the development site, which will diversify the local economy and create jobs.
- 3.344 By highlighting a development opportunity on a brownfield site this inevitably maximises the use of previously developed land (PDL) and leads to the sustainable use and development of material assets and reduces the need to travel to more distant service centres offering similar facilities outside the District.
- 3.345 Environmentally, the policy requires developments to pay regards to the Spadesbourne Brook and Sanders Park. This will have a positive effect on the biodiversity within the town centre, strengthening the green corridors, reducing the risk of flooding and improving water quality.

3.346 Key policy weaknesses

- 3.347 No clear weaknesses to the policy have been identified

3.348 Mitigation measures

- 3.349 None

4 Assessment of Cumulative Effects

4.1 Assessment of Cumulative Effects

4.2 The SEA Directive requires that the cumulative effects of the plan be assessed. The tables below summarise the cumulative effects of all of the Core Strategy policies against each of the SA Objectives.

- Table 4.1 SA Objective SO1: Provide decent affordable housing for all, of the right quality and tenure and for local needs, in clean, safe and pleasant local environment

Receptors:

- Human Population
- Housing Market

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	Those policies (TC2 and TC9) that relate specifically to affordable housing provision are likely to have the effect on this objective. Other policies that may improve the conditions for appropriate housing provision, that are related to the natural environment or high quality design are also likely to have contributions on creating a clean, safe and pleasant environment. On balance it is considered that there would be an overall positive cumulative impact on housing provision for local needs in a clean, safe and pleasant local environment.
TC2 – Town Centre Land Use Strategy	++	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	+	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	0	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	++	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	+	
TC12 – School Drive	+	
TC13 – Windsor Street	+	

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	0	

- Table 4.2 SA Objective SO2: An improvement in the health and well-being of the population and reduce inequalities in health

Receptors:

- Human population
- Levels of health/well-being

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Around half of the policies contribute positively to the achievement of an improvement in the health and well-being of the population. It is mainly through improving/ regenerating the natural and living environments such as better urban design and conserving the historic environment. Policies TC3 and TC11 perform particularly well against this objective, as they provide/ improve facilities to encourage more physical exercises.</p> <p>On balance, there would be an overall positive cumulative impact in terms of improving health and well-being of the population through the Area Action Plan.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	++	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	0	
TC9 – Recreation Road	?	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	++	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	0	

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	0	
TC17 – Worcester Road	+	

- Table 4.3 SA Objective SO3: Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio economic status or educational attainment

Receptors:

- Human population

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	++	<p>One of the objective of developing the Town Centre Area Action Plan is to regenerate the town centre, hence all the policies in the Plan contributes to this objective by improving provision of services and opportunities for culture, leisure and recreation, or the location of new development within easy access to existing facilities.</p> <p>Consequently, it is likely that the Area Action Plan would have an overall positive cumulative impact upon the objective.</p>
TC2 – Town Centre Land Use Strategy	++	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	+	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	++	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	+	
TC12 – School Drive	++	
TC13 – Windsor Street	++	
TC14 – Birmingham Road Retail Park	++	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	++	
TC17 – Worcester Road	+	

- Table 4.4 SA Objective SO4: Reduce crime, fear of crime and anti-social behaviour

Receptors:

- Human population
- Crime statistics

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Most of the policies are likely to increase activity/ natural surveillance in the Town Centre, which both reduces the potential for crime and also reduce the fear of crime.</p> <p>Overall there is a positive cumulative impact upon reducing crime and the fear of crime.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	++	
TC5 – Urban Design and Conservation	++	
TC6 – Natural Environment and Sustainability Strategy	++	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	+	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.5 SA Objective SO5: Reduce the need to travel and move towards more sustainable travel

Receptors:

- Human population
- Transportation network

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>The Town Centre Movement Strategy (TC3) focuses on sustainable transports and performs particularly well against this objective. Other policies relating to housing provisions/ mixed use developments, sustainable transport facilities provision/ improvements, all contribute to this objective.</p> <p>On balance it is considered that there would be an overall positive cumulative impact upon this objective.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	++	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	+	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.6 SA Objective 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

Receptors:

- Human population
- Local communities

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Policies that introduce and improve civic facilities have the greatest positive impact on the objective as these facilities are likely to increase social interactions, bring people together and enhance the sense of community.</p> <p>Overall there is a positive cumulative impact upon this objective.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	+	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	0	
TC8 – Historic Market Site	0	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	0	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	+	
TC17 – Worcester Road	0	

- Table 4.7 SA Objective EV1: Conserve and enhance the District's biodiversity and geodiversity

Receptors:

- District's ecology
- Designated sites of nature conservation
- BAP species and habitats
- Aquatic ecosystems

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Policy TC6 aims to enhance the natural environment and improve sustainability, it therefore contributes most to the objective.</p> <p>Several site specific policies requires soft landscape improvements which are likely to provide habitats for wildlife. However, there is an element of uncertainty as many biodiversity impacts relate to site specific development.</p> <p>Nonetheless, it is considered on balance that the Area Action Plan would lead to a likely overall cumulative positive impact upon the objective.</p>
TC2 – Town Centre Land Use Strategy	?	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	++	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	+	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	++	
TC17 – Worcester Road	+	

Table 4.8 SA Objective 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.

Receptors:

- Countryside
- Green spaces
- Green Belt
- Agricultural land

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	++	<p>One of the aims of the Town Centre Area Action Plan is to regenerate Bromsgrove Town Centre and the site-specific policies (TC8 to TC15) which promote re-development / regeneration in these town centre sites, focusing activity in the town centre, perform particularly well against the objective.</p> <p>On balance it is considered that there would be an overall positive cumulative impact upon this objective.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	0	
TC8 – Historic Market Site	+ / ++	
TC9 – Recreation Road	+ / ++	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	++	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	+ / ++	
TC15 – Birmingham Road/ Stourbridge Road Junction	+ / ++	

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

- Table 4.9 SA Objective EV3: Safeguard and strengthen landscape character and quality

Receptors:

- District's open space
- Green Belt

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Almost all the policies contribute to the protection of the District's landscape character and quality, either directly, or through policies relating to good design or the focus on the regeneration on the town centre.</p> <p>Overall the Area Action Plan is likely to have positive cumulative effects upon the objective.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	+	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	0	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	++	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.10 SA Objective EV4: To conserve and enhance the historic built environment heritage and seek well-designed, high quality built environment in new development proposals

Receptors:

- District's ecology
- Designated sites of nature conservation interest
- BAP species and habitats
- Aquatic ecosystems

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	A number of policies place a strong emphasis upon protection of the Town Centre's heritage/ historic environment, either directly, or through policies relating to good design.
TC2 – Town Centre Land Use Strategy	?	
TC3 – Town Centre Movement Strategy	0	On balance the Area Action Plan is likely to have positive cumulative effects upon the objective.
TC4 – Public Realm	++	
TC5 – Urban Design and Conservation	++	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	++	
TC12 – School Drive	0	
TC13 – Windsor Street	++	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.11 SA Objective EV5: Manage waste in accordance with the waste hierarchy 1) reduce 2) reuse 3) recycling and composting 4) recovery 5) disposal

Receptors:

- Countryside
- Green spaces
- Green Belt
- Agricultural land

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	?	<p>In many instances policies will have a neutral impact on waste management but the Sustainability Strategy, conservation policies for instance can contribute positively to waste management.</p> <p>On balance, the Area Action Plan is likely to result in a positive cumulative impact upon waste issues.</p>
TC2 – Town Centre Land Use Strategy	0	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	0	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	+	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	0	
TC17 – Worcester Road	0	

Table 4.12 SA Objective 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

Receptors:

- Human population
- New and existing properties
-

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	0	<p>TC6 that emphasises on sustainability and TC14 that ensure existing greenspace is retained will 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 the Town Centre.</p> <p>Although in many instances policies will have a neutral impact on this objective, on balance, the Area Action Plan would have a positive cumulative impact upon this objective.</p>
TC2 – Town Centre Land Use Strategy	?	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	0	
TC8 – Historic Market Site	0	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	0	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.13 SA Objective EV7: Promote energy efficiency and energy generated from renewable energy and low carbon sources

Receptors:

- Climate change
- Natural Resources

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Several policies such as TC2 and TC3 contribute to the objective through improving the infrastructure for sustainable mode of transport. Others that have an element of residential use contribute indirectly, as affordable housing may be required and that affordable housing are now required to meet at least level 3 of the Code for Sustainable Homes. Through the tightening of the Building Regulations, redevelopment will ensure that new buildings are more energy efficient.</p> <p>Overall The Core Strategy is likely to have a positive cumulative impact upon the objective.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	0	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	+	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	0	

Table 4.14 SA Objective EV8: Protect and enhance the quality of water, soil and air quality

Receptors:

- Air quality
- Human Population

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>A number of policies that specifically refer to features that may improve the water, soil and air quality (such as tree planting, works on watercourses) will contribute to the achievement of this objective.</p> <p>On balance, the Core Strategy is likely to have a positive cumulative impact upon the objective.</p>
TC2 – Town Centre Land Use Strategy	?	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	+	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.15 SA Objective EV9: Reduce causes of and adapt to the impacts of climate change

Receptors:

- Human population
- Climate change
- Natural resources
-

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	Policies that contribute to emissions reduction and adaptation to climate change contribute to the achievement of this objective with most the relevant being TC6. On balance, the Area Action Plan is likely to have a positive cumulative impact upon the objective.
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	++	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	+	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

Table 4.16 SA Objective EC1: Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural

Receptors:

- Human population
- District's economy
- Labour market

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Some policies provide directly for the development of skills and/ or enhance and expand the offer in the town centre, which will diversify the local economy and create jobs.</p> <p>On balance there would be an overall positive cumulative impact upon the objective.</p>
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	0	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	++	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	+	
TC12 – School Drive	+	
TC13 – Windsor Street	++	
TC14 – Birmingham Road Retail Park	++	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	++	
TC17 – Worcester Road	+	

Table 4.17 SA Objective EC2: Promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives

Receptors:

- District's economy

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	<p>Several policies encourage directly/ indirectly the development of new technologies and/or resource efficient technologies.</p> <p>On balance there would be an overall positive cumulative impact through the Area Action Plan.</p>
TC2 – Town Centre Land Use Strategy	0	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	+	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	0	
TC8 – Historic Market Site	0	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	0	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	0	
TC17 – Worcester Road	+	

- Table 4.18 SA Objective EC3: Raise the skills levels and qualifications of workforce

Receptors:

- Human population
- District's economy
- Labour market

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	The town centre regeneration promotes a range of uses that will attract a range of employers that could increase the skill levels of the workforce. Overall The Core Strategy is likely to have a positive cumulative impact upon the objective.
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	0	
TC4 – Public Realm	0	
TC5 – Urban Design and Conservation	0	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	0	
TC9 – Recreation Road	0	
TC10 – The Recreation Ground	0	
TC11 – Parkside Middle School	0	
TC12 – School Drive	0	
TC13 – Windsor Street	0	
TC14 – Birmingham Road Retail Park	0	
TC15 – Birmingham Road/ Stourbridge Road Junction	0	
TC16 – Mill Lane	0	
TC17 – Worcester Road	0	

- Table 4.19 SA Objective EC4: Sustainable use and development of material assets

Receptors:

- Material assets

Town Centre Area Action Plan Policy	Assessment	Commentary and Overall Assessment
TC1 – Town Centre Regeneration Strategy	+	All policies contribute to the objective through reducing the need to travel and encouraging the use of sustainable materials for instance. Overall The Core Strategy is likely to have a positive cumulative impact upon the objective.
TC2 – Town Centre Land Use Strategy	+	
TC3 – Town Centre Movement Strategy	+	
TC4 – Public Realm	+	
TC5 – Urban Design and Conservation	+	
TC6 – Natural Environment and Sustainability Strategy	+	
TC7 – Planning Obligations	+	
TC8 – Historic Market Site	+	
TC9 – Recreation Road	+	
TC10 – The Recreation Ground	+	
TC11 – Parkside Middle School	++	
TC12 – School Drive	+	
TC13 – Windsor Street	+	
TC14 – Birmingham Road Retail Park	+	
TC15 – Birmingham Road/ Stourbridge Road Junction	+	
TC16 – Mill Lane	+	
TC17 – Worcester Road	+	

5 Analysis of Policy Performance

5.1 It is important to compare the performance of the Core Strategy policies to not only identify the strongest policies within the strategy but also highlight where policies do not perform so well against certain types of objectives. For example, a policy on open space may perform strongly against environmental objectives but have a weaker impact on economic objectives.

5.2 To undertake this comparison the following scoring system has been used:

++	=	2
+	=	1
0/?	=	0
-	=	-1
--	=	-2

5.3 The comparison table is included as Appendix B. The Table identifies that the following two policies had the highest overall scores against the SA objectives:

- TC06 Natural Environment and Sustainability Strategy (68)
- TC01 Town Centre Regeneration Strategy (67.5)

TC06 Natural Environment and Sustainability Strategy

This policy achieved the highest overall score against the SA objectives performing well against the environmental, social and economic objectives.

The policy is very specific in the protection and enhancement of the natural environment asset in the town centre (i.e. the Spadesbourne Brook) and green corridors. The protection and enhancement of natural assets can add to the vibrancy and local distinctiveness of the District and also acts as a cultural and recreational resource. These will positively contribute to the environmental objectives which seek to conserve and enhance the District's biodiversity, and safeguard and strengthen landscape character and quality.

The policy refers to the design and sustainability policies in the Core Strategy which strengthen the policy and ensure positive contributions on the social and economic objectives such as designing out crime, reducing the need to travel, provisions for socialise, new technologies, etc.

TC01 Town Centre Regeneration Strategy

This policy achieved the second highest score against the SA objectives however the policies performance was more consistent against the social, economic and environmental objectives and therefore could be considered to be the most balanced policy.

The regeneration of Bromsgrove Town centre has the potential to have a significant economic impact on the town through the creation of employment for local people and promote economic growth, particularly if Bromsgrove Town becomes more established as a retail centre for the District. This can help to improve the vitality of the Town centre and have knock-on benefits in terms of marketing Bromsgrove as a good place to live, work and do business.

This policy has the ability to deliver a range of social benefits. The policy aims to deliver housing in the town centre which will help meet local needs. This has the added benefit of creating a level of natural surveillance in the town centre will help to reduce crime and the fear of crime. The regeneration should lead to an increased range of services and facilities available to residents which will lead to more people visiting the town centre rather than making less sustainable trips to other centres outside the district. The town centre regeneration has involved regular consultation with residents and is therefore likely to engender a sense of pride and ownership.

The policy also performs well against environmental objectives. This is primarily because development is focused away from greenfield land ensuring the protection natural landscapes and biodiversity. However, there are also some direct benefits such as the naturalization of the Spadesbourne Brook and the opportunity to enhance the appearance and setting of the conservation area and a number of listed buildings.

6 Conclusions

- 6.1 This report constitutes the assessment of the Area Action Plan and makes a number of recommendations for each policy throughout. The comparison and assessment of the Area Action Plan policies has highlighted that best performing policies are:
- TC06 Natural Environment and Sustainability Strategy
 - TC01 Town Centre Regeneration Strategy
- 6.2 It was found that combined, the policies will contribute significantly and positively to the sustainability of the Town Centre. Positive cumulative benefits of the Bromsgrove Town Centre Area Action Plan include:
- Increased economic viability of the Town Centre, encouraging investment from new and existing businesses in current or new sectors
 - Increased vitality at different times of the day, encouraging safer, more active streets
 - An increase in the availability of quality housing and offices in sustainable locations
 - A much enhanced sense of community ownership and well-being, due to a stronger sense of pride and Town Centre identity
 - Much improved accessibility and connectivity in the Town Centre and between the Town Centre and neighbouring areas, with pedestrian-friendly conditions and links that encourage sustainable mode of transport
 - Protect and enhance habitats for wildlife
 - Reducing the causes of and adapting to the impact of Climate Change
- 6.3 The analysis undertaken highlights that all policies achieved an overall positive score against the sustainability objectives. This identifies the overarching sustainability gains that will be delivered when the Town Centre Area Action Plan is adopted. The detailed assessment also tested all of the policies together against each SA objective in turn. This has shown that the Core Strategy has a cumulative positive impact against each of the sustainability objectives.

6.4 ***Key Recommendations***

- 6.5 Whilst the policies performed well against SA objectives there are opportunities for further improvement. Many of the recommendations in this report constitute minor changes of wording to the policies in order to add strength or clarity to them. This is followed by another round of sustainability assessment. Changes to the policies and the SA have been

duly made before public consultation on the Bromsgrove Town Centre Area Action Plan.

- 6.6 The onus is on successful monitoring of controls and regulations on individual proposals to ensure that individual sites are not developed in an unsustainable manner. The annual monitoring of SA indicators will highlight the performance of the LDF policies to ensure the expected social, economic and environmental improvements are taking place. This will also identify any areas of weakness and appropriate interventions could then be made.

Appendix A - Assessment matrices

Policy: TC1 Town Centre Regeneration Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	Policy supports provision of a mix of housing in the town centre which is a sustainable location and therefore accessible
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	+	+	Policy supports regeneration of town centre which will encourage improved provision of facilities
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	++	0	0	+	++	Policy supports regeneration of town centre which will encourage improved provision of facilities particularly in the longer term

Policy: TC1 Town Centre Regeneration Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	Policy supports regeneration of town centre which is likely to have a positive impact on reducing levels of crime ie by increasing activity/natural surveillance this both reduces fear of crime and more people equals less opportunity for crime to occur
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) Number of trips made by public transport	+	0/+	0	+	+	Policy may mean that more local people will visit the town centre rather than making unsustainable trips out of the District. However it is recognised that due to the dispersed nature of the district long journey distances/times may be inevitable and there may be closer centres outside of the District.
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	+	+	Regeneration of the town centre has been identified in numerous surveys as being of great concern to residents. Its regeneration is therefore likely to engender a sense of pride and social responsibility and ownership
<i>Environmental Objectives</i>							

Policy: TC1 Town Centre Regeneration Strategy							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 special wildlife sites (SWS's)	+	+	0	+	+	Opportunities to enhance biodiversity is recognised as part and parcel of town centre regeneration and conversely focussing on the town centre will not impact on rural biodiversity/geodiversity
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	+	+	Town centre regeneration by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre which includes its green spaces/public realm. Policy encourages development of brownfield sites.
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	+	+	Town centre regeneration by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character

Policy: TC1 Town Centre Regeneration Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	A large proportion of the Town Centre is a conservation area which is seen as a positive asset to be enhanced as part of the regeneration process. Its historic heritage is what makes Bromsgrove T/C unique and therefore high quality design of new development will be sought to enhance its setting. Focussing development on urban areas has the effect of protecting the historic landscape.
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	?	?	Retail outlets can produce significant amounts of waste. If more people visit a regenerated town centre more litter is likely to be generated and management measures will need to be put into place accordingly.
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	No direct impact of this policy has been identified

Policy: TC1 Town Centre Regeneration Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	+	0	0	+	+	Opportunities to use renewable energy in town centre regeneration will be optimised wherever feasible. Regenerating the T/C may result in fewer car journeys and hence a reduction in carbon emissions
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 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	+	0	0	+	+	Improvements to traffic circulation in the T/C may relieve congestion and hence air quality. Town centre regeneration may result in fewer car journeys as the T/C is well served by public transport. However it is not certain that people will always use public transport.

Policy: TC1 Town Centre Regeneration Strategy							
		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	+	+	Reuse of existing centres and reduction in need to travel will have a positive impact on impacts of climate change
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	++	0	0	+	+	Policy supports regeneration of town centre which will encourage improved provision of facilities which includes education
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	+	+	Policy supports regeneration of town centre which will encourage employment opportunities a proportion of which is likely to be new tech sector. The major employment is likely to be in retail and office sectors.

Policy: TC1 Town Centre Regeneration Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	+	0	0	+	+	Policy supports regeneration of town centre which will encourage improved provision of facilities which includes education
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 Reduction in car mileage by employees	++	0	0	+	+	The fundamental backbone of Town centre regeneration is sustainable use and development of material assets

Policy: TC2 – Town Centre Land Use Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	++	The policy will explore the possibility of changing the vacant premises above shops to residential uses. New residential development within mixed use schemes are also proposed. As the policy requires all new residential proposals to contribute to the district's overall affordable housing provision, more affordable housing will be delivered in the town centre area.
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	+	++	The policy prevents the concentration of A5 hot food takeaway uses in the town centre and this is likely to have positive effects on human health and well being.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	++	++	0	+	++	This policy will protect and enhance all existing open spaces, provide a new community focused leisure and cultural development and explore the opportunities of developing a new Civic Centre within the town centre area. This will improve the quality of and equitable access to local services and facilities to residents and employees in the District.

Policy: TC2 – Town Centre Land Use Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy promotes different types of uses within the town centre area which will bring in people to the town centre at different times of the day. This will increase the natural surveillance and is likely to reduce crime and the fear of crime.
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) Number of trips made by public transport	+	+	0	+	++	Promoting more residential development above shops and more mixed use development in the town centre which is better connected by public transport are likely to encourage walking and cycling instead of private car use.
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	+	+	The policy protects and enhances all existing public open spaces. This is likely to encourage the use of the facilities and provide a place for residents and employees to meet and find out news about the area. The sense of community will therefore be enhanced.
<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 special wildlife sites (SWS's)	?	0	0	?	?	Bringing the vacant premises above shops to use and enhancements at the Spadebourne Brook may have implications on biodiversity but the implications are at present unknown and would need to be addressed on a site by site basis.

Policy: TC2 – Town Centre Land Use Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy promotes to bring the vacant premises above shop to use and regenerate existing areas, resulting in more efficient use of existing brownfield land.
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	+	+	Enhancement of the existing public open space is likely to improve the quality of these areas.
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	?	?	A large part of the town centre falls within a Conservation Area and regenerating the town centre may adversely impact upon the historic urban environment, although this would entirely depend upon exactly where and how sites were developed. In contrast, enhancement of an historic setting may occur as a result of development. The effect of this policy is therefore unknown.
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	0	0	0	The policy has no clear effect on this objective

Policy: TC2 – Town Centre Land Use Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	<p>Properties at risk of flooding</p> <p>Number of planning permissions granted on flood plains or major aquifers</p> <p>Number of new developments incorporating SUDS</p>	?	0	0	?	?	Areas next to the Spadesbourne Brook and the Battlefield Brook are within the high flood risk areas. Depends on the water management measures such as SuDS, water recycling, use of permeable surfaces and rainwater harvesting of the redeveloped areas, flood risk could be increased or reduced, the effect on this objective is therefore unknown.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	<p>CO2 emissions per sector</p> <p>Number of new developments with energy efficient design</p> <p>Number of new developments with on site renewable energy</p> <p>Average electricity consumption per household/year</p> <p>Average gas consumption per household/ year</p> <p>Electricity generated from renewable power schemes in the District</p>	+	0	0	+	++	Although the policy has no clear effect on this objective, the stepped change of the Building Regulations mean that new developments are required to meet a higher standard of energy efficiency, hence by promoting regeneration and redevelopment in the policy, positive contribution to this objective will be achieved.

Policy: TC2 – Town Centre Land Use Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	?	?	0	?	?	Focussing development on Bromsgrove Town which is better connected by public transport and the proximity of people to jobs and services encourages walking and cycling instead of private car use, may result in a decrease in traffic congestion and air pollution. It is important that non-car based transport is also encouraged. All development has the potential to impact upon water quality and increase demand for water usage. Depends on the water management measures such as SuDS, water efficient fittings and rainwater harvesting of the redevelopment, water quality could be improved or deteriorated, the effect on this objective is therefore unknown.
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	+	+	Focussing development in Bromsgrove Town which is better connected by public transport and the proximity of people to jobs and services encourages walking and cycling instead of private car use, may result in a decrease in greenhouse gas emissions. The stepped change of the Building Regulations mean that new developments are required to meet a higher standard of energy efficiency, hence by promoting regeneration and redevelopment in the policy, positive contribution to this objective will be achieved
<i>Economic Objectives</i>							

Policy: TC2 – Town Centre Land Use Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	++	+	0	+	+	Regenerating the town centre area could attract inward investment and boost the local economy and create jobs.
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	The policy has no clear effect on this objective
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	+	0	0	+	+	Regenerating the town centre area could attract inward investment and boost the local economy. This is likely to increase job choice and raise the skills levels of employees.
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 Reduction in car mileage by employees	+	+	0	+	+	The development strategy promotes bringing the vacant premises above shops to use.

Policy TC 3: Town Centre Movement Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	0	0	0	Whilst policy does not directly impact on provision of affordable housing by improving public transport and encouraging walking/cycling and thus reducing carbon emissions, it may contribute towards maintaining a clean safe and pleasant environment.
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	++	++	By encouraging walking and cycling this will contribute positively towards the health and well being of residents
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	+	0	+	+	The Improvements to public transport may positively impact on viability of services and increased penetration to the town centre.

Policy TC 3: Town Centre Movement Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	0	0	0	Although there are no direct impacts of this policy in this respect, the more frequent intervals for buses and a greater accessibility to the town centre will subsequently increase the amount of people in the town centre, which could potentially create less fear of crime.
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) Number of trips made by public transport	++	++	0	++	++	Policy directly advocates the reduction of need to travel and more sustainable travel patterns. The policy actively encourages greater access to the town centre by public transport, cycling and walking.
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	No direct impact identified of policy in this respect
<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 special wildlife sites (SWS's)	+	+	0	+	+	Although the town centre movement strategy doesn't directly impact on the District's biodiversity or geodiversity, encouraging public transport, walking and cycling will create less congestion, subsequently improving air quality and hence support life.

Policy TC 3: Town Centre Movement Strategy							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	0	0	0	No direct impact identified of policy in this respect
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	+	+	Reduction in need to travel by car may mean the construction of less road infrastructure and hence land take which may have been Greenfield and hence protection of countryside and hence landscape quality and character.
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	0	0	0	No direct impact identified of policy in this respect
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	0	0	0	No direct impact identified of policy in this respect

Policy TC 3: Town Centre Movement Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	No direct impact identified of policy in this respect
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	+	+	0	+	+	Policy advocates modal shift to greater use of public transport as opposed to private motor vehicle as well as walking and cycling, will contribute to conserving non renewable energy ie fossil fuels

Policy TC 3: Town Centre Movement Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	+	0	+	+	Reduction in carbon emissions is likely to arise from reduction in travel by private car leading to improvements in air quality
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	+	+	Reduction in carbon emissions is likely to arise from reduction in travel by private car which directly impacts on causes of climate change
<i>Economic Objectives</i>							

Policy TC 3: Town Centre Movement Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	No direct impact identified of policy in this respect
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	No direct impact identified of policy in this respect
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact identified of policy in this respect
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 Reduction in car mileage by employees	+	+	0	+	+	Reducing need to travel implies that material assets will be used in a more sustainable manner

Policy TC 4: Public Realm								
SA Objectives		Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
			Sub-District		Transboundary Effects	Short Term	Long Term	
			Urban	Rural				
<i>Social Objectives</i>								
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	+	+	Whilst policy does not directly impact on provision of affordable housing, there are many attributes that contribute to a clean, safe and pleasant local environment. Street furniture, trees and landscaping will make the High Street a more desirable place to be, which will be enhanced by legible, permeable network of streets and spaces. Encouraging natural surveillance, CCTV and better lighting will improve public safety across the town centre.
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	0	0	0	No direct impact identified of policy in this respect
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment		Number of parks and areas of recreational space 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	+	0	0	+	+	The policy will improve access in and around the town centre by creating a legible, permeable network of streets and spaces.

Policy TC 4: Public Realm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	++	++	This policy aims to significantly reduce crime, fear of crime and anti-social behaviour. This will be achieved through better lighting, encouraging active uses, natural surveillance, and the creation of an effective CCTV network.
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) Number of trips made by public transport	0	0	0	0	0	Although this policy has no direct impact, the creation of a legible, permeable network of streets and spaces will reduce the need to travel to some degree across the town centre.
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	+	+	The policy aims to create spaces within the town centre that is accessible for all and encourages visitors and residents to linger - creating areas to socialise and interact.
<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 special wildlife sites (SWS's)	+	0	0	+	+	The policy strives to encourage trees and soft landscaping within the high street, which will help enhance biodiversity across the town centre.

Policy TC 4: Public Realm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	0	0	0	No direct impact identified of policy in this respect
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 opportunities at the proposed Sainsbury's and Market Hall site will create a high quality public realm, strengthening the landscape character of the town centre. The Policy ensures materials are used that have a positive effect on the character of the town centre, which is also enhance by the integral use of trees and soft landscaping.
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	++	++	The policy ensures materials are used that have a positive effect on the character and appearance of the Conservation Area. Street furniture and landscaping will ensure the linear open nature of the High Street. The use of lighting will enhance the high quality historic and modern architecture on the High Street.

Policy TC 4: Public Realm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		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	0	0	0	No direct impact identified of policy in this respect
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	No direct impact identified of policy in this respect
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	+	0	0	0	+	The policy requires all materials used within the public realm to be durable and sustainable, which will promote energy efficiency.

Policy TC 4: Public Realm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	0	0	0	+	The policy requires the planting of trees and soft landscaping within the High Street, which has the potential to reduce the impact of pollutants.
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	0	+	The policy requires materials used in public realm schemes to be durable and sustainable, which will promote energy efficiency and in turn help towards climate change. The planting of trees and soft landscaping as part of this policy can assist in reducing the town's carbon footprint, which is a major contributor to climate change.
<i>Economic Objectives</i>							

Policy TC 4: Public Realm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	No direct impact identified of policy in this respect
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	No direct impact identified of policy in this respect
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact identified of policy in this respect
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 Reduction in car mileage by employees	+	0	0	+	+	This policy supports the use of sustainable construction materials.

Policy: TC5 – Urban Design and Conservation								
SA Objectives		Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
			Sub-District		Transboundary Effects	Short Term	Long Term	
			Urban	Rural				
<i>Social Objectives</i>								
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	+	+	The policy promotes high quality design through scale, height, massing, alignment, materials and contribution to the historic character of the area. It also requires developments to respect the historic town centre street pattern, contain active frontages and avoiding the use of external security measures. These will have positive contributions to the clean, safe and pleasant local environment.
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	+	+	An improvement in the design and character of the town centre can have a gradual positive effect upon residents health and well being.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment		Number of parks and areas of recreational space 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	+	+	0	0	+	The policy indirectly affects this objective via the improvement in design quality which protects/reflects local character, culture and history.

Policy: TC5 – Urban Design and Conservation							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	++	++	The policy promotes active frontages and avoiding the use of external security measures which are likely to reduce crime and the fear of crime.
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) Number of trips made by public transport	0	0	0	0	0	The policy has no effect on this objective
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 policy has no effect on this objective
<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 special wildlife sites (SWS's)	0	0	0	0	0	The policy has no effect on this objective

Policy: TC5 – Urban Design and Conservation							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	0	0	0	The policy has no effect on this objective
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	+	+	Preservation of the character, particularly the historic street pattern, the established building line and historic spaces between buildings are important elements of this policy.
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	++	++	The policy requires development to respect the historic environment of the town centre and preserve and enhance heritage assets with archaeological, architectural, artistic or historic interest. The policy also promotes retaining surviving historic details.
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	+	+	The preservation of buildings not nationally listed but make a positive contribution to the town centre conservation area reduces the use of materials that are required for redevelopment.

Policy: TC5 – Urban Design and Conservation

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 policy has no effect on this objective
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	0	0	0	0	0	The policy has no effect on this objective

Policy: TC5 – Urban Design and Conservation							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	0	0	0	0	0	The policy has no effect on this objective
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	+	+	The policy promotes high quality sustainable materials and building methods which are likely to make positive contributions to this objective.
<i>Economic Objectives</i>							

Policy: TC5 – Urban Design and Conservation							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	+	0	0	+	+	The policy encourages good design and preserving the historic environment. These built environment benefits can assist the marketing of the District as a good place to work and do-business and encourage the creation of new businesses and investment in the District.
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	+	This policy supports the use of sustainable construction techniques which in turn may support the development of new technologies which address this issue in the longer term
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	The policy has no clear effect on this objective
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 Reduction in car mileage by employees	+	+	0	+	+	This policy supports the use of sustainable construction techniques which will reduce the use of material assets.

Policy: TC6 Natural Environment and Sustainability Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	0	0	0	The policy does not directly affect this objective.
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	+	+	A high quality natural environment and an enhanced network of green space may encourage more people to undertake outdoor activities which will have positive benefits for overall health and well-being
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	+	0	+	+	This policy refers to the Core Strategy. CP17 Natural Environment may contribute to improving the quality of facilities. The protection of the landscape would have recreational benefits in rural areas as such areas are often used for leisure pursuits e.g. walking/cycling.

Policy: TC6 Natural Environment and Sustainability Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	++	++	This policy refers to the Core Strategy. CP18 High Quality Design aims to reduce crime and fear of crime through designing environments which reduce opportunities for crime, disorder and anti-social behaviour which in the longer term should impact on fear of crime
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) Number of trips made by public transport	+	+	0	+	+	This policy refers to the Core Strategy. CP18 High Quality Design states that new developments should be easy to move through and around. There is also a user hierarchy for the design of street so that vehicles do not over dominate schemes.
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	+	+	This policy refers to the Core Strategy. CP18 High Quality Design supports development that helps occupants to meet, socialise, get together and find out news about the local area. This will help built the social responsibility in the local community.
Environmental Objectives							

Policy: TC6 Natural Environment and Sustainability Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 special wildlife sites (SWS's)	++	++	0	++	++	This policy refers to the naturalisation of watercourses, particularly the Spadesbourne Brook. This will help the survival of the water voles. This policy also refers to the Core Strategy. One of the key themes of CP17 Natural Environment is to support and enhance biodiversity in the district in both urban and rural areas.
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	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. Ensuring efficient use of resources is one of the important elements of the tools.
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	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. Responding to the local character and townscape is one of the important elements of the tools.

Policy: TC6 Natural Environment and Sustainability Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. Responding to the local character and townscape is one of the important elements of the tools.
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	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. Waste management is one of the important elements of the tools.
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	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. It is expected in the tools that sites and developments have to take due account of flood risk and reduce the risk of flooding.

Policy: TC6 Natural Environment and Sustainability Strategy

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	+	0	0	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. Energy efficiency and renewable/ low carbon energy are importance elements of the tools.
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 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	+	0	0	+	+	This policy refers to the Core Strategy. CP18 High Quality Design requires development to provide sufficient, appropriate plantings and measures to reduce the potential impact of pollutants (air, noise, light, water) to occupants, wildlife and the environment.

Policy: TC6 Natural Environment and Sustainability Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		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 policy refers to the Core Strategy. CP18 High Quality Design requires development to address the 20 criteria in the Building for Life and take into account the West Midlands Sustainability Checklist. Reduce causes of and adapt to the impacts of climate change is an important element of the tools. CP19 Climate Change Mitigation and Adaptation directly supports development which aims to reduce carbon emissions and supports developments that follow the energy and waste management hierarchies and promotes renewable energy proposals etc. This policy also directs development away from high risks areas.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	The policy has no clear effect on this objective.

Policy: TC6 Natural Environment and Sustainability Strategy							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	This policy refers to the Core Strategy. CP19 Climate Change Mitigation and Adaptation supports the promotion of new industries and technologies that address climate change
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	+	+	0	+	+	Enhancement and protection of the natural environment will make biodiversity and geodiversity available at doorsteps to residents. This will raise their interests and improve their knowledge on the natural environment.
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 Reduction in car mileage by employees	+	+	0	+	+	This policy refers to the Core Strategy. CP18 High Quality Design supports the use of sustainable construction techniques which will reduce the use of material assets.

Policy TC7: Planning Obligations							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	Developer contributions towards affordable schemes will be sought.
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 policy has the potential to contribute towards this health and well being objective in that it will seek contributions from developers towards infrastructure provision including health facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	0	0	+	+	This policy positively contributes towards this objective as it advocates adequate infrastructure to support town centre developments.
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	+	+	Developer contributions will be sought towards policing and community safety schemes, which is directly related to reducing crime and fear of crime levels.

Policy TC7: Planning Obligations							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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) Number of trips made by public transport	+	0	+	+	+	This policy is likely to secure developer contributions in new developments towards transport infrastructure.
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	This policy does not directly impact on this objective
<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 special wildlife sites (SWS's)	+	0	0	+	+	This policy is likely to attract developer contributions towards environmental mitigation, biodiversity and air quality all of which are likely to have a positive impact on this objective.

Policy TC7: Planning Obligations							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	0	0	0	This policy does not directly affect this objective.
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	0	0	0	This policy does not directly affect this objective.
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	+	+	This policy has the potential to conserve the historic environment by attracting developer contributions towards the public realm.
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	+	+	This policy is likely to secure developer contributions in new developments towards waste management infrastructure.

Policy TC7: Planning Obligations							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	Policy does not directly impact on this objective.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	0	0	0	0	0	Policy does not directly impact on this objective.

Policy TC7: Planning Obligations							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	0	0	+	+	This policy has the potential to protect and enhance the quality of water, soil and air quality via developer contributions towards environmental mitigation.
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 policy has the potential to reduce causes of and adapt to the impacts of climate change via developer contributions towards air quality and environmental mitigation
<i>Economic Objectives</i>							

Policy TC7: Planning Obligations							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	+	0	0	+	+	This policy will secure developer contributions in new developments towards education/skills infrastructure.
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	This policy is unlikely to impact on this objective
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	+	0	0	+	+	This policy will secure developer contributions in new developments towards education/skills infrastructure.
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 Reduction in car mileage by employees	+	0	0	+	+	Developer contributions towards improving public transport should encourage more people to use public transport and therefore reduce CO2 emissions as cars may be used less.

Policy: TC8 Historic Market Site							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	The policy states that some residential accommodation may be acceptable and therefore there could be an opportunity for some affordable housing.
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	0	0	0	It is not considered that the development of the market hall site will impact on this objective.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	++	0	0	+	++	The development of this site could potentially increase retail provision and also provide a wider range of leisure uses.
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	+	+	The development of this site would lead to increasing activity/ natural surveillance which both reduces the potential for crime and also reduce the fear of crime.

Policy: TC8 Historic Market Site							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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) Number of trips made by public transport	+	0	0	+	+	The policy highlights the potential for enhanced walking and cycling facilities adjacent to the Spadesbourne Brook which should lead to more people using these sustainable modes of 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	No direct impact of this policy has been identified
<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 special wildlife sites (SWS's)	+	0	0	+	+	The development of the site will lead to public realm improvements associated with the re-routed Spadesbourne Brook.

Policy: TC8 Historic Market Site							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy actively promotes the development of a brownfield site. By its very nature will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	The development of a brownfield site by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character.
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	+	+	The policy makes it clear that development of the market hall site must reflect the surrounding conservation area and retain important views to St. Johns Church.
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	0	0	0	The policy does not have a direct impact on waste.

Policy: TC8 Historic Market Site							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	<p>Properties at risk of flooding</p> <p>Number of planning permissions granted on flood plains or major aquifers</p> <p>Number of new developments incorporating SUDS</p>	0	0	0	0	0	No direct impact of this policy has been identified
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	<p>CO2 emissions per sector</p> <p>Number of new developments with energy efficient design</p> <p>Number of new developments with on site renewable energy</p> <p>Average electricity consumption per household/year</p> <p>Average gas consumption per household/ year</p> <p>Electricity generated from renewable power schemes in the District</p>	+	0	0	+	+	The residential element of the site could have a certain percentage of affordable housing. Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units. Through the tightening of the Building Regulations, redevelopment will ensure that new buildings are more energy efficient.

Policy: TC8 Historic Market Site							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	0	0	+	+	The policy makes reference to the re-routed Spadesbourne Brook and opportunities for enhanced walking and cycling. The improvements to the Spadesbourne Brook may have a positive impact on water quality whilst the promotion of sustainable modes of travel may reduce car usage which could improve air quality.
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	+	+	Improvements in walking and cycling facilities may reduce CO2 emissions.
<i>Economic Objectives</i>							

Policy: TC8 Historic Market Site							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	++	0	0	++	++	The policy strives to enhance and expand the offer in the town centre, which will diversify the local economy and create jobs.
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	No direct impact of this policy has been identified
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact of this policy has been identified
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 Reduction in car mileage by employees	++	0	0	+	+	The policy will encourage walking and cycling therefore potentially reduce car usage.

Policy TC 9: Recreation Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	++	++	This policy strives to provide a major residential development opportunity that will meet local needs in terms of providing affordable housing and retirement led dwellings.
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	?	?	Although the provision of affordable housing and properties for the elderly does not directly affect health, it could be argued that if people can afford a decent place to live then this could improve their well-being. Housing for the elderly is also normally made to building for life standards, which can have positive effects well-being.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	+	0	+	+	Provision of affordable homes can reduce social exclusion through reducing barriers to housing for poorer sectors of society.

Policy TC 9: Recreation Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy requires development to have active frontages, which would help create natural surveillance on to Recreation Road.
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) Number of trips made by public transport	+	0	0	+	+	The policy highlights for clear, safe pedestrian access which should lead to more people using sustainable modes of 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	No direct impact identified of policy in this respect
<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 special wildlife sites (SWS's)	0	0	0	0	0	No direct impact identified of policy in this respect

Policy TC 9: Recreation Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy actively promotes the redevelopment of a brownfield site. By its very nature will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	This policy requires development along Recreation Road to be no larger than three storeys, which would be in keeping with the character of the surrounding area.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number fo 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	0	0	0	No direct impact identified of policy in this respect
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	0	0	0	No direct impact identified of policy in this respect

Policy TC 9: Recreation Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	<p>Properties at risk of flooding</p> <p>Number of planning permissions granted on flood plains or major aquifers</p> <p>Number of new developments incorporating SUDS</p>	0	0	0	0	0	No direct impact identified of policy in this respect
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	<p>CO2 emissions per sector</p> <p>Number of new developments with energy efficient design</p> <p>Number of new developments with on site renewable energy</p> <p>Average electricity consumption per household/year</p> <p>Average gas consumption per household/ year</p> <p>Electricity generated from renewable power schemes in the District</p>	+	0	0	+	+	Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units. Through the tightening of the Building Regulations, redevelopment will ensure that new buildings are more energy efficient.

Policy TC 9: Recreation Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV8 Protect and enhance the quality of water, soil and air	Proportion of households with poor water quality Water course quality 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	0	0	0	0	0	No direct impact identified of policy in this respect.
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	+	+	Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units. This policy can therefore directly reduce causes of and adapt to the impacts of climate change.
<i>Economic Objectives</i>							

Policy TC 9: Recreation Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	No direct impact identified of policy in this respect
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	No direct impact identified of policy in this respect
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact identified of policy in this respect
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 Reduction in car mileage by employees	++	0	0	+	+	The policy will encourage walking and cycling therefore potentially reduce car usage.

Policy TC10 – The Recreation Ground							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	0	0	0	The policy does not directly affect this objective.
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	+	+	The retention and enhancement of the Recreation Ground for recreation and amenity will improve the living environment and is likely to improve the health and well being of the population.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	+	0	+	+	Safeguarding green infrastructure assets and the creation, maintenance and enhancement of open space and recreational facilities contributes positively to this objective.
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	+	+	Better design and improvement of this site would lead to increasing activity/ natural surveillance which both reduces the potential for crime and also reduce the fear of crime.

Policy TC10 – The Recreation Ground							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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) Number of trips made by public transport	+	0	0	+	+	This policy advocates the provision of clear pedestrian linkages to other areas of the town centre which could be used for recreational purposes and travel.
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	+	+	The enhancement of the Recreation Ground and creation of the new distinctive multi functional public event space will contribute positively to this objective.
<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 special wildlife sites (SWS's)	+	0	0	+	+	The retention and enhancement of open space and safeguarding all green infrastructure assets will have a positive impact on biodiversity (for example green corridors).

Policy TC10 – The Recreation Ground							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	Enhancing the Recreation Ground through new landscaping, new multi function public event space, new community garden and new children play facilities are likely to increase its use and hence contribute positively to this objective.
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	+	+	Retention of the open space will safeguard the landscape character.
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	0	0	0	The policy does not directly affect this objective.
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	0	0	0	The policy does not directly affect this objective.

Policy TC10 – The Recreation Ground							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 policy has the potential to minimise flood risk through maintaining areas of undeveloped greenspace that will enable rainfall to permeate the soil and reduce run-off.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	0	0	0	0	0	This policy has no direct impact on this objective

Policy TC10 – The Recreation Ground							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	0	0	+	+	Maintaining areas of undeveloped greenspace that will enable rainfall to permeate the soil will help to maintain the quality of water that flow to the nearby watercourses.
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	+	+	Providing clear pedestrian linkages to other areas of the Town Centre can encourage walking and reduce the use of private cars.
<i>Economic Objectives</i>							

Policy TC10 – The Recreation Ground							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	This policy does not affect this objective
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	This policy does not affect this objective
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	This policy does not affect this objective
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 Reduction in car mileage by employees	+	0	0	+	+	Open space and recreational areas can be viewed as a material asset. This policy provides protection and enhancement of these areas

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	Converting the building into residential use could contribute to the provision of affordable housing in the District.
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	0	0	0	The policy has no clear effect on this objective
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	0	0	+	+	The development of this site would potentially increase office/ housing provision, which may positively impact on viability of services and increased penetration to the town centre.

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The development of this site would lead to increasing activity/ natural surveillance which both reduces the potential for crime and also reduce the fear of crime.
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) Number of trips made by public transport	+	+	0	+	++	Promoting residential/ office development in the town centre which is better connected by public transport is likely to encourage walking and cycling instead of private car use.
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 policy has no clear effect on this objective
<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 special wildlife sites (SWS's)	+	0	0	+	+	Reinstating the avenue of lime trees on Market Street is creating/ enhancing the habitats for wildlife.

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	++	++	Proactive conservation of the historic environment includes encouraging reuse of vacant buildings and may contribute to preserving habitats, hence biodiversity.
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	++	++	Preservation of listed building will enhance the historic landscape character of the town centre area.
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	++	++	Preserving the listed building and converting it to suitable use can conserve and enhance the historic built environment heritage.
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	+	+	The conversion of buildings reusing existing materials; and the use of salvaged materials in traditional style is supported by this policy

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	<p>Properties at risk of flooding</p> <p>Number of planning permissions granted on flood plains or major aquifers</p> <p>Number of new developments incorporating SUDS</p>	0	0	0	0	0	The policy has no clear effect on this objective
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	<p>CO2 emissions per sector</p> <p>Number of new developments with energy efficient design</p> <p>Number of new developments with on site renewable energy</p> <p>Average electricity consumption per household/year</p> <p>Average gas consumption per household/ year</p> <p>Electricity generated from renewable power schemes in the District</p>	+	0	0	+	+	The site could be converted into residential use which will have a certain percentage of affordable housing. Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units.

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	0	0	+	+	Reinstating the avenue of lime trees on Market Street is likely to improve the air quality and noise impact of traffic to surrounding areas.
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	+	+	Reinstating the avenue of lime trees will absorb carbon dioxide and reduce the causes of climate change.
<i>Economic Objectives</i>							

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	+	0	0	+	+	Converting the building into office use will create jobs and increase the amount of office space in the town centre.
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	The policy has no clear effect on this objective
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	The policy has no clear effect on this objective

Policy: TC11 – Parkside Middle School

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 Reduction in car mileage by employees	+	0	0	+	+	The conversion of buildings reusing existing materials; and the use of salvaged materials in traditional style is supported by this policy

Policy: TC12 School Drive							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	The policy states that residential development is considered acceptable at the northern edge of the site and therefore there could be an opportunity for some affordable housing.
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	+	++	This policy will have major benefits on the health and well-being of the of Bromsgrove's population as it provides leisure facilities to the community. This will include a number of facilities including a swimming pool, fitness suite, multifunctional studios and a sports hall.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	++	0	0	+	++	The development of this site will provide greater access to a number of key services, including leisure facilities, some elements of retail, possible civic facilities, and the fire and police services.

Policy: TC12 School Drive							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The relocation of the police and fire station to this location in itself would deter crime in the area. The policy also requires buildings to have frontages onto School Drive and the Stratford Road, which would create natural surveillance, reducing crime and the fear of crime.
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) Number of trips made by public transport	+	0	0	+	+	The policy highlights for improved links with the town centre which should lead to more people using sustainable modes of 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	No direct impact identified of policy in this respect
<i>Environmental Objectives</i>							

Policy: TC12 School Drive							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 special wildlife sites (SWS's)	0	0	0	0	0	No direct impact identified of policy in this respect
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	+	+	The policy actively promotes the development of Windsor Street, which is a brownfield site. By its very nature this will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	The development of a brownfield site by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character.

Policy: TC12 School Drive

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	0	0	0	No direct impact identified of policy in this respect
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	0	0	0	No direct impact identified of policy in this respect
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	No direct impact identified of policy in this respect

Policy: TC12 School Drive							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	+	0	0	+	+	The residential element of the site could have a certain percentage of affordable housing. Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units. Through the tightening of the Building Regulations, redevelopment will ensure that new buildings are more energy efficient.
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 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	0	0	0	0	0	No direct impact identified of policy in this respect

Policy: TC12 School Drive							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		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	+	+	New development in a sustainable location may encourage greater use of public transport which could reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	+	0	0	+	+	The redevelopment of the site will diversify the local economy and create jobs. The redevelopment of School Drive will also create better links with North Bromsgrove high School, New college and the surrounding area, which will contribute to an improved skills base.
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	No direct impact of this policy has been identified

Policy: TC12 School Drive							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	+	0	0	0	+	Although the redevelopment will not have a direct impact on this objective, by rejuvenating the area, New College and North Bromsgrove High School will have greater appeal which in turn can assist skill levels and qualifications gained.
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 Reduction in car mileage by employees	+	0	0	+	+	Mixed use schemes are more sustainable and can offer both employment and residential opportunities, which in turn can reduce car mileage.

Policy TC13: Windsor Street							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	The policy states that some residential accommodation will be encouraged on upper floors and therefore there could be an opportunity for some affordable housing.
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	0	0	0	No direct impact identified of policy in this respect
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	++	0	0	+	++	Policy supports regeneration of Windsor Street which will encourage improved provision of facilities particularly in the longer term, especially those related to retail.

Policy TC13: Windsor Street							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	Policy supports regeneration of Windsor Street which is likely to have a positive impact on reducing levels of crime ie by increasing activity / natural surveillance this both reduces fear of crime and more people equals less opportunity for crime to occur. This is reinforced in the policy by advocating active retail frontages on the ground level.
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) Number of trips made by public transport	+	+	0	+	++	Promoting more residential development above shops in the town centre which is better connected by public transport are likely to encourage walking and cycling instead of private car use.
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	No direct impact identified of policy in this respect
<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 special wildlife sites (SWS's)	0	0	0	0	0	No direct impact identified of policy in this respect

Policy TC13: Windsor Street							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy actively promotes the development of Windsor Street, which is a brownfield site. By its very nature this will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	Town centre regeneration by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character. The policy also states that all development must respect the scale and massing of the buildings on the High Street. This will allow new development to keep in character to the area.
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	++	++	The policy states that all development must respect the scale and massing of the buildings on the High Street. This will allow new development to keep in character to the area, thus enhancing the historic built environment.
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	0	0	0	No direct impact identified of policy in this respect

Policy TC13: Windsor Street							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	<p>Properties at risk of flooding</p> <p>Number of planning permissions granted on flood plains or major aquifers</p> <p>Number of new developments incorporating SUDS</p>	0	0	0	0	0	No direct impact identified of policy in this respect
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	<p>CO2 emissions per sector</p> <p>Number of new developments with energy efficient design</p> <p>Number of new developments with on site renewable energy</p> <p>Average electricity consumption per household/year</p> <p>Average gas consumption per household/ year</p> <p>Electricity generated from renewable power schemes in the District</p>	+	0	0	+	+	The residential element of the site could have a certain percentage of affordable housing. Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units. Through the tightening of the Building Regulations, redevelopment will ensure that new buildings are more energy efficient.

Policy TC13: Windsor Street							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	0	0	0	0	0	No direct impact identified of policy in this respect
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	+	+	New development in a sustainable location may encourage greater use of public transport which could reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	++	0	0	++	++	The policy strives to enhance and expand the retail on offer on a mixed use development site, which will diversify the local economy and create jobs.

Policy TC13: Windsor Street							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	No direct impact identified of policy in this respect
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact identified of policy in this respect
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 Reduction in car mileage by employees	+	0	0	+	+	Mixed use schemes are more sustainable and can offer both employment and residential opportunities, which in turn can reduce car mileage.

Policy: TC14 Birmingham Road Retail Park

SA Objectives		Key Indicators / Targets (Where Appropriate)		Spatial Scale		Temporal Scale		Commentary	
				Sub-District		Transboundary Effects	Short Term		Long Term
				Urban	Rural				
<i>Social Objectives</i>									
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	0	0	0	No direct impact of this policy has been identified.
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	0	0	0	It is not considered that the development of the market hall site will impact on this objective.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment		Number of parks and areas of recreational space 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		++	0	0	+	++	The development of this site would potentially increase retail provision providing greater choice for local communities.
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	+	+	The reinstatement of a street frontage would lead to increasing activity/ natural surveillance which both reduces the potential for crime and also reduce the fear of crime.

Policy: TC14 Birmingham Road Retail Park

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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) Number of trips made by public transport	+	0	0	+	+	The policy highlights for improved pedestrian links with the town centre which should lead to more people using sustainable modes of 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	No direct impact of this policy has been identified
<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 special wildlife sites (SWS's)	+	0	0	+	+	The development of the site will retain the open space at the rear and includes enhancements to the Spadesbourne Brook.

Policy: TC14 Birmingham Road Retail Park

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy actively promotes the development of a brownfield site. By its very nature will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	The development of a brownfield site by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character.
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	+	+	The policy makes it clear that development of the retail unit must maintain and enhance the setting of the listed buildings on site.
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	0	0	0	The policy does not have a direct impact on waste.

Policy: TC14 Birmingham Road Retail Park

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	No direct impact of this policy has been identified
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	0	0	0	0	0	The policy makes no explicit reference to renewable energy.

Policy: TC14 Birmingham Road Retail Park							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	+	0	0	+	+	The policy makes reference to enhancing the Spadesbourne Brook, this could lead to improvements in water quality. The policy highlights improved pedestrian links with the town centre. The promotion of sustainable modes of travel may reduce car usage which could improve air quality.
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	+	+	Improvements in pedestrian links may reduce CO2 emissions.
<i>Economic Objectives</i>							

Policy: TC14 Birmingham Road Retail Park

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	++	0	0	++	++	The development of large retail store will expand the retail on offer, create jobs and could be a catalyst for further development.
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	No direct impact of this policy has been identified
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact of this policy has been identified
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 Reduction in car mileage by employees	++	0	0	+	+	The policy will encourage travel by sustainable modes and therefore potentially reduce car usage.

Policy: TC15 Birmingham Road/Stourbridge Road Junction							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	An office lead mixed use scheme could contain some residential development. Some affordable accommodation could be included.
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	0	0	0	It is not considered that the development of this site will impact on this objective.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	0	0	+	+	A mixed use development may give the local population access to a wider range of services and facilities.
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	+	+	The reinstatement of a street frontages would lead to increasing activity/ natural surveillance which both reduces the potential for crime and also reduce the fear of crime.

Policy: TC15 Birmingham Road/Stourbridge Road Junction							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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) Number of trips made by public transport	+	0	0	+	+	Concentrating development in the most sustainable locations maximises the opportunity for people to use 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	No direct impact of this policy has been identified
<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 special wildlife sites (SWS's)	0	0	0	0	0	The policy does not directly address biodiversity or geodiversity.

Policy: TC15 Birmingham Road/Stourbridge Road Junction

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy actively promotes the development of a brownfield site. By its very nature will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	The development of a brownfield site by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character.
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	+	+	The policy makes it clear that development must maintain and enhance the setting of Parkside School which is a listed building.
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	0	0	0	The policy does not have a direct impact on waste.

Policy: TC15 Birmingham Road/Stourbridge Road Junction							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	No direct impact of this policy has been identified
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	+	0	0	+	+	The residential element of the site could have a certain percentage of affordable housing. Affordable housing schemes need to achieve at least Level 3 of the Code for Sustainable Homes. This policy can therefore directly improve energy efficiency by delivering a higher percentage of affordable units. Through the tightening of the Building Regulations, redevelopment will ensure that new buildings are more energy efficient.

Policy: TC15 Birmingham Road/Stourbridge Road Junction							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 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	0	0	0	0	0	No direct impact of this policy has been identified
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	+	+	New development in a sustainable location may encourage greater use of public transport which could reduce CO2 emissions.
<i>Economic Objectives</i>							

Policy: TC15 Birmingham Road/Stourbridge Road Junction

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	+	0	0	+	+	A mixed use development will create jobs and increase the amount of office space in the town centre.
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	No direct impact of this policy has been identified
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact of this policy has been identified
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 Reduction in car mileage by employees	++	0	0	+	+	The policy will encourage travel by sustainable modes and therefore potentially reduce car usage.

Policy TC 16: Mill Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transbound ary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	+	+	The policy states that some residential accommodation will be encouraged on upper floors and therefore there could be an opportunity for some affordable housing.
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	0	0	0	No direct impact identified of policy in this respect, although improvement to the public realm and enhanced public space can in adversely create a 'feel goo' factor amongst users of the spaces.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	++	0	0	+	++	Policy supports regeneration of Mill Lane which will encourage improved provision of facilities particularly in the longer term, especially those related to retail.

Policy TC 16: Mill Lane							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	Regeneration of Mill lane will provide active frontages which will increase the natural surveillance of the area. Improvement of the public realm and the retention of the pedestrian thoroughfare will result in a high usage of Mill Lane, which also reduces crime and the fear of crime.
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) Number of trips made by public transport	+	0	0	+	+	The retention of the thoroughfare along Mill Lane will encourage walking and cycling through the town centre.
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	+	+	The proposal of improving the public realm and create an enhanced public space will contribute positively to this objective.
<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 special wildlife sites (SWS's)	++	0	0	+	++	The development of the site will contribute to the enhanced environment along the naturalised Spadesbourne Brook.

Policy TC 16: Mill Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The policy actively promotes the development of Mill Lane, which is a brownfield site. By its very nature this will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	Town centre regeneration by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character. The policy also advocates buildings must have full regard to the enhanced natural environment created by the naturalised Spadesbourne Brook.
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	+	+	Public Realm improvements will assist in enhancing the historic built environment heritage.
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	0	0	0	No direct impact identified of policy in this respect

Policy TC 16: Mill Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	To contribute to the environment along the naturalised Spadesbourne Brook, it is very likely that fluvial and pluvial flood risks will be taken into account.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	0	0	0	0	0	The policy is unlikely to impact on this objective.
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 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	+	0	0	+	+	The policy makes reference to the naturalised Spadesbourne Brook and opportunities for enhancing this environment must be taken into account by surrounding buildings. The improvements to the Spadesbourne Brook may have a positive impact on water quality.

Policy TC 16: Mill Lane							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		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	+	+	New development in a sustainable location may encourage greater use of public transport which could reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	++	0	0	++	++	The development of larger retail space will expand the retail on offer, create jobs and could be a catalyst for further development.
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	No direct impact identified of policy in this respect

Policy TC 16: Mill Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	No direct impact identified of policy in this respect
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 Reduction in car mileage by employees	+	0	0	+	+	Mixed use schemes are more sustainable and can offer both employment and residential opportunities, which in turn can reduce car mileage.

Policy TC 17: Worcester Road Employment Area							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
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	0	0	0	The policy promotes several possible uses for the site but residential has not been highlighted. The policy will therefore not impact on this objective.
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 policy supports design of developments that pay regards to the Spadesbourne Brook and Sanders Park. This will encourage occupants to visit the nearby green space and will create a 'feel good' factor amongst occupants and nearby residents.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space 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	+	0	0	+	+	The policy supports a mix of uses including leisure and retail. This will improve access for Bromsgrove residents.

Policy TC 17: Worcester Road Employment Area							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The redevelopment of this site with a wider mix uses may mean that there are active frontages for longer periods of the day which will increase natural surveillance. This could potentially reduce crime in the long term.
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) Number of trips made by public transport	+	0	0	+	+	The redevelopment of the site may create jobs for local people which may reduce the need for some people to travel. The site is viewed as a long term development opportunity therefore improvements are not expected in the long term.
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	No direct impact on this objective has been identified.
<i>Environmental Objectives</i>							

Policy TC 17: Worcester Road Employment Area

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 special wildlife sites (SWS's)	+	0	0	+	+	The policy supports design of developments that pay regards to the Spadesbourne Brook and Sanders Park.
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	+	+	The policy actively promotes the development of the Worcester Road Employment Area, which is a brownfield site. By its very nature this will preserve the countryside as activity will be focussed on the Town centre.
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	+	+	Town centre regeneration by its very nature will preserve the countryside as activity will be focussed on the T/C and making the best of existing resources in the Town Centre thereby preserving wider landscape quality and character.

Policy TC 17: Worcester Road Employment Area

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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	+	+	The site is located adjacent to the conservation area. The policy promotes good design which would improve the setting of the Conservation Area.
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	0	0	0	No direct impact identified of policy in this respect
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	+	+	To contribute to the environment along the naturalised Spadesbourne Brook, it is very likely that fluvial and pluvial flood risks will be taken into account.

Policy TC 17: Worcester Road Employment Area

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transbound ary Effects	Short Term	Long Term	
		Urban	Rural				
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new 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	0	0	0	0	0	No direct impact on this objective has been identified.
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 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	+	0	0	+	+	The policy supports development that pay regards to the Spadesbourne Brook, this will potentially improve the Spadesbourne Brook and have a positive impact on water quality.

Policy TC 17: Worcester Road Employment Area							
		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	+	+	New development in a sustainable location may encourage greater use of public transport which could reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	+	+	0	+	+	The development of a mixed use scheme will create jobs and could be a catalyst for further development.
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	+	+	This policy supports developments that are flexible and take into account of the economic challenges of businesses. The flexibility is likely to encourage businesses involved in new technologies.

Policy TC 17: Worcester Road Employment Area							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC3 Raise the skills levels and qualifications of workforce	Proportion of 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	0	0	0	0	0	The policy will not impact on this objective.
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 Reduction in car mileage by employees	+	0	0	+	+	Mixed use schemes are more sustainable as they offer a range of opportunities in one location. This can lead to reduced car journeys.

Appendix B – Comparison Table of Policies Against the SA Objectives

Policy Objective	TC01	TC02	TC03	TC04	TC05	TC06	TC07	TC08	TC09	TC10	TC11	TC12	TC13	TC14	TC15	TC16	TC17
SOCIAL OBJECTIVES																	
SO1	+	++	0	+	+	0	+	+	++	0	+	+	+	0	+	+	0
SO2	+	+	++	0	+	+	+	0	?	+	0	++	0	0	0	0	+
SO3	++	++	+	+	+	+	+	++	+	+	+	++	++	++	+	++	+
SO4	+	+	0	++	++	++	+	+	+	+	+	+	+	+	+	+	+
SO5	+	+	++	0	0	+	+	+	0	+	+	+	0	+	+	+	+
SO6	+	+	0	+	+	+	0	0	0	+	0	0	0	0	0	0	0
ENVIRONMENTAL OBJECTIVES																	
EV1	+	?	+	+	0	++	+	+	0	+	+	0	0	+	0	++	+
EV2	++	+	0	0	0	+	0	+/++	+/++	+	++	+	+	+/++	+/++	+	+
EV3	+	+	+	+	+	+	0	+	+	+	++	+	+	+	+	+	+
EV4	+	?	0	++	++	+	+	+	0	0	++	0	++	+	+	+	+
EV5	?	0	0	0	+	+	+	0	0	0	+	0	0	0	0	0	0
EV6	0	?	0	0	0	+	0	0	0	+	0	0	0	0	0	0	+
EV7	+	+	+	0	0	+	0	+	+	0	+	+	+	0	+	+	0
EV8	+	?	+	0	0	+	+	+	0	+	+	0	0	+	0	+	+
EV9	+	+	+	0	+	++	+	+	+	+	+	+	+	+	+	+	+
ECONOMIC OBJECTIVES																	
EC1	+	+	0	0	+	0	+	++	0	0	+	+	++	++	+	++	+
EC2	+	0	0	0	+	+	0	0	0	0	0	0	0	0	0	0	0
EC3	+	+	0	0	0	+	+	0	0	0	0	0	0	0	0	0	0
EC4	+	+	+	+	+	+	+	+	+	+	++	+	+	+	+	+	+

Policy Objectives	TC01	TC02	TC03	TC04	TC05	TC06	TC07	TC08	TC09	TC10	TC11	TC12	TC13	TC14	TC15	TC16	TC17	Total
SOCIAL OBJECTIVES																		
SO1	3	5	0	3	3	0	3	3	8	0	3	3	3	0	3	3	0	43
SO2	4	5	8	0	4	4	3	0	0	4	0	7	0	0	0	0	3	42
SO3	5	7	4	3	3	4	3	5	4	4	3	5	5	5	3	5	3	71
SO4	4	3	0	6	6	6	3	4	3	4	4	4	4	4	4	3	3	65
SO5	3.5	5	8	0	0	4	4	3	3	3	5	3	5	3	3	3	3	59
SO6	5	4	0	3	0	4	0	0	0	3	0	0	0	0	0	3	0	22
sub total	25	29	20	15	16	22	16	15	18	18	15	22	17	12	13	17	12	302
ENVIRONMENTAL OBJECTIVES																		
EV1	4	0	4	3	0	8	3	3	0	3	3	0	0	3	0	5	3	42
EV2	6	3	0	0	0	3	0	6	6	3	6	4	4	6	6	4	4	61
EV3	4	3	4	3	3	3	0	4	3	3	6	3	4	4	4	4	4	59
EV4	5	0	0	6	6	3	3	3	0	0	6	0	6	3	3	3	3	50
EV5	0	0	0	0	3	3	3	0	0	0	3	0	0	0	0	0	0	12
EV6	0	0	0	0	0	3	0	0	0	3	0	0	0	0	0	3	3	12
EV7	3	4	4	2	0	3	0	3	3	0	3	3	3	0	3	3	0	37
EV8	3	0	4	2	0	3	3	3	0	3	3	0	0	3	0	3	3	33
EV9	3	4	4	2	3	5	3	3	3	3	3	3	3	3	3	3	3	54
sub total	28	14	20	18	15	34	15	25	15	18	33	13	20	22	19	28	23	360
ECONOMIC OBJECTIVES																		
EC1	4	5	0	0	3	0	3	6	0	0	3	3	6	6	3	6	4	52
EC2	4	0	0	0	3	4	0	0	0	0	0	0	0	0	0	0	3	14
EC3	3	3	0	0	0	4	3	0	0	0	0	2	0	0	0	0	0	15
EC4	4	4	4	3	4	4	3	4	4	3	3	3	3	4	4	3	3	60
sub total	15	12	4	3	10	12	9	10	4	3	6	8	9	10	7	9	10	141
grand total	67.5	55	44	36	41	68	40	50	37	39	54	43	46	44	39	39	45	803