



Barnt Green

Area Assessment

Sustainability Appraisal

Bromsgrove District Plan

September 2013



Sustainability Appraisal of Barnt Green Area Assessment

1. Introduction

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

2. Area 1: Land to the rear (north) of Bittell Road

2.1 Site Description

2.2 The site is approximately 6.4 hectares and is located to the north east of Barnt Green. The greenfield site is largely made up of residential gardens, Barnt Green Sports Club and 'Parker's Piece' Playing Fields. The site is bounded by residential dwellings along Bittell Road to the south and east, but has no defined boundary to the north or west. A large area of the site is covered by mature and semi-mature trees.

2.3 Key Strengths

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

2.5 The site has good links to local retail, schools and health facilities (less than 400m). The proximity of the train station and a bus stop should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions. There are also no historic built environment constraints

2.6 Key Weaknesses

2.7 One of the main concerns is the loss of Barnt Green's main leisure/sports facilities. The PPG17 study identifies this area as Barnt Green Sports Ground, which has tennis courts, and is also where Barnt Green Playing Fields are located. This would have adverse effects on health and well-

being of the local population, as well an important open space which benefits the people of Barnt Green. There are a large number of trees throughout the site and development could have an adverse impact on these habitats. The development of the site would impact upon landscape character, although the land is of medium sensitivity, a large proportion of this area is in the form of large residential gardens and there is a large expanse of open countryside further north of the site.

2.8 Recommendations for Mitigation

2.9 If development is proposed in this location, Trees Preservation Orders (TPOs) would need to be implemented to the trees during the construction phase and thereafter.

3. Area 2: Land at Bittell Lane/Sandhills Green

3.1 Site Description

3.2 The site is approximately 6 hectares in size and situated east of Bittell Lane and north of Sandhills Green. These roads function as boundaries to the south and west, but the north east is predominately open countryside. The current land use is for agricultural purposes and there is also a Grade II listed building, Longmead, located adjacent to the site.

3.3 Key Strengths

3.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like

any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.

- 3.5 The site has good links to local retail, schools and health facilities. The good access to schools and the GP surgery could have benefits in terms of educational attainment and the general health and well being of the population. The proximity of the train station and a bus stop should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions. The close proximity to sports and recreation facilities also can potentially bring benefits to health and well-being. Although the site is greenfield land, little biodiversity value has been identified.

3.6 Key Weaknesses

- 3.7 The site also has an important Green Belt function as it restricts encroachment into the countryside and coalescence with Alvechurch. Although the land is of medium landscape sensitivity and therefore is resilient to some change, land directly east is of high landscape sensitivity and could be affected by development. Development would also adversely affect the landscape character as this area comprises a large expanse of open countryside.

- 3.8 The site also performs poorly against EV4, which regards conserving and enhancing the built environment, due to the proximity of a listed building to the south.

3.9 Recommendations for Mitigation

- 3.10 Detailed design guidance would need to be provided to protect and enhance the setting of the listed building.

4. Area 3: Land to the west of Sandhills Green

4.1 Site Description

- 4.2 This large site is a total of approximately 13.5 hectares and situated to the west of Sandhills Green. The railway line acts as a boundary to the north and the M42 is situated slightly further to the south. Residential development is located north west of the site and the road of Sandhills Green further to the east. The land is currently in agricultural use.

4.3 Key Strengths

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

4.5 Key Weaknesses

- 4.6 The site also has an important Green Belt function as it restricts encroachment into the countryside and coalescence with Alvechurch. Although the site is approximately 800m from the train station and local services, the distance is somewhat misleading as there are poor access links to these facilities. Sandhills Green to the east of the site is a very narrow road, with access problems exacerbated by a narrow tunnel underneath the railway. Access to the west of the site would be possible

for pedestrians via the public right of way, but vehicular access would be unlikely due to existing residential development. Access to the north of the site is unfeasible due to the railway line.

- 4.7 Development on any of the areas will result in the loss of greenfield land. This particular site is somewhat separate from the settlement of Barnt Green due to the imposing nature of the railway line, which already forms a defensible Green Belt boundary; therefore development would look out of character in an area of open countryside. As a watercourse runs through the site, there is a possibility of flooding.

4.8 Recommendations for Mitigation

- 4.9 Major potentially costly infrastructure improvements regarding pedestrian and vehicular access would be required to connect the site with Barnt Green and its services. A Flood Risk Assessment would be required to determine the potential flood risk of the watercourse.

5. Area 4: Land at Kendal End Road

5.1 Site Description

- 5.2 The site is located to the north of Barnt Green and is approximately 7 hectares in size. Around 5 hectares is currently used for silage purposes and the remainder of the land is a cricket pitch and woodland area. Roads provide the boundary to the site in north, east and westerly directions with residential development located to the south. The site is relatively flat and

would enclose the Barnt Green Inn (Grade II listed) on three sides whilst the railway line runs parallel to the site

5.3 Key Strengths

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

5.5 The site has good links to local retail, schools and health facilities. The good access to schools and the GP surgery could have benefits in terms of educational attainment and the general health and well being of the population. This is enhanced by the close proximity to sports and recreation facilities and the adjacent cricket club.

5.6 This is also the closest site in relation to the train station and a bus stop, which should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

5.7 Key Weaknesses

5.8 Development on any of the areas will result in the loss of greenfield land; however this site would have little effect on the purposes and integrity of the Green Belt.

5.9 The site also performs poorly against EV4 due to the proximity of the Grade II listed Barnt Green Inn being adjacent as well as the neighbouring Conservation Area adjoining the site.

- 5.10 There is pedestrian access to the local centre, however this requires going over the railway bridge or through the tunnel at the end of Fiery Hill Road.
- 5.11 Although the site falls within flood zone 1 and therefore has the lowest risk of flooding, there was record of historic flooding on Fiery Hill Road to the northwest of the site.

5.12 Recommendations for Mitigation

- 5.13 Detailed design guidance would need to be provided to protect and enhance the setting of the listed building and Conservation Area. A Flood Risk Assessment would also be needed to ensure flooding is not worsened as a result of development. An ecological survey would also be required to assess any biological impacts, especially on the hedgerows present on site and the nearby woodlands and Special Wildlife Site. Transport assessments would be required and there could be potential road upgrades to address safety issues at the difficult junction of Fiery Hill Road and Kendal End Lane.

6. Area 5: Land at Blackwell Road

6.1 Site Description

- 6.2 This site is approximately 2.4 hectares and is located to the south of Barnt Green, and the land is primarily in pasture use for horse grazing, with some used as residential garden. The site is located to the east of Blackwell Road, which acts as a boundary, and is also bordered by dwellings to the north, the M42 to the south and woodland to the east.

6.3 Key Strengths

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

6.5 The site is fairly sustainable, it is approximately 800m away from local services and the public transport links though the steep gradient may discourage sustainable mode of transport for some; however, the settlements main sports/leisure facilities are over 800m

6.6 Key Weaknesses

6.7 A Special Wildlife Site (Cock's Croft Wood) is closely located to the east, along with numerous mature trees and ponds; development could subsequently act as an environmental constraint and affect biodiversity.

6.8 Development on any of the areas will result in the loss of greenfield land and this particular site is also designated Green Belt. This Green Belt location acts as a buffer to reduce the chance of coalescence with Blackwell. The appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District.

6.9 The site falls within flood zone 1 and therefore has the lowest risk of flooding; however, the SFRA level 1 indicates floods occurred south of the site in 2001.

6.10 Recommendations for Mitigation

- 6.11 Ecological surveys would be required to assess the potential impact on biodiversity, in particular the Special Wildlife Site. A Flood Risk Assessment would be required to investigate the historic flooding that has taken place near to the site.

7. Area 6: Land south of Fiery Hill Road

7.1 Site Description

- 7.2 The site is located to the south west of Barnt Green and covers an area of approximately 7.7 hectares. There is residential development to the north along Fiery Hill Road, the railway along the eastern boundary and open countryside to the south and west. The area is fairly high, rising from a south-westerly direction and is predominately pasture land.

7.3 Key Strengths

- 7.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, which applies to all sites. The site, like any of the other seven, could follow the waste hierarchy and also include renewable forms of energy generation.
- 7.5 The site is fairly sustainable; it is approximately 800m away from local services and the public transport links.

7.6 Key Weaknesses

- 7.7 Although the site is reasonably sustainable, access to the site would hinder its pedestrian use. The restrictive nature of the railway line bordering the site as well as residential dwellings to the north would make

- access extremely difficult. The steep gradient to the local centre along Hewell Road could potentially discourage the use of sustainable transport.
- 7.8 Development on any of the areas will result in the loss of greenfield land and this particular site is also designated Green Belt. This Green Belt location acts as a buffer to prevent coalescence with Blackwell. The appears to have a high prospect (greater than 60%) of the best and most versatile agricultural land being present on this site, which is the highest in the District.
- 7.9 The site falls within flood zone 1 and therefore has the lowest risk of flooding; however, the SFRA level 1 indicates floods occurred south of the site in 2001.
- 7.10 There are no listed buildings near the site; however, it is adjacent to the Conservation Area and low density housing.
- 7.11 Recommendations for Mitigation**
- 7.12 A Flood Risk Assessment would be required to investigate the historic flooding that has taken place near to the site. Detailed design guidance would need to be provided to protect and enhance the setting of the Conservation Area and low density housing.

8. Area 7: Land at Twatling Road

8.1 Site Description

- 8.2 This site is to the north west of Barnt Green adjacent to a low density residential area where a substantial amount of plot subdivision and infilling has taken place over the years. It comprises 7.8 hectares of agricultural land in three fields on the east side of Twatling Road and north of Cherry

Hill Road. The land abuts Pinfields Wood to the east where there is an open border. There are dwellings flanking the site to the north in Pinfield Drive, on the opposite side of Twatling Road, at the junction of Twatling Road and Cherry Hill Road, and further to the east along Cherry Hill Road.

8.3 Key Strengths

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

8.5 The site is fairly sustainable; with the nearest point approximately 600m away from local services and the public transport links.

8.6 Key Weaknesses

8.7 Although the site is reasonably sustainable, the steep gradient of Hewell Road would encourage the use of cars particularly by those with impaired mobility.

8.8 Pinfields Wood Special Wildlife Site , which makes up part of the Lickey Hills Country Park, has huge biodiversity credentials and development would need to take this into careful consideration. Development on any of the areas will result in the loss of greenfield land.

8.9 There are no listed buildings near the site; however, it is adjacent to the Conservation Area and low density housing.

8.10 Although the site is located in Flood Zone 1 and considered to have a low risk of flooding, there has been historic flooding adjacent to the site.

8.11 Recommendations for Mitigation

8.12 A Flood Risk Assessment would be required to investigate the historic flooding that has taken place near to the site. Detailed design guidance

would need to be provided to protect and enhance the setting of the Conservation Area and low density building.

9. Area 8: Land at Shepley Road/Billy Lane

9.1 Site Description

9.2 The site is approximately 4.3 hectares in size and is located at the south western end of Barnt Green. The greenfield site that is currently in pasture use and is low lying with a slope across the site falling to the south west corner. The site is bounded by Shepley Road to the north and Billy Lane to the south and east. Very low density residential development surrounds the site. A central area of the site is covered by mature trees.

9.3 Key Strengths

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

9.5 There are no positive attributes in regards to the SA objectives that are specific to this site.

9.6 Key Weaknesses

9.7 A Special Wildlife Site (Linthurst Wood) is closely located to the south east, along with numerous mature trees around the site; development could subsequently act as an environmental constraint and affect biodiversity.

9.8 Development on any of the areas will result in the loss of greenfield land and this particular site is also designated Green Belt. This Green Belt location acts as a buffer to prevent coalescence with Blackwell.

9.9 There are no listed buildings near the site; however, it is in the Conservation Area and also adjacent low density housing.

9.10 Recommendations for Mitigation

9.11 Ecological surveys would be required to assess the potential impact on biodiversity, in particular in relation to the Special Wildlife Site. Detailed design guidance would need to be provided to ensure that proposed development was appropriate and protected and enhanced the character and setting of the Conservation Area and low density housing.

10. Comparing SA Outcomes

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

Major Positive Impact (++) = 2

Positive Impact (+) = 1

Negative Impact (-) = -1

Major Negative Impact (--) = -2

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

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

	++	+	-	--	Total
Area 1	18	21	-6	-6	27
Area 2	24	18	-3	-12	27
Area 3	6	18	-9	-6	9
Area 4	24	18	-12	-6	24
Area 5	6	27	-9	-6	18
Area 6	6	24	-9	-6	15
Area 7	6	24	-12	-6	12
Area 8	6	12	-12	-18	-12

10.3 Overall Conclusions & Evaluation

- 10.4 Eight areas around the settlement of Barnt Green were selected and tested against the SA objectives. Only one location achieved an overall negative score, which was area 8, which appears to be the least sustainable in terms of future development. Although all the other areas gained a positive score in relation to the SA objectives, there were considerable disparities between them. Areas 1 and 2 achieved the highest score of 27, with Area 4 achieving the next highest score of 24. These areas performed particularly well due to the close proximity to existing facilities and services, the opportunity to travel by sustainable modes of transport. However, there are currently fundamental issues that prevent Areas 1 and 2 from being suitable for development at the current time. Area 1 would lead to the loss of sports and recreation facilities which would have a major harmful impact on the residents of Barnt Green. Area 2 has fundamental Green Belt purposes with the site having no defensible Green Belt boundaries increasing the risk of coalescence with Alvechurch.
- 10.5 It must be noted that the SA objectives do not cover in any detail the impact upon the Green Belt, which is a vital indicator in Bromsgrove District as over 91% is within the designated Green Belt. From the site assessment it was also concluded that Area 4 would be the most appropriate in terms of impact on the Green Belt, due to its well defined boundaries and its location in effectively rounding off the settlement of Barnt Green.
- 10.6 It is recommended that further work is undertaken to consider any site specific issues in more detail such as flood risk or transportation. This will help to inform any future allocations policy within the emerging Plan.

Appendix A: Sustainability Matrices of the Barnt Green Areas

Area 1 – Land to the rear of Bittell Road							
		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	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	-	0	0	-	-	The site is currently used for recreational and leisure purposes, which would be lost if residential development took place. The site is within walking distance of a GP surgery. The site is in close proximity to the Lickey Hills Country Park, so recreational walking would be achievable. As this location contains the only leisure and sports facilities open to the public, their loss would significantly affect the health and well being of Barnt Green.

Area 1 – Land to the rear of Bittell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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 site is within walking distance of retail facilities on Hewell Road and is less than 200 metres from St. Andrews First School.
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	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 1 – Land to the rear of Bittell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	social behaviour						
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 site is within walking distance of Barnt Green train station and bus services meaning that there are excellent opportunities to travel by sustainable modes of transport. It also has good links to local retail, schools and health facilities (less than 400m) which should encourage the use of existing infrastructure and reduce need to travel for some journeys.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							

Area 1 – Land to the rear of Bittell Road							
		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	0	0	0	There are a large number of trees throughout the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 1 – Land to the rear of Bittell Road							
		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	--	--	Development on any of the areas will result in the loss of greenfield land, and this particular site is in the designated Green Belt and used for sports/recreational purposes.

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

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

Area 1 – Land to the rear of Bittell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
generated from renewable energy and low carbon sources	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						technologies.
EV8 Protect and enhance the quality of water, soil and air	Proportion of households with poor water quality	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water

Area 1 – Land to the rear of Bittell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
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						conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 1 – Land to the rear of Bittell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>Development in this location promotes travel by sustainable forms potentially reducing CO2 emissions.</p> <p>All the sites have the potential to incorporate energy efficiency measures and to incorporate appropriate future proofing design measures.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

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		Urban	Rural				
economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						therefore the impact will be neutral.
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	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 1 – Land to the rear of Bittell Road							
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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	industry sector						
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	+	+	Access to school is good and the train station has links to the newly built Bournville College which could have an impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recycled materials used in construction Reduction in car mileage by employees						

Area 2 – Land at Bittell Lane/Sandhills Green							
		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	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	++	0	0	++	++	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities. There are also sports facilities approximately 200m from the site.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	++	0	0	++	++	The site is within walking distance of retail facilities on Hewell Road and St. Andrews First School. It is also within walking distance of Barnt Green Park and Barnt Green Sports Ground.

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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is within walking distance of Barnt Green train station and bus services meaning that there are excellent opportunities to travel by sustainable modes of transport. The site is relatively

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

Area 2 – Land at Bittell Lane/Sandhills Green							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land, and this particular site is in the designated Green Belt and restricts encroachment into the countryside and coalescence with Alvechurch.

Area 2 – Land at Bittell Lane/Sandhills Green							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of greenfield land. The land is of medium and high landscape sensitivity, hence development will potentially have a negative impact on 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	-	-	High quality design would be expected on any site. There is a listed building to the south of the site and it could be negatively impacted upon if development was to take place. One of the features of the listed building is it is a rural farmhouse, which may be compromised if surrounded by development. Sensitive design would be required.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

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

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

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

Area 2 – Land at Bittell Lane/Sandhills Green							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>Development in this location promotes travel by sustainable forms potentially reducing CO2 emissions.</p> <p>All the sites have the potential to incorporate energy efficiency measures and to incorporate appropriate future proofing design measures.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

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

Area 2 – Land at Bittell Lane/Sandhills Green

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

Area 3 – Land to the west of Sandhills Green							
		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	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	0	0	0	0	0	The site is approximately 1km from the GP surgery ensuring that residents would have access to health facilities; however this distance is not very accessible due to the railway line and lack of pedestrian access. Leisure and sports facilities are over 1km away which would arguably need a car.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	0	0	0	0	0	The front of the site is approximately 1km from local services and slightly further to the local first school but the distance is misleading. Poor access links, narrow roads and a tunnel under the railway

Area 3 – Land to the west of Sandhills Green							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						would impinge and pedestrian access is poor. Also the railway line acts as a barrier.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	Though the site is only approximately 800m to Barnt Green train station, bus services and local facilities, accessibility is restricted due to the location of the railway and road tunnel.

Area 3 – Land to the west of Sandhills Green							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	Cock's Croft Wood is a SWS located to the west of the site and Coopers Hill Wood SWS is relatively close via the motorway footbridge, as well as a small stream running through the site. Development could potentially affect biodiversity.

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

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

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

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

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

Area 3 – Land to the west of Sandhills Green							
		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	0	0	0	<p>Due to the restrictive nature of pedestrian access at this site development in this location is unlikely to significantly promote travel by sustainable forms potentially reducing CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

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

Area 3 – Land to the west of Sandhills Green

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

Area 4 – Land at Kendal End Road							
		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	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	++	0	0	++	++	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities. Sports facilities are also less than 400m from the site and access to the adjacent Lickey Hills Country Park would encourage recreational walking. A cricket ground is also located adjacent to the site.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	++	0	0	++	++	The site is within walking distance of the retail facilities on Hewell Road and St. Andrews First School.

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is adjacent to Barnt Green train station and a bus stop is next to the site meaning that there are excellent opportunities to travel by sustainable modes of transport. The site is also within

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						walking distance of local retail facilities which should reduce the need to use the private car to cater for everyday needs.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	The site is subject to a TPO and has some hedgerows. There are no statutory designations on the site, but the Lickey Hills Country Park is located on the opposite side of the road to the site which is a SWS.

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	-	0	0	-	-	Development on any of the areas will result in the loss of greenfield land. This site has no policy designation,

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	--	0	0	--	--	High quality design would be expected on any site. The Grade II listed Barnt Green Inn is adjacent to the site. The Barnt Green Conservation Area also adjoins the site. These factors would require development to be designed sensitively to take into account the setting of both.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

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

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site

Area 4 – Land at Kendal End Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>Development in this location promotes travel by sustainable forms due to the close proximity of the train station and a bus stop. This may potentially reduce CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

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

Area 4 – Land at Kendal End Road

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

Area 5 – Land at Blackwell Road							
		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	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities, however recreational facilities are a considerable distance away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	Bus service is within walking distance of the site. The site is relatively sustainable with the majority of main services and facilities just over 800m from the developable area, including St. Andrews

Area 5 – Land at Blackwell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						First School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	The site is just over 800m from Barnt Green train station, bus services and local facilities. The steep gradient from the site would discourage walking.

Area 5 – Land at Blackwell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	Cock's Croft Wood, a designated SWS is in close proximity to the east of the site, which contains woodland and a pond. There are also a number of other mature trees located close to the east which development may affect.

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

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

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

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

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

Area 5 – Land at Blackwell Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	0	0	0	0	0	<p>Whilst the train station and bus stop is in fairly close proximity, the gradient of the access route could potentially discourage walking. Overall it is considered that development in this locality would have a neutral impact on this objective.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

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

Area 5 – Land at Blackwell Road

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

Area 6 – Land south of Fiery Hill Road							
		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	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery, but access is somewhat restricted due to the railway line.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	The site is within walking distance of retail facilities along Hewell Road and the First School; however access is somewhat restricted to the actual site.

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	Although the local centre, train station and bus stops are within walking distance, the gradient of Hewell Road would discourage walking.

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any sites. There are no listed buildings near the site; however, it is adjacent to the Conservation Area and low density housing.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

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

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	0	0	0	0	0	<p>Whilst there is a bus stop and train station within walking distance, the gradient of the access route could potentially discourage walking. Overall it is considered that development in this locality would have a neutral impact on this objective.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

Area 6 – Land south of Fiery Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						station has links to the newly built Bourneville College which could have an impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 6 – Land south of Fiery Hill Road

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

Area 7 – Land at Twatling Road							
		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	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	Whilst the site is within a reasonable walking distance of a GP; sports and leisure facilities are further away. The adjacent Lickey Hills Country Park allows access to recreational walking.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	+	0	0	+	+	The site is within walking distance of retail facilities along Hewell Road and the First School; however, the steep gradient from the site would discourage walking.

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

Area 7 – Land at Twatling Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	The adjacent Country Park is a SWS which has huge biodiversity credentials and development would potentially impact on the site negatively.

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

Area 7 – Land at Twatling Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site. Although there are no listed buildings near the site, it is adjacent to the Conservation Area and development would need to be designed sensitively to minimise negative impact.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

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

Area 7 – Land at Twatling Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 7 – Land at Twatling Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site

Area 7 – Land at Twatling Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	0	0	0	0	0	<p>Whilst there is a bus stop and train nearby, the gradient of the access road may encourage the use of the car. Overall it is considered that development in this locality would have a neutral impact on this objective.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						station has links to the newly built Bournville College which could have an impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

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

Area 8 – Land at Shepley Road/Billy Lane							
		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	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	--	0	0	--	--	The site is not within walking distance of a local GP or leisure facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age,	Number of parks and areas of recreational space Number of sports pitches per 1000	--	0	0	--	--	The site is over 1km from the local facilities and First School.

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gender, ethnicity, disability, socio-economic status or educational attainment	population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	There is a bus stop adjacent to the site but the train station and other local facilities are over 1km away which may encourage the use of the car.

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		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	The area is in close proximity to Linthurst Wood which is a SWS. This could be adversely affected by any development.

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

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EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however this site is within the Conservation Area and sensitive designed development would be required to minimise negative impact.
EV5 Manage waste in	% of waste	+	0	0	+	+	Waste minimisation measures can be

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accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	disposal to landfill % of waste recycled per annum Household waste collection per annum						incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding
EV7 Promote energy efficiency and energy generated from renewable energy and	CO2 emissions per sector Number of new developments with	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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low carbon sources	energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

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	developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site

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EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	<p>Whilst there is a bus stop close to the site, the train station and local facilities are over 1km away which may encourage the use of the car. Overall it is considered that development in this locality would have a negative impact on this objective.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
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EC3 Raise the skills	Proportion of	0	0	0	0	0	Poor access to school and high

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levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						educational establishment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 8 – Land at Shepley Road/Billy Lane

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

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