



Hagley

Area Assessment Sustainability Appraisal

Bromsgrove District Plan

September 2013



Sustainability Appraisal of Hagley Site Assessment

1.1 Introduction

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

Area 1: Land adjacent Kidderminster Road and Stourbridge Road

2.1 Site Description

- 2.2 The gross site area is 21.9ha and is located on the eastern side of West Hagley. The site is bound by the A456 to the north, the A491 to the east, residential development to the west and Western Road to the south. The land slopes upwards from south-west to north-east and is predominately pasture land with the exception of a small number of detached dwellings on large plots.

2.3 Key Strengths

- 2.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 7, 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. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. The train station and a bus stop are both within a reasonable walking distance which should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions and at least not worsen air quality.
- 2.6 There is potential to include some employment development which would deliver economic, social and environmental gains for Hagley. This could help to develop a knowledge driven economy and could support the development of new technologies. It could also provide employment locally reducing the need to travel and potentially improving the quality of life.

2.7 Key Weaknesses

- 2.8 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites however, in this instance the site is not within the designated Green Belt. The development of the site would impact upon landscape character as

the land is of medium landscape sensitivity. In addition the site contains a traditional woodland which is priority habitat within the Worcestershire BAP. This could be adversely affected by the development.

- 2.9 The site is located adjacent to an Air Quality Management Area (AQMA). The development could therefore have an adverse impact on air quality which is contrary to EV8.

2.10 Recommendations for Mitigation

- 2.11 If development is proposed in this location buffer zones could be provided around the traditional orchard to ensure that the BAP priority habitat is not harmed.
- 2.12 Undertake detailed Air Quality Assessment and consider the opportunities for mitigating any potential air quality impacts.

Area 2: Land at Worcester Road

3.1 Site Description

- 3.2 The whole site is approximately 35 hectares in size and the land is primarily in agricultural use. The site is located south of the built up area of Hagley. The site's western boundary lies adjacent to the A456 Kidderminster Road South, with Thicknall Lane forming the site's southern boundary. Residential development is located to the north of the site with open farmland located to the south. The arable farmland is divided into a number of separate fields with the A450 Worcester Road dissecting 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, this applies to all sites. The site, like any of the other 7, could follow the waste hierarchy and could also include renewable forms of energy generation.
- 3.5 The site has good links to local retail and health facilities. The good access to the GP surgery could have benefits in terms of 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.

- 3.6 There is potential to include some employment development which would deliver economic, social and environmental gains for Hagley. This could help to develop a knowledge driven economy and could support the development of new technologies. It could also provide employment locally reducing the need to travel and potentially improving the quality of life.

3.7 Key Weaknesses

- 3.8 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.
- 3.9 A brook flows through the site meaning that there is an area of flood risk associated with the site.
- 3.10 Both Haybridge High School and Hagley Primary School are beyond a reasonable walking distance providing poor access to these facilities.
- 3.11 The site also performs poorly against EV4 due to the proximity of 2 listed buildings.

3.12 Recommendations for Mitigation

- 3.13 If development is proposed in this location run-off could be carefully managed through the use of SUDS and development would not occur in the flood zone to ensure the level of flood risk does not increase.
- 3.14 Detailed design guidance would need to be provided to protect and enhance the setting of the listed buildings.

Area 3: Land North of Kidderminster Road South

4.1 Site Description

- 4.2 The site measures 13.12ha in size and is located to the south west of Hagley. The site is bounded by the Kidderminster Road to the south, the railway line to the north, Stoney Lane to the west and residential development to the east. The site is greenfield and is primarily used as pasture land.

4.3 Key Strengths

- 4.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 7, could follow the waste hierarchy and could also include renewable forms of energy generation.
- 4.5 There is potential to include some employment development which would deliver economic, social and environmental gains for Hagley. This could help to develop a knowledge driven economy and could support the development of new technologies.
- 4.6 It could also provide employment locally reducing the need to travel and potentially improving the quality of life.

4.7 Key Weaknesses

- 4.8 The site performs poorly against a number of the environmental objectives due to the development being on Greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. The site also contains a Local Nature Reserve which is designated as a SWS which could be harmed by development.
- 4.9 Many local facilities are beyond a reasonable walking distance and the train station is in excess of 1km from the site which may discourage the use of sustainable modes of transport. This could lead to increased car usage which potentially reduces the ability of the site to mitigate against the causes of climate change.
- 4.10 Part of the site falls within flood zones 2 and 3 which conflicts with EV6.

4.11 Recommendations for Mitigation

- 4.12 If development is proposed in this location buffer zones could be provided around the flood zone to reduce any flooding risk.
- 4.13 If development is proposed in this location an environmental assessment should be carried out to assess whether development would harm the SWS and determine what potential mitigation measures should be implemented such as for example buffer zones provided around the SWS

Area 4: Land South of Brake Lane

5.1 Site Description

- 5.2 The site is approximately 18 hectares in size and is primarily in agricultural use consisting of 3 fields of varying sizes. The site is located to the west of the built up area of Hagley. The site's northern boundary is Brake Lane and extends south to the railway line. Open countryside is located to the west of the site which rises to the wooded hills of Brakemill Plantation/Palmers Hill.

5.3 Key Strengths

- 5.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 7, 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 the GP surgery could have benefits in terms of 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.

5.6 Key Weaknesses

- 5.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt.

The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. The site also contains a SWS which could be harmed by development.

5.8 Part of the site falls within flood zones 2 and 3 which conflicts with EV6.

5.9 It is considered unlikely that this site can deliver same economic benefits as many of the other sites around Hagley. This is because the site is located close to 2 schools where the addition of employment development would potentially have a major impact on rush hour congestion.

5.10 Recommendations for Mitigation

5.11 If development is proposed in this location run-off could be carefully managed through the use of SUDS and development would not occur in flood zones 2 and 3 to ensure the level of flood risk does not increase.

5.12 If development is proposed in this location further investigations would be required to identify if appropriate mitigation measures are necessary to ensure that the SWS is not harmed.

Area 5: Land North of Brake Lane

6.1 Site Description

6.2 The site is approximately 30 hectares in size and the land has a variety of uses including school playing fields, residential properties and 2 fields used for pasture. The site is located in the north west corner of Hagley north of Brake Lane. The railway line provides the site boundary to the east and the northern boundary of the site is the boundary between Bromsgrove and Dudley Councils.

6.3 Key Strengths

6.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 7, could follow the waste hierarchy and could also include renewable forms of energy generation.

- 6.5 The site has good links to local retail, schools and health facilities which could reduce the need to travel. The proximity of the train station and a bus stop should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

6.6 Key Weaknesses

- 6.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition development could impact upon a woodland that is a priority habitat within the Worcestershire BAP.
- 6.8 Development in this location would lead to the loss of school playing fields. The loss of these sports facilities could impact adversely on the health and well being of the local population.
- 6.9 The site also performs poorly against EV4 due to a listed building being located within the site.
- 6.10 It is considered unlikely that this site can deliver the same economic benefits as many of the other sites around Hagley. This is because the site is located close to 2 schools where the addition of employment development would potentially have an impact on rush hour congestion.

6.11 Recommendations for Mitigation

- 6.12 If development is proposed in this location buffer zones could be provided around the woodland to ensure that it is not harmed.
- 6.13 If development is proposed in this location measures could be implemented to ensure the setting is not harmed such as a buffer zone could be provided around the listed building.

Area 6: Land North of Middlefield Lane

7.1 Site Description

- 7.2 The site is approximately 15 hectares in size and the land is primarily used as pasture. The site is located to the north of the built up area of Hagley. The site is bounded by residential development to the south and east whilst to the north there is a buffer of a modest area of pasture land before the West Midlands conurbation. The site's northern boundary is also the boundary between Bromsgrove and Dudley Councils.

7.3 Key Strengths

- 7.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 13, could follow the waste hierarchy and also include renewable forms of energy generation.
- 7.5 The site is well located in terms of the GP surgery which could have benefits in terms of the general health and well being of the population.
- 7.6 The site is within walking distance of both Hagley railway station and a bus stop meaning that there are opportunities to travel by sustainable modes of transport. This may potentially reduce CO2 emissions.
- 7.7 There is potential to include some employment development which would deliver economic gains for Hagley. This could help to develop a knowledge driven economy and could support the development of new technologies.

7.8 Key Weaknesses

- 7.9 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition there are 2 traditional orchards within the site which are a priority habitat within the Worcestershire BAP.

- 7.10 The site is surrounded by residential development to the south, east and west meaning access could be a problem.
- 7.11 The site is located adjacent to an Air Quality Management Area (AQMA). The development could therefore have an adverse impact on air quality which is contrary to EV8.
- 7.12 Recommendations for Mitigation**
- 7.13 If development is proposed in this location buffer zones could be provided around the traditional orchard to ensure the BAP priority habitat is not harmed.
- 7.14 Undertake detailed Air Quality Assessment to consider the opportunities for mitigating any potential air quality impacts.

Area 7: Land North of A456 Birmingham Road

8.1 Site Description

- 8.2 The site is approximately 18 hectares in size and the land is primarily used for pasture. The site is located to the north of the built up area of Hagley. The site is bounded by residential development to the south and west whilst to the north there is a buffer of a modest area of pasture land before the West Midlands conurbation. The site's northern boundary is also the boundary between Bromsgrove and Dudley Councils.

8.3 Key Strengths

- 8.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 7, could follow the waste hierarchy and also include renewable forms of energy generation.

- 8.5 There is potential to include some employment development which would deliver economic gains for Hagley. This could help to develop a knowledge driven economy and could support the development of new technologies.

8.6 Key Weaknesses

- 8.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition there is woodland within the site which is a priority habitat within the Worcestershire BAP.
- 8.8 The site has poor links to local retail, schools and health facilities which is unlikely to reduce the need to travel. The train station is over 1.5km from the site which may discourage the use of sustainable modes of transport. This reduces the ability of the site to mitigate against the causes of climate change as car usage may increase.
- 8.9 The site is located adjacent to an Air Quality Management Area (AQMA). The development could therefore have an adverse impact on air quality which is contrary to EV8.

8.10 Recommendations for Mitigation

- 8.11 If development is proposed in this location an environmental assessment should be carried out to assess whether development would harm the traditional orchard and determine what potential mitigation measures should be implemented such as for example buffer zones provided around the BAP priority habitat.
- 8.12 Undertake detailed Air Quality Assessment and use report findings to design development so that it doesn't have an adverse impact on air quality.

Area 8: Land South of Park Road and Hall Lane

9.1 Site Description

- 9.2 The site is approximately 18 hectares in size and the land is primarily used for pasture although a public house and a couple of residential properties are included within the boundary. The site is located on the eastern side of Hagley but is located south of Park Road and Hall Lane. The A491 provides the boundary to the west of the site and the Hagley Hall estate is located to the east. The Gallows Brook provides the site boundary to the south. The Bromsgrove Road splits the site into 2 distinct halves of similar sizes.

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 7, could follow the waste hierarchy and also include renewable forms of energy generation.
- 9.5 There is potential to include some employment development which would deliver economic gains for Hagley. This could help to develop a knowledge driven economy and could support the development of new technologies.

9.6 Key Weaknesses

- 9.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would have a significant impact upon landscape character as the land is a mix of medium and high landscape sensitivity.
- 9.8 The site has poor links to local retail, schools and health facilities not only due to the separation distance but also the positioning of the site on the eastern side of the A491/A456 roundabout. The southern side of the A456 and the eastern side of the roundabout acts as physical barriers between the site, the local centre and the majority of the rest of the built of area of Hagley.
- 9.9 The train station is over 1km from the site which may discourage the use of sustainable modes of transport. This reduces the ability of the site to mitigate against the causes of climate change.

9.10 The site also performs poorly against EV4 as it is partially within a Grade 1 Historic Park, contains a listed building and is adjacent to Grade I listed Hagley Hall.

9.11 The site is located adjacent to an Air Quality Management Area (AQMA). The development could therefore have an adverse impact on air quality which is contrary to EV8.

9.12 Recommendations for Mitigation

9.13 Detailed design guidance would need to be provided to protect and enhance the setting of the listed buildings.

9.14 If development is proposed in this location if appropriate a buffer zone could be provided around the Historic Park to reduce the potential for harm.

9.15 Undertake detailed Air Quality Assessment and use report findings to design development so that it doesn't have an adverse impact on air quality.

Comparing SA Outcomes

10.1 All of the 8 sites have now been assessed individually with the completed assessment matrices in Appendix A; however it is now necessary to compare the findings on the sites to identify which areas have most potential for development. To do this a composite table (table 1) has been developed that uses the following scoring system:

Major Positive Impact (++) = 2

Positive Impact (+) = 1

Negative Impact (-) = -1

Major Negative Impact (--) = -2

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

	++	+	-	--	Total
Area 1	18	30	-12	0	36
Area 2	12	27	-6	-12	21
Area 3	6	21	-9	-12	6
Area 4	18	24	-6	-12	24
Area 5	18	18	-12	-6	18
Area 6	6	33	-9	-6	24
Area 7	6	21	-12	-6	9
Area 8	6	18	-6	-18	0

Table 1: Comparing SA outcomes on the 8 areas

10.3 The SA has highlighted that there is a significant variance in the performance of the 8 areas. 7 areas achieved an overall positive impact in terms of sustainability. It is therefore clear that some areas have greater potential to achieve a higher level of sustainability. The site that performed strongest against the SA objectives was area 1. This is mainly due to the availability of local facilities, the opportunities to travel by sustainable modes of transport, particularly by train and the potential to boost the local economy.

Overall Conclusions & Evaluation for Hagley

11.1 8 areas around Hagley were tested against the SA objectives. This process has highlighted a potential development that can deliver social, environmental and economic benefits for Hagley. The area performed well due to the close proximity to existing facilities and services, the opportunity to travel by sustainable modes and the limited nature of any environmental constraints.

The site is:

- Land at Kidderminster & Stourbridge Road (Area 1)

11.2 It is recommended that further work is undertaken to consider any site specific issues in more detail such as air quality or transportation. This will help to inform any future allocations policy within the emerging Core Strategy.

11.3 Further sustainability appraisals will be required to assess any allocations policy within the Core Strategy to ensure that the wording maximises the positive impact of future development. As development progresses monitoring against SA indicators will be required to identify performance and highlight any areas for improvement.

Appendix A: Sustainability Matrices of the 8 Areas

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the	Number of parks	++	0	0	++	++	The site is within walking distance of retail

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	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						facilities on Worcester Road and Hagley Primary School is opposite the site.
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 Adjacent Kidderminster & Stourbridge Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	social 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	++	++	Bus services are available on the Kidderminster Road and the train station is within walking and cycling distance, meaning that there are opportunities to travel by sustainable modes of transport. The site is also within walking distance of local facilities which could reduce the need to travel and especially by private car.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.

Environmental Objectives

Area 1 – Land Adjacent Kidderminster & Stourbridge 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	-	-	The site contains a traditional orchard which is a BAP priority habitat and a small number of trees are protected by a TPO. These could be adversely affected by any development.

Area 1 – Land Adjacent Kidderminster & Stourbridge 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. This site is designated as Areas of Development Restraints.

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

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	?	0	0	?	?	The Gallows Brook follows through the site however this watercourse has no flood zone definition. Further modelling will be required to determine what the associated risks are (if any).and mitigation measures identified as necessary.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	-	0	0	-	-	The site is adjacent to an Air Quality Management Area (AQMA) which could

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						have an adverse impact on air quality. It is important to note that this issue could be addressed through mitigation measures. 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 in place to manage water resources efficiently. Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	Development in this location promotes travel by sustainable forms potentially reducing C02 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a	Proportion of	+	0	0	+	+	The site has the potential to include some

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						employment development which could boost the local economy.
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	+	0	0	+	+	The site has the potential to include some employment development, some of which could support the development of new technologies.

Area 1 – Land Adjacent Kidderminster & Stourbridge Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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 which could have an impact on educational attainment.

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	+	0	0	+	+	The site is within walking distance of retail facilities on Worcester Road but Hagley Primary School is 1.4km from the site.

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to	People’s usual	++	0	0	++	++	The site is within walking/cycling distance

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
travel and move towards more sustainable travel patterns	method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport						of Hagley train station and a bus stop meaning that there are opportunities to travel by sustainable modes of transport. The site is also within walking distance of retail facilities which may reduce the need to travel by private car to access such facilities.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and	% of SSSI's in favourable	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

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
geodiversity	condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						protected species are present on the site.

Area 2 – Land at Worcester 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. This site is designated Green Belt.

Area 2 – Land at Worcester 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	-	-	2 listed buildings are located adjacent to the site. Development could harm the setting of these protected buildings if not sensitively designed.

Area 2 – Land at Worcester 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	--	--	A watercourse flows through the site causing part of the site to fall within flood zones 2 and 3.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	0	0	0	0	0	All development has the potential to impact upon water quality and increase

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>The site is within walking distance of the local retail facilities on Worcester Road which promotes travel by sustainable forms potentially reducing CO2.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
Economic Objectives							
EC1 Develop a	Proportion of	+	0	0	+	+	The site has the potential to include some

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						employment development which could boost the local economy.
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	+	0	0	+	+	The site has the potential to include some employment development, some of which could support the development of new technologies.

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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	0	0	0	It is considered that both Haybridge High School and Hagley Primary School are beyond a reasonable walking distance. It is therefore unlikely that development in this location will raise the skills and qualifications of the workforce.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of	+	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

Area 2 – Land at Worcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	secondary and recycled materials used in construction Reduction in car mileage by employees						hierarchies.

Area 3 – Land North of Kidderminster Road South							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for	Meeting of affordable housing requirements in housing needs	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design

Area 3 – Land North of Kidderminster Road South							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
local needs in clean safe and pleasant local environment	survey						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 beyond a reasonable walking distance of a GP surgery meaning that residents may not have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and	0	0	0	0	0	The site is not within walking distance of retail facilities on Worcester Road or Hagley Primary School.

Area 3 – Land North of Kidderminster Road South							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips	0	0	0	0	0	There is a bus stop adjacent to the site but the train station is over 1km away. Many local facilities are beyond a reasonable walking distance. It is considered that many residents may choose to travel by car.

Area 3 – Land North of Kidderminster Road South

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved	-	0	0	-	-	The site contains a Local Nature Reserve which is also designated as a SWS. This could be adversely affected by any development.

Area 3 – Land North of Kidderminster Road South							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Total number of special wildlife sites (SWS's)						
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 is designated Green Belt.

Area 3 – Land North of Kidderminster Road South							
		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 3 – Land North of Kidderminster Road South

		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	- -	- -	The northern end of the site falls within flood zones 2 and 3 meaning that there could be a high risk of flooding.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 3 – Land North of Kidderminster Road South							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	0	0	0	0	0	All development has the potential to impact upon water quality and increase

Area 3 – Land North of Kidderminster Road South

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>demand for water usage. The water conservation hierarchy must be followed and measures will be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

Area 3 – Land North of Kidderminster Road South							
		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	-	-	There is a bus stop adjacent to the site but the train station is over 1km. In addition many local facilities are beyond a reasonable walking distance. It is considered that this may encourage car based travel which would impact negatively upon this objective. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a	Proportion of	+	0	0	+	+	The site has the potential to include some

Area 3 – Land North of Kidderminster Road South

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						employment development which could boost the local economy.
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	+	0	0	+	+	The site has the potential to include some employment development, some of which could support the development of new technologies.

Area 3 – Land North of Kidderminster Road South

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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	0	0	0	It is considered that both Haybridge High School and Hagley Primary School are beyond a reasonable walking distance. It is therefore unlikely that development in this location will raise the skills and qualifications of the workforce.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of	+	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 North of Kidderminster Road South							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
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 walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	++	0	0	++	++	The site is within walking distance of retail facilities on Worcester Road and is within 300m of Haybridge High School.

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to	People’s usual	++	0	0	++	++	The site is within a reasonable walking

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
travel and move towards more sustainable travel patterns	method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport						distance of Hagley train station, a bus stop and local facilities, meaning that there are excellent opportunities to travel by sustainable modes of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and	% of SSSI's in favourable	-	0	0	-	-	Part of the site forms part of the Churchill and Blakedown Valleys SWS. This could be adversely affected by any

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
geodiversity	condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						development.

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land. This site is designated Green Belt.

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

Area 4 – Land South of Brake Lane							
		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	--	--	A brook flows through the southern part of the site meaning that part of the site falls within flood zones 2 and 3.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	0	0	0	0	0	All development has the potential to impact upon water quality and increase

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>demand for water usage. The water conservation hierarchy must be followed and measures will be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	Development in this location promotes travel by sustainable forms due to the close proximity of the train station, a bus stop and local facilities. This may potentially reduce C02 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a	Proportion of	0	0	0	0	0	It is doubtful whether the site would be

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						suitable for employment development as this could lead to major traffic problems by the schools at rush hour in the mornings. It is therefore doubtful that the development of the site would help to develop a knowledge driven economy.
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	0	0	0	0	0	It is doubtful whether the site would be suitable for employment development as this could lead to major traffic problems by the schools at rush hour in the mornings. It is therefore doubtful that the site could support the development of new technologies.

Area 4 – Land South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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 schools is good 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	+	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 South of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for	Meeting of affordable housing requirements in housing needs	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
local needs in clean safe and pleasant local environment	survey						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, development on the site would result in the loss of school playing fields which could have a significant detrimental impact on the health and wellbeing of school pupils.
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	++	0	0	++	++	The site is within walking distance of retail facilities on Worcester Road and is adjacent to Haybridge High School.

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips	++	0	0	++	++	The site is within a reasonable walking distance of local facilities, Hagley train station and a bus stop meaning that there are excellent opportunities to travel by sustainable modes of transport and reduce the number of trips made by

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	made by public transport						private car.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved	-	0	0	-	-	There is an area of woodland within the site which forms part of the national inventory of woodland and trees. This woodland is also a priority habitat within the BAP. This could be adversely affected by any development.

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Total number of special wildlife sites (SWS's)						
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 is designated Green Belt.

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have an impact on the setting of a listed building which is located within the site and has a large curtilage.

Area 5 – Land North of Brake Lane							
		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	There is no flood risk associated with the area.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	0	0	0	0	0	All development has the potential to impact upon water quality and increase

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>demand for water usage. The water conservation hierarchy must be followed and measures will be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	Development in this location promotes travel by sustainable forms due to the close proximity of the train station, local facilities and a bus stop. This may potentially reduce C02 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a	Proportion of	0	0	0	0	0	It is doubtful whether the site would be

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						suitable for employment development as this could lead to major traffic problems by the schools at rush hour in the mornings. It is therefore doubtful that the development of the site would help to develop a knowledge driven economy.
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	0	0	0	0	0	It is doubtful whether the site would be suitable for employment development as this could lead to major traffic problems by the schools at rush hour in the mornings. It is therefore doubtful that the site could support the development of new technologies.

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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 schools is good 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	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 5 – Land North of Brake Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	0	0	0	0	0	The site is within walking distance of retail facilities on Worcester Road and Hagley Primary School. However, the site is

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						bounded by residential development meaning access could be a problem.
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	People’s usual	+	0	0	+	+	The site is within a reasonable walking

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
travel and move towards more sustainable travel patterns	method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport						distance of local facilities, Hagley train station and a bus stop meaning that there are excellent opportunities to travel by sustainable modes of transport. However, the site is bounded by residential development meaning access could be a problem.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and	% of SSSI's in favourable	-	0	0	-	-	2 traditional orchards are located within the site, these are BAP priority habitat. This could be adversely affected by any

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
geodiversity	condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						development.

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

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

Area 6 – Land North of Middlefield Lane							
		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	There is no flood risk associated with the area.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	-	0	0	-	-	The site is adjacent to an Air Quality Management Area (AQMA) which could

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>have an adverse impact on air quality. It is important to note that this issue could be addressed through mitigation measures.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p>

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	Development in this location promotes travel by sustainable forms due to the close proximity of the train station, a bus stop and local facilities. However, the site is bounded by residential development, making access difficult. Overall, this may potentially reduce C02 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a	Proportion of	+	0	0	+	+	The site has the potential to include some

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						employment development which could boost the local economy.
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	+	0	0	+	+	The site has the potential to include some employment development, some of which could support the development of new technologies.

Area 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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 schools is good 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	+	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 6 – Land North of Middlefield Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 7 – Land North of A456 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for	Meeting of affordable housing requirements in housing needs	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design

Area 7 – Land North of A456 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
local needs in clean safe and pleasant local environment	survey						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 beyond a reasonable walking distance of a GP surgery meaning that residents may not have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and	0	0	0	0	0	The site has poor access to many facilities with the local centre over 1.5km from the site.

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips	0	0	0	0	0	There is a bus stop adjacent to the site but local facilities and the train station are over 1.5km away which may encourage the use of the car rather than sustainable modes of transport.

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved	-	0	0	-	-	There is an area of woodland within the site which forms part of the national inventory of woodland and trees. This woodland is also a priority habitat within the BAP. This could be adversely affected by any development.

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Total number of special wildlife sites (SWS's)						
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 is designated Green Belt.

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of 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 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	-	0	0	-	-	The site is adjacent to an Air Quality Management Area (AQMA) which could

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>have an adverse impact on air quality. It is important to note that this issue could be addressed through mitigation measures.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p>

Area 7 – Land North of A456 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	Whilst there is a bus stop adjacent to the site but the train station and local facilities are beyond reasonable walking distance 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. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a	Proportion of	+	0	0	+	+	The site has the potential to include some

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						employment development which could boost the local economy.
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	+	0	0	+	+	The site has the potential to include some employment development, some of which could support the development of new technologies.

Area 7 – Land North of A456 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% employment by 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	0	0	0	Haybridge High School is in excess of 1.5km from the site. Development in this location is unlikely to have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of	+	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 7 – Land North of A456 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 8 – Land South of Park Road and Hall Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	0	0	0	0	0	The site is beyond a reasonable walking distance of a GP surgery.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	0	0	0	0	0	The site has poor access to many facilities with the local centre over 1.5km from the site.

Area 8 – Land South of Park Road and Hall Lane

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any large scale development
SO5 Reduce need to	People’s usual	0	0	0	0	0	There is a bus stop adjacent to the site

Area 8 – Land South of Park Road and Hall Lane

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
travel and move towards more sustainable travel patterns	method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport						but the train station is over 1.5km away and many local facilities are beyond a reasonable walking distance which may encourage the use of the car.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and	% of SSSI's in favourable	0	0	0	0	0	The site contains no statutory national or local designations. Further work would be required to determine if any notable or

Area 8 – Land South of Park Road and Hall Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
geodiversity	condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						protected species are present on the site.

Area 8 – Land South of Park Road and Hall Lane

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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. This site is designated Green Belt.

Area 8 – Land South of Park Road and Hall Lane							
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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of greenfield land however in this instance the land is a mix of medium and high landscape sensitivity and is therefore not resilient to 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	.-	--	The site is partially within a Grade 1 Historic Park, contains a listed building and is adjacent to the Grade 1 listed Hagley Hall. Development here could have a significantly harmful impact on the historic built environment.

Area 8 – Land South of Park Road and Hall Lane

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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
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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	There is no flood risk associated with the area.
EV7 Promote energy	CO2 emissions	+	0	0	+	+	All sites can promote the use of zero or

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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
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efficiency and energy generated from renewable energy and low carbon sources	per sector Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						low carbon energy generation technologies.
EV8 Protect and enhance the quality of	Proportion of households with	-	0	0	-	-	The site is adjacent to an Air Quality Management Area (AQMA) which could

Area 8 – Land South of Park Road and Hall Lane

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		Urban	Rural				
water, soil and air quality	poor water quality Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>have an adverse impact on air quality. It is important to note that this issue could be addressed through mitigation measures.</p> <p>All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be in place to manage water resources efficiently.</p> <p>Consideration of land contamination when development is proposed is important to protect human health and the wider environment and this would be assessed at planning application stage.</p>

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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	-	-	Whilst there is a bus stop adjacent to the site, the train station and local facilities are over 1.5km 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. 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.
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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
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EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	0	0	0	0	0	Haybridge High School is in excess of 1.5km from the site. Development in this location is unlikely to have a positive impact on educational attainment.
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Bromsgrove
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