Planning and Regeneration
Strategic Planning

Bromsgrove
District Council
www.bromsgrove.gov.uk

Rubery
Area Assessment SustainabilityAppraisal

Bromsgrove District Plan

September 2013

Sustainability Appraisal 0f Rubery Area Assessment

1.1 Introduction

1.2 In order to better understand the implications of the Rubery Area Assessment, a Sustainability Appraisal of each individual area needs to be undertaken. Each of the 8 sites around Rubery (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 Rubery.

Area 1: Land South of New Inns Lane

2.1 Site Description

2.2 The site is approximately 8.6ha in size and is located to the north of Rubery. The land consists of 3 fields of varying sizes. The site is bounded by New Inns Lane to the north, residential development to the south and east whilst fields are located to the west.

2.3 Key Strengths

2.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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. There is a bus stop within 400m of the site which has services available every 10 minutes to Birmingham City Centre. The site is also within walking distance of the local retail facilities and school. The availability of excellent public transport options and proximity to the local facilities could potentially decrease car usage.

2.6 Key Weaknesses

2.7 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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition the site is located near to Gannow Green SWS.

2.8 Development in this locality would result in the loss of football pitches. The loss of sports pitches could have a harmful impact on the health and well-being of the local population.

2.9 Recommendations for Mitigation

2.10 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS.

Area 2: Land North West of Pinewood Close

3.1 Site Description

3.2 The site is approximately 8ha in size and is located to the north west of Rubery. The land consists of 2 irregular shaped fields. The site is bounded by residential development to the south east with fields located adjacent to all of the other site boundaries.

3.3 Key Strengths

3.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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.

3.5 The site has good links to local retail, schools and health facilities. The good access to a GP surgery could help to improve the health and well-being of the local population. There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen. 1km from the site there is a further bus stop that has services available every 10 minutes to Birmingham City Centre. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

3.6 Key Weaknesses

3.7 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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity.

3.8 Recommendations for Mitigation

3.9 None

Area 3: Land Rear of Beeches Close and Gunner Lane

4.1 Site Description

4.2 The site is approximately 8.9ha in size and is located to the west of Rubery. The land consists of 4 fields of varying sizes. The site is bounded by residential development to the east with fields located adjacent to all of the other site boundaries.

4.3 Key Strengths

4.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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.

4.5 The site has good links to local retail, schools and health facilities. The good access to a GP surgery could help to improve the health and well-being of the local population. There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen. 1.2km from the site there is a further bus stop that has services available every 10 minutes to Birmingham City Centre. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

4.6 Key Weaknesses

4.7 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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition the site is adjacent to the Waseley Hills SWS.

4.8 Recommendations for Mitigation

4.9 11.12 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS.

Area 4: Land West of Gunner Lane

5.1 Site Description

5.2 The site is approximately 12.5ha in size and is located to the west of Rubery. The land consists of both Holywell Primary and Waseley High Schools and their associated playfields. The site is bounded by residential development to the east with fields located adjacent to all of the other site boundaries.

5.3 Key Strengths

5.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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. There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen. 1.1km from the site there is a further bus stop that has services available every 10 minutes to Birmingham City Centre. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition the site is near to 2 SWS's and an area of woodland.

5.8 Development would lead to the loss of school playfields this could have a harmful impact on the health and well-being of school pupils.

5.9 Recommendations for Mitigation

5.10 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS's.

Area 5: Land Adjacent to Holywell Lane

6.1 Site Description

6.2 The site is approximately 12.6ha in size and is located to the south west of Rubery. The land consists of fields of varying shapes and sizes, woodland and Rubery Community and Leisure Centre. The site is bounded by residential development to the north, the A38 to the east, with fields located adjacent to both the south and west.

6.3 Key Strengths

6.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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.

6.5 The site has good links to local retail, schools and health facilities. There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen and half hourly services to Birmingham City Centre. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition Broadmoor and Chadwich Manor Ponds SWS covers almost half of the site and another SWS is located adjacent to the site.

6.8 Development would lead to the loss of Rubery Community and Leisure Centre this could have a harmful impact on the health and well-being of the local population.

6.9 Recommendations for Mitigation

6.10 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS's.

Area 6: Land South of Birch Road

7.1 Site Description

7.2 11.2 The site is approximately 13.7ha in size and is located to the south of Rubery. The land consists of 9 fields of varying shapes and sizes. The site is bounded by residential development and Beaconside School to the north, residential development to the east, the A38 to the west and fields located adjacent to the southern boundary.

7.3 Key Strengths

7.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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.

7.5 The site has excellent links to local retail, schools and health facilities as all are within 0.2km. The good access to a GP surgery could help to improve the health and well-being of the local population. There is a bus stop adjacent to the site which provides half hourly services to Birmingham City Centre. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

7.6 Key Weaknesses

7.7 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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition the site is located near to 3 SWS's.

7.8 Recommendations for Mitigation

7.9 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS's.

Area 7: Land Adjacent to Beacon Hill

8.1 Site Description

8.2 The site is approximately 14.4ha in size and is located to the south of Rubery. The land consists of small fields, a limited number of residential properties and part of the Lickey Hills Golf Course. The site is bounded by residential development to the north, woodland to the west, the Lickey Hills Golf Course to the east and fields are located adjacent to the southern boundary.

8.3 Key Strengths

8.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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 The site has good links to local retail, schools and health facilities. There is a bus stop within 400m of the site which has hourly services and another bus stop within 800m that has half hourly services to Birmingham City Centre. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition the site is adjacent to 2 SWS's and 2 areas of woodland that form part of the National Inventory for Woodland and Trees. Woodland is identified as a priority habitat within the Worcestershire BAP.

8.8 Development would lead to the loss of the Lickey Hills Golf Course this could have a harmful impact on the health and well-being of the local population.

8.9 Recommendations for Mitigation

8.10 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS's.

Area 8: Land Rear of Links and Bulberry Drive

9.1 Site Description

9.2 11.2 The site is approximately 16.5ha in size and is located to the south of Rubery. The land forms part of the Lickey Hills Golf Course. The site is bounded by residential development to the north, the Lickey Hills Golf Course to the west and the Lickey Hills Country Park to the south and east.

9.3 Key Strengths

9.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however 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.

9.5 The site has good links to local retail, schools and health facilities. There is a bus stop adjacent to the site which has hourly services and another bus stop within 600m that has services every 20 minutes to Birmingham City Centre and hourly services to Bromsgrove. The availability of public transport options, the proximity to local facilities and school could potentially decrease car usage.

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 site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of high landscape sensitivity. In addition the site is adjacent to 2 SWS's and an area of woodland that form part of the National Inventory for Woodland and Trees. Woodland is identified as a priority habitat within the Worcestershire BAP.

9.8 Development would lead to the loss of the Lickey Hills Golf Course this could have a harmful impact on the health and well-being of the local population.

9.9 Recommendations for Mitigation

9.10 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures are required to protect the SWS's.

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	21	-6	-12	**21**
Area 2	18	24	0	-12	**30**
Area 3	12	27	-3	-12	**24**
Area 4	18	21	-6	-12	**21**
Area 5	18	21	-6	-12	**21**
Area 6	18	24	-3	-12	**27**
Area 7	18	21	-6	-12	**21**
Area 8	6	27	-6	-12	**15**

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. Whilst all areas achieved an overall positive impact in terms of sustainability it is clear that some areas have greater potential to achieve a higher level of sustainability. All

sites performed well against the social criteria due to the good access to local facilities, school and the availability of regular public transport. However a number of sites achieved lower scores due to the proximity of SWS's and the potential loss of sports and recreation facilities. The sites identified as achieving the highest score is Area 2.

10.4 However, It must be noted that the SA objectives do not cover in any detail the impact upon the Green Belt, which is a vital indicator in Bromsgrove District as over 91% is within the designated Green Belt. From the site assessment it is clear that development would have a significant impact on the Green Belt purposes in this part of the district. With Rubery effectively forming part of the West Midlands conurbation any Green Belt release could result in the unrestricted sprawl of a large built up area increasing development pressures on the northern edge of Bromsgrove. On this basis no areas assessed are currently suitable for development.

Overall Conclusions & Evaluation

11.1 8 areas around Rubery were tested against the SA objectives. Whilst all areas achieved an overall positive impact there was a significant difference in overall performance. This process has highlighted area 2 as the most sustainable site that can deliver social and environmental benefits for Rubery. The areas 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.

11.2 However, it must be noted that the SA objectives do not cover in any detail the impact upon the Green Belt, which is a vital indicator in Bromsgrove District as over 91% is within the designated Green Belt. From the site assessment it is clear that development would have a significant impact on the Green Belt purposes in this part of the district. With Rubery effectively forming part of the West Midlands conurbation any Green Belt release could result in the unrestricted sprawl of a large built up area increasing development pressures on the northern edge of Bromsgrove. On this basis no areas assessed are currently suitable for development.

Appendix A: Sustainability Matrices of the 8 Areas

Area 1 – Land South of New Inns 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 1.1km of 3 GP surgeries ensuring that residents would have good access to health facilities. However, development would lead to the loss of football pitches. The loss of this local facility could have an adverse impact on the health and well being of the local population.
SO3 Improve the quality of and equitable	Number of parks and areas of	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on New Road and is adjacent to

Area 1 – Land South of New Inns Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	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						Reaside Junior School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to	People's usual	++	0	0	++	++	There is a bus stop within 400m which

Area 1 – Land South of New Inns 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						has services available every 10 minutes into Birmingham City Centre. The site is also within walking distance of the local retail facilities and school. This encourages regular travel by a sustainable mode 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 condition	-	0	0	-	-	There are no statutory designations within the site however it is within close proximity of Gannow Green SWS.

Area 1 – Land South of New Inns Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
geodiversity	Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						Development could have a harmful impact on this protected site. Further work would be required to determine if any notable or protected species are present on the site.

Area 1 – Land South of New Inns 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 and Green Belt land in this case.

Area 1 – Land South of New Inns 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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.

Area 1 – Land South of New Inns 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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

Area 1 – Land South of New Inns Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						technologies.
EV8 Protect and enhance the quality of water, soil and air	Proportion of households with poor water quality	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water

Area 1 – Land South of New Inns Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality	Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 1 – Land South of New Inns 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	+	+	There is a bus within 400m of the site which has services every 10 minutes into Birmingham City Centre and many local facilities and school are within a reasonable walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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 knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

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

Area 1 – Land South of New Inns Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	industry sector						
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 1 – Land South of New Inns Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recycled materials used in construction Reduction in car mileage by employees						

Area 2 – Land North West of Pinewood Close							
		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 0.8km of both New Road and Cornhill Surgeries ensuring that residents would have good access to health facilities. It is therefore considered that development would have a positive impact on the health and well being of the local population.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on New Road and is within 0.35km of Callow Brook First School.

Area 2 – Land North West of Pinewood Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more	People's usual method of travel to work by mode and	+ +	0	0	+ +	+ +	There is a bus stop within 400m which has hourly services to Bromsgrove and Halesowen. 1km from the site there is a

Area 2 – Land North West of Pinewood Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
sustainable travel patterns	% (walk, cycle, bus, train, car) Number of trips made by public transport						further bus stop that has services available every 10 minutes into Birmingham City Centre. The site is also within walking distance of the local facilities and school. This encourages travel by a sustainable mode 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 geodiversity	% of SSSi's in favourable condition Proportion of	0	0	0	0	0	There are no statutory designations within or adjacent to the site. Further work would be required to determine if any notable or protected species are present

Area 2 – Land North West of Pinewood Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						on the site.

Area 2 – Land North West of Pinewood Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 2 – Land North West of Pinewood Close							
		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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 2 – Land North West of Pinewood Close							
		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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

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

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

Area 2 – Land North West of Pinewood Close							
		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 within 400m of the site which has hourly to Bromsgrove and Halesowen. Further bus stops are located 1km from the site and these have services every 10 minutes into Birmingham City Centre. Many local facilities and school are also within a reasonable walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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							

Area 2 – Land North West of Pinewood Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 2 – Land North West of Pinewood Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	technologies % 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	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management

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

Area 3 – Land Rear of Beeches Close and Gunner 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 0.6km of both New Road and Cornhill Surgeries ensuring that residents would have good access to health facilities. It is therefore considered that development would have a positive impact on the health and well being of the local population.
SO3 Improve the	Number of parks	+ +	0	0	+ +	+ +	The site is within walking distance of retail

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		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 New Road and is within 0.2km of Holywell Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	+	0	0	+	+	There is a bus stop within 400m which has hourly services to Bromsgrove and Halesowen. 1.2km from the site there is a further bus stop that has services available every 10 minutes into Birmingham City Centre. The site is also within walking distance of the local retail facilities and school. This encourages travel by a sustainable mode 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	% of SSSi's in	-	0	0	-	-	There are no statutory designations within

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
enhance the District's biodiversity and geodiversity	favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						the site however the site is adjacent to the Waseley Hills SWS. Development could therefore have a negative impact on the SWS. Further work would be required to determine if any notable or protected species are present on the site.

Area 3 – Land Rear of Beeches Close and Gunner 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 and Green Belt land in this case.

Area 3 – Land Rear of Beeches Close and Gunner 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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 Rear of Beeches Close and Gunner 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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						technologies.
EV8 Protect and enhance the quality of water, soil and air	Proportion of households with poor water quality	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality	Water course quality Amount of new developments with SUDS % of rivers with fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 3 – Land Rear of Beeches Close and Gunner 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	+	+	There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen. Further bus stops are located 1.2km from the site and these have services every 10 minutes into Birmingham City Centre. Many local facilities and school are also within a reasonable walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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							

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	technologies % 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	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management

Area 3 – Land Rear of Beeches Close and Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						hierarchies.

Area 4 – Land West of Gunner 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 0.5km of both New Road and Cornhill Surgeries ensuring that residents would have good access to health facilities. However, development would lead to the loss of the playing fields associated with Waseley Hills High School. This would have an adverse impact on the health and well being of school pupils.
SO3 Improve the	Number of parks	+ +	0	0	+ +	+ +	The site is within walking distance of retail

Area 4 – Land West of Gunner Lane							
		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 New Road and Holywell Primary and Waseley Hill High School are both within the site boundary.
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

Area 4 – Land West of Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	+ +	0	0	+ +	+ +	There is a bus stop within 400m which has hourly services to Bromsgrove and Halesowen. 1.1km from the site there is a further bus stop that has services available every 10 minutes into Birmingham City Centre. The site is also within walking distance of local facilities and school. This encourages travel by a sustainable mode 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	% of SSSi's in	-	0	0	-	-	There are no statutory designations within

Area 4 – Land West of Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
enhance the District's biodiversity and geodiversity	favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						the site however the site is near to 2 SWS's and an area of woodland. Woodland is a priority habitat in BAP. Development could therefore have a negative impact on the protected sites. Further work would be required to determine if any notable or protected species are present on the site.

Area 4 – Land West of Gunner 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 and Green Belt land in this case.

Area 4 – Land West of Gunner 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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 West of Gunner 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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

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

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

Area 4 – Land West of Gunner 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	+	+	There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen. Further bus stops are located 1.1km from the site and these have services every 10 minutes into Birmingham City Centre. Many local facilities and school are also within a reasonable walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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							

Area 4 – Land West of Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 4 – Land West of Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	technologies % 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	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management

Area 4 – Land West of Gunner Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						hierarchies.

Area 5 – Land Adjacent to Holywell 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	Meeting of affordable housing requirements in	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design

Area 5 – Land Adjacent to Holywell Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
and tenure and for local needs in clean safe and pleasant local environment	housing needs survey						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 0.75km of both New Road and Cornhill Surgeries ensuring that residents would have good access to health facilities. However, development would lead to the loss of Rubery Community and Leisure Centre. The loss of this local facility could have an adverse impact on the health and well being of the local population.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or	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 New Road and Holywell Primary School.

Area 5 – Land Adjacent to Holywell Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
educational attainment	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 made by public	+ +	0	0	+ +	+ +	There is a bus stop within 400m which has hourly services to Bromsgrove and Halesowen and half hourly services to Birmingham City Centre. The site is also within walking distance of the local retail facilities and school. This encourages travel by a sustainable mode of transport.

Area 5 – Land Adjacent to Holywell Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	-	0	0	-	-	Broadmoor Wood and Chadwich Manor Ponds SWS covers almost half of the site. A further SWS is located adjacent to the site. Development could therefore have a negative impact on the protected sites. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 5 – Land Adjacent to Holywell 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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 5 – Land Adjacent to Holywell 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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

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

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

Area 5 – Land Adjacent to Holywell 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	+	+	There is a bus stop within 400m of the site which has hourly services to Bromsgrove and Halesowen and half hourly services to Birmingham City Centre. Many local facilities and school are also within a reasonable walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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 knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

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

Area 5 – Land Adjacent to Holywell Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	industry sector						
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

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

Area 6 – Land South of Birch Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy	+	0	0	+	+	The site is within 0.2km of both New Road and Cornhill Surgeries ensuring that residents would have good access to health facilities. This could have a positive impact on the health and well being of the local population.

Area 6 – Land South of Birch Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Access to GP						
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions	++	0	0	++	++	The site is within 0.2km of retail facilities on New Road and is adjacent to Beaconside Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 6 – Land South of Birch Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Levels of anti 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	+ +	+ +	There is a bus stop adjacent to the site that provides half hourly services to Birmingham City Centre. The local retail facilities and school are also within walking distance. This encourages travel by a sustainable mode 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							

Area 6 – Land South of Birch 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	-	-	There are no statutory designations within the site however 3 SWS's are located near to the site. Development could therefore have a negative impact on the protected sites. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 6 – Land South of Birch 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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 South of Birch 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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

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

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

Area 6 – Land South of Birch 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	+	+	There is a bus stop adjacent to the site which has half hourly services to Birmingham City Centre. Many local facilities and school are also within a short walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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 knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

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

Area 6 – Land South of Birch Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	industry sector						
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 6 – Land South of Birch Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recycled materials used in construction Reduction in car mileage by employees						

Area 7 – Land Adjacent to Beacon Hill							
		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 0.75km of both New Road and Cornhill Surgeries ensuring that residents would have good access to health facilities. However, development in this location would lead to the loss of part of the Lickey Hills Golf Course. The loss of a popular local facility could have a negative impact on the health and well being of the local population.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within 0.75km of retail facilities on New Road and is 0.5km from Beaconside Primary School.

Area 7 – Land Adjacent to Beacon Hill							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more	People's usual method of travel to work by mode and	+ +	0	0	+ +	+ +	There is a bus stop within 400m that has hourly services and another bus stop within 800m that provides half hourly

Area 7 – Land Adjacent to Beacon Hill							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
sustainable travel patterns	% (walk, cycle, bus, train, car) Number of trips made by public transport						services to Birmingham City Centre. The site is also within walking distance of the local facilities and school. This encourages travel by a sustainable mode 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 geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action	-	0	0	-	-	There are no statutory designations within the site however the site is adjacent to 2 SWS's and 2 areas of woodland that form part of the National Inventory of Woodland and Trees. Woodland is

Area 7 – Land Adjacent to Beacon Hill							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Plan targets achieved Total number of special wildlife sites (SWS's)						identified as a priority habitat within the Worcestershire BAP. Development could therefore have a negative impact on the protected sites. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 7 – Land Adjacent to Beacon Hill							
		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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 Adjacent to Beacon Hill							
		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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

Area 7 – Land Adjacent to Beacon Hill							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						technologies.
EV8 Protect and enhance the quality of water, soil and air	Proportion of households with poor water quality	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water

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

Area 7 – Land Adjacent to Beacon Hill							
		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 within 400m that has hourly services and another bus stop within 800m that has half hourly services to Birmingham City Centre. Many local facilities and school are also within a reasonable walking distance. If people are less likely to travel by car then there could potentially be a reduction in CO2 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 knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

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

Area 7 – Land Adjacent to Beacon Hill							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	industry sector						
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 7 – Land Adjacent to Beacon Hill							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recycled materials used in construction Reduction in car mileage by employees						

Area 8 – Land Rear of Links and Bilberry Drive							
		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 0.8km of both Leach Heath Medical Centre and Reabrook Surgery ensuring that residents would have good access to health facilities. However, development in this location would lead to the loss of part of the Lickey Hills Golf Course. The loss of a popular local facility could have a negative impact on the health and well being of the local population.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+	0	0	+	+	The site is 0.85km from retail facilities on New Road which may be considered by some too far to walk.The site is within 0.7km of Beaconside Primary and St.

Area 8 – Land Rear of Links and Bilberry Drive							
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SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						james's Catholic School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more	People's usual method of travel to work by mode and	+	0	0	+	+	There is a bus stop adjacent to the site that has hourly services and another bus stop within 600m that provides services

Area 8 – Land Rear of Links and Bilberry Drive							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
sustainable travel patterns	% (walk, cycle, bus, train, car) Number of trips made by public transport						every 20 minutes to Birmingham City Centre and hourly services to Bromsgrove. The site is also within walking distance of the schools. This encourages travel by a sustainable mode of transport. However, the local retail facilities could be considered beyond walking distance by some.
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	% of SSSi's in favourable	-	0	0	-	-	There are no statutory designations within the site however the site is adjacent to 2

Area 8 – Land Rear of Links and Bilberry Drive							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
biodiversity and geodiversity	condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						SWS's and an area of woodland that form part of the National Inventory of Woodland and Trees. Woodland is identified as a priority habitat within the Worcestershire BAP. Development could therefore have a negative impact on the protected sites. Further work would be required to determine if any notable or protected species are present on the site.

Area 8 – Land Rear of Links and Bilberry Drive							
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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 and Green Belt land in this case.

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		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 and in this instance the land is of high landscape sensitivity and therefore is not able to accommodate 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 8 – Land Rear of Links and Bilberry Drive							
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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 site.
EV7 Promote energy efficiency and energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation

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		Urban	Rural				
generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						technologies.
EV8 Protect and enhance the quality of water, soil and air	Proportion of households with poor water quality	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water

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

Area 8 – Land Rear of Links and Bilberry Drive							
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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 that has hourly services and another bus stop within 600m that has services every 20 minutes to Birmingham City Centre and hourly services to Bromsgrove. The schools are also within a reasonable walking distance but local facilities could be considered beyond walking distance by some. If people are less likely to travel by car then there could potentially be a reduction in CO2 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							

Area 8 – Land Rear of Links and Bilberry Drive							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 8 – Land Rear of Links and Bilberry Drive							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	technologies % 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	+	+	Good access to school and development in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management

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		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
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	Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						hierarchies.

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