



Bromsgrove
District Council

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Bromsgrove District Local Plan

Site Assessment & Site Selection Methodology

Addendum 1:

Development Strategy and Draft Site Allocations for Consultation

June 2025

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1. Introduction

- 1.1 This document continues the Site Selection process, as defined in the Site Assessment & Site Selection Methodology (February 2025)¹. By following the Site Assessment Methodology described therein, the original list of some 400+ sites was reduced to a pool of around 120 sites, of which officers considered there was a reasonable opportunity to bring development forward should they be allocated in a new Local Plan for Bromsgrove district². This represents all sites which had an assessment outcome of either a Green (Preferred site) or Amber (Reserve site) rating, as described the Methodology. It should be noted that an Amber rating would not necessarily make a site less favourable for allocation, rather the rating gives an indication of which sites may be capable of earlier release for development due to fewer constraints or later release due to potential delivery complications, or flag where further information may be required. The pool of sites with development potential represents more sites than needed to meet the Local Housing Need for Bromsgrove district and presents an opportunity to consider which sites could best contribute towards meeting a preferred Development Strategy for the new Local Plan.
- 1.2 This document sets out the process undertaken to move from a pool of around 120 potential development sites to a selection of sites considered appropriate to meet the Development Strategy and fulfil the district's Local Housing Need requirements for the next Plan period.

2. Background

2.1 Development needs during the Plan period

- 2.1.1 Between now and 2043, the Council needs to allocate enough land for 12,155 dwellings to meet the district's Local Housing Need (LHN) and around 28 hectares of employment land for manufacturing and warehousing, as well as identifying opportunities for office space. Alongside which, there is a need to ensure that provision is made for sufficient services, facilities and other supporting infrastructure. The LHN for Bromsgrove district as of May 2025 is 715 dwellings per annum (dpa). The Council has allowed for a 17 year Plan period to ensure 15 years post adoption as specified in the National Planning Policy Framework (NPPF) (para 22).
- 2.1.2 The LHN figure has been determined using the revised Standard Method for calculating LHN, published in December 2024. The employment requirements have been derived from the Housing and Economic Needs Assessment (January 2022) (HEDNA). The HEDNA aligned labour supply (housing need) with labour demand (employment need), and the impact of commuting patterns on these. However, since the changes to the Standard Method for calculating LHN were introduced, the LHN for Bromsgrove district increased by over 80%, therefore a refresh of the HEDNA will be required to ensure that the 28 hectare employment need figure does not fall short of meeting labour supply needs within the district.

¹ Site Assessment & Site Selection Methodology (February 2025)

² Site Assessments: An assessment and analysis of submitted development sites (February 2025)

2.2 The impact of the Green Belt on plan-making

- 2.2.1 Approximately 90% of the district is categorised as Green Belt land, making development opportunities more of a challenge to deliver without a Plan review. Green Belt is a policy designation to prevent urban sprawl rather than a physical designation such as a National Landscape (previously known as Areas of Outstanding Natural Beauty (e.g. the Malvern Hills) or a Special Area of Conservation (e.g. Bredon Hill, Pershore). National planning policy has always allowed for changes to the Green Belt where exceptional circumstances exist, and they can be justified. The settlements in Bromsgrove district have such tightly drawn Green Belt boundaries, there is insufficient non-Green Belt land available to meet the LHN. The Council has sought to demonstrate exceptional circumstances for Green Belt release, which has been set out in an accompanying Topic Paper³.

2.3 Broad options for development distribution

- 2.3.1 The Issues and Options Consultation carried out in September 2018 sought responses on a range of nine development distribution options, namely:

- Option 1: Focus development on Bromsgrove town;
- Option 2: Focus development on transport corridors and/ or locations with good transport links;
- Option 3: Focus development on the Large Settlements, as identified in the existing Bromsgrove District Plan⁴;
- Option 4: Disperse development around the District, allocating some new growth to a variety of settlements to allow them to grow;
- Option 5: Focus development on the edge of the West Midlands conurbation, along the Council's border with Solihull/ Birmingham/ Dudley;
- Option 6: Focus development on the edge of Redditch;
- Option 7: A new settlement;
- Option 8: Reconsideration of existing unconsented allocations on the boundary with Redditch Borough;
- Option 9: Urban intensification.

- 2.3.2 The Sustainability Appraisal⁵ (SA) that accompanied the Issues and Options Consultation, drew no significant conclusions regarding overriding positive or negative effects relating to any one of the above development distribution options. However, it did identify that Option 9 (Urban Intensification) was highly unlikely to deliver the housing numbers needed on its own. Furthermore, the SA identified that at the time, the scale of contribution that each Option could make to housing and employment needs was uncertain, and it was likely that a hybrid Option that allowed elements of the above Options to make a contribution to development need would be appropriate.

- 2.3.3 The outcome from the Issues and Options Consultation responses received also didn't identify a definitive approach to development distribution, rather a mixture of several of the Options was

³ Topic Paper: Exceptional Circumstances for Green Belt Release (April 2025)

⁴ The Large Settlements are those inset from the Green Belt and comprise: Alvechurch, Barnt Green (including Lickey), Catshill, Hagley, Rubery and Wythall (including Drakes Cross, Grimes Hill and Hollywood).

⁵ The Sustainability Appraisal (SA) is an iterative process carried out at every stage of plan-making and helps inform policy preparation and site allocation. The process is an opportunity to consider ways that the Plan and its policies can contribute to improvements in environmental, social and economic conditions, as well as identifying where a policy or development allocation might have a negative effect if alternative sites or mitigation measures are not considered.

more favourable, which reflects the conclusions of the SA. However, it was generally accepted that Option 9 (Urban intensification), would not be able to play a significant role in meeting development needs, and overall, there was the least support for Option 7 (A new settlement). Furthermore, during the Call for Sites exercise held since 2019, no site submissions have been received which could represent the scale of a new settlement, which indicates that there is no appetite in the market for such an option to be delivered.

- 2.3.4 Having considered the distribution responses of the Issues and Options Consultation, it is apparent that the existing Settlement Hierarchy defined and detailed in the adopted Bromsgrove District Plan (Policy BDP2), provides an appropriate framework for delivering sustainable development. The principles of this framework have informed the preparation of a Development Strategy.

3. Consideration of alternative Development Strategies

- 3.0.1 Moving forward from the broad distribution options described above, the smaller pool of potential development sites was applied to various distribution scenarios, which highlighted sites which contributed to more than one scenario, thus flagging their appropriateness to contribute towards a Development Strategy in a positive and sustainable manner.
- 3.0.2 A range of distribution scenarios has been considered for a preferred Development Strategy drawing on a combination of the original nine broad distribution options but with specific sites applied to each:
- A. **Development at Bromsgrove settlements plus edge of West Midlands conurbation**
 - B. **Development at Bromsgrove settlements only**
 - C. **Development along rail corridors only.**
 - D. **Development at Bromsgrove settlements plus creation of and improvements to motorway junctions to the north and southwest of Bromsgrove town**
 - E. **Development along the edge of the West Midlands conurbation allocation**
- 3.0.3 To ensure any sustainability effects have been identified, described and evaluated, consistent with the SA of the strategic options contained in the 2018 BDP Issues and Options document, and in compliance with the reasonable alternative requirements of the SEA Directive and regulations, a Sustainability Appraisal⁶ was undertaken for the above Development Strategy scenarios, with scenario (A) emerging as the preferred approach for consultation.

⁶ Sustainability Appraisal of Development Strategy Options (June 2025)

4. Approach to selecting sites to meet the Development Strategy

- 4.0.1 The flowchart and the narrative in the Site Assessment & Site Selection Methodology document conclude with a 'shortlist of sites for site selection'. The next stage in the process is to determine which sites from the shortlist should be selected for allocation for Public Consultation.
- 4.0.2 In order to satisfy the preferred Development Strategy, some settlements will have sufficient 'Preferred Residential' sites identified around them. However, not all 'Preferred Residential' sites have been selected for allocation as their selection could lead to disproportionate settlement growth in some locations.
- 4.0.3 Not all settlements have sufficient 'Preferred Residential' (Green) sites identified around them to satisfy the Distribution Strategy and 'Reserve Residential' (Amber) sites need to be taken into consideration. Likewise, the location and allocation of too many 'Reserve Residential' sites could also lead to disproportionate settlement growth.
- 4.0.4 Whilst the sifting of sites by constraints and other evidence as described in the Methodology offers a broadly consistent and robust tool, it doesn't allow for nuances in site interpretation, location or the relationship with other sites in the vicinity. Throughout the site assessment work, it became clear that there were no sites or locations in the district that conformed to all the assessment criteria to result in 'the perfect site for allocation', proving that a 'one size, fits all' methodological approach required some fine tuning. There are some locations in the district where there are insufficient 'Preferred' and 'Reserve Residential' sites identified to meet the Distribution Strategy. Bromsgrove town is one such key location and should be the focus of a larger proportion of new development. In order to allocate a proportionate amount of development at settlements with fewer preferable sites has resulted in the reconsideration of 'Red rated' or 'Previously Discounted' sites.
- 4.0.5 In much the same vein as Amber rated sites, Red rated sites are also not necessarily inappropriate for development, more likely they have a larger number of constraints that would need mitigation, which could further delay delivery. The RAG rating approach is explained in the Site Assessment & Site Selection Methodology in more detail and was used as a mechanism to filter the quantity of sites to a more realistic number.
- 4.0.6 In order to reconsider 'Previously Discounted' sites, the impact of Significant Constraints was revisited in the first instance. Green Belt Harm⁷ and road noise impact⁸ were reviewed due to the number of sites these had ruled out at an earlier stage, which could otherwise offer reasonable options for development based on their sustainable location and lack of other constraints on site.
- 4.0.7 The starting point for revisiting 'Previously Discounted' sites, particularly in terms of appropriate levels of growth around Bromsgrove town, was based around opportunities to create larger strategic development sites when coupled with selected 'Preferred' or 'Reserve Residential' sites.
- 4.0.8 In respect of Green Belt Harm and the outcomes of the Council's Part Two Green Belt Study, it was considered appropriate to review sites within areas of Very High Green Belt Harm only where

⁷ Site Assessment & Site Selection Methodology para. 4.4.3.

⁸ Site Assessment & Site Selection Methodology para. 4.3.74.

these were adjacent to a major built-up area, i.e. edge of Bromsgrove town, edge of the conurbation or edge of Redditch. A total of nine sites, excluding those already discounted at the initial sift stage of the site assessment process, were identified for further consideration. These nine sites are included in the table at the end of this paragraph. More detailed analysis of the precise nature of Green Belt Harm for these sites, in terms of the Green Belt purposes impacted, and detailed consideration of other on-site constraints for these sites, resulted in only one of these nine sites being deemed suitable for allocation, (site ref 077 – BRM06) when balancing the prospect and value of development against the potential for an adverse impact on the Green Belt by developing in a Very High Green Belt Harm area.

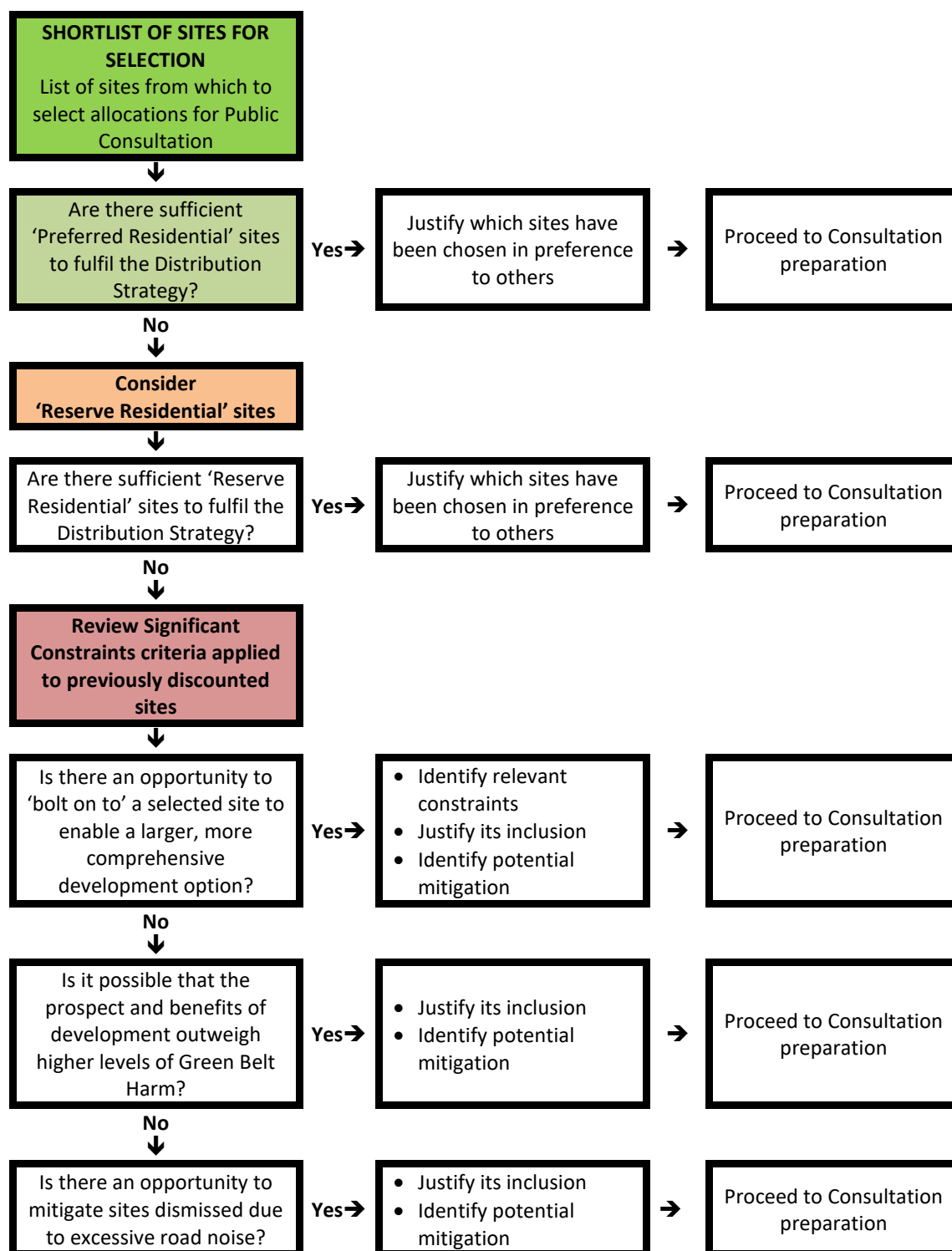
Site Ref.	Settlement	Selection Outcome – Revisiting Green Belt evidence
077	Edge of Bromsgrove	Potential harm to the Green Belt by way of Very High harm rating is related to only one purpose. There is a significant opportunity for a comprehensive development to be delivered on this site (allocation ref BRM06), in combination with the adjacent proposed allocation BRM01, in a highly sustainable location on the edge of Bromsgrove town. Combined with a lack of other significant constraints on site, this results in the proposed development of this site being deemed to outweigh the prospect of harm to Green Belt and is therefore considered suitable for allocation.
086	Edge of Bromsgrove	Potential harm to the Green Belt by way of Very High harm rating is related to only one purpose. However the site breaches a strong defensible boundary (railway line) to both the existing settlement boundary and proposed allocation BRM01, therefore it is not considered suitable for allocation.
218a	Edge of Redditch	Potential harm to the Green Belt by way of Very High harm rating is related to only one purpose. However the site is considered to be edge of a major built up area only once the 2017 adopted BDC/RBC local plan(s) allocation at Foxlydiate is built out, which presents uncertainty to delivery of this site during new Local Plan period.
226	Edge of Conurbation	Potential harm to Green Belt by way of Very High harm rating is related to two purposes, including to check the unrestricted sprawl of a large built-up area, which is deemed to outweigh the benefit of development on this site.
256e	Edge of Conurbation	Potential harm to Green Belt by way of Very High harm rating related to two

		purposes, including to check the unrestricted sprawl of a large built-up area, which is deemed to outweigh the benefit of development on this site.
263	Edge of Conurbation	Large proportion of the site overlaps with proposed allocation FRA01 and not within Very High Green Belt harm area. Potential harm to Green Belt by way of Very High harm rating on the remainder of the site is related to two purposes, including to check the unrestricted sprawl of a large built-up area, which is deemed to outweigh the benefit of development on this part of the site.
317	Edge of Bromsgrove	Potential harm to the Green Belt by way of Very High harm rating is related to only one purpose. However the site is remote from the existing settlement edge and development of this site would not be considered to be sustainable, in the context of the scale and location of the site.
BDC027	Edge of Bromsgrove	Potential harm to the Green Belt by way of Very High harm rating is related to only one purpose. However the site is more remote from the existing settlement edge and development of this site would compromise proposals, in the form of layout and design, for the development of the adjacent proposed allocation BRM06.
BDC286b	Edge of Redditch	Potential harm to the Green Belt by way of Very High harm rating is related to only one purpose. However the site is discounted on the grounds of other constraints criteria (priority habitat and risk to historic environment) and presenting a poor relationship to the existing settlement edge.

4.0.9 In respect of the impact of road noise on submitted sites, the Site Assessment Methodology and accompanying site assessments set out where sites are significantly impacted by continuous road noise exceeding 65dB, i.e. a 'Red' rating for this criterion. Further consideration of these sites, involved the practicable redrawing of site boundaries away from significant noise sources, thus reducing a site's developable area. This resulted in five sites previously discounted being identified for further consideration. These five sites are included in the table at the end of this paragraph. Of these sites, two (in part) are deemed to be suitable for proposed allocation (site refs 221 (CA03) and 244 (ALV02)). However, further work will need to be undertaken by site promoters for scrutiny by Worcestershire Regulatory Services, which includes a detailed Noise Impact Assessment, sensitive site layouts to orientate dwellings away from the noise source, and other mitigation measures.

Site Ref.	Settlement	Selection Outcome – Revisiting road noise evidence
204	Catshill	Redrawn site boundary to exclude part of site that would exceed 'Significant Observed Adverse Effect Level' for continuous (road) noise source provides sufficient remaining net developable area for allocation. However potential adverse impact on future residential amenity arising from neighbouring use (abattoir) and poor relationship to existing settlement edge means the site is not considered suitable for allocation.
219	Bromsgrove	Reduction in developable area to avoid majority of site that would exceed 'Significant Observed Adverse Effect Level' for continuous (road) noise source, would result in remaining site area not suitable for proposed allocation.
221	Catshill	In part combined with additional site (295) to the north for potential allocation. Proposed allocation boundary redrawn to exclude part of site that would exceed 'Significant Observed Adverse Effect Level' for continuous (road) noise source, as well as AQMA location, and provide better relationship to existing settlement edge.
244	Alvechurch	Redrawn site boundary to exclude part of site that would exceed 'Significant Observed Adverse Effect Level' for continuous (road) noise source provides sufficient remaining net developable area for allocation, providing safe and suitable access can be delivered to a proposed allocation via Rectory Gardens.
315	Rubery	Redrawn site boundary to exclude part of site that would exceed 'Significant Observed Adverse Effect Level' for continuous (road) noise source provides sufficient remaining net developable area for allocation. However additional site constraints, in particular presence of priority habitats and electricity pylons crossing site, and a poor relationship to existing settlement edge prevents the site being considered suitable for proposed allocation.

4.0.11 The flow chart below sets out the process described above.



4.1 Consideration of Additional Evidence

- 4.1.1 As set out in Section 5 of the Site Selection Methodology document, consideration of additional evidence has been necessary following completion of earlier site assessment work in order to continue the justification of sites selected as proposed allocations.
- 4.1.2 The Strategic Transport Assessment (STA) is a piece of evidence commissioned as a means of assessing spatial options against key transport and movement criteria. Results from the STA can be used as a check on the relative accessibility of a site location and as a means of identifying where infrastructure improvements may be required to improve an area's sustainability in transport and movement terms.
- 4.1.3 However the STA should also be viewed as part of a process of compiling a transport related evidence base, that will eventually include more detailed transport evidence, including modelling outputs arising from use of the Worcestershire Strategic Transport Model (WSTM), that will be used to support proposals in the Local Plan as it moves closer to submission and examination.
- 4.1.4 The STA completed so far was itself a multi-stage process comprising the collection of transport data, the defining of criteria related to multi-modal transport connectivity and accessibility, and the assessment of spatial options against these criteria. Examples of the criteria include: commuter travel mode used; proximity to sustainable transport services (bus/rail/cycle); access to jobs/healthcare/education by sustainable transport; and proximity to proposed local transport improvement schemes.
- 4.1.5 In summary, the Red-Amber-Green (RAG) assessment of criteria based on groupings together ('clusters') of submitted sites for the Local Plan, resulted in areas to the north of the district such as along the conurbation edge and in the Wythall area receiving the highest amount of green RAG ratings. Conversely, areas to the southeast of the district around Tardebigge and the edge of Redditch received most red RAG ratings. Remaining areas in the district, such as around Bromsgrove town and the larger village settlements, received more amber RAG ratings suggesting that sustainable transport connectivity and accessibility could be improved for these areas with infrastructure investment and service improvements.
- 4.1.6 It is important to note that the presence of red and amber RAG ratings for any of the defined STA criteria does not automatically deem a cluster of sites to be unsuitable for development. Rather these ratings show where transport considerations will be a priority to address should a site be deemed suitable for allocation in the Local Plan.

4.2 Determining site capacities

- 4.2.1 In order to consult on the identification of sufficient land to meet the LHN requirement, it is necessary to determine the dwelling yield that could be attributed to each site. With respect to housing development, the NPPF (paras 129 and 130) advocates an approach to development that makes efficient use of land. The level of development on sites should be maximised without compromising the quality of the housing development or compromising the character and local distinctiveness of an area. Density is an outcome of the design process and not a determinant.

- 4.2.2 Two approaches to identifying a dwelling yield for selected sites has been used:
- Information from site promoters,
 - Density multipliers.
- 4.2.3 Where site promoters have submitted master planning documents to support the promotion of their site, the capacity figures therein have been used.
- 4.2.4 Where there was no supporting information submitted with a site, a density multiplier of 30 dwellings per hectare (dph) was applied in the first instance. There is a need to be mindful that the whole of a site may not be suitable for development and an allowance needs to be made for infrastructure provision, open space etc within a site. Therefore, net developable areas were used with the density multiplier to establish initial site capacity figures. The criteria for net developable areas are shown in the table below:

Net Developable Areas	
Gross Site Size (ha)	Developable Area of Site
Less than 0.4	Use 100%
0.4 to 2	Use 85%
Greater than 2	Use 65%

- 4.2.5 Furthermore, it may also be necessary to further reduce site areas to mitigate the impacts of constraints identified through the desktop assessments, such as avoiding road noise. As the Plan progresses, it will be necessary to revisit density assumptions as they may fluctuate after additional information and evidence is taken into account. Supplementary information from site promoters will continue to inform the process and could alter site yields.

5. Potential sites to meet the Development Strategy

5.1 Selected Sites for Public Consultation

- 5.1.1 As stated in section 2.1, the new NPPF and revised standard method for calculating LHN was published in December 2024. As of May 2025, the LHN for Bromsgrove district is 715 dwellings per annum (dpa). Utilising a 17-year plan period to ensure 15 years post adoption as specified in the NPPF, means the overall requirement for Bromsgrove district is now approximately 12,155 dwellings to be delivered over the Plan period up to 2043. Current commitments of approximately 3,000 dwellings, based on planning permissions and allocated Local Plan sites results in a residual LHN requirement of around 9,150 dwellings.
- 5.1.2 In order to fulfil the preferred Development Strategy identified at paragraph 3.0.2 (Development at Bromsgrove settlements plus edge of West Midlands conurbation, the table below shows the preferred list of sites for the draft Bromsgrove District Local Plan, to accommodate the residual LHN requirement and to meet the distribution requirements of the Development Strategy. This primarily focuses development at the largest and most sustainable settlements within Bromsgrove district's existing settlement hierarchy, taking advantage of locations in close proximity to railway stations. The level of housing need required over the Plan period, if allocated entirely in Bromsgrove district's higher tier settlements, would potentially lead to disproportionate development that could fundamentally affect the scale and character of the settlements, hence 3,000 dwellings are to be allocated as a large-scale, sustainable urban extension (SUE) at Frankley to further disperse development.
- 5.1.3 In addition to proposing development at the district's large settlements, a further site option on the edge of the settlement of Stoke Prior has also been included in the preferred list of sites for allocation. Stoke Prior is currently within the smaller settlements tier (Tier 3) of the settlement hierarchy in the adopted Bromsgrove District Plan.
- 5.1.4 Officers have considered the sustainability of Bromsgrove District settlements within the existing Settlement Hierarchy and Stoke Prior, alongside Belbroughton, is shown to be the highest scoring of all settlements within this tier of the settlement hierarchy in terms of access to local services. Importantly it also has a range of local job opportunities in proximity to the settlement at Corbett and Harris Business Parks in the Stoke Prior area itself, at Upton Warren and Wychbold in Wychavon District, and on the southern edge of Bromsgrove urban area.
- 5.1.5 It was therefore considered that allocating a site with an indicative capacity of 500 dwellings in this location would not be detrimental to the settlement hierarchy due to Stoke Prior being considered a sustainable location for growth. In addition, the scale of residential development proposed provides an opportunity for new and/or improved infrastructure to be delivered to the benefit of both existing and new residents of Stoke Prior.

5.1.6 Preferred sites for allocation for the purposes of Public Consultation:

Allocation Ref.	Site Name	Indicative Capacity
BROMSGROVE		
BRM01	Land at and adjacent Bromsgrove Golf Centre	1300
BRM02	Land at Norton Farm	80
BRM03	Land off St Godwald's Road	300
BRM04	Bromsgrove Cricket, Hockey & Tennis Club	150
BRM05	Land at Stoke Court Farm	190
BRM06	Land north of Old Burcot Lane	550
SUB TOTAL		2570
ALVECHURCH		
ALV01	Land west of Redditch Road / south of Station Road	400
ALV02	Land to east of Birmingham Road	100
SUB TOTAL		500
BARNT GREEN		
BAR01	Land between Twatling Road and Cherry Hill Road	140
BAR02	Land north of Kendal End Road	50
BAR03	Sandhills Farm	150
SUB TOTAL		340
CATSHILL		
CA01	Land between Woodrow Lane and A38 Halesowen Road	165
CA02	Land to rear of Four Oaks Drive	140
CA03	Land west of Birmingham Road	300
SUB TOTAL		605
HAGLEY		
HAG01	Land North of Western Road	180
HAG02	Land south of Western Road	350
SUB TOTAL		530
WYTHALL		
WY01	Land south of Houndsfield Lane	875
WY02	Land east of Lea Green Lane	60
WY03	Land south of Station Road	300
SUB TOTAL		1235
STOKE PRIOR		
STP01	Land at Ryefields Farm	500
SUB TOTAL		500
FRANKLEY		
FRA01	Land at Frankley	3000
SUB TOTAL		3000
TOTAL		9280

6. Sustainability Appraisal

- 6.0.1 To inform this stage in plan-making, the Sustainability Appraisal framework has been used to appraise the five Development Strategies as identified in paragraph 3.0.2 above. Each of the Development Strategies have been appraised using an appraisal matrix, which includes:
- The SA Objectives;
 - A score indicating the nature of the effect for each option on each SA Objective;
 - A commentary on significant effects (including consideration of the cumulative, synergistic and secondary effects as well as the geography, duration, temporary/permanence and likelihood of any effects) and on any assumptions or uncertainties; and
 - Recommendations, including any mitigation or enhancements measures.
- 6.0.2 The analysis demonstrates that Option A exhibits better performance than the alternative options against SA Objective 11 (Housing: To provide decent affordable housing for all, of the right quality and tenure and for local needs, in a clean, safe and pleasant local environment), reflecting the meeting of the housing requirement combined with its distribution which is likely to result in opportunities to provide affordable housing in locations where it can complement sustainable access to service provision in existing service centres. In relation to Options B to E, the analysis demonstrates that overall, they perform no better, and in many instances worse than Option A.

7. Next Steps

- 7.0.1 Following the close of the Consultation Period all representations relating to any of the submitted sites and the selection process that was undertaken will be analysed and officer comments posted on the website in the future. The responses received will inform the next stage in the plan-making process and any subsequent changes to the selection methodology or to the list of sites included for potential allocation will be reported in subsequent Addenda documents.