



# Alvechurch Area Assessment Sustainability Appraisal

## Bromsgrove District Plan

September 2013



## **Sustainability Appraisal of Alvechurch Area Assessment**

### **1.1 Introduction**

- 1.2 In order to better understand the implications of the Alvechurch Area Assessment, a Sustainability Appraisal of each individual area needs to be undertaken. Each of the 11 sites around Alvechurch (please see Area Assessment Study for locations of sites) will be individually assessed against the SA Objectives. The outcomes from each of the 11 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 Alvechurch.

## **Area 1: Land west of Callow Hill Road**

### **2.1 Site Description**

- 2.2 The site is approximately 2.1 hectares and falls within the Green Belt. It is contained by Callow Hill Road to the north, the railway line to the west, the canal to the south and east, and Callow Hill Road to the north-east. The site is currently used as pasture.

### **2.3 Key Strengths**

- 2.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.
- 2.5 The site has good links to the local school which could have benefits in terms of educational attainment.

### **2.6 Key Weaknesses**

- 2.7 The site has poor links to local retail and health facilities. The poor access to the GP will not benefit the general health and well being of the population. In addition the site is over 1.2km from the train station and beyond walking distance to local facilities which are unlikely to encourage travel by sustainable modes of transport and therefore potentially increase CO2 emissions.
- 2.8 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to most of the sites. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition the site is located adjacent to the Birmingham and Worcester Canal which is a SWS. This could be adversely affected by the development.

### **2.9 Recommendations for Mitigation**

- 2.10 If development is proposed in this location a buffer zones could be provided adjacent to the canal to ensure the SWS is not harmed.

## **Area 2: Land east of Callow Hill Road**

### **3.1 Site Description**

- 3.2 The site is approximately 3 hectares and falls within the Green Belt. It is contained by the M42 motorway to the north, the canal to the south and east, and Callow Hill Road to the west. A working farm<sup>1</sup>, several cottages, a bungalow and kennels are currently situated in the site.

### **3.3 Key Strengths**

- 3.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.
- 3.5 The site has good links to the local school which could have benefits in terms of educational attainment.

### **3.6 Key Weaknesses**

- 3.7 The site has poor links to local retail and health facilities. The poor access to the GP will not benefit the general health and well being of the population. In addition the site is over 1.2km from the train station which is unlikely to encourage travel by sustainable modes of transport and therefore potentially increase CO2 emissions.
- 3.8 The site performs poorly against a number of the environmental objectives due to the development being on Greenfield land but this is applicable to most of the sites. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition the site

---

<sup>1</sup> The Council has been informed that the land was not a working farm since the M42 was built

is located adjacent to the Birmingham and Worcester Canal which is a SWS. This could be adversely affected by the development.

### **3.9 Recommendations for Mitigation**

- 3.10 If development is proposed in this location a buffer zones could be provided adjacent to the canal to ensure the SWS is not harmed.

## **Area 3: Land in the Rear of Oaktree Close (ALVE 6)**

### **4.1 Site Description**

- 4.2 The site is approximately 1.3 hectares and is identified as an Area of Development Restraint in the Bromsgrove District Local Plan 2004 with the reference of ALVE6. It is contained by the land abuts an embankment of the M42 motorway to the north, the canal to the west, and the existing residential development on Oaktree Close and Birmingham Road to the south and east.

### **4.3 Key Strengths**

- 4.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, 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 schools and the GP surgery could have benefits in terms of educational attainment and the general health and well being of the population. The proximity of a bus stop and reasonable access to the train station car park should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

### **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. The site is also adjacent to the Birmingham and Worcester Canal which is designated as a SWS and could be harmed by development.

- 4.8 The site is located adjacent to the motorway and therefore air quality and noise could be a concern for any future development. The site therefore performs poorly against EV8.

#### **4.9 Recommendations for Mitigation**

- 4.10 Noise and air quality studies should be undertaken before any planning application is submitted to see if any mitigation is required.
- 4.11 If development is proposed in this location buffer zones could be provided around the SWS to ensure that it is not harmed.

### **Area 4: Land opposite to 119-129 Birmingham Road**

#### **5.1 Site Description**

- 5.2 The site is approximately 1.9 hectares and falls within the Green Belt. It is bounded by the M42 motorway to the north, Birmingham Road to the west, hedgerow and the Area of Development Restraint ALVE7 to the south and hedgerow to the east.

#### **5.3 Key Strengths**

- 5.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.
- 5.5 The site has good links to local retail, schools and health facilities. The good access to schools and the GP surgery could have benefits in terms of educational attainment and the general health and well being of the population. The proximity of a bus stop and reasonable access to the train station car park should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

#### **5.6 Key Weaknesses**

5.7 The site performs poorly against a number of the environmental objectives due to the development being on Greenfield land but this is applicable to all of the sites. The development of the site would impact significantly upon landscape character as the land is of high landscape sensitivity. The site is also within 150m of the River Arrow which is designated as a SWS and could be harmed by development.

5.8 The site is located adjacent to the motorway and therefore air quality and noise could be a concern for any future development. The site therefore performs poorly against EV8.

### **5.9 Recommendations for Mitigation**

5.10 Noise and air quality studies should be undertaken before any planning application is submitted to see if any mitigation is required.

5.11 If development is proposed an appropriate drainage strategy will be required to ensure that the SWS to ensure is not harmed.

## **Area 5: Land to the east of Birmingham Road and north of Old Rectory Lane (ALVE 7)**

### **6.1 Site Description**

6.2 The site is approximately 1 hectare and falls within an Area of Development Restraint. It is situated on the north-eastern side of the settlement and is located to the east of Birmingham Road and north of Old Rectory Lane. It is bounded by an ordinary watercourse to the north and to the east.

### **6.3 Key Strengths**

6.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, 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. The good access to schools and the GP surgery could have benefits in terms of educational attainment and the general health and well being of the population. The proximity of a bus stop and reasonable access to the train station car park should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

**6.6 Key Weaknesses**

**6.7** The site performs poorly against a number of the environmental objectives due to the development being on Greenfield land but this is applicable to all of the sites. The development of the site would impact significantly upon landscape character as the land is of high landscape sensitivity. The site is also within 300m of the River Arrow which is designated as a SWS and coniferous woodland which priority habitat within the Worcestershire BAP. These environmental assets could be harmed by development.

**6.8 Recommendations for Mitigation**

**6.9** If development is proposed an appropriate drainage strategy will be required to ensure that the SWS to ensure is not harmed.

**Area 6: Alvechurch and Hopwood Cricket Club**

**7.1 Site Description**

**7.2** The site is approximately 1.4 hectares and falls within the Green Belt. It is situated on the eastern side of the settlement. The site covers the cricket ground of Alvechurch and Hopwood Cricket Club and a small part of the Wiggin Memorial Playing Field. The site is bounded by existing residential area to the west and south, the local school to the north and some hedgerow trees and an ordinary watercourse to the east.

**7.3 Key Strengths**

**7.4** The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10,



could follow the waste hierarchy and also include renewable forms of energy generation.

- 7.5 The site has good links to local retail, schools and health facilities. The good access to schools could have benefits in terms of educational attainment. The proximity of a bus stop and reasonable access to the train station car park should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

## **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. The development of the site would impact significantly upon landscape character as the land is of high landscape sensitivity. The site is also adjacent to the Alvechurch playing fields SWS which could be harmed by any development.
- 7.8 Development in this location would result in the loss of Alvechurch and Hopwood Cricket Club and part of Wiggins Memorial Playing Field which are important sports and recreational facilities in the settlement. The loss of these facilities could have a major negative impact on the general health of the local population.
- 7.9 Development could harm the historic built environment due to the close proximity of Alvechurch Conservation Area.

## **7.10 Recommendations for Mitigation**

- 7.11 If development is proposed in this location a buffer zones could be provided the SWS so it is not harmed.
- 7.12 If development is proposed detailed guidance could be provided in the form of an SPD to maximise design quality and ensure that the setting of the conservation area is not harmed.

## **Area 7: Land to the east of Swan Street**

### **8.1 Site Description**

- 8.2 The site is approximately 7.6 hectares and falls within the Green Belt. It is situated on the south-eastern side of the settlement. The site is bounded by some hedgerow trees to the north, River Arrow to the north and northeast, a public right of way to the south and Swan Street to the west.

### **8.3 Key Strengths**

- 8.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, 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. The good access to schools and the GP surgery could have benefits in terms of educational attainment and the general health and well being of the population. The proximity of a bus stop and reasonable access to the train station car park and local facilities should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

### **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. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition most of the site is arable land which is a priority habitat within the Worcestershire BAP and the site is also adjacent to two SWS's.
- 8.8 Development could harm the historic built environment due to the close proximity of Alvechurch Conservation Area and a Scheduled Ancient Monument.

8.9 Part of the site falls within flood zones 2 and 3 meaning that the site performs poorly against EV6.

#### **8.10 Recommendations for Mitigation**

8.11 If development is proposed in this location buffer zones could be provided around the SWS's so they are not harmed.

8.12 If development is proposed detailed guidance could be provided in the form of an SPD to maximise design quality and ensure that the setting of the conservation area and Scheduled Ancient Monument are not harmed.

8.13 If development is proposed a site specific flood risk assessment will be required to ensure appropriate mitigation is provided.

### **Area 8: Land to the south of School Lane**

#### **9.1 Site Description**

9.2 The site is approximately 4.2 hectares and falls within the Green Belt. It is situated on the south of the settlement. The site is bounded by existing development to the north and east, Station Road and School Lane to the west and some hedgerows to the south.

#### **9.3 Key Strengths**

9.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.

9.5 The site has good links to local retail and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. The proximity of a bus stop and the train station should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

## **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. The development of the site would have a significant impact upon landscape character as the land is of high landscape sensitivity. In addition the site contains broadleaved woodland which is a priority habitat within the Worcestershire BAP.
- 9.8 The site has poor links to the local school meaning that there is unlikely to be benefits in terms of educational attainment.

## **9.9 Recommendations for Mitigation**

- 9.10 If development is proposed in this location a buffer zone could be provided around the broadleaved woodland to reduce the potential for harm.

# **Area 9: Land to the south of Station Road**

## **10.1 Site Description**

- 10.2 The site is approximately 8 hectares and falls within the Green Belt. It is situated on the south beyond the existing settlement boundary of Alvechurch. The site is bounded by Station Road to the north, some hedgerow trees to the south, some hedges and existing field boundaries to the northeast and southeast, and the railway to the west.

## **10.3 Key Strengths**

- 10.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.
- 10.5 The site has good links to local retail and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. The proximity of a bus stop and the train station

should encourage travel by sustainable modes of transport and potentially reduce CO2 emissions.

## **10.6 Key Weaknesses**

- 10.7 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. The development of the site would have a significant impact upon landscape character as the land is of high landscape sensitivity. In addition the site contains arable land which is a priority habitat within the Worcestershire BAP.
- 10.8 The site has poor links to the local school meaning that there is unlikely to be benefits in terms of educational attainment.

## **10.9 Recommendations for Mitigation**

- 10.10 If development is proposed in this location a buffer zone could be provided around the arable land to reduce the potential for harm.

# **Area 10: Alvechurch Brickworks**

## **11.1 Site Description**

- 11.2 The site is approximately 2.3 hectares and falls within the Green Belt. It is situated on the western edge of the village and is separated from the village by the Birmingham Worcester Canal and Area 11 below (i.e. a narrow field and an embanked section of the railway.) It is bounded by the Canal to the east and enclosed by woodland from the north, south and west.

## **11.3 Key Strengths**

- 11.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.

11.5 The site is currently used for car storage and is therefore the only brownfield site to be assessed around Alvechurch. The site therefore performs well against EV2 however, it should be noted that development would still result in the loss of Green Belt land.

11.6 The site is in an area of high landscape sensitivity however the site is currently used for the storage of cars.

#### **11.7 Key Weaknesses**

11.8 The site contains broadleaved woodland which is a priority habitat within the Worcestershire BAP.

11.9 The site has poor access to many local facilities including retail, school and GP surgery. The poor access to the GP surgery and school could have a harmful impact in terms of the general health and well being of the population. Whilst the site is close to the train station all local facilities and the nearest bus stop are beyond a reasonable walking distance meaning that development here is likely to encourage the use of car, resulting in an increase in CO2 emission.

11.10 The past uses of the site mean that the site is likely to be contaminated. This site therefore performs poorly against EV8.

#### **11.11 Recommendations for Mitigation**

11.12 If development is proposed in this location a buffer zone could be provided around the broadleaved woodland to reduce the potential for harm.

11.13 A detailed ground works study could be undertaken to identify the level of contamination and highlight how this could be removed.

### **Area 11: Land to the west of the Railway**

#### **12.1 Site Description**

12.2 The site is approximately 3.2 hectares and falls within the Green Belt. It is a long, narrow field situated on the western edge of the village and is

sandwiched between the railway line and canal. It is bounded by the railway to the east, Station Road to the south, the Canal to the west and north.

### **12.3 Key Strengths**

- 12.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 10, could follow the waste hierarchy and also include renewable forms of energy generation.

### **12.5 Key Weaknesses**

- 12.6 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. The site contains broadleaved woodland which is a priority habitat within the Worcestershire BAP and is also adjacent to the Birmingham and Worcester Canal which is a SWS.
- 12.7 The site has poor access to many local facilities including retail, school and GP surgery. The poor access to the GP surgery and school could have a harmful impact in terms of the general health and well being of the population. Whilst the site is close to the train station all local facilities and the nearest bus stop are beyond a reasonable walking distance meaning that development here is likely to encourage the use of car, resulting in an increase in CO2 emission.

### **12.8 Recommendations for Mitigation**

- 12.9 If development is proposed in this location a buffer zone could be provided around the broadleaved woodland and SWS to reduce the potential for harm.

## Comparing SA Outcomes

13.1 All of the 11 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

13.2 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
<b>Area 1</b>	6	21	-9	-6	<b>12</b>
<b>Area 2</b>	6	21	-9	-6	<b>12</b>
<b>Area 3</b>	12	27	-9	0	<b>30</b>
<b>Area 4</b>	12	27	-6	-12	<b>21</b>
<b>Area 5</b>	12	27	-6	-6	<b>27</b>
<b>Area 6</b>	12	21	-9	-12	<b>12</b>
<b>Area 7</b>	18	21	-6	-18	<b>15</b>
<b>Area 8</b>	12	27	-3	-12	<b>24</b>
<b>Area 9</b>	6	27	-3	-12	<b>18</b>
<b>Area 10</b>	6	15	-15	0	<b>6</b>



<b>Area 11</b>	6	15	-6	-9	<b>9</b>
----------------	---	----	----	----	----------

Table 1: Comparing SA outcomes on the 11 areas

13.3 The SA has highlighted that there is a significant variance in the performance of the 11 areas. All of the areas have achieved a positive score suggesting that development would have a positive impact on sustainability on any of the sites. The site that performed strongest against the SA objectives were areas 3 and 5. This is mainly due to the availability of local facilities, the opportunities to travel by sustainable modes of transport and the limited number of environmental constraints.

## **Overall Conclusions & Evaluation**

14.1 11 areas around Alvechurch were tested against the SA objectives. Whilst all areas achieved positive scores there was still a significant difference in overall performance. This process has highlighted that the best performing areas can deliver social, environmental and economic benefits for Alvechurch. 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. The sites are:

- Land Rear of Oaktree Close (Area 3)
- Land to the East of Birmingham Road and North of Old Rectory Lane (Area 5)

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

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

## Appendix A: Sustainability Matrices of the 11 Areas

Area 1 – Land west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	0	0	0	0	0	The site is beyond a reasonable walking distance of a GP surgery meaning that the development will not improve access to health facilities.
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 school is within walking distance to the school but the majority of local facilities are beyond a reasonable walking distance.

Area 1 – Land west of Callow Hill Road							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	The site is within walking distance of bus services however the train station and local facilities are only accessible by car.

## Area 1 – Land west of Callow Hill Road

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

Area 1 – Land west of Callow Hill Road							
		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. This particular site is designated Green Belt and would lead to encroachment on the open countryside.

Area 1 – Land west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

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



Area 1 – Land west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.  Consideration of potential land contamination when development is

Area 1 – Land west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

Area 1 – Land west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	<p>The site is only within reasonable walking distance of a bus stop. This is likely to encourage the use of car based travel for relatively short journeys. It is therefore considered that development in this location could lead to an increase in CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Access to schools is good which could have an impact on educational attainment.

Area 1 – Land west of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 2 – Land east of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	0	0	0	0	0	The site is beyond a reasonable walking distance of a GP surgery meaning that the development will not improve access to health facilities.
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 the school but the majority of local facilities are beyond a reasonable walking distance.

Area 2 – Land east of Callow Hill Road							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	The site is within walking distance of bus services however the train station and local services are only accessible by car.

## Area 2 – Land east of Callow Hill Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
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	-	-	The site is situated adjacent to a SWS. This could be adversely affected by any development.



Area 2 – Land east of Callow Hill Road							
		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. This particular site is designated Green Belt and would lead to encroachment on the open countryside.

Area 2 – Land east of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

## Area 2 – Land east of Callow Hill Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 2 – Land east of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.  Consideration of potential land contamination when development is

Area 2 – Land east of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

## Area 2 – Land east of Callow Hill Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	<p>The site is only within a reasonable walking distance of a bus stop which is likely to encourage the use of car based travel for relatively short journeys. It is therefore considered that development in this location could lead to an increase in CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 east of Callow Hill Road

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

Area 2 – Land east of Callow Hill Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.



### Area 3 – Land at the rear of Oaktree Cose (ALVE6)

		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 just within a reasonable walking distance of a GP surgery meaning that residents would have good access to health facilities.
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 400m of a school and just within walking distance of facilities in the local centre. In addition, the route to the local centre is direct (along

Area 3 – Land at the rear of Oaktree Cose (ALVE6)							
		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						Birmingham Road) and the topography is flat which should encourage walking.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	There is a bus stop within 400m of the site and all local facilities are within walking distance. However, the train station is 1.9km from the site.

**Area 3 – Land at the rear of Oaktree Cose (ALVE6)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
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	-	-	A SWS is located adjacent to the site. This could be adversely affected by any development.

Area 3 – Land at the rear of Oaktree Cose (ALVE6)							
		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. However, this particular site is designated as the Area of Development Restraint and development is unlikely to lead to encroachment on the open countryside.

### Area 3 – Land at the rear of Oaktree Cose (ALVE6)

		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	0	0	0	Development would result in the loss of Greenfield land however in this instance the land is of low landscape sensitivity and therefore is resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

**Area 3 – Land at the rear of Oaktree Cose (ALVE6)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 3 – Land at the rear of Oaktree Cose (ALVE6)							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	-	0	0	-	-	The site is adjacent to the motorway and therefore air quality could be a concern.  All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

**Area 3 – Land at the rear of Oaktree Cose (ALVE6)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.



### Area 3 – Land at the rear of Oaktree Cose (ALVE6)

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>There is a bus stop within 400m of the site and the local facilities can be accessed on foot. It is therefore considered that development in this location could lead to a decrease in CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 at the rear of Oaktree Cose (ALVE6)

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

**Area 3 – Land at the rear of Oaktree Cose (ALVE6)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

## Area 4 – Land opposite to 119-129 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles..
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	++	0	0	++	++	The site is within walking distance of the local centre and is within 250m of the nearest school.

## Area 4 – Land opposite to 119-129 Birmingham Road

		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 large scale development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	There is a bus stop within 250m of the site and all local facilities are within walking distance. However, the train station is 1.9km from the site

## Area 4 – Land opposite to 119-129 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	-	0	0	-	-	The site is within 150m of the River Arrow SWS. This could be adversely affected by any development.

Area 4 – Land opposite to 119-129 Birmingham Road							
		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. This particular site is designated Green Belt. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood). The more detailed survey of the agricultural land quality shows that the land falls primarily within grade 3a



Area 4 – Land opposite to 119-129 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land. In this instance the land is of high landscape sensitivity and therefore is not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.



## Area 4 – Land opposite to 119-129 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
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	?	?	Next to the eastern boundary of the site is Flood Zone 2 and 3 of the River Arrow. Part of the southern boundary of the site is an ordinary watercourse which is not modelled.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

**Area 4 – Land opposite to 119-129 Birmingham Road**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	-	0	0	-	-	The site is adjacent to the motorway and therefore air quality could be a concern.  All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources

Area 4 – Land opposite to 119-129 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						efficiently. Consideration of potential land contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site

## Area 4 – Land opposite to 119-129 Birmingham Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>There is a bus stop within 250m of the site and the local facilities can be accessed on foot. It is therefore considered that development in this location could lead to a decrease in C02 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 opposite to 119-129 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Access to school is good which could have an impact on educational attainment.

Area 4 – Land opposite to 119-129 Birmingham Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

**Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)**

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

Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	There is a bus stop adjacent to the site and all local facilities are within walking distance.



**Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	-	0	0	-	-	The site is within 300m of the River Arrow SWS and coniferous woodland is a priority habitat within the Worcestershire BAP. This could be adversely affected by any development.

**Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)**

		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. However, this site is designated as Area of Development Restraints. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood)

Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)							
		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. In this instance the land is of high landscape sensitivity and therefore is not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

**Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	?	0	0	?	?	The site is bounded by an ordinary watercourse to the north and east. The ordinary watercourse is not modelled.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

**Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)**

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

Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

**Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>There is a bus stop adjacent to the site and all local facilities can be accessed on foot. It is therefore considered that development in this location could lead to an increase in C02 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Access to schools is good which could have an impact on educational attainment.



Area 5 – Land to the east of Birmingham Road and North of Old Rectory Lane (ALVE7)							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 6 – Alvechurch and Hopwood Cricket Club							
		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 large sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	-	0	0	-	-	Whilst the site is within a reasonable walking distance of a GP the development of this site would result in the loss of Alvechurch and Hopwood Cricket Club and part of Wiggins Memorial Playing Field which are important sports and recreation facilities in the settlement. This loss of these facilities could have a major negative impact on the general health of the local population.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	++	0	0	++	++	The site is within 300m of the local centre and the nearest school.

## Area 6 – Alvechurch and Hopwood Cricket Club

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any large scale development
SO5 Reduce need to travel and move towards more sustainable travel	People’s usual method of travel to work by mode and % (walk, cycle,	+	0	0	+	+	There is a bus stop within 250m of the site and all local facilities are within walking distance. However, the train station is 1.2km from the site.

## Area 6 – Alvechurch and Hopwood Cricket Club

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

Area 6 – Alvechurch and Hopwood Cricket Club							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in the loss of greenfield land. This particular site is designated Green Belt and would lead to encroachment on the open countryside. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood).

## Area 6 – Alvechurch and Hopwood Cricket Club

		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. In this instance the land is of high landscape sensitivity and therefore is not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have an impact on the setting of the Alvechurch Conservation Area.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

## Area 6 – Alvechurch and Hopwood Cricket Club

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	?	0	0	?	?	The site is located in flood zone 1 but is bounded by an ordinary watercourse in the east. The ordinary watercourse is not modelled.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

## Area 6 – Alvechurch and Hopwood Cricket Club

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage but measures will be in place.



Area 6 – Alvechurch and Hopwood Cricket Club							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						

## Area 6 – Alvechurch and Hopwood Cricket Club

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>Development in this location promotes travel by sustainable forms due to the close proximity of a bus stop and the local centre. This may potentially reduce CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 – Alvechurch and Hopwood Cricket Club

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

## Area 6 – Alvechurch and Hopwood Cricket Club

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 7 – Land to the east of Swan Street							
		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 a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	++	0	0	++	++	The site is within walking distance of local centre and school.

Area 7 – Land to the east of Swan Street							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is within 800m of both a bus stop and a railway station meaning that there are realistic opportunities to travel by sustainable modes of transport. The local facilities are also accessible on foot.

**Area 7 – Land to the east of Swan Street**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	-	0	0	-	-	Most of the site is 'arable land' which is a priority habitat within the Worcestershire BAP. In addition the site is adjacent to 2 SWSs. This could be adversely affected by any development.

Area 7 – Land to the east of Swan Street							
		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. This particular site is designated Green Belt. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood). The more detailed survey of the agricultural land quality shows that the land falls primarily within grade 3a



## Area 7 – Land to the east of Swan Street

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	--	0	0	--	--	High quality design would be expected on any site however the development in this location could potentially have negative impact on the setting of a Scheduled Ancient Monument and Conservation Area.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

**Area 7 – Land to the east of Swan Street**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
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	- -	- -	Flood Zone 2 and 3 of the River Arrow is just next to/ at the northern and eastern boundaries of the site.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

**Area 7 – Land to the east of Swan Street**

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

## Area 7 – Land to the east of Swan Street

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	Development in this location promotes travel by sustainable modes with all local facilities and public transport available within 800m of the site. This could potentially reduce C02 emissions.  High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 to the east of Swan Street**

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

Area 7 – Land to the east of Swan Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 8 – Land South of School Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+	0	0	+	+	The site is within walking distance of the local centre but the school is over 1km away.



Area 8 – Land South of School Lane							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The local centre, bus stop and train station are all within 600m meaning that there are realistic opportunities to travel by sustainable modes of transport.

Area 8 – Land South of School Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
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	-	-	The site contains broadleaved woodland which is a priority habitat for the Worcestershire BAP. This could be adversely affected by any development.

Area 8 – Land South of School 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. This particular site is designated Green Belt. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood). The land falls primarily within grade 3

Area 8 – Land South of School Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land however in this instance the land is of high landscape sensitivity and is therefore not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

## Area 8 – Land South of School Lane

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 8 – Land South of School Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.  Consideration of potential land contamination when development is

Area 8 – Land South of School Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						<p>proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage.</p> <p>Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site</p>

Area 8 – Land South of School 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	+	+	<p>The majority of local facilities are all within a reasonable walking distance. Development in this location could potentially reduce C02 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 South of School Lane

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

Area 8 – Land South of School Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 9 – Land to the South of Station 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 Access to GP	+	0	0	+	+	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+	0	0	+	+	The site is within walking distance of the local centre but the school is over 1km from the site.

Area 9 – Land to the South of Station Road							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+	0	0	+	+	The site is within a reasonable walking distance of a bus stop and local facilities. It is also adjacent to Alvechurch train station, meaning that there are excellent opportunities to travel by sustainable

## Area 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of trips made by public transport						modes of transport. However, the steep gradient may discourage people from travel sustainably.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	-	0	0	-	-	Part of the site is identified as arable land which is a priority habitat within the Worcestershire BAP. This could be adversely affected by any development.

## Area 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	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. The site is also designated Green Belt. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood). The land falls primarily within grade 3b.

## Area 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land however in this instance the land is of high landscape sensitivity and is therefore not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 9 – Land to the South of Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.



Area 9 – Land to the South of Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is

## Area 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						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 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	<p>Development in this location promotes travel by sustainable forms although the steep gradient may discourage some to do so. Overall this may potentially reduce CO2 emissions.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	0	0	0	0	0	The site is over 1km from the nearest school meaning that development in this location meaning that development is

## Area 9 – Land to the South of Station Road

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
workforce	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						unlikely to impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 10 – Alvechurch Brickworks							
		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	0	0	0	The site is beyond a reasonable walking distance of a GP surgery meaning that residents may not have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	0	0	0	0	0	Development in this location would not help to improve access as the local centre and school are beyond walking distance.

Area 10 – Alvechurch Brickworks							
		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 sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	The site is within 250m of Alvechurch train station however a bus stop is over 1km from the site and no local facilities are within a reasonable walking distance. Overall this site is considered to have a

## Area 10 – Alvechurch Brickworks

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						neutral impact on this objective.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The 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	-	-	The site contains broadleaved woodland which is a priority habitat within the Worcestershire BAP and is adjacent to a SWS. This could be adversely affected by any development.



Area 10 – Alvechurch Brickworks							
		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	-	-	This is a brownfield site due to the current use of car storage however this site is still designated Green Belt. There is a fair chance that the land is the best and most versatile (20.1 to 60% likelihood).

Area 10 – Alvechurch Brickworks							
		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	-	-	The site is within an area of high landscape sensitivity however currently the site is used for storing cars. Residential development on the site is unlikely to cause additional significant harm to the landscape.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings ‘at risk’ Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

## Area 10 – Alvechurch Brickworks

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
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 generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 10 – Alvechurch Brickworks							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	-	0	0	-	-	The current and previous uses of the site mean that contamination is likely to present in the soil.

Area 10 – Alvechurch Brickworks							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						

## Area 10 – Alvechurch Brickworks

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	Whilst the site is within 250m of a train station, all local facilities are beyond a reasonable walking distance meaning that car usage is likely to be high. The overall impact on this objective is likely to be neutral.  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 economy, the infrastructure and skills	Proportion of population educated to degree standard	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 10 – Alvechurch Brickworks

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	0	0	0	0	0	Access to school is poor due to the site being 1.6km away. There is unlikely to be any positive impact in terms of

Area 10 – Alvechurch Brickworks							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	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 11 – Land to the west of the railway							
		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	0	0	0	The site is beyond a reasonable walking distance of a GP surgery meaning that residents may not have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	0	0	0	0	0	Development in this location would not help to improve access as the local centre and school are beyond walking distance.

## Area 11 – Land to the west of the railway

		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 large scale development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People’s usual method of travel to work by mode and % (walk, cycle, bus, train, car)	0	0	0	0	0	The site is opposite Alvechurch train station however a bus stop is over 900m from the site and no local facilities are within a reasonable walking distance. Overall this site is considered to have a

## Area 11 – Land to the west of the railway

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
	Number of trips made by public transport						neutral impact on this objective.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
<i>Environmental Objectives</i>							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSI's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	-	0	0	-	-	The site is adjacent to a SWS and contains broadleaved woodland which is a priority habitat within the Worcestershire BAP. This could be adversely affected by any development.

Area 11 – Land to the west of the railway							
		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. The site is also designated Green Belt.

## Area 11 – Land to the west of the railway

		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	0	0	0	Development would result in the loss of greenfield land however in this instance the land is of low landscape sensitivity and therefore is resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

## Area 11 – Land to the west of the railway

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The site is located in flood zone 1 and considered to have a low risk of flooding.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 11 – Land to the west of the railway							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently.  Consideration of potential land contamination when development is

Area 11 – Land to the west of the railway							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Sub-District Rural	Transboundary Effects	Short Term	Long Term	
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						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 11 – Land to the west of the railway

		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District Urban	Rural	Transboundary Effects	Short Term	Long Term	
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	-	0	0	-	-	<p>Whilst the site is opposite a train station all local facilities are beyond a reasonable walking distance meaning that car usage is likely to be high. The overall impact on this objective is likely to be negative.</p> <p>High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.</p>
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	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 11 – Land to the west of the railway							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	0	0	0	0	0	Access to school is poor with the nearest being 1.4km away. Development in this location is unlikely to have a positive

Area 11 – Land to the west of the railway							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	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						impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	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.

We will consider reasonable requests to provide this document in accessible formats such as **large print, Braille, Moon, audio CD or tape or on computer CD**

"Need help with English?" Contact Worcestershire HUB, Bromsgrove 01527 881288

'Potrzebujesz pomocy z angielskim?' Skontaktuj się z Worcestershire HUB, Bromsgrove, tel.: 01527 881288

"İngilizce için yardıma ihtiyacınız var mı?" 01527 881288 numarayı arayıp Worcestershire HUB, Bromsgrove ile irtibata geçin

"ইংরেজির জন্য সাহায্য চাই?" 01527 881288 নম্বরে ইস্টাশায়ার হাব [HUB] ব্রমসগ্রোভ [Bromsgrove]-এ টেলিফোন করুন

"ਅੰਗਰੇਜ਼ੀ ਵਿਚ ਮਦਦ ਚਾਹੁੰਦੇ ਹੋ?" ਵੁਰਸੈਸਟਰਸ਼ਾਇਰ ਹੱਬ [HUB] ਨੂੰ ਬਰੋਮਸਗਰੋ [Bromsgrove] ਵਿਖੇ 01527 881288 'ਤੇ ਟੈਲੀਫੋਨ ਕਰੋ

"انگریزی میں مدد چاہتے ہیں؟" ورسیسٹر شائر ہب [HUB]، برومزگرو [Bromsgrove] میں 01527 881288 پر رابطہ کریں



**Bromsgrove**  
District Council

[www.bromsgrove.gov.uk](http://www.bromsgrove.gov.uk)

● Planning and Regeneration  
**Strategic Planning**

Bromsgrove District Council, The Council House  
Burcot Lane, Bromsgrove, Worcestershire B60 1AA  
Main Switchboard: (01527) 881288

Fax: (01527) 881313

DX: 17279 Bromsgrove

Email: [strategicplanning@bromsgroveandredditch.gov.uk](mailto:strategicplanning@bromsgroveandredditch.gov.uk)