

Bromsgrove District Council
Planning and Regeneration

Sustainability Appraisal of Strategic Site Options



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Bromsgrove
District Council

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Sustainability Appraisal of Strategic Site Options

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1) Introduction

- 1.1 In order to better understand the implications of the Strategic Sites options, a Sustainability Appraisal of each of the broad areas needs to be undertaken. Each of the 7 areas around Bromsgrove Town, as shown in appendix A will be individually assessed against the SA Objectives. The outcomes from each of the 7 areas will be compared against each to identify those which performed best. Further work will then be undertaken to see if the sites within the best performing broad areas perform better against the SA objectives. The assessment will help to determine which areas could deliver the most sustainable form of development for Bromsgrove Town.

2) Area 1: Land East of Bromsgrove

2.1 Site Description

2.2 This area is located to the east of the A38 to the north east of the Town centre and totals some 200ha. This area is bounded by the Alcester Road to east, Bromsgrove Highway and the railway line to the south, Birmingham Road to the west and School Lane to the north. The settlement of Lickey End is located on the northern boundary of the site and the village of Burcot is situated on the eastern boundary.

2.3 Bromsgrove Golf Course is located on a significant portion of the land that is south of Burcot Lane. Further leisure facilities are located on Pikes Pool Lane where there is Adventure Quest which provides outdoor activities and Pikes Pool fisheries.

2.4 Key Strengths

2.5 The strengths of development on this broad area are those that are applicable to any large strategic around the town. These include the ability to deliver affordable housing and the opportunity to design out crime. The site, like any of the other 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could be applied to any of the sites.

2.6 Key Weaknesses

2.7 The site performs poorly against a number of the environmental objectives due to the development being on Greenfield land but this is applicable to all of the sites. However the site also performs poorly against EV1 and EV4 due to the proximity of a SWS, SSSI, the presence of notable species and 3 listed buildings.

- 2.8 The site also conflicts with environmental objective EV6 due to the area of flood risk associated with the Spadesbourne Brook that runs through the site.
- 2.9 The sustainability of the site is also a concern. The A38 acts a barrier to accessing shops and services in the town meaning that people are more likely to use their car. For those without a car there is potential for social exclusion and also health implications as there is not good access to a GP. If more people choose to use their car there could also be negative implications on addressing climate change locally due to a probable increase in CO2 levels.
- 2.10 Development across the whole site would lead to the loss of Bromsgrove Golf Centre. This would reduce access to recreational facilities and there may also be economic implications due to the loss of the conference facilities associated with the golf centre.

2.11 Recommendations for Mitigation

- 2.12 If development is proposed in this location buffer zones could be provided around the SWS, SSSI and the area of flood risk to reduce the potential for harm.
- 2.13 The matters around sustainability and access would be more difficult to resolve and the costs involved may impact upon the viability of any scheme.

3) Area 2: Land adjacent to Finstall

3.1 The broad area is bound by the settlement of Finstall to the north, the A448 to the east, the Birmingham to Worcester Canal to the south and St. Godwalds Road to the west. Bromsgrove rugby club and Finstall Park are located on the land south of Finstall within the area. The remainder of the site consists of a large number of fields of varying shapes and sizes, many of which are actively used for agricultural purposes. The village of Tardebigge is located adjacent to the south east corner of this area.

3.2 Key Strengths

3.3 Many of the strengths of development on this broad area are those that are applicable to any large strategic around the town. These include the ability to deliver affordable housing and the opportunity to design out crime. The site, like any of the other 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could applied to any of the sites.

3.4 In addition there are some positive aspects in terms sustainability and access. The site is close to local facilities in Aston Fields, a school and the train station is also in close proximity.

3.5 Key Weaknesses

3.6 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. However the site also performs poorly against EV4 due to the proximity of a number of listed buildings and the adjacent conservation area. The site contains Traditional Orchards which are a BAP priority habitat and also has the potential for some notable species which would therefore need to be protected. The area

is a mix of medium and high landscape sensitivity and therefore development could cause significant harm to the landscape.

- 3.7 Whilst the site performs well against some sustainability criteria there are still some concerns. The site is over 2km from the town centre and nearest GP is approximately 1.4km away. There is also a concern that development south of the town would encourage increased commuting into Redditch which would not only have a negative impact on Bromsgrove Town Centre but also increase CO2 levels.

3.8 Recommendations for Mitigation

- 3.9 If development is proposed in this location buffer zones could be provided around the traditional orchards to reduce the potential for harm.
- 3.10 Detailed design guidance would need to be provided to protect and enhance the setting of the listed buildings and adjacent Conservation Area.

4) Area 3: Land South East of Bromsgrove

4.1 Site Description

4.2 This area lies to the south east of Bromsgrove Town and comprises of land south of St. Godwalds Road and extends south beyond Lower Gambolds Lane to the Worcester and Birmingham Canal. The area measures approximately 121 hectares. The most northerly parcel of land is designated as an ADR and south of this is Bromsgrove Cricket, Hockey and Tennis Club. While, most of the site is open land, the club has a range of facilities including a club house and second pitch pavilion. The land south and east of the sports club is agricultural pasture land and consists of a number of fields of varying sizes.

4.3 Key Strengths

4.4 Many of the strengths of development on this broad area are those that are applicable to any large strategic around the town. These include the ability to deliver affordable housing and the opportunity to design out crime. The site, like any of the other 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could applied to any of the sites.

4.5 In addition there are some positive aspects in terms of sustainability due to the close proximity of the train station and local schools. The good access to schools may have benefits in terms of educational attainment.

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. However the site also performs poorly

against EV4 due to the proximity of a number of listed buildings and the adjacent conservation area. The area is a mix of medium and high landscape sensitivity and therefore development could cause significant harm to the landscape.

4.8 Whilst the site performs well against some sustainability criteria there are still some concerns. The site is over 2km from the town centre and nearest GP is approximately 1.7km away. In addition development would result in the loss of Bromsgrove Cricket, Hockey and Tennis Club which is an important leisure facility in the district. This would reduce access to leisure facilities for local people and potentially have a negative impact on their health and wellbeing.

4.9 There is also a concern that development south of the town would encourage increased commuting into Redditch which would not only have a negative impact on Bromsgrove Town Centre but also increase CO2 levels.

4.10 Recommendations for Mitigation

4.11 Detailed design guidance would need to be provided to protect and enhance the setting of the listed buildings and the adjacent Conservation Area.

4.12 Efforts could be made to look for an alternative site for the sports club if development was considered appropriate.

5) Area 4: Land South of Bromsgrove

5.1 Site Description

5.2 This area, totalling some 98 hectares, is bounded by the A38 to the north, employment sites to the north east, the railway line to the south east, Stoke Prior to the south and the district boundary to the west. The northern part of the site adjacent to the A38 contains Avoncroft Museum. With the exception of Bromsgrove School, a cricket club, children's play area and a garden centre the remainder of the land is used for agricultural purposes. The land consists of a number of fields of varying shapes and sizes. The River Salwarpe dissects the southern end of the site and flows from east to west towards the Upton Warren Pools SSSI.

5.3 Key Strengths

5.4 Many of the strengths of development on this broad area are those that are applicable to any large strategic around the town. These include the ability to deliver affordable housing and the opportunity to design out crime. The site, like any of the other 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could be applied to any of the sites.

5.5 Key Weaknesses

5.6 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. However the site also performs poorly against EV4 due to the proximity of a number of listed buildings including the 12 listed buildings at Avoncroft Museum. The broad area contains a wide range of notable species and also 3 traditional

orchards which are a BAP priority habitat and therefore the site does not perform well against EV1.

5.7 The River Salwarpe flows through the site and there is an area of flood risk associated with the water course which means that the site would not accord with environmental objective EV6. The river flows into the Upton Warren Pools SSSI that is located to the south west of the site and it is therefore possible that development could have a negative impact upon the SSSI.

5.8 A number of concerns are raised over the sustainability of the site due to the distance from the town centre, health care and education facilities. This could lead to increased travel by car which would potentially increase CO2 levels. The distance to education and health facilities may also have a negative impact in terms educational attainment and also the general health and well being of the population.

5.9 Recommendations for Mitigation

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

5.11 If development is proposed in this location buffer zones could be provided around the traditional orchards to reduce the potential for harm.

6) Area 5: Land South West of Bromsgrove

6.1 Site Description

6.2 This area is bounded by Timberhonger Lane to the north, Whitford Road/Rock Hill/Worcester Road to the east, the boundary of the District to the south and the M5 to the west. The eastern boundary abuts the existing urban area of Bromsgrove Town and this area is located close to the Town Centre. The site slopes away to the south west and provides long views over Worcestershire. Grafton Manor Hotel is located in the heart of the site. The highest point of the site to the north provides views over Bromsgrove Town. The land consists of a number of fields of varying shapes and sizes.

6.3 Key Strengths

6.4 The broad 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 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could also be applied to any of the sites.

6.5 The site has good links to the town centre and Sanders Park, particularly from the northern end of the site. This could encourage travel by sustainable modes of transport. Access to schools is good which may boost educational attainment.

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. However the site also performs poorly

against EV1 due to the wide range of notable species, the BAP priority habitats and the SWS. The Upton Warren Pools SSSI is located adjacent to the southern boundary any surface water run off could potentially flow into the SSSI. The development of the site would impact upon landscape character as the land is mix of medium and high landscape sensitivity.

6.8 Access to health care is a concern and may have a negative impact upon the health and well being of the population.

6.9 Recommendations for Mitigation

6.10 If development is proposed in this location buffer zones could be provided around the BAP priority habitat and the SWS to reduce the potential for harm.

6.11 Efforts could be made to incorporate species protecting habitats and provide enhancements where appropriate.

7) Area 6: Land North West of Bromsgrove

7.1 Site Description

7.2 The site consists of 94.4 hectares of land that is located to the north west of Bromsgrove Town and includes land on both sides on Perryfields Road. The land is situated between existing residential development and the M5 motorway. The site consists mainly of pasture land and is predominantly flat, although the land east of Perryfields Road does dip slightly towards the town. The site also contains Sidemoor First School and Array Fruit Farm. The fruit farm is bounded by large leylandi trees. The Battlefield Brook flows through the northern end of the site.

7.3 Key Strengths

7.4 The broad 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 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could also be applied to any of the sites.

7.5 The site has good links to the town centre, parks, schools and health facilities. This should encourage travel by sustainable modes of transport. The good access to schools and GP surgery could have benefits in terms of educational attainment and the general health and well being of the population.

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. However the site also performs poorly

against EV1 due to the possible impact on notable species. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

7.8 A small area of flood risk is associated with the Battlefield Brook.

7.9 Recommendations for Mitigation

7.10 If development is proposed in this location buffer zones could be provided around the flood zone to reduce any flooding risk.

7.11 Efforts could be made to incorporate species by protecting habitats and providing enhancements where appropriate.

8) Area 7: Land North of Bromsgrove

8.1 Site Description

8.2 The site is located on the northern fringe of Bromsgrove Town and is currently in agricultural use. Norton Farm is approximately 18 hectares in size and is accessed from the Birmingham Road but combined with the hospital site the overall site size is 58 hectares. To the south and east the combined site abuts residential development and the M42 provides the boundary to the north. The site comprises of a number of fields which are separated by mature hedgerows. Boundaries around the site's edges are typically defined by less well established, hawthorn dominated hedgerows and the gardens of existing housing.

8.3 Key Strengths

8.4 The broad 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 6, could follow the waste hierarchy and also include renewable forms of energy generation. By including some employment development there would be economic gains for the town but this could also be applied to any of the sites.

8.5 The site has good links to the town centre, parks, schools and health facilities. This should encourage travel by sustainable modes of transport. The good access to schools and GP surgery could have benefits in terms of educational attainment and the general health and well being of the population.

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. However the site also performs poorly against EV1 due to the possible impact on notable species. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

8.8 Recommendations for Mitigation

- 8.9 Efforts could be made to incorporate species by protecting habitats and enhancements where appropriate.

9) Comparing SA Outcomes

9.1 All of the 7 sites have now been assessed individually with the completed assessment matrices in Appendix 1; 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

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

	++	+	-	--	Total
Area 1	6	15	-18	-24	-21
Area 2	6	24	-6	-24	0
Area 3	6	24	-12	-24	-6
Area 4	6	18	-21	-18	-15
Area 5	6	24	-6	-18	6
Area 6	6	36	-9	-6	27
Area 7	6	36	-3	-12	27

Table 1: Comparing SA outcomes on the 7 broad areas

9.3 The SA has highlighted that 4 of the areas do not achieve an overall positive score and therefore not considered to be sufficiently sustainable to warrant further consideration. 3 areas are likely to have an overall positive impact in terms of sustainability. These areas are located to the west and north of the town. To see if further improvements could be made against the sustainability objectives sites within broad areas 5, 6 and 7 will be tested. Maps of the reduced areas tested are included in appendix C with the completed assessment matrices are attached as appendix D.

9.4 Area 5

9.5 Within this broad area the logical land to assess is the land designated as an ADR adjacent to Whitford Road. This is the most northerly parcel of land within area 5. It totals 24.4 hectares in size and is bounded by Timberhonger Lane to the north, Whitford Road to the east, the M5 motorway the west and a residential estate to the south. The land consists of open fields that are predominantly used for pasture. Topographically, the site consists of part of a semi-circular bowl enclosed by rising ground. To the north and south, the edges of that bowl are formed by prominent development that has taken place at the Hanover International Hotel and Hill Top residential estate respectively.

9.6 Key Strengths

9.7 The assessment of only the Whitford Road site has led to an improvement in the overall sustainability of the site. The site is much closer to medical facilities meaning that there may be improvements in the general health and well being of the local population. The close relationship with town centre and the permeable routes available into the town centre through Sanders Park will encourage travel by sustainable modes and potentially reduce carbon emissions.

9.8 No listed buildings are within or adjacent to the reduced site boundaries and therefore development would no longer have a negative impact upon the historic built environment.

9.9 Key Weaknesses

9.10 The site still has a negative impact on some of the environmental objectives however the level of harm has now been reduced in some cases. There are no longer any Special Wildlife Sites or BAP habitats within the site boundary although there is still the potential for some

protected and notable species. The development of the site would still impact upon landscape character as the land is a mix of medium and landscape sensitivity.

9.11 Recommendations for Mitigation

9.12 Efforts could be made to incorporate species by protecting habitats and provide enhancements where appropriate.

9.13 Conclusion

9.14 Table 2 highlights the significant improvement in scoring achieved by just developing the Whitford Road area which is the most northern part of area 5. As highlighted above this due to the close relationship with the town centre, Sanders Park and health and education facilities and also the reduced levels of environmental constraints within the northern part of area 5.

	++	+	-	--	Total
Area 5	6	24	-6	-18	6
Whitford Road	6	33	-3	-12	24

Table 2: Comparison between Broad Area 5 and Whitford Site

9.15 Area 6

9.16 Broad area 6 performed well against the sustainability objectives however it is perceived that improvements could be made by removing the parcel of land that is located north of the Battlefield Brook. This reduces the overall site area to 74.7 hectares.

9.17 Key Strengths

9.18 The change in site boundary has resulted in no change to the key strengths of the area. However, the removal of the land north of the Battlefield Brook significantly reduces the potential for flooding and therefore objective EV6 can now be assessed as neutral.

9.19 Key Weaknesses

9.20 The reduction in the site area has no material impact against the environmental objectives which the site had previously performed poorly against, with the exception of EV6. However, the majority of these weaknesses apply to the loss of any Greenfield areas around the town.

9.21 Recommendations for Mitigation

9.22 If development is proposed in this location buffer zones could be provided around the flood zone to reduce any flooding risk.

9.23 Efforts could be made to incorporate species by protecting habitats and provide enhancements where appropriate.

9.24 Conclusion

9.25 Table 3 highlights the improvement in scoring achieved by excluding the parcel of land north of the Battlefield Brook. As highlighted above this due to the reduced level of flood risk on the remaining site.

	++	+	-	--	Total
Area 6	6	36	-9	-6	27
Perryfields Road	6	39	-6	-6	30

Table 3: Comparison between Broad Area 6 and Perryfields Road Site

9.26 Area 7

9.27 Broad area 7 performed well against the sustainability objectives however it is perceived that improvements could be made by only assessing the land designated as an ADR. The site within area 7 is known as Norton Farm and measures 12hectares in size and is bounded by residential development on 3 sides. The site is an irregular shape, primarily to contain any development within the ridgeline.

9.28 Key Strengths

9.29 The change in site boundary has resulted in no change to the key strengths of the area. However, the removal of the land associated with Barnsley Hall Hospital and the northern part of Norton Farm reduced the impact on the landscape. The most prominent parts of area 7 now fall outside the area to be developed.

9.30 Key Weaknesses

9.31 The reduction in the site area has no material impact against the environmental objectives which the site had previously performed poorly against, with the exception of EV3. However, the majority of these weaknesses apply to the loss of any Greenfield areas around the town.

9.32 Recommendations for Mitigation

9.33 Efforts could be made to incorporate species by protecting habitats and enhancements where appropriate.

9.34 Conclusion

9.35 Table 4 highlights the improvement in scoring achieved by excluding the land associated with Barnsley Hall Hospital and the northern part of

Norton Farm. As highlighted above this is due to no development occurring on the most prominent areas of landscape.

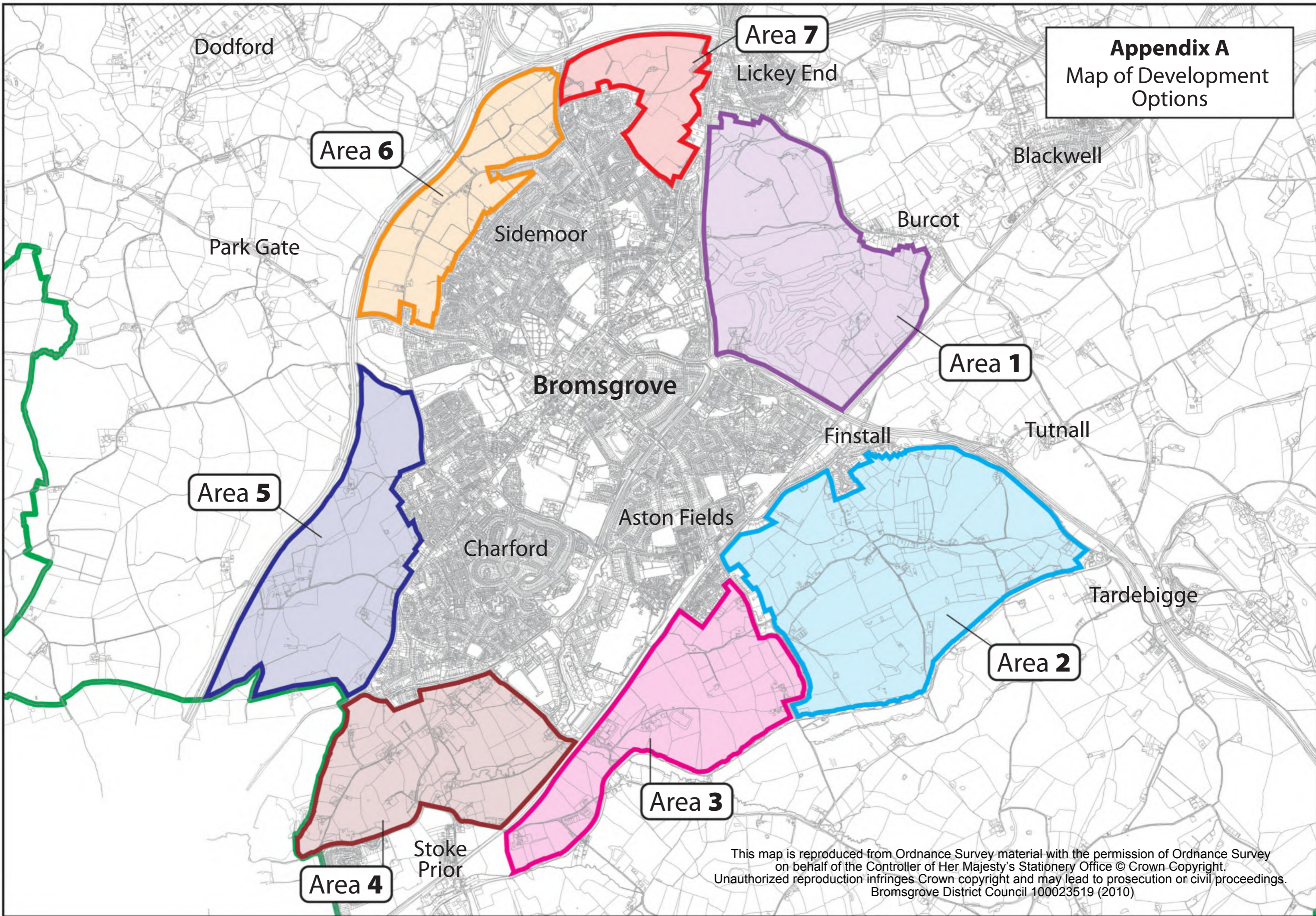
	++	+	-	- -	Total
Area 7	6	36	-3	-12	27
Norton Farm	6	36	-6	-6	30

Table 4: Comparison between Broad Area 6 and Norton Farm

10) Overall Conclusions & Evaluation

- 10.1 7 broad areas around Bromsgrove Town were tested against the SA objectives and only areas 5, 6 and 7 had an overall positive impact. Further assessment was carried out to identify whether improvements could be made. This process has highlighted 3 possible strategic sites that can deliver social, environmental and economic benefits for the town. 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:
- 24.4 hectares of land at Whitford Road;
 - 74.7 hectares of land at Perryfields Road; and
 - 12 hectares of land at Norton Farm, Birmingham Road
- 10.2 It is recommended that further work is undertaken to consider any site specific issues in more detail such as flood risk or transportation. This will help to inform any future allocations policy within the emerging Core Strategy.
- 10.3 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
Map of Development Options



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Appendix B: Sustainability Matrices of the 7 Broad Areas

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	--	0	0	--	--	Whilst the site is only 1.2km from the nearest GP surgery access by any mode other than car would be problematic due to the existing road network. In addition the development of this site would result in the loss of Bromsgrove Golf Club which is an important recreational facility in the town. This loss could have a negative impact on the general health of the local population.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports pitches	--	0	0	--	--	Access into the town centre by any mode other than car is problematic due to the road network and a lack of a legible route. The potential loss of the golf club would have negative

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						impact on access to recreational facilities for local residents.
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) Number of trips made by public transport	-	0	0	-	-	The poor legibility beyond the site boundary and the congested A38 are barriers to encouraging travel by sustainable modes of transport.
SO6 Provision of opportunities for communities to participate	Satisfaction with provision of local authority services for eg Number of	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	complaints						
<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 sites (SWS's)	--	0	0	--	--	The area contains the Burcot Cuttings SSSI and the Burcot Lane Meadow SWS. Both of could be adversely affected by any development. In addition notable and protected such as water voles and badgers are known to occupy the area.

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is a mix of low and medium landscape sensitivity and therefore can accommodate so change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have on the setting of 3 listed buildings.

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The Spadesbourne Brook flows through the northern end of the site and the surrounding area is located within flood zone 2.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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 does not promote travel by sustainable forms therefore increasing CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	-	0	0	-	-	The site does not provide good access to schools and higher education by sustainable modes of transport.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 1 – Land East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	-	-	Access to health care is poor with the nearest GP surgery 1.4km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	0	0	0	0	0	The site has good access to local facilities in Aston Fields but is approximately 2km from the town centre. This is considered to be beyond a reasonable walking distance. Overall the impact is neutral.

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	+	0	0	+	+	The site is located near to Bromsgrove Rail Station and local facilities are available in Aston Fields within walking distance. Although development on the south of the town may encourage commuting to Redditch by car due to its proximity.
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	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.

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	--	0	0	--	--	The site doesn't contain any SWS sites or SSSI's but there are 3 traditional orchards which are a priority BAP habitat. In addition there are notable and protected species in the area including badgers and watervoles.

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land and in this instance the land is a mix of medium and high landscape sensitivity and therefore cannot so easily accommodate change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	--	0	0	--	--	High quality design would be expected on any site however the development in this location could potentially have an impact on the historic environment. There are a number of listed buildings within and adjacent to the site. In addition the

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						Birmingham & Worcester Canal Conservation Area is located adjacent to the boundary of the site and contains a number of listed locks.
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The broad area is entirely within flood zone 1 and development here should not increase the risk of flooding.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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 to the south of the town could encourage increased levels of commuting into Redditch Town Centre for retail purposes and this could increase CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	The site provides good access to schools and higher education facilities.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 2 – Land adjacent to Finstall							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	--	--	Access to health care is poor with the nearest GP surgery 1.7km away. In addition development in this location would also result in the loss of Bromsgrove Cricket, Tennis and Hockey Club which could result in a negative impact on the general health of the local population.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	-	0	0	-	-	The site has good access to local facilities in Aston Fields but is approximately 2km from the town centre. This is considered to be beyond a reasonable walking distance. However, the loss of the sports club would have a negative impact in terms of access to recreational facilities. Overall the site is considered to have a negative impact on access.

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	+	0	0	+	+	The site is located near to Bromsgrove Rail Station and local facilities are available in Aston Fields within walking distance. Although development on the south of the town may encourage commuting to Redditch by car due to its proximity.
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	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.

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	-	0	0	-	-	The site doesn't contain any national or local designations but there are records of protected and notable species in the area including water voles and bats.

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land and in this instance the land is a mix of medium and high landscape sensitivity and therefore cannot so easily accommodate change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	--	0	0	--	--	High quality design would be expected on any site however the development in this location could potentially have an impact on the historic environment. There are 3 listed buildings within and adjacent to the site. In addition the

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						Birmingham & Worcester Canal Conservation Area is located adjacent to the boundary of the site and contains a number of listed locks.
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The River Salwarpe flows through the site and the land surrounding the river falls within flood zone 2.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	-	-	-	Development to the south of the town could encourage increased levels of commuting into Redditch Town Centre for retail purposes and this could increase CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	The site provides good access to schools and higher education facilities.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 3 – Land South East of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	-	-	Access to health care is poor with the nearest GP surgery 2.5km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	-	0	0	-	-	This area is furthest from the town centre in comparison to the other 6 areas (2.5km away).

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	-	0	0	-	-	With the majority of services and facilities beyond a reasonable walking distance it is considered that development in this location encourages travel by car.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in	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.

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	--	0	0	--	--	The site contains 3 traditional orchards which are BAP priority habitats and there are also records of protected and notable species in the area including water voles, bats, badgers and slow worms. Records from WBRC suggest this is the most species rich area around the town. Development could also have an impact on the Upton Warren Pools SSSI that lies south of the site as the River Salwarpe flows the site and into the SSSI.

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land and in this instance the land is a mix of low, medium and high landscape sensitivity and therefore some of the land is more accommodate change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	--	0	0	--	--	High quality design would be expected on any site however the development in this location could potentially have an impact on the historic environment. There are 18 listed buildings within the broad area. 12 of these are within Avon

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						Croft Museum which is an important tourist attraction.
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The River Salwarpe flows through the site and the land surrounding the river falls within flood zone 2.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	-	-	With many service and facilities beyond a reasonable walking distance it is considered that development would encourage car travel which would impact on CO2 levels.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	-	0	0	-	-	The nearest school is 2km away and therefore access is poor.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 4 – Land South of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 5 – Land South West of Bromsgrove							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	-	-	Access to health care is poor with the nearest GP surgery 2.1km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	+	0	0	+	+	The site has good access to the town centre and Sanders Park.

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	0	0	0	0	0	The northern part of the site has clear, permeable routes into the town centre which would encourage travel by sustainable modes of transport. However, on the southern part of the site increased car travel is more likely. Overall the impact is considered to be neutral.
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	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.

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	--	0	0	--	--	The site contains a traditional orchards and an area of lowland meadow which are BAP priority habitats and there are also records of protected and notable species in the area including water voles, bats and badgers. A SWS known as Grafton Manor Pool is also located within the area.

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land and in this instance the land is a mix of medium and high landscape sensitivity and therefore the land is less able to accommodate change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have an impact on the historic environment. As there are 2 listed buildings within the broad area.

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The Battlefield Brook runs adjacent to the northern boundary of the site meaning that less than 0.5% of the site lies within flood zone 2 therefore the impact against this objective is considered to be negligible.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	0	0	0	0	0	With parts of the site more likely to use sustainable modes of the site than others it is considered overall that the impact is neutral.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Access to schools is good which have an impact on educational attainment.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 5 – Land South West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 6– Land North West of Bromsgrove							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	+	+	Access to health care is good with the nearest GP surgery 1.1km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	+	0	0	+	+	A school is located with in the site and and a recreational ground is sited adjacent providing good access to local facilities.

Area 6– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	+	0	0	+	+	The site has good access to a range of facilities including the town centre which is 1.3km away. This should encourage walking and cycling. Buss services are also available on the Stourbridge and Kidderminster Road adjacent to the site.
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	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.

Area 6– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	-	0	0	-	-	The site contains no statutory designations but there are records of protected and notable species in the area including water voles, bats and badgers.

Area 6– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land and in this instance the land is medium landscape sensitivity and therefore the land is able to accommodate some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site therefore no negative impact upon the historic environment.

Area 6– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The Battlefield Brook runs through the site meaning that there is an area of flood risk at the northern end of the site.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Area 6– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	+	+	The sustainable nature of the site provides opportunities to reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 6– Land North West of Bromsgrove							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Access to schools is good which could have an impact on educational attainment.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 6– Land North West of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	+	+	Access to health care is good with the nearest GP surgery 1.3km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	+	0	0	+	+	The site provides good access to the town centre and other local facilities including play areas and schools.

Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	+	0	0	+	+	The site has good access to a range of facilities including the town centre which is within walking distance. This should encourage walking and cycling. Buss services are also available adjacent to the site on the Birmingham Road.
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	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.

Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	-	0	0	-	-	The site contains no statutory designations and records from the WBRC suggests that the area is not as species rich as other parts of the town. There are records of badgers in the area.

Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land and in this instance the land is medium landscape sensitivity and therefore the land is able to accommodate some change. However, some of the land is located on a highly prominent ridgeline meaning the visible impact of development could be significant
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site therefore no negative impact upon the historic environment.

Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

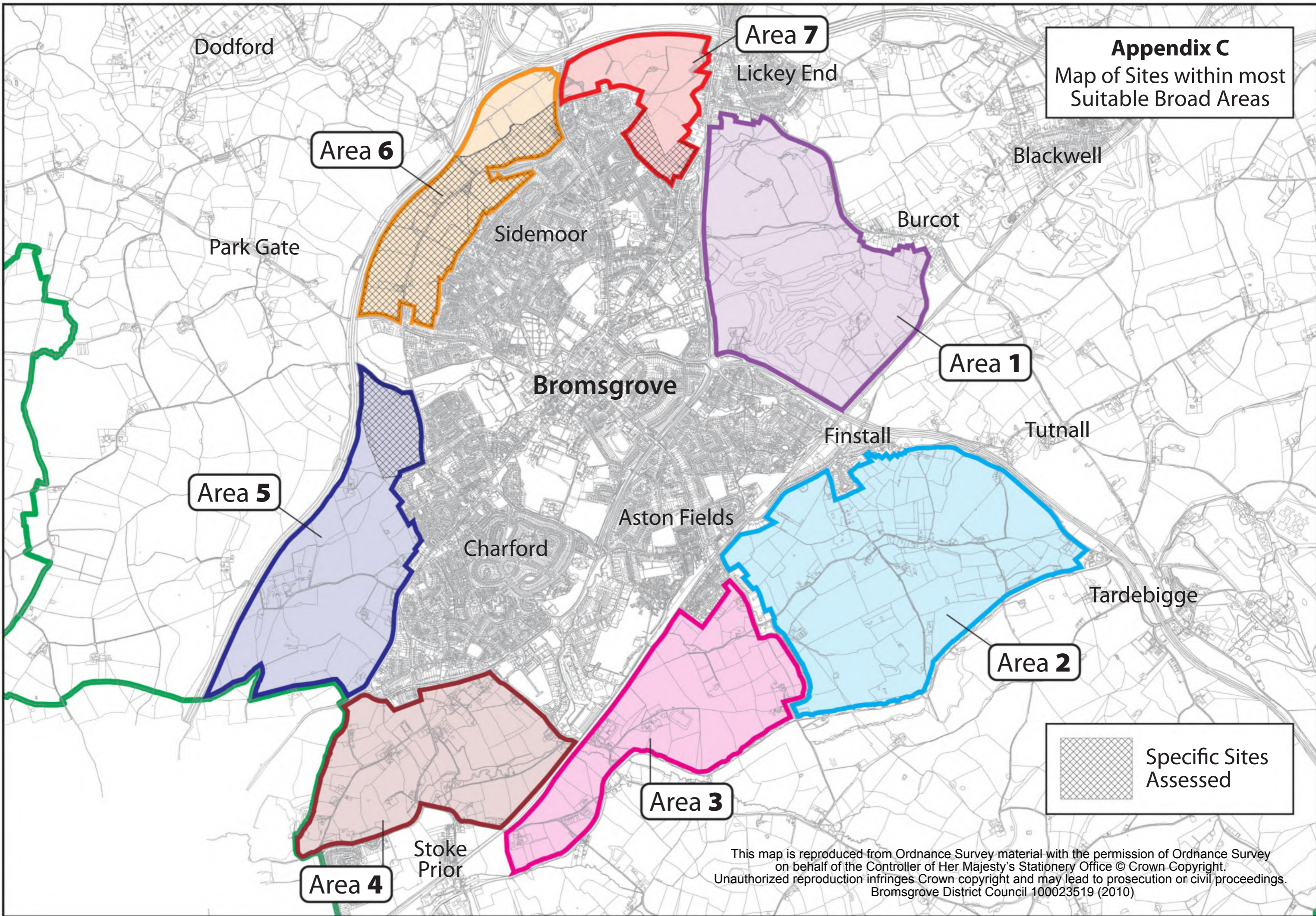
Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	+	+	The sustainable nature of the site provides opportunities to reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Area 7– Land North of Bromsgrove							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Access to schools is good which could have an impact on educational attainment.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Area 7– Land North of Bromsgrove							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Appendix C
Map of Sites within most Suitable Broad Areas



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Appendix D – Assessment Matrices of sites within most sustainable broad areas

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	+	+	Access to health care is currently available within 1.6km of the site although this would be improved further on the completion of the currently under construction Parkside medical facility.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports pitches	+	0	0	+	+	The site has good access to the town centre and Sanders Park.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	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) Number of trips made by public transport	+	0	0	+	+	The northern part of the site has clear, permeable routes into the town centre which would encourage travel by sustainable modes of transport.
SO6 Provision of opportunities for communities to participate	Satisfaction with provision of local authority services for eg Number of	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
and contribute to decisions that affect their neighbourhood and quality of life, encouraging pride and social responsibility in the local community	complaints						
<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 sites (SWS's)	-	0	0	-	-	The site contains no national or local designations although there are records of protected and notable species in the area including water voles, bats and badgers.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	--	0	0	--	--	Development would result in the loss of Greenfield land and in this instance the land is a mix of medium and high landscape sensitivity and therefore the land is less able to accommodate change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	0	0	0	0	0	High quality design would be expected on any development. There are no listed buildings within or adjacent to the site.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The Battlefield Brook runs adjacent to the northern boundary of the site meaning that less than 0.5% of the site lies within flood zone 2 therefore the impact against this objective is considered to be negligible.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	+	+	The site well located close to a full range of facilities to encourage travel by sustainable modes of transport.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Access to schools is good which have an impact on educational attainment.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Within Area 5 – Land at Whitford Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	+	+	Access to health care is good with the nearest GP surgery 1.1km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	+	0	0	+	+	A school is located within the site and a recreational ground is sited adjacent providing good access to local facilities.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	+	0	0	+	+	The site has good access to a range of facilities including the town centre which is 1.3km away. This should encourage walking and cycling. Buss services are also available on the Stourbridge and Kidderminster Road adjacent to the site.
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	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.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	-	0	0	-	-	The site contains no statutory designations but there are records of protected and notable species in the area including water voles, bats and badgers.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land and in this instance the land is medium landscape sensitivity and therefore the land is able to accommodate some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site therefore no negative impact upon the historic environment.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	The area of flood risk is greatly reduced by not developing the land north of the Battlefield Brook. Any impact is no considered to be negligible.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	+	+	The sustainable nature of the site provides opportunities to reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Access to schools is good which could have an impact on educational attainment.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Within Area 6 - Perryfields Road							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
<i>Social Objectives</i>							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All large sites would deliver an element of affordable housing in accordance with PPS3.
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	+	+	Access to health care is good with the nearest GP surgery 1.3km away.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas	+	0	0	+	+	The site provides good access to the town centre and other local facilities including play areas and schools.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	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) Number of trips made by public transport	+	0	0	+	+	The site has good access to a range of facilities including the town centre which is within walking distance. This should encourage walking and cycling. Buss services are also available adjacent to the site on the Birmingham Road.
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	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.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
<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 sites (SWS's)	-	0	0	-	-	The site contains no statutory designations and records from the WBRC suggest that the area is not as species rich as other parts of the town. There are records of badgers in the area.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	--	0	0	--	--	Development on any of the areas will result in a significant loss of greenfield land.
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land and in this instance the land is medium landscape sensitivity and therefore the land is able to accommodate some change. The removal of the highly prominent land from the development area significant reduces the visual impact of development on Greenfield land.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high	Total number of listed buildings Total number of	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site therefore no negative impact upon the historic environment.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality built environment in new development proposals.	Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings						
EV5 Manage waste in accordance with the waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste disposal to landfill % of waste recycled per annum Household waste collection per annum	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy	CO2 emissions per sector	+	0	0	+	+	All sites can promote the use of zero or low carbon energy

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
efficiency and energy generated from renewable energy and low carbon sources	Number of new developments with energy efficient design Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						generation technologies.
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 fairly good or better biological and chemical water quality % of contaminated land in	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.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	District No of AQMA's in District						
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	+	+	The sustainable nature of the site provides opportunities to reduce CO2 emissions.
<i>Economic Objectives</i>							
EC1 Develop a knowledge driven economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications	+	0	0	+	+	Strategic sites will contain an element of employment development within the policy which will benefit the local economy.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% 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	+	+	An element of employment development is included within the policy which will benefit the local economy and create jobs.
EC3 Raise the skills levels and qualifications of workforce	Proportion of population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation	+	0	0	+	+	Access to schools is good which could have an impact on educational attainment.
EC4 Sustainable use and	Reduction to energy use of	+	0	0	+	+	The use recycled materials on all sites could be encouraged.

Within Area 7– Norton Farm							
SA Objectives	Key Indicators / Targets (Where Appropriate)	Spatial Scale			Temporal Scale		Commentary
		Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
development of material assets	council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees						



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**Bromsgrove
District Council**

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