Longbridge
area action plan

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Birmingham City Council and Bromsgrove District Council Local Development Frameworks

Birmingham City Council

Bromsgrove District Council

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Foreword

Longbridge – a new chapter

It has been claimed that the Longbridge Works were both physically and emotionally the true heart of Britain's motor industry. From its inception as a car factory in 1905, the site has dominated the working and social life of the area for the last 100 years (1).

Longbridge workers helped pioneer mass car manufacturing in the UK producing one of the first cars during the 1920's (Austin Seven) to make motoring truly affordable for the middle classes and, of course, several classic icons of British design, including the Mini of which over 3 million rolled off the production line at Longbridge. Employing 21,000 people at the beginning of the 1960s (and peaking at 32,000 during both world wars), Longbridge was once one of the largest manufacturing plants in the world.

At the closure of MG Rover on 8 April 2005, the works employed 6500 highly skilled men and women resourcing an estimated supply chain employing 27,000 people, sourcing from over 500 suppliers worldwide and spending an annual material budget of £1.2 billion. The loss almost overnight of the Longbridge Works was a devastating blow for local people and the West Midland's economy. In the aftermath of the closure, the MG Rover Task Force was set up and allocated a £170m support package targeted at former MG Rover employees, suppliers and dealers and the wider community. The Task Force (a strong partnership of key organisations including Advantage West Midlands, Birmingham City Council, LSC, Job Centre Plus, GOWM, DTI, trades union, local MPs and a number of community groups and other organisations) was successful in minimising the impacts on the local community and regional economy and was commended by central government for its response.

The economy of the West Midlands has always been a product of innovation, enterprise, hard work and intuition. For some it's a place for 'acting upon imagination, realising possibilities and bringing into being expectations . . . a place of hopers and doers' (2). For others it's now a growing dynamic and diverse place, positioned at the centre of the global economic stage driving forward investment and international business.

This plan is the start of a new chapter in the history of Longbridge. It aims to not only deliver tomorrow's jobs today, through a major new high technology focused Regional Investment Site, but also to break new ground in helping Birmingham prepare for climate change. This means creating sustainable high quality built environments, well-designed open spaces and green corridors and taking a leading edge approach to creating mixed-use places, diverse communities and carbon neutral developments.

It is fair to say that this plan would not have been possible without the active involvement, interest and passion of a wide range of local people and organisations who together have made a real difference to the future of Longbridge. We hope this Area Action Plan fully delivers their joint aspirations and vision.

1. 'Making Cars at Longbridge - 100 Years in the Life of a Factory' - Gillian Bardsley and Colin Corke, 2006

2. 'We Ain't Going Away - The Battle for Longbridge' - Carl Chinn and Stephen Dyson, 2000.

Part A

Longbridge - an introduction

Make local people proud to say, "I live in Longbridge".

1.0 The sudden closure of the MG Rover plant at Longbridge in April 2005 had a major impact on the local and regional economy and on the communities in South Birmingham and North Bromsgrove. This Area Action Plan has been prepared to secure the comprehensive regeneration of the area. It sets out a series of proposals through which it is intended to create a highly sustainable and accessible new community offering jobs, homes and a new local centre as well as opportunities for recreation and leisure.

1.1 Our shared aim has been to develop an imaginative and deliverable AAP with strong support and involvement from key stakeholders and the local community. Birmingham City Council and Bromsgrove District Council have jointly prepared the Submission AAP with input from other partners including Worcestershire County Council, Advantage West Midlands and St. Modwen Properties PLC (the principal landowner). The approach to developing the AAP has been very much in the spirit of partnership, which will be carried forward through to the implementation and delivery of the plan.

1.2 The AAP is a Development Plan Document (DPD) that forms part of both Birmingham and Bromsgrove's Local Development Frameworks. The relationship of the AAP to other plans and strategies including Regional Spatial Strategy, the Birmingham Unitary Development Plan and Bromsgrove District Local Plan is explained in Appendix 1.

1.3 The AAP has also been developed with a strong focus upon spatial planning. This has involved going beyond the traditional boundaries of land use planning to pull together proposals which draw from a number of policy areas to support sustainable development. It also means that the plan, its proposals and impact need to be considered in light of not only the immediate area but also the wider communities and infrastructure of South Birmingham and North Bromsgrove.

1.4 The AAP in its entirety consists of text, plans, appendices, as well as referenced baseline and technical material. It is both a policy and implementation tool, which includes information on development phasing, delivery organisations and funding opportunities. Once adopted the plan will cover the period 2008-2023.

The Challenge and Opportunity

1.5 The regeneration challenge of Longbridge is simply immense:

- The biggest regeneration scheme in the West Midlands and one of the largest in England.
- Over 140 hectares/350 acres of development land.
- A major role in supporting and restructuring the West Midland's economy through securing technology based businesses linked to the Central Technology Belt (CTB) and traditional employment.
- A total jobs target of 10,000 for the whole development across a wide range of sectors.
- Contributing to Birmingham's growth agenda by providing quality new housing.
- A requirement for the very best in sustainable development with communities, buildings, green spaces and transport systems that have a strong focus upon minimising carbon footprints and addressing the challenges of climate change.
- Assisting the delivery of both Birmingham and Bromsgrove's Community Strategies including priorities focusing upon quality place-making, economic competitiveness, sustainable communities and developing the knowledge economy.
- Meeting and addressing local population needs and aspirations for facilities and services as well as training opportunities and jobs.
- Creating distinctive, interesting and well designed places with excellent public open spaces.
- Addressing specific physical, engineering and accessibility challenges of the site including the reopening of two major river corridors, and the provision of strategic transport infrastructure including a new park and ride facility and improved public transport access to Frankley.

Location

1.6 The Longbridge AAP area straddles the boundary between Birmingham and Bromsgrove. Extending over 195 ha it includes the former MG Rover plant, Cofton Park, the Austin Sports and Social Club and its playing fields as well as several other smaller sites. The total AAP Plan area is outlined in Plan 1. Although the majority of the former MG Rover site is now vacant, Nanjing Automotive Corporation occupy part of the site and in June 2007 the first phase of the Technology Park opened.

1.7 The River Rea traverses the AAP area, parts of which are designated as a Site of Local Importance for Nature Conservation and part of the Millennium Cycle Route. The river is also a key wildlife corridor and forms part of Birmingham's strategic open space network. The River Arrow also crosses part of the southern section of the AAP area.

1.8 The A38 Bristol Road South runs through the AAP area and is one of Birmingham's principal arterial and key strategic highway routes, linking the city centre (7 miles to the north) to Junction 4 of the M5 (4 miles to the south west). Several main bus routes and Longbridge rail station also serve the area.
The rail line forms part of the main Midlands-South West line, and is an important cross-city commuter route.

1.9 The Longbridge AAP area is also situated within the A38 Central Technology Belt (CTB), which stretches from Malvern in the South to Aston University within the City Centre in the North. The overall aim of the CTB is to foster the development of high technology and high growth businesses.

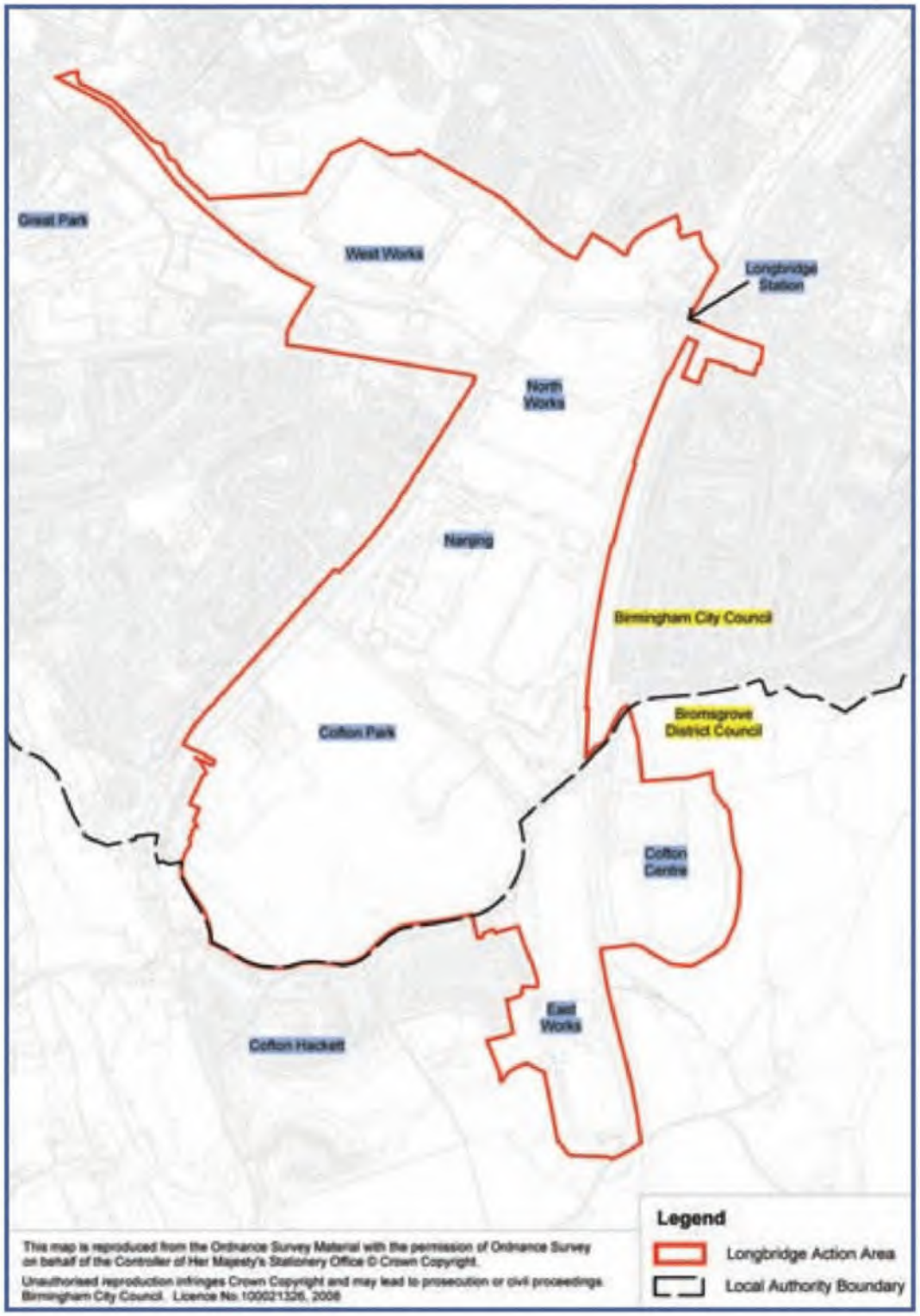
1.10 Within the wider South Birmingham area, Longbridge forms part of a portfolio of high profile major regeneration sites, which includes, the re-development of Frankley and Northfield centres, the large-scale transformation of the Egg Hill housing estate, and the development of a major new mixed-use development around Selly Oak Centre, including Europe's largest new hospital by the University Hospital Trust.

1.11 The AAP area is located within a highly attractive edge of city location bordered with countryside towards the south and the nearby Lickey Hills. The area immediately to the north and west of the site is predominately residential, but also includes significant areas of open space (see Plan 2: Context Plan).

1.12 An analysis of population and neighbourhood statistics, together with feedback raised during consultation, shows that the area around the AAP site faces a number of significant skills, economic, crime, health and local service issues which need to be addressed or considered in drawing up the AAP:

- The area has a higher proportion of people in semi-skilled, unskilled, unemployed and on state benefit categories than national averages. The claimant count rate for the immediate Longbridge area as well as the wider area has historically been greater than the national average. Indeed, some of the most employment-deprived communities in England are located within the wider Longbridge catchment area.
- Nearly one third of the economically active population in the immediate catchment of Longbridge have no formal qualification. This is almost three times higher than the national average.
- In common with other parts of the West Midlands, the economic base of the area is continuing to change, with manufacturing in particular declining faster than the national average.
- Crime and disorder statistics are relatively higher in most parts of the Longbridge area than national averages.
- There are also particular health issues in the area associated with low life expectancy as well as higher than average rates of teenage conception, overall mortality, and death through circulatory disease.
- Local people also raised concerns about the quality and range of local services in the area including shops and some community facilities.

Plan 1
Longbridge AAP Plan Area



Plan 2
Context Plan

Spatial Strategy

1.13 The size of the development opportunity at Longbridge and the role it has to play in helping address strategic and regional needs is significant.
The proposals, therefore, have been drawn up and considered within a wider spatial context than the immediate area.
The Regional Spatial Strategy (RSS), Regional Economic Strategy (RES) and Local Transport Plans provided solid policy foundations.

1.14 In seeking the comprehensive redevelopment and regeneration of Longbridge our driving ambition has been to address the Government's overriding planning goal (set out in Planning Policy Statement 1 - PPS1) of delivering sustainable development and addressing climate change. The overall strategy focuses upon delivering a mixed-use employment led self-sufficient community in which the need to travel has been minimised.

1.15 Although not on the scale of the Government's Eco Towns, the AAP does share the same higher sustainability standards and values to create an urban eco-centre delivering 10,000 jobs, a minimum of 1450 new houses, new education facilities, retailing, leisure, community and recreation uses all underpinned by quality public transport facilities and infrastructure.

1.16 Other key spatial drivers behind the plan include the important need to create new job opportunities, attract financial investment and help diversify the local and regional economy. The plan seeks to support the growth and development of the A38 Central Technology Corridor (a regional designation that seeks to capture inward investment in the higher technology business and innovation sectors), through the identification of a Regional Investment Site (RIS) of 25 ha. This site provides a considerable opportunity to attract a range of high value jobs and scope to contribute to improving graduate retention rates.

1.17 The AAP also supports other aims of the RES including improving the quality of and access to training and educational opportunities and the provision of a wide range of accessible employment opportunities. Businesses at Longbridge will also benefit from regionally delivered skills programmes and the regional business brokerage service to enable them to improve their performance by developing their leadership and management capacity and developing their business processes and effectiveness.

1.18 With regard to housing demand, the AAP can make a significant contribution to help meet RSS housing targets, particularly on brownfield land; as well as addressing the emerging City Region aim of delivering real population and housing growth. The AAP seeks to deliver a minimum of 1450 new dwellings, 35% of which will meet the Government's affordability criteria.

1.19 In relation to regional transport needs, the AAP proposes an ambitious set of improvements to the public transport 'offer' for both bus and rail including enhanced facilities and better connected and more frequent services. The AAP also allocates a site for a Strategic Park and Ride facility serving the Birmingham to Redditch rail corridor, as well as a new high quality bus corridor to improve accessibility to and from Frankley.

1.20 Another key aspect of the Spatial Strategy ensures that the proposed development sits within and has good connectivity to neighbouring areas.
The opening up of the River Rea and River Arrow presents the opportunity to create 'green corridors' through the development establishing new walkways, cycle ways, parks and open spaces which allow easy movement throughout the area. Both river corridors will be designed to minimise and manage flood risk, as well as contribute towards sustainable drainage and maximise the opportunity for ecology and habitat creation.

1.21 A final essential component of the Spatial Strategy is centred upon creating a real heart and focus for the new development. This is one of the overriding wishes of the local community. This will be done through the creation of a local centre which will provide a major new educational facility, a range of new retail outlets, a mix of commercial, leisure, cultural and community uses and a new public transport interchange. Not only will this help the overall development to provide for its own needs and help support self sufficiency, it will also provide for the needs of a wider catchment thereby offering improved choice.

1.22 The above Spatial Strategy should enable Longbridge to become a prime location for investment attractive to international, national and regional investors as well as a place that provides for the needs of local people, businesses and visitors. It will require a 15-year regeneration programme at an estimated development cost of over £700 million and the joint working of landowners, the local councils, Regional Development Agency, CTB, the local community and other key stakeholders to achieve this ambitious but deliverable strategy.

How the AAP has been prepared

1.23 The AAP is the result of wide-ranging public participation with local residents, community organisations and other stakeholders. This has helped create a high degree of consensus on the final strategy adopted.

1.24 The preparation of the AAP commenced in April 2006 with extensive consultation to find out which issues local people would like to see addressed and what options for development they would like to be considered. Following this stage, in October 2006, consultation took place on the draft vision and objectives for the AAP and four alternative spatial options for development. These options were:

- **Option One:** Employment Led Development
- **Option Two:** Mixed-use Employment Led Development
- **Option Three:** Mixed Use Town Centre Led Development
- **Option Four:** Mixed Use Residential Led Development

1.25 Overall consultation revealed that Options Two and Three (together with variations of them) were the most popular. This led to the development of the Preferred Option for Longbridge, which was based upon a modification of Option 2 (mixed-use employment led) but incorporating more housing and retailing than originally proposed. The Longbridge Area Action Plan Preferred Options Report was published for consultation in February 2007. This Preferred Option has now been worked up into a detailed set of proposals and these are set out in this Submission Document.

1.26 Throughout this process the aim has been to reach as many people as possible and ensure that they have a real opportunity to comment and influence the proposals in the emerging AAP. Community consultation has strongly influenced significant sections of the plan and a number of key proposals. These include for example:

- The opening-up of the River Rea and River Arrow through significant sections of the AAP area.
- A range of initiatives to improve Cofton Park.
- The provision of a new urban park and open space proposals within the local centre and West Works.
- The establishment and location of 'The Austin' heritage building within the new local centre.
- A key focus upon local employment, skills development and business development.

1.27 During the course of the AAP's development over 25,000 residents, businesses and other stakeholders have been informed of the plan and a wide variety of community engagement techniques used to ensure that as many people and organisations as possible could make their views known. A conscious attempt has also been made to gather the views of people who might normally feel excluded or do not normally get involved in these types of consultation exercises.

1.28 The methods used during the consultation phases have included a telephone survey, newsletters, telephone help line, website, exhibitions, public meetings, the Longbridge Future Forum (a dedicated Focus Group of representative local people set up to explore options and issues in detail) and an Equalities Impact Needs Assessment Group. Details of these consultation approaches are set out in the Pre-submission Consultation Statement, which accompanies this submission document.

1.29 An independent Sustainability Appraisal has also been prepared in order to ensure the AAP contributes to sustainable development. This appraisal also meets the requirements of the SEA Directive. A Scoping Report was issued for consultation in May 2006 and a draft SA was issued for consultation in February 2007 at the same time as the Preferred Options report. The final SA accompanies this Submission Document.

1.30 This document is also accompanied with a suite of baseline and technical studies, which provide a robust evidence base for the AAP. These are listed in Appendix 2. This submission document together with a full portfolio of supporting papers including the appraisals and reports detailed above are available on the following web sites:

www.birmingham.gov.uk/longbridgeaap

www.bromsgrove.gov.uk/longbridge

www.future4longbridge.co.uk

Part B

Vision, Themes and Objectives – Delivering the Transformation of Longbridge

"The area feels depressed since losing the Rover plant. With generations of my family working there, we were proud of it. We need to build an area to be proud of"
(Former car worker)

"We need jobs to offer a future for the area . . . prospects and training for the younger generation are desperately needed"
(Local resident)

"Ensure there are high quality facilities to give the local population something to do as well as attracting outside business and thus raising the economy of the area, whilst preserving the historic beauty of the environment"
(Local resident)

Vision

2.0 The Longbridge car plant was once the heart of a vibrant community employing up to 21,000 skilled men and women in the 1960s. It is clear from the range of comments and depth of feeling expressed by local people that many would like Longbridge to once again form the heart of the local community.

2.1 This community aspiration is captured in the shared vision for Longbridge:

2.2 'Longbridge will undergo major transformational change redeveloping the former car plant and surrounding area into an exemplar sustainable, employment led mixed use development for the benefit of the local community, Birmingham, Bromsgrove, the region and beyond. It will deliver new jobs, houses, community, leisure and educational facilities as well as providing an identifiable and accessible new heart for the area.
All development will embody the principles of sustainability, sustainable communities and inclusiveness. At the heart of the vision is a commitment to high quality design that can create a real sense of place with a strong identity and distinctive character. All of this will make it a place where people will want to live, work, visit and invest and which provides a secure and positive future for local people'.

2.3 Following extensive consultation on this vision and how best to achieve it, five integrated transformational themes and 14 detailed objectives have emerged.

Transformational Themes

2.4 The transformational vision for Longbridge is underpinned by five themes:

1. Sustainable Development - the creation of an urban eco-centre with buildings built to excellent sustainability standards, accessible good quality public transport, green spaces and corridors and strong inclusive communities.

2. High Quality Places for All - the development of interesting, exciting and stimulating buildings and public spaces, which make the most of natural features and are well connected to surrounding areas.

3. Economic Transformation - the development of a range of employment opportunities across the site including protecting existing employment and establishing a Regional Investment Site (RIS), which is attractive to high profile regional, national and international investors, and has a major role to play in attracting high technology businesses.

4. A New Heart for Longbridge - the development of a new mixed use local centre in which people want to live, work and invest.

5. Homes for the Future - the creation of well designed sustainable homes and neighbourhoods, which cater for a wide range of households.

Theme 1: Sustainable Development

2.5 Objective 1: To establish sustainable communities, which embody the principles of sustainable development and meet current and future social, economic and environmental needs in a balanced and integrated way.

2.6 The creation of sustainable communities is at the heart of national, regional and local policy making (Planning Policy Statement 1-Delivering Sustainable Development; Regional Spatial Strategy for the West Midlands RSS11 and Birmingham, Worcestershire and Bromsgrove's Community Strategies). Sustainable development is about ensuring that communities support and develop certain positive sustainability values and priorities, which people perpetuate for the benefit of future generations. This is about social, economic and physical sustainability and the creation of places where people want to live and work with the right balance and mix of uses, an attractive package of amenities and services, networks of attractive green spaces and good quality public transport. It is also about ensuring accessible local employment and business opportunities and the development of places that are well designed, safe and secure, with tolerance, respect and a sense of community identity and belonging, helping to deliver Birmingham and Bromsgrove's commitment to a low carbon economy. This objective is at the heart of all the AAP proposals.

2.7 Objective 2: To be at the forefront of sustainable development with commercial buildings, community facilities and housing which showcase excellence in all aspects of environmental sustainability. A key aim is to achieve carbon neutral standards within the lifespan of the scheme.

2.8 This objective addresses key requirements of the Regional Spatial Strategy, Birmingham's Climate Change Strategy and various Community Strategies. It seeks to ensure that development meets the highest possible sustainability standards and in particular that:

- Development mitigates and adapts to climate change by ensuring buildings use less energy, release less carbon and integrate localised energy solutions.
- Buildings and their surrounds are adaptable to changing environmental conditions.
- Buildings are flexibly designed and adaptable to a variety of uses.
- Waste is minimised, with provision of integrated waste management and recycling facilities.
- Sustainable materials and construction techniques are used.

Image: St Modwen

2.9 Objective 3: To establish a rich tapestry of quality connected open spaces, and river corridors across the Longbridge development, which provide for visual amenity, recreational use, nature conservation and address flood risk requirements across the plan area, and to protect and enhance the historic environment.

2.10 Quality open spaces can contribute towards enhancing the natural and built environment and overall attractiveness of an area. This objective recognises the opportunity to open up the River Rea and River Arrow through the AAP area, address flooding issues and help conserve assets. It also recognises the need to enhance existing open spaces and provide new spaces, which make the most of natural features, contain a high degree of nature conservation value and are well connected to surrounding areas. This objective also seeks to increase, protect and enhance the existing ecological and landscape assets within and around the AAP area as well as recognise the historic and archaeological value of features within and near the site.

2.11 This objective stems from the requirements of the Birmingham Unitary Development Plan, Bromsgrove District Local Plan, the Sustainable Management of Urban Rivers and Floodplains SPD and the requirements of PPS25 (Development and Flood Risk). It is also clear from public consultation on the draft AAP that an improved environment and the opening up of the River Rea and River Arrow are key priorities.

2.12 Objective 4: To implement an integrated and sustainable transport infrastructure strategy for Longbridge, which secures appropriate investment in key public transport improvements and road infrastructure and supports the effective management of sustainable travel patterns across the site.

2.13 This objective recognises the need for the AAP to address the key strategic proposals for improved public transport infrastructure set out in the UDP and LTPs including a Strategic Park and Ride facility and improved connectivity of the site with Birmingham City Centre and Frankley. Longbridge is also an exciting opportunity to create a community which champions healthy living by avoiding unnecessary car use and provides good quality alternatives. The AAP sets ambitious targets to achieve a significantly higher proportion of journeys on foot, by cycle and by public transport and to support this it proposes excellent infrastructure to encourage walking and cycling as well as ease of access to a high quality network of public transport to and throughout the site.

2.14 Objective 5: To implement a comprehensive programme of management for the development including a local centre management programme, as well as the effective management of open spaces, and the public realm.

2.15 This objective recognises the role of town or local centre management in supporting the development and ensuring economic sustainability of Longbridge Centre as a destination for shopping and leisure. Local centre management also recognises the shared partnership responsibility of maintaining the economic vitality and sustainability of the area.

2.16 This objective also recognises the need for the management of the development as a whole including public open spaces, the public realm and other facilities open to the public within the development to ensure that they remain attractive, safe, secure and well maintained.

Theme 2: High Quality Places for All

2.17 Objective 6: To achieve excellence in design through the creation of high quality developments and design that helps create a real sense of place with buildings, streets, spaces, features and facilities of which people are justifiably proud.

2.18 This objective stems from the requirements in Birmingham UDP and Community Strategy. It was also a key finding of the consultation. Local people wanted to see new development and investment, which created a sense of pride in the area.

2.19 Good design with an emphasis on place-making has measurable value and benefits. Places that are safe, attractive, comfortable, distinctive, stimulating and varied attract people and investment into an area. Mixed-use developments have the potential to reduce opportunities for crime and vandalism and meet a variety of demands from the widest possible range of users and social groups. Attractive and safe open spaces encourage leisure activities and contribute to healthy lifestyles. Developments that have a good quality network of streets and that have good physical connections with surrounding areas encourage walking, cycling and improved access to public transport. Place-making is therefore central to the vision for Longbridge. The AAP proposes the application of fresh thinking on design and creative approaches to the built form, public open spaces, landscaping, natural features and movement options.

Theme 3: Economic Transformation

2.20 Objective 7: To support the continued development of Longbridge as a regional investment location for industry and employment, securing economic diversification and business growth, providing 10,000 jobs, protecting existing employment and providing a long-term sustainable job environment.

2.21 This objective supports the policy in the RSS, UDP and Regional Economic Strategy of securing diversification in the region's economy, maintaining employment land and supporting the A38 High Technology Corridor. The creation of employment opportunities and the target of 10,000 jobs were also strongly supported during the public consultation on the plan.

2.22 The Longbridge site is critical to the success of the city's and region's economic growth and investment agenda. There is a need for a rich variety of employment opportunities within the AAP area and across many sectors, including high technology, finance, professional services, retailing, education and leisure to help diversify the local economy. There is also a need to protect and promote existing industrial operations (e.g. Nanjing and the Cofton Centre). The economic potential of micro and home-based businesses to the economy of the West Midlands should also be recognised.

2.23 Objective 8: To support the protection of land for general industrial uses including the Nanjing Automotive Corporation site and the Cofton Centre.

2.24 Nanjing Automotive Corporation (NAC) has a long lease on a 44 hectare site and has resumed production of the MG TF sports car (3).

2.25 During consultation on the emerging AAP the Corporation said it is keen to make full use of the prominent research and development and specialised automotive skills to be found in the West Midlands Region, as well as being part of the wider revitalised Longbridge community. NAC is keen to ensure the continued use of the site for car assembly and manufacturing and that uses adjoining their boundary are compatible with their operations. NAC does however recognise that land may become surplus to their requirements during the early stages of the AAP.

2.26 Objective 9: The development of a 25 hectare Regional Investment Site (RIS) which is attractive to high profile regional, national and international investors as well as a major location for high technology businesses.

2.27 This objective is in line with the West Midlands Economic Strategy (WMES) Objectives 2.1 (Birmingham Competing as a Global City) and 2.3 (Sustainable Management and Utilisation of Land and Property Assets) as well as policy in the Regional Spatial Strategy to provide a RIS in the A38 High Technology Corridor. The RIS has a major medium and long-term role to play in the restructuring of the West Midlands economy, helping create a more flexible and competitive economy and employing higher skilled and paid people.

2.28 Longbridge presents a unique opportunity in the West Midlands for a high quality RIS development in a sustainable location within an urban area close to public transport (rail and bus) and with easy access to a large potential workforce and a wide range of shops and services in the form of a new local centre.

2.29 Objective 10: To ensure that employment opportunities are accessible to all and assist in securing the provision of employment and training opportunities for local residents, with no investment being lost for the lack of suitably qualified and skilled people.

3. In January 2009 Nanjing Automotive Corporation MG Ltd changed its name to MG Motor UK Ltd.

2.30 In parts of Birmingham and Bromsgrove, people face barriers to employment, such as limited childcare, low skills or lack of work experience. Local employers have reported various skills gaps, which can have a detrimental impact on businesses including higher costs or more limited output and growth.

2.31 It was also clear from consultation with the local community that re-skilling, training and linking suitably skilled local people to job opportunities were important priorities. It is therefore important that a range of measures is put in place to enable local people to successfully compete for new employment opportunities at Longbridge. At a strategic level, this objective is also supported through a number of WMES Strategic Objectives, including 3.3 (Driving up Ambition and Aspiration), 3.4 (Skills for Employment & Enterprise) and 1.6 (Stimulating Employer Investment in Skills & Training).

2.32 Objective 11: To support a local culture of enterprise, entrepreneurial activity, innovation and sustainable business growth and development.

2.33 Small business and enterprise activity are often viable and sustainable routes out of unemployment and underemployment. Local small businesses and self-employed people support wealth creation and help retain wealth within an area. An accessible business advice service, premises for start-ups and small businesses and a viable trading environment are important factors in helping small firms.

2.34 The Longbridge development has already made a positive step in supporting young and new technology-based businesses through the development of an Innovation Centre but there is a need for further measures to develop and support local enterprise, including affordable, flexible business space. This business objective is also supported through the WMES Strategic Objectives 1.3 (Creating Economically Sustainable New Businesses) and 1.8 (Stimulating Innovation, Creativity and Knowledge Generation).

Image: St Modwen

Theme 4: A New Heart for Longbridge

2.35 Objective 12: To create a sustainable mixed-use centre for Longbridge, which meets local needs by providing a range of quality retail, commercial, leisure, education and residential uses and establishes a distinctive sense of place and heart for the community.

2.36 The consultation with the local community showed that the establishment of a new local centre at Longbridge is a critical step in breathing new life back into the area. This centre is also a rare opportunity to build on the best of the past in terms of community, culture, heritage and enterprise. This Objective is also supported through various strategic objectives in the WMES including 2.5 (Developing Sustainable Communities) and 2.6 (Regenerating our Most Deprived Communities).

2.37 Developing flourishing neighbourhoods where local people have easy access to shops and services is a key strand of the Birmingham, Worcestershire and Bromsgrove Community Strategies. There is a need to meet a gap in retail provision in the Longbridge area and serve new employment sites including the RIS.

2.38 A new local centre could provide a wide range of uses and a real focal point for living, shopping and access to local services and facilities in a sustainable way. Of particular importance are:

- A new educational facility that can act as an accessible place of learning.
- High quality retail facilities, with a rich diversity of shopping opportunities for local people, and
- A balanced mix of other uses and a quality environment for living, working and visiting. Considerable community interest has been expressed in marking the history and heritage of the area through a new multi-purpose civic building, which celebrates the enterprise, people and history of the Longbridge plant, but also makes the most of creating new contemporary spaces for community use, health outreach services, and local events.

Theme 5: Homes for the Future

2.39 Objective 13: To deliver a minimum of 1,450 new dwellings to help meet existing and future housing needs and to create a sustainable mixed-use community.

2.40 In terms of housing, although a significant proportion of the Longbridge site falls within Bromsgrove District, the whole site is viewed as functionally part of the Regional Spatial Strategy's major urban area and Birmingham City. One of the key visions for Birmingham is the continued development of a growing global city. The Regional Spatial Strategy also sets out targets for population growth. This population increase will also be matched with increased investment and new economic opportunities. The Longbridge site presents a significant opportunity to contribute towards this economic and population vision.

2.41 The AAP area has the potential to provide a minimum of 1450 units on a variety of sites each with significant potential to develop real communities and places of distinction. This means paying particular attention to pedestrian, cycle and public transport; to high quality sustainable building design, open space, and integrated community facilities and infrastructure (including health, educational and leisure facilities).

2.42 Objective 14: New homes will provide a mix of type, size and tenure including affordable housing, high-density layout appropriate to the location of the site and be designed to highest standards. The aim is to achieve carbon neutral standards within the lifespan of the scheme, and where appropriate, to achieve lifetime homes standards.

2.43 This objective is in line with government policies and community strategies.

2.44 The provision of new homes at Longbridge will aim for diversity rather than uniformity, with proposals for an inclusive mix and range of housing types (including family and young persons' accommodation, as well as provision for senior housing, incorporating where possible extra care facilities) and tenures (including open market, social rented and shared equity properties). The provision of affordable housing has a key role to play at Longbridge through:

- Retaining local people and attracting new people to the area
- Enabling a wide range of people to break into the housing market who are unable to afford market priced housing
- Improving the overall affordable housing stock, and
- Providing a mix of housing tenure that will assist in creating more balanced communities.

2.45 The AAP area is suitable for high-density development in line with its location close to public transport. There are also opportunities to integrate housing within high quality mixed-use developments.

2.46 The AAP also provides the potential for improving the design of homes with high sustainability standards (including efficient use of resources such as building materials, energy, waste and water) and Lifetime Homes Standard, (allowing homes to be accessible for all).

Part C
Longbridge Site Plans and Proposals

INTRODUCTION

3.0 Part C of the AAP translates and applies the vision, themes and objectives of the previous section into land use proposals and policies. These have emerged following appraisal of the issues and opportunities within the area, widespread consultation on options and through the Sustainability Appraisal.

3.1 To assist in the interpretation, application and implementation of the proposals they are supported by:

- An area wide Sustainability Strategy that sets out the standards and principles to be achieved.
- An area wide Design Strategy that sets out design principles for the area.
- A Movement Strategy which sets out the key transport infrastructure routes, proposals and network improvements (both onsite and offsite).
- An Environment, Open Space and Landscape Strategy comprising a network of open and green space improvements and new provision.

3.2 The key land use and movement proposals are illustrated on the following plans:

- Land Use Proposals Map (Plan 3).
- Movement Strategy Plan (Plan 4).
- Environment/ Open Space and Landscape Strategy Plan (Plan 5).

3.3 This AAP should also be read in conjunction with the relevant national, regional and local planning documents.

SUSTAINABILITY STRATEGY

3.4 Longbridge will become an 'urban eco-centre' - an exemplar, quality development that targets zero carbon by 2016 and beyond in subsequent phases. It will embrace economic, social and environmental factors, addressing economic decline and creating a real sense of place and local identity, providing a high quality of life for residents with minimal environmental impact.

3.5 As sustainable development is at the heart of the Area Action Plan, each proposal will be required to adhere to a set of sustainability requirements. These are as follows:

- Building standards.
- Site wide strategies to address Energy, Water, Biodiversity, Waste, Community Infrastructure and other issues.

3.6 Part D of the AAP also covers sustainable development requirements, delivery and implementation through planning contributions, including S106 agreements and a Longbridge Infrastructure Tariff (LIT).

Building Standards

3.7 ***Proposal S1 - All developments are to be accompanied by a sustainability statement demonstrating how the building standards set out below will be achieved.***

Building Standards

3.8 *All residential development will meet the following standards as set out in the Code for Sustainable Homes:*

- *Level 4 on adoption of the Area Action Plan.*
- *A target of Level 5 by 2012.*
- *A target of Level 6 by 2016- i.e. zero carbon.*

Non-residential development will target BREEAM Excellent standards.

Any proposals for developments that do not meet these standards and targets will need to be accompanied by a robust justification.

Supporting Strategies

3.9 *Proposal S2- Site wide strategies will be submitted with the first outline planning application for development on the site to address the requirements below.*

Energy and Climate Change

3.10 *An integrated Climate Change and Energy Strategy and monitoring framework to:*

- *Minimise carbon emissions and achieve a site-wide low carbon development with a target of zero carbon by 2016 and beyond in subsequent phases.*
- *Minimise energy consumption.*
- *Maximise the generation and proportion of energy used from local and renewable or low carbon energy sources including Combined District Heat and Power/Combined Cooling Heat and Power (CHP/CCHP) scheme(s) and micro-renewable energy generation projects such as solar thermal, photovoltaic, ground source heating/cooling, energy from waste and other technologies and the use of locally sourced bio-fuels including biomass.*
- *Meet a Renewable energy target of at least 15% of energy demand from the AAP area.*
- *Maximise and promote energy efficiency measures in the design and use of buildings and infrastructure.*
- *Include proposals through design, implementation and management to adapt to a changing climate.*
- *Include an energy statement, energy demand assessment and associated and data on expected CO2 emissions generated by new and existing developments and ongoing management and monitoring arrangements.*
- *Identify and manage the carbon footprint of the whole development.*

Water

3.11 *A site wide strategy to address water and flooding issues including:*

- *Measures to ensure new buildings incorporate water efficiency measures, e.g. grey water systems.*
- *Provision of Sustainable Urban Drainage Systems (SUDS).*
- *Measures to prevent flooding and a comprehensive strategy for flood compensation.*
- *Measures to ensure that development complies with the Supplementary Planning Document - Sustainable Management of Urban Rivers and Floodplains.*

Biodiversity, Flora and Fauna

3.12 *A strategy to address Biodiversity, Flora and Fauna issues including the protection, management and enhancement of the quality, coverage and biodiversity value of wildlife habitats and protection of important species within and adjoining the plan area. This will include the provision of opportunities, where appropriate, to create and enhance ecological corridors and improve accessibility.*
It should be related to the site wide landscape strategy.

Waste

3.13 *A site wide strategy for waste management to address storage, collection, and recycling of waste from homes and businesses. This will also deal with proposals to reduce the wastage of materials during construction. It will include targets and measures to ensure that development can exceed the local authorities recycling and composting performance targets and reduce the growth rate of household waste, promote re-use schemes and establish a commercial recycling scheme for businesses. It will include commercial recycling facilities in the local centre.*

Materials

3.14 *A site wide strategy to promote the use of secondary aggregates, local and sustainable sources of materials and the use of sustainable construction techniques.*

Community Infrastructure

3.15 *A site wide strategy to address the implementation of community infrastructure (not addressed in the movement or open space strategies) including education, childcare, art, heritage and culture, local employment, training and enterprise, community safety, place management, healthy living, lifelong learning, and community cohesion and inclusion.*

Sustainability Assessment

3.16 The submission of a sustainability assessment with the first outline planning applications based upon the West Midlands Sustainable Planning Checklist. This on-line tool helps developers and others assess to what extent site proposals will deliver a wide range of economic, social and environmental sustainability priorities. The checklist has been developed by the West Midlands Regional Assembly with a range of regional and national partners (including Advantage West Midlands) and can be accessed at: www.checklistwestmidlands.co.uk.

3.17 This AAP addresses a wide range of social, economic and environmental sustainability requirements through its land use allocations, movement proposals, environment and open space proposals and section 106 requirements including the Longbridge Infrastructure Tariff (LIT). These include the following:

- Provision of a broad range of employment, business and retail opportunities including measures to support local enterprise.
- Provision of a network of green spaces, buildings and spaces around buildings that are of landscape, amenity and biodiversity value, and are linked to river corridors and the wider countryside.
- Provision of a range of facilities and services to support both the existing and proposed new communities including education, community, cultural and other facilities.
- Help foster healthy communities and cultivate community involvement and strong citizenship.
- Measures to ensure that opportunities are available for local people to access training, skills development and employment.
- Improvements to transport particularly cycling, walking and the public transport network and reduce dependence on private car use, including a requirement for a site wide Travel Co-ordinator.

AT A GLANCE

Summary - a set of requirements to ensure that all development meets high sustainability standards.

AAP Objectives - Supports all AAP Objectives but particularly objectives 1,2, 3,4.

Policy Context and Justification

- **Regional Spatial Strategy** - Policies EN1 - Energy Generation, Policy EN2 - Energy Conservation, Regional Spatial Strategy Phase 2 Revision policies SR1 Climate Change, SR2 Creating Sustainable Communities, SR3 Sustainable Design and Construction.
- **Bromsgrove Community Strategy** - Supports priorities of a) reducing greenhouse gas emissions and adapting to impacts of climate change and b) to reduce waste, increase recycling and ensure green cleaner and safe public spaces.
- **Birmingham Community strategy** - Supports strategic theme - a Green City.
- **Worcestershire Community Strategy** - Supports strategic theme - a better environment for today and for our children.
- **Sustainability Appraisal for AAP** - Notes that this strategy will have a positive impact on sustainability.
- **Birmingham Unitary Development Plan** - Design principles for sustainable development para 3.14E, water and drainage paras 3.71 to 3.76 and energy paras 3.37-3.79D.
- **Bromsgrove District Local Plan** - DS13 Sustainable Development - Policy ensures all new development meets sustainable development criteria.
- **Other relevant strategies include** - Birmingham Climate Change Strategy.

Image: St Modwen

DESIGN STRATEGY

3.18 *A set of design principles will apply across the AAP area. The purpose of these principles is to achieve high quality in the layout, scale and massing of buildings, architecture, mix and disposition of land uses and the relationship between built and open spaces. The quality of the design will be a common theme running through the whole development, this will be coupled with the creation of distinctive places to add character and interest.*

3.19 *Different parts of Longbridge will be distinct from one another by virtue of their design requirements, land uses and the level of activity experienced. The local centre will be different from the Regional Investment Site, which in turn will be different to the residential areas.*

3.20 *Design quality and distinctiveness will enhance the legibility of Longbridge as a place, allow it to make a statement and be recognisable as a significant neighbourhood and community in the wider City context.*

3.21 *Policy DS1: Design Principles for all development*

Development will be required to comply with the following design principles:

3.22 *Overall principles*

- *Sites to be laid out with a network of integrated, connected, walkable and cycleable streets and public spaces. This should create a hierarchy of primary and secondary streets to make up a linked network of routes to create high levels of permeability.*
- *Where specified development to be laid out around high-density perimeter blocks that positively address road and other public spaces and frontages including the Rivers Rea and Arrow and public parks and spaces. Buildings should normally be located at the back of the footway.*
- *A high degree of legibility to enable easy recognition of and access to key places and buildings within the local centre, such as the public transport interchange, the Austin Heritage Centre and public parks.*
- *The vertical and horizontal integration of uses to provide a mix of uses within buildings as well as within streets.*

3.23 *Access hierarchy, parking and servicing*

- *The layout of streets within the site will be designed to minimise the impact of vehicular traffic, give priority to pedestrians and cyclists and prevent inappropriate traffic through the site.*
- *The majority of car and motorcycle parking in the local centre and Regional Investment Site will be in multi storey and decked car parks with other parking contained within internal landscaped courtyards.*
- *Servicing will normally be to the rear of buildings, contained within internal courtyards, and screened from residential uses.*

3.24 *Building design and massing*

- *Development will recognise gateway locations and create corner features in key locations.*
- *In the local centre and Regional Investment Site, development will be a minimum of 3 storeys in height with elements of 4 to 5 storeys. At gateway locations additional storey heights of up to 7 storeys may be appropriate.*
- *In the housing sites (Proposals H1 and H2) development should be 2-3 storeys with elements of 4 storeys where appropriate.*
- *Building frontages will normally include active uses on the ground floor. Ground floor residential uses may be set back up to 2 metres to afford privacy to residents. Buildings will frame the streets and public spaces and be designed to overlook them and provide natural surveillance.*
- *Large floorplate buildings where inactive frontages are likely (eg. superstore, car parks, leisure uses etc) will be 'wrapped' with smaller scale active frontage uses, particularly on the ground floor to provide activity and surveillance of the public realm.*
- *Development to recognise key views of the site and the need to mitigate adverse impacts on views and integrate development into the landscape character of the wider area.*
- *Development to address the effective consideration of micro-climate issues and opportunities to maximise natural light within new buildings and public areas.*

Image: St Modwen

3.25 *Public realm and landscape*

- *Public art - proposal OS 12 requires a public art strategy to ensure that art will be part of the design of detailed elements of the public realm and some buildings.*
- *Hard and soft landscaping and open spaces throughout the development and on adjacent roads (including street trees) should create landscape structure/setting. Proposal OS 9 requires a landscape strategy.*
- *Existing open spaces should be retained and existing areas of wildlife habitat enhanced wherever possible. New open spaces should be created and designed for biodiversity, with appropriate maintenance and access.*
- *Measures to maximise safety and perception of safety including good natural surveillance on all public routes, CCTV, etc.*
- *The management of the public realm, landscape and open spaces should be considered in all developments - see Proposal OS 10.*

Any proposals for development that do not meet these principles will need to be accompanied with robust justification.

AT A GLANCE

Summary - a set of design principles to ensure a high quality distinctive design throughout the development.

AAP Objectives - Supports Objectives 5 and 6.

Policy context and Justification

- **Regional Spatial Strategy** - Policies QE1 Conserving and Enhancing the Environment, QE2 Restoring Degraded Areas and Managing and Creating New High Quality Environments, and QE3 Creating a High Quality Built Environment for All.
- **Regional Spatial Strategy Phase 2 Revision** Policy SR2 Creating Sustainable Communities.
- **Birmingham Community Strategy** - Supports strategic themes – Safe City and A Green City.
- **Bromsgrove and Worcestershire Community Strategies** - Supports strategic theme – a better environment for today and for tomorrow.
- **Birmingham UDP** - The design of new development paras 3.14 to 3.14D.
- **Bromsgrove District Local Plan** - SPG1 Residential Design Guide.
- **Sustainability Appraisal for AAP** - Notes that these design principles will have a positive impact on sustainability.
- **Other relevant strategies include** - Places for Living, Places for All.

Image: St Modwen

LAND USE STRATEGY

PROPOSALS LC1 to LC4- A NEW MIXED USE LOCAL CENTRE

Overview

3.26 A new local centre is proposed on the former North Works site. This presents a major opportunity to develop a real focus and heart for Longbridge and create a new place in which people will want to live, work and invest. Place-making is central to the vision for the centre. The aim is to create a high quality development that will demonstrate the very best in design and sustainable development. It is a significant opportunity to:

- **Create** a sustainable mixed-use centre, which meets local needs by providing a range of retail, commercial, service, leisure, education and residential uses and a distinctive place, with buildings, spaces, features and facilities of which residents, workers and visitors are justifiably proud.
- **Innovate** through the application of fresh design and creative approaches to built form, public open spaces, landscaping, natural features and movement.
- **Integrate** land uses, natural assets, transportation and provide facilities that will also benefit surrounding communities.
- **Stimulate** the development of a diverse economy, which supports the Regional Investment Site and new business areas by providing a range of services and facilities.

3.27 The centre will contain a wide range of uses. These will be structured into distinct but connected quarters, that weave together different building forms and uses in a way that contributes to the distinctiveness and vibrancy of the whole area. The local centre quarters are:

- A **learning quarter** - focused around the development of a new college,
- A **retail quarter** - focused on a range of shop and service units including a new superstore,

  and
- A **mixed-use quarter** - establishing a broad range of uses appropriate to a suburban centre.

3.28 Each of these distinct quarters within the local centre should be stimulating, enjoyable and convenient places, which meet the demands of the wide range of users. Although each quarter will have a dominant use, each of the quarters will allow for a variety of uses to create a degree of synergy and critical massing within the local centre and thus add to the vitality of the area.

3.29 A key feature of the centre will be a local heritage and mixed-use community building - 'The Austin' - which will celebrate the history of manufacturing in Longbridge and provide a significant visitor attraction.

3.30 A high quality environment is essential and the centre will have a new urban park providing space for informal recreation and provide for the opening up of the River Rea across much of the site.

3.31 The centre will also be a focus for high quality public transport including a new public transport interchange, bus priority measures, as well as attractive pedestrian and cycle routes. This will allow people the opportunity to transfer between different modes of transport and contribute towards more sustainable patterns of movement. The high quality design of the transport infrastructure and integration of transport uses into the layout of the centre is crucial to the success of the movement strategy for the AAP area.

Local Centre Proposals

3.32 Proposal LC1 sets out proposals for the whole centre and provides details of land uses and floorspace limits (where appropriate), overall transport and environmental requirements for the whole centre. This policy will apply to all proposals within the centre. More detailed proposals for each quarter are set out in Proposals LC2-4.

3.33 ***Proposal LC1- A new local centre will be developed on north works site. The existing neighbourhood facilities at Sunbury Road/Longbridge Lane will be protected and enhanced.***

Land uses

3.34 *The new local centre will comprise the following uses:*

- *Retail (Class A1) of up to 13,500 sq.m. gross comprising:*
  - *A superstore of up to 7,500 sq.m. gross floorspace (comprising up to 5,000 sq.m. convenience and up to 2,500 sq.m. comparison).*
  - *Additional comparison retail floorspace of up to 6,000 sq.m. gross.*

  Non superstore units shall be of a mix of sizes including a minimum of 1500 sq.m. of smaller retail units (up to 200 sq.m.) of which up to 250 sq.m. should be convenience.
- *Services comprising:*
  - *Financial and professional services including banks, building societies, estate agencies and other services (Class A2).*
  - *Restaurants and cafes, drinking establishments, hot food take-aways (Class A3, A4, A5).*
  - *Other services such as dentists and betting offices for visiting members of the public.*
- *Leisure uses of up to 5000 sq.m. (Class D2) .*
- *A college/education facility of around 24,000 sq.m.*
- *'The Austin' - a heritage and mixed use community building (including space for heritage, healthcare, community uses and social enterprises).*
- *A range of residential units (approximately 400 dwellings) to include a target of 35% affordable housing. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single, families, non-disabled or disabled.*
- *Live/work units based on a 50/50 floorspace split in addition to the 400 residential dwellings to host start-up and micro businesses.*
- *Office uses (Class B1a) of up to 10,000 sq.m.*
- *Other appropriate commercial uses (e.g. hotel), health centre/care, crèche, religious and cultural uses and residential institutions.*

3.35 *Measures to support local enterprises should also be included. These could be:*

- *The provision of flexible lease or rent small office units and incubator and/ or grow-on business premises.*
- *Space within the Austin building for local social enterprises.*

3.36 ***The distribution of all of these uses across the site in various local centre quarters will be in accordance with proposals LC2, LC3, and LC4.***

3.37 *The enhancement and redevelopment of the existing neighbourhood facilities at Sunbury Road/ Longbridge Lane for small scale retail and service uses with residential will be encouraged and permitted.*

Movement

3.38 *The development will provide a network of pedestrian and cycle routes (Proposal T1), a network of internal streets including a bus priority route (Proposal T3), public transport interchange (Proposal T 5), improvements to the A38 Bristol Road South and Longbridge Lane (Proposal T8), site access (Proposal T 10) and a multi storey car park (Proposal T 9). Other relevant proposals and policies in the Movement Strategy will also apply.*

Environment, open space and landscape

3.39 *The development will provide the re-opening of the River Rea across the majority of the site (Proposal OS2a), a new urban park (Proposal OS 3), other open space and recreational facilities to serve the development on or off site (Proposal OS 6), environmental enhancements within existing centre at Sunbury Road/ Longbridge Lane (Proposal OS 7).*
Other relevant proposals and policies in the Environment, Open Space and Landscape Strategy will also apply.

Design

3.40 *All development to comply with the principles in policy DS1.*

Sustainability

3.41 *All development to comply with the sustainability requirements in proposals S1 and S2.*

Planning process, scheme implementation and management

3.42 *Requirements for planning applications and planning obligations, including a Longbridge Infrastructure Tariff (LIT) which will apply to the development are set out in the implementation section D. To support the development the planning obligations include funding for a number of social economic and other measures such as town centre management, and support for skills, training and business development programmes.*

Broadway Malyan Ltd.

Learning Quarter - Proposals

3.43 The new local centre presents an opportunity to develop a new college or other educational facility, which will act as a seat of learning and hub for the local community. Current proposals are for a new facility for Bournville College. This will be developed on a collaborative basis between Bournville College and North East Worcestershire College, and serve a wide catchment of students across South Birmingham and North Worcestershire.

3.44 The college development will deliver:

- Education and learning for 16-18 year olds;
- Facilities for adult vocational skills and local workforce development;
- An integrated business school;
- Specialist facilities for automotive and construction skills;
- Library and open learning facilities
- Sports hall and recreational facilities.

3.45 The building will be of high quality contemporary design which forms a key entrance building to the local centre and developed to a high building standard, but allowing internal building flexibility to deliver different types of learning. It will front onto Longbridge Lane and the new urban park.

3.46 The local skills profile suggests that nearly one third of the economically active population have no formal qualifications, which is approximately three times higher than the national average. The college will have a major role to play in attempting to address this challenge.

3.47 The development of a new high quality college which acts as a hub for students, employers and local people is a major step towards fostering an inclusive culture of learning and skills development. An important feature of the college will be its 'open doors' approach to learning where opportunities and facilities (including library and recreational facilities) are accessible to the general public. The college presents a major opportunity to make a lasting and significant contribution to local communities and businesses. This includes:

- Building relationships with local schools and other learning facilities and organisations;
- Establishing a range of business responsive programmes for local companies and enterprises;
- Maximising the engagement of local young people and adult learners
- Targeting harder to reach groups and excluded groups.

What people said about skills and learning

Local people valued and supported the inclusion of a new learning facility within the local centre. It was generally perceived that this facility would bring a wide range of people (particularly younger people) into the local centre to use its facilities and services.

The need to improve the skills of local people to enable individuals to take up a wider range of employment opportunities across the site and elsewhere was seen as a priority. The college development is perceived to have a major role in delivering this aspiration.

Local people felt that the college should be part of the wider community and provide an accessible range of facilities for local people, including library and recreational resources.

3.48 ***Proposal LC2: Learning Quarter***
A landmark college facility is proposed of around 24,000sq.m.

3.49 *The building will feature high quality design and materials marking a key entrance to the local centre. It will have active frontages on all sides and allow for internal activities to be viewed from the surrounding routes. It will include facilities accessible to the general public including a library and recreational/sports facilities/ resources which will be achieved through appropriate legal agreements.*

Retail Quarter - Proposals

3.50 A new shopping area will help form a new heart and focal point for the community and meet local needs by providing improved retail and associated services. The centre will provide a range of shopping facilities in an attractive environment. This will include retail space suitable for independents as well as major high street names. There are also opportunities to provide services such as dentists, pharmacies, building societies, and banks that are currently limited in the Longbridge area.

3.51 The retail quarter will be structured around a high street in an attractive environment. This is not about the development of bland shopping precincts or standardised shop formats, but the establishment of a high quality retailing environment with the right mixed retail offer, social integration, walkability and accessibility. The AAP sets out requirements for a creative approach to establishing the right shopping ambience for the local centre. The AAP recognises the need to ensure that the scale and nature of uses must complement and not threaten the viability of other local centres (e.g. Northfield, Rubery and Frankley) as well as neighbourhood shopping parades.

3.52 The AAP also recognises the role of an effective local centre management scheme in increasing the vitality and viability of the centre and maintaining its key role as the heart of its community. This will be a locally developed initiative working with a variety of partners and retailers on such activities as crime prevention, the management of the public realm and events / activity programmes (also see section D).

What people said about shopping facilities

Local people commented that the quality and quantity of shopping facilities need improving. They indicated a need to provide a range of shops, which cater for day-to-day needs as well as clothes shopping and luxury items. There was also interest in creating a more distinctive and interesting shopping environment compared to the standard high street.

Comments were also made about the need to make sure the local centre and key shopping areas were effectively managed and that sufficient attention is paid to cleanliness, public safety and minimising the threat of crime.

Although members of the local community were supportive of a new supermarket development, it was stressed that there is also a need to protect and preserve existing local centres and neighbourhood parades.

3.53 ***Proposal LC3: Retail Quarter***
A mixed retail quarter to comprise the following uses within the floorspace limits set in Proposal LC1:

- *Retail uses including a well-designed superstore and smaller units at the ground floor suitable for retail uses.*
- *Services including banks, cafes/ restaurants (Class A 2,3, 4 and 5).*
- *Residential and office uses on the upper floors.*
- *An integrated multi-storey car park to the rear of the scheme-Proposal T9.*

Services for visiting members of the public (e.g. dentists, launderettes, betting offices) where these do not impinge on the viability of the centre.

Mixed Use Quarter - Proposals

3.54 The Longbridge development presents a real opportunity to create a diverse, walkable, compact, vibrant, mixed use quarter with housing, work places, entertainment, civic facilities, public spaces and shops - all of which are essential to the daily lives of local residents

3.55 The mixed-use quarter will contain a number of distinct features, including a wide range of residential units, premium office space, leisure uses, restaurants and cafes, which will also support the daytime and evening economy of the local centre, other local facilities and a unique multi-purpose heritage/community building - 'The Austin'.

3.56 The mixed-use area will be centred around the new urban park and the re-opened River Rea.

What people said about the range of uses

Considerable community interest has been expressed in marking the history and heritage of the area. There was strong support for an Austin heritage facility that celebrates the enterprise, people and history of the Longbridge plant, but also makes the most of creating new contemporary spaces for community hire, health outreach services, events/ exhibitions or simply a place to drop-in and meet friends over a coffee.

Local people also supported the need for an urban park within the local centre, which aims to create an oasis of relaxation, recreation and refreshment for residents and visitors alike. Strong interest was also expressed in opening up the River Rea through the local centre, as a corridor for wildlife, walking and cycling.

3.57 ***Proposal LC4: Mixed User Quarter A mixed-use quarter to comprise the following uses within the floorspace limits set in Proposal LC1:***

- *Office uses (Class B1a).*
- *Financial and professional service uses (Class A2).*
- *Dwelling units including a mix of apartments, and town houses, with mews developments where appropriate.*
- *A limited number of restaurants, cafes, bars and public houses, (Class A3, 4, and 5) which will support the daytime and evening economy.*
- *The Austin - a high quality mixed-use building to accommodate cultural, community, health and public services. This will provide a visitor attraction and associated visitor facilities.*
- *Other appropriate uses are hotels, health centre/care, crèche, religious and cultural uses and residential institutions.*

3.58 *This area will form a vibrant quarter with a wide mix of uses providing a quality environment for living and working and amenities for visitors. Located at the centre of the development area this quarter needs to establish a good relationship with the park including active frontages onto the park and primary and secondary access roads.*

Local Centre - At a Glance

Summary - Vibrant mixed-use local centre distinguished by distinct quarters, providing for a range of retail, employment, education, community and residential uses focused around a new urban park and opened up river course and accessible public transport infrastructure.

AAP Objectives - Supports Objectives 1-7, 10-14.

Policy Context and Justification

- **Regional Spatial Strategy** - Policies CF1 Housing within the Major Urban Areas, CF3 Levels and Distribution of Housing Development, CF4 The Reuse of Land and Buildings for Housing, CF 5 Delivering Affordable Housing and Mixed Communities and CF6 Managing Housing Land Provision, PA4 Development Related to Higher/Further Education, PA11 Network of Town and City Centres, PA 13 Out of Centre Retail Development, UR3 Enhancing the Role of City, District and Local Centres.
- **Regional Spatial Strategy Phase 2 Revision** PA11 Network of Town and City Centres, 12B Non-Strategic Centres, 13A Office Development Requirements, PA13B Large Scale Office Development Outside Strategic Centres.
- **Birmingham Community Strategy** Supports strategic themes - Flourishing Neighbourhoods, Prosperous City, Learning City, A Well Housed City, and City for Sport and Leisure.
- **Sustainability appraisal** notes mixed effect. There will be significant benefits particularly from economic growth and employment, provision of social and cultural facilities, improved education and skills, improved visual amenity and sustainable design measures etc. However, issue of traffic and air pollution will remain. Environmental issues raised in early SA stages addressed through other aspects of AAP.
- **Retail Baseline Study** shows local centre will serve area with a shortage of quality retail facilities and centre of size proposed can be supported.
- **Employment Baseline Study** - Addresses level of offices and mix of employment uses.
- **Public consultation** support for new centre and other uses including The Austin and new educational facility.

Future Options and Contingency

3.59 Potential exists for alternative layout of uses within centre, e.g. the college facility could go into mixed-use quarter.

Proposal EZ1: An employment zone adjacent to the centre

Overview

3.60 Between the local centre and the Nanjing factory site is an opportunity to develop a range of property for the small and medium enterprise sector, which has an important role in maintaining business competitiveness and driving forward change in the sectoral composition of the economy.

3.61 The physical scale and built form of these more traditional employment spaces will need to be carefully graded to balance with other uses within the local centre and with the Nanjing factory. As part of this grading in height and massing towards the northern boundary of the quarter, live/work units may be included as well as supporting business hubs for micro and home based enterprises.

What people said about employment uses

There was a strong feeling within the local community that Longbridge needs to provide space for a range of employment opportunities, including more 'traditional' employment space. It is also apparent that there is a latent demand for general employment space for small businesses and micro-businesses, which are not necessarily high technology sector related.

Site Proposals

3.62 ***Proposal EZ1: Employment Zone: The development of an employment quarter between the local centre and Nanjing***

3.63 ***Land uses***

The employment quarter will comprise the following uses:

- *General and light industrial and warehousing uses (Use Class B1b and B1c, B2 and B8)- including space for small businesses.*
- *Live/work units based on a 50/50 floorspace split to host start up and micro businesses on the northern boundary of the quarter.*
- *Biomass plant or other sustainable energy facility.*
- *Recycling facility.*

3.64 ***Design***

All development on the frontage to Lickey Road and main internal access road to comply with design principles in policy DS1. However, there is greater flexibility of design adjacent to Nanjing boundary and adjacent to railway to allow for a range of industrial units. The layout of the development should allow for future vehicular and pedestrian access into the Nanjing site.

3.65 ***Sustainability***

All development to comply with the sustainability requirements detailed in proposals S1 and S2.

3.66 ***Movement***

The development will include a network of internal streets, pedestrian and cycle routes. Other relevant proposals in the Movement Strategy will also apply.

3.67 ***Environment, Open Space and Landscape***

Relevant proposals and policies in the Environment, Open Space and Landscape Strategy will also apply.

3.68 ***Planning Process, Scheme Implementation and Management***

Requirements for planning applications and planning obligations including a levy that will apply to the development are set out in the Implementation Section D. To support the development, the Longbridge Infrastructure Tariff (LIT) includes funding for a number of social, economic and other measures such as support for skills, training and business development programmes. This also includes provision for educational facilities to serve the development.

AT A GLANCE

Summary - The employment area adjacent to Nanjing is to provide a buffer between the local centre and general industrial uses and a mix of employment opportunities in small and medium sized enterprises.

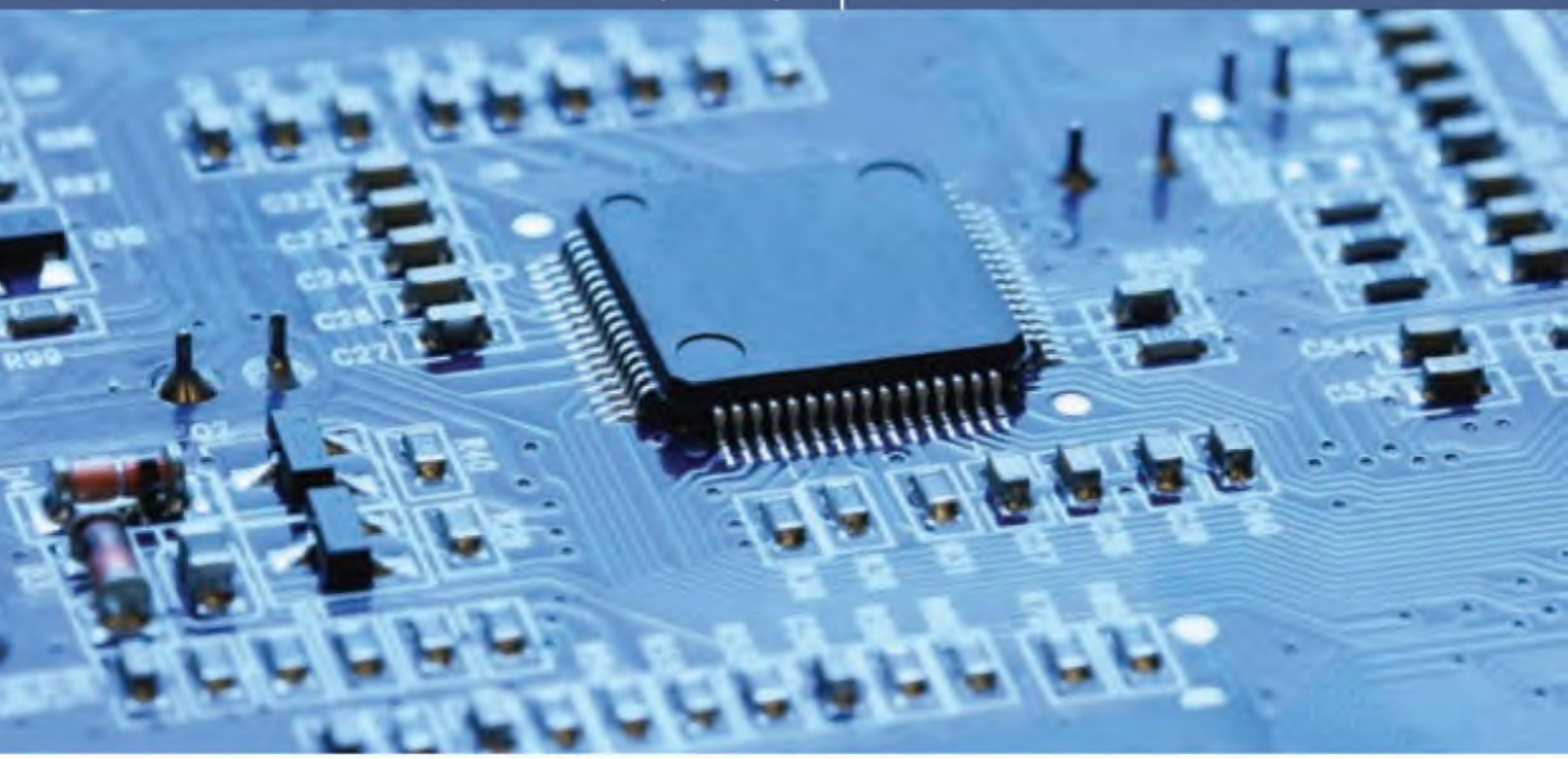
AAP Objectives - Supports objectives 1-6, 7,8,10, and 11.

Policy Context and Justification

- **Regional Spatial Strategy** - Policy PA1 Prosperity for All and PA5 Portfolio of Employment Land.
- **Birmingham Unitary Development Plan** - Complies with policies for safeguarding industrial land - para 4.31.
- **Birmingham Community Strategy** - Supports strategic theme of Prosperous City.
- **Public consultation support** for a range of employment uses to contribute to jobs target.
- **Sustainability Appraisal** shows mixed effect. There will be significant benefits for the local economy and a mix of employment opportunities, visual benefits and environmental benefits of sustainable energy site. However, issue of traffic and air pollution will remain.
- **AAP employment land study** sets out the justification for employment land.

Other options/contingency

3.69 Early release of land within the Nanjing site (EZ 2) for redevelopment for employment uses would allow for a greater mix of uses within site EZ1- in particular increased residential use.



Proposal RIS1: Longbridge Regional Investment Site

Overview

3.70 A 25ha Regional Investment Site (RIS) is proposed on part of the former West Works, Bristol Road South and North Works car park. This site includes the existing Technology Park.

3.71 The RIS will contribute to the portfolio of employment opportunities in the West Midlands and support diversification of the regional economy. This development is an essential part of the long-term strategic vision for the economy. It has an important role to play in the restructuring of the West Midlands economy, helping create a more flexible and competitive economy, employing higher skilled people who contribute more to the local economy and meeting the goals of economic, social and environmental sustainability.

3.72 The aim is to provide a development, which is attractive to high profile regional, national and international investors. Longbridge will become a prime location for technology led businesses and related investment.

3.73 Longbridge represents a unique opportunity to develop and explore the RIS concept in an urban setting. Unlike most RIS, which are located in the greenbelt, this one affords the opportunity for appropriate development to be embedded in an established urban community. Longbridge therefore offers an unparalleled set of opportunities to maximise brownfield development, construct to higher densities and link to the surrounding urban infrastructure and workforce.

3.74 To help ensure the right balance of development and to make certain that regeneration is of the scale and nature required to deliver a thriving economy, a range of uses and appropriate levels of floorspace has been identified. This mix is both deliverable and viable and with appropriate monitoring should ensure a highly attractive comprehensive redevelopment of the site.

3.75 The design, layout and building density will surpass contemporary technology, science and business parks and provide a model for other urban RIS in the region and possibly across the UK. It will build on the success of the existing technology park and will create a distinct flagship development. A high quality environment with high-density layout and an attractive public realm will be required to reflect the overall Longbridge design principles.

3.76 The site will provide a variety of employment opportunities in support of the High Technology Corridor, including manufacturing activities, studios and laboratories. Flagship technology and science research facilities and headquarter offices will be particularly welcomed. The policy also allows for some other offices and supporting services and ancillary uses including training, conference and meeting facilities and a hotel.

3.77 The RIS will also promote and facilitate links with the college in the local centre and provide its own training and learning opportunities to benefit the local workforce.

3.78 Based upon the experience of other technology sites in the UK, a key factor in attracting occupiers is the establishment of clear delivery strategy and mechanism (involving a range of key partners) to stimulate technological innovation and attract new businesses.

What people said about the RIS

Feedback from the Central Technology Belt Board suggests that there is demand for technology space within the West Midlands with market take-up driven by:

- The quality of transport infrastructure (road and rail).
- The provision of shared services (e.g. from secretarial support in business incubators through to shared intranets between companies).
- The proximity to local services and shops.
- Quality landscaping and treatment of open space.
- The development of 'whole day' on-site services - allowing employees to access childcare, convenience shopping and leisure / recreational opportunities in one place.
- A comprehensive approach to site marketing, promotion and business support providing investor confidence.

Consultation with various stakeholders has reinforced the importance of the RIS over the medium and long term in assisting in the restructuring of the local and regional economy - providing jobs for now and for the future. However, consultation feedback has also indicated the need to be pragmatic about the types of uses which can be developed on the RIS in the short-term and the exact mix of business and industrial uses.

Regional Investment Site Proposals

3.79 ***Proposal RIS1: Regional Investment Site (RIS) - on part of North works car park and majority of West works.***

3.80 ***Land uses***

The RIS will comprise the following:

- *An area of 25 ha gross (the existing technology park is included in this site).*
- *A floorspace and use class breakdown for new development of:*
  - *A technology park of at least 15ha to provide a minimum of 100,000 sq. m. of B1b (research and development)/B1c (light industry) and B2 (general industrial) and high quality high technology uses which support the objectives of the RIS. Also subject to:*
    - *B1b (research and development) and B1c (light industrial uses) should be at a minimum build density of 7,500 sq.m. per hectare.*
    - *B2 uses should be located towards the rear of the site adjacent to Great Park and where a satisfactory relationship to nearby residential can be achieved.*
  - *A maximum of 25,000 sq. m. of B1a (office) for firms that support and complement the high technology sector and the objectives of the RIS. Subject to:*
    - *B1a uses should mainly occupy sites located on the Bristol Road South frontage, south of the internal spine road for the RIS.*
    - *B1a uses should be at a minimum build density of 7,500 sq.m. per hectare.*
  - *A maximum total of 10,000 sq. m. of floorspace for services and amenities primarily for use of staff and businesses and integrated into the development e.g. meeting and conference facilities, cafes, sandwich shops and newsagents, crèche, gym and hotel.*

3.81 ***Movement***

The development will provide a network of internal streets including a bus priority route through the site linking to the new centre and Rubery Lane (Proposal T3), pedestrian and cycle routes (Proposal T1) improvements to the A38 Bristol Road South (Proposal T8) site access (Proposal T10), the majority of parking in multi-storey, decked and under croft car parks (Proposal T9). Other relevant proposals and policies in the Movement Strategy will also apply.

3.82 ***Environment, Open Space and Landscape***

The development will provide for the enhancement to the River Rea corridor including a linear open space walkway (Proposal OS 2a), flood storage measures (Proposal OS14),open space to serve the development (Proposal OS6). Other relevant proposals and policies in the Environment, Open Space and Landscape Strategy will also apply.

3.83 ***Design requirements***

The development will be of high quality with buildings in a landscaped environment to create a distinctive, unique identity and environment. Development to comply with the other design principles in policy DS1.

3.84 *Sustainability requirements*
All development to comply with the sustainability requirements detailed in proposals S1 and S2.

3.85 *Planning Process, Site Implementation and Delivery*
Requirements for planning applications and planning obligations including a Longbridge Infrastructure Tariff (LIT) that will apply to the development are set out in the Implementation Section D. The planning levy includes funding for a number of social economic and other measures such as support for skills, training and business development programmes.

3.86 *In order to ensure the effective delivery of the RIS, a scheme of delivery and management shall be prepared by the site owner in consultation with; Advantage West Midlands, the CTB, Birmingham City Council and other relevant stakeholders e.g. the University. The scheme of delivery and management shall be submitted for approval of the Local Planning Authority on or before submission of the planning application for the RIS. The scheme will cover the following;*

- *Planning and phasing.*
- *Development of a business plan for the site including a scheme of management.*
- *Monitoring of take-up rates and sector compositions.*
- *Site identity and marketing to provide a unique and positive image for the site that will attract high quality investment.*
- *Occupier and business support services (including measures to ensure good access to supporting facilities for the workforce such as shops and leisure uses).*
- *Support for business innovation and technology development.*
- *Measures to ensure that work opportunities are available to all sectors of the community including links with training providers and provision of training programmes for those living in areas of need.*
- *Asset management including ongoing waste, energy, water and pollution audits.*
- *Public realm and landscape management.*
- *Site security and staff training.*

3.87 *The scheme shall ensure that the site is used for purposes that meet the RIS objectives of attracting high quality technology related investment to diversify the economy. It will set out the measures to be established to provide effective control of uses.*

3.88 *The monitoring information collected on floorspace and site take-up will form part of the annual monitoring framework for the AAP.*

AT A GLANCE

Summary - Establishment of a high quality 25ha employment site, which is attractive to inward investors and provides a range of space for technology sector firms assisting in the long term restructuring of the local and regional economy.

AAP Objectives - Supports objectives 1-7, 9-11.

Policy Context and Justification

- **Regional Spatial Strategy** - Policies PA1 Prosperity for All, PA3-High Technology Corridors, PA6 Portfolio of Employment Land, PA7 Regional Investment Sites also RSS Review Preferred Option PA7-Regional Investment Sites, and Policy PA13B and para 7.34 and 7.35.
- **Birmingham Unitary Development Plan** - para 4.31 maintaining supply of industrial land and paras 4.32A to 4.32C A38 Corridor strategy.
- **Birmingham City Community Strategy** - Supports strategic themes of Prosperous City and National and International City.
- **West Midlands Regional Economic Strategy** - Supports business objectives.
- **Sustainability appraisal** notes mixed effect. There will be significant economic regeneration benefits, also improved visual amenity; a positive impact on social deprivation and exclusion. However traffic impacts and air pollution remain. Many of the negative effects associated with the proposal have been removed by adopting recommendations made in early stages of the SA.
- **Public consultation** support for employment led approach with 25ha RIS.
- **Existing planning consent** for a 15ha technology park and B2 uses establishes the principle of this use.
- **Employment land** baseline study sets out the justification for the floorspace limits and the mix of uses in the RIS.

3.89 Future Options and Contingency
The scheme of management will be used to monitor land use and floorpsace make-up. This information will also form part of the annual AAP monitoring framework/review and will be utilised to inform future decisions about the composition of land uses and floorspace take-up within the RIS and the degree of flexibility required to attract new occupiers.

Proposal H1: Housing Development adjacent to the RIS

Overview

3.90 The land to the rear of the RIS at West Works and partly fronting Bristol Road South is proposed for housing.

3.91 The West Works site presents an opportunity to contribute towards the growth of the city's population and provide a range of housing, which reflects projected demand including a minimum of 35% affordable housing.

3.92 This site will provide a high-density residential scheme in an attractive environment with a new neighbourhood on the River Rea corridor providing a focal point for the development. The site will benefit from its highly desirable location with easy access to services in the new local centre and to adjoining employment opportunities and to high quality public local transport. The development will adopt high sustainability standards, incorporating best practice in sustainable housing design and quality open space.

What people said about housing

Local people were supportive of the need to provide a mix of housing types including affordable and market level housing. Comments were also made about the need to build flexible housing, which adapts to changes in user requirements.

There was also an interest expressed in providing a suitable level of open space and social services/facilities including school places to support new housing schemes.

Housing Site Proposals

3.93 ***Proposal H1: Residential and associated uses adjacent to the RIS***

3.94 ***Land uses***
The site (6 hectare) will be developed for a minimum of 350 dwelling houses (Class C3) comprising a mix of sizes, types and tenures. It will include a target of 35% affordable housing of a mix of types and sizes. Affordable housing to be spread across the site. Density to be in the region of 50-60 dwellings per hectare. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all.

3.95 *Other appropriate uses will be:*

- *Residential institutions e.g. nursing home, residential care home (Class C2).*
- *Live work units based on a floorspace split of 50% residential and 50% workspace.*

3.96 ***Movement***
The development will provide a network of internal streets including a dedicated bus route through the site linking to the new centre and Rubery Lane (Proposal T3), pedestrian and cycle routes (Proposal T1). Other relevant proposals and policies in the Movement Framework will also apply.

3.97 ***Environment, Open Space and Landscape***
The development will provide enhancement of the River Rea and linear open space walkway (Proposal OS2a), flood storage measures (Proposal OS14),a new neighbourhood park (Proposal OS4a). Other relevant proposals and policies in the Environment, Open Space and Landscape Framework will also apply.

3.98 ***Design requirements***
All development to comply with the design principles set out in policy DS1.

3.99 ***Sustainability requirements***
All development to comply with the sustainability requirements detailed in proposals S1 and S2.

3.100 ***Planning Process***
Requirements for planning applications and planning obligations including a Longbridge Infrastructure Tariff (LIT) will apply to the development are set out in the Implementation Section D. This includes provision for educational facilities, to serve the development.

AT A GLANCE

Summary - Mixed housing area which maximises opportunities for sustainable development and quality building design and layout.

AAP Objectives - Supports objectives 1-6, 13 and 14.

Policy Context and Justification

- **Regional Spatial Strategy** - Policy CF1 Housing within the Major Urban Area, CF3 Levels and Distribution of Housing Development, CF 4 The Re-use of Land and Buildings for Housing, CF 5 Delivering Affordable Housing and Mixed Communities and CF6 Managing Housing Land Provision, **RSS Review Preferred Option** policies CF1, CF3- CF7.
- **Birmingham Unitary Development Plan** - Including paras 5.25,5.29-5.40.
- **Birmingham Community Strategy** - Supports strategic theme of securing a well-housed city.
- **Sustainability appraisal** notes mixed overall effect. Proposal delivers important benefits in terms of helping to deliver new housing and renew the local housing market, providing additional affordable homes in a sustainable location. However traffic impacts and air pollution remain a concern.
- **Public consultation** support for mixed use option including housing on this part of west works site.
- **AAP Housing report and Employment Report** set out the justification for housing use and loss of industrial/employment land.
- **AAP Community needs study** identifies requirements for community, education and other facilities to serve the development.

3.101 **Other options/contingency**
The use of part or the entire site as an employment site could help provide an increased number of jobs.

Proposal H2: Residential and associated development

Overview

3.102 The land formerly known as East Works to the south of Groveley Lane is allocated for new residential development and new local facilities and shops. This 19ha site will provide a mixed density residential scheme in a highly attractive environment adjacent to the Green Belt and with new local facilities, public open space and an enhanced River Arrow.

3.103 The site presents an opportunity to provide a range of housing, which reflects projected demand including a target of 35% affordable housing. The scheme is intended to help meet the housing needs from the Major Urban Area, and as such any residential development will be counted towards development targets for the MUA and not Bromsgrove. The existing neighbourhood centre and public transport facilities will be improved and enhanced to serve the development and new shops, services and community facilities provided.

3.104 The development will also adopt high sustainability standards, demonstrating best practice in sustainable housing design and quality open space.

3.105 ***Proposal H2: Residential and associated community and local retail use on the former East Works***

3.106 ***Land uses***

The site will be developed for the following uses:

- *Dwelling houses (Class C3) a minimum of 700 dwellings with a mix of sizes types and tenures across the site. A target of 35% of dwellings to be affordable. Density to be 40-50 dwellings per hectare across whole site but responding to the differing character across the site. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all; including young, old, single or in families, non-disabled or disabled.*
- *An expanded neighbourhood centre to provide essential local services, including small scale shopping facilities. Land on Groveley Lane reserved for new library, community centre and public meeting rooms.*

3.107 *Other appropriate uses will be:*

- *Residential institutions e.g. Nursing Homes, Extra Care Village/Extra Care Housing (Class C2).*
- *Health centre, day nursery, place of worship (Class D1) to be located at northern end of site.*

3.108 ***Movement***

The development will provide pedestrian and cycle routes (Proposal T1) a network of internal streets with provision for local buses (Proposal T3). No vehicle access will be allowed to Cofton Church Lane. Other relevant proposals and policies in the Movement Strategy will also apply.

3.109 ***Environment, Open Space and Landscape***

The development will provide for the opening up of the River Arrow through the site (Proposal OS2b) a new neighbourhood park adjacent to the River Arrow with any necessary flood storage measures (Proposal OS4b), other open space to serve the development (Proposal OS6), preservation of the Green Belt and landscape buffer (Proposals OS 16 and 17). Other relevant proposals and policies in the Environment, Open Space and Landscape Strategy will also apply.

Image: www. zedfactory.com

3.110 *Design requirements*

All development to comply with the design principles set out in policy DS1. Additional design principles for the East Works site include:

- *The northern section of the site to be developed to higher densities and positively respond to changes in levels.*
- *Southern section of the site to be developed at lower densities in order to protect the visual amenity of the surrounding Green Belt and Landscape Protection Areas. Visibility of the site from surrounding areas to be positively addressed.*
- *Development to be two and three storeys in the northern section with two storey developments to the south.*

3.111 *Sustainability requirements*

All development to comply with the sustainability requirements detailed in proposals S1 and S2.

3.112 *Planning Process*

Requirements for planning applications and planning obligations including a Longbridge Infrastructure Tariff (LIT) which will apply to the development are set out in the implementation section D. This includes provision for educational facilities, community facility with community room/library and health facilities.

AT A GLANCE

Summary - a well designed quality mix of housing in a highly attractive setting supported by local services and facilities.

AAP Objectives - Supports objectives 1-6, 13 and 14.

Policy Context and Justification

- **Regional Spatial Strategy** - Policies CF1 Housing within the Major Urban Areas, CF3 Levels and Distribution of Housing Development, CF4 The Reuse of Land and Buildings for Housing, CF 5 Delivering Affordable Housing and Mixed Communities and CF6 Managing Housing Land Provision. In line with RSS policies of focusing new housing within Major Urban Areas and will contribute to meeting Birmingham's population growth needs. Site is being treated as functionally part of the MUA. **RSS Review Preferred Option** policies CF1, CF3- CF7 and Para 6.13.
- **Bromsgrove District Local Plan** - S28 new and enhanced community facilities SPG1 Residential Design Guide, SPG11 Outdoor Play Space.
- **Bromsgrove Sustainable Community Strategy** - The regeneration of the former East Works site is one of the key aims of the Strategy.
- **Worcestershire community strategy** - supports theme a better environment for today and for our children.
- **Sustainability appraisal** - notes mixed overall effect. Proposal delivers important benefits in terms of helping to deliver new housing and renew the local housing market, providing additional affordable homes in a sustainable location. However traffic impacts and air pollution remain a concern.
- **Public consultation** support for a residential scheme on the former East Works site.
- **AAP Housing report and Employment Report** set out justifications for housing use and loss of industrial/employment land.
- **AAP Community needs study** identifies the requirements for community, education and other facilities to serve the development.

Proposal EZ2: Nanjing

Overview

3.113 Nanjing Automobile Corporation (NAC) has potential to make a significant contribution to the city and region's economy. NAC has indicated that they wish to continue car manufacturing and to ensure that the land uses adjacent to their boundary do not restrict their core manufacturing business. The continued occupation of the site by NAC is therefore supported. Proposals for further car production and other related manufacturing activities will be encouraged, including activities that intensify production and increase jobs to make more efficient use of the landholding.

3.114 NAC's current lease allows land to be handed back to St Modwen where surplus to operational requirements. At the current time this could include land located at the northern end of the site adjacent to the local centre and on the Lickey Road frontage. This AAP gives continued support for automotive manufacturing on Nanjing and for uses which support the vision and objectives of the AAP on surplus land.

3.115 ***Proposal EZ2: Nanjing***

3.116 ***Land uses***

The site is allocated for employment uses within Class B1b) and c), Class B2 and Class B8. Surplus land within the site is likely to become available for development. Future uses on this land will be considered within the context of the overall aims of the Area Action Plan and the adjoining land uses.

3.117 ***Design and environmental requirements***

- *Due to site topography, existing and new buildings will be visible over long distances. Unless otherwise agreed for arboricultural reasons, existing trees should be retained and new development should include proposals for tree planting to screen development. The choice and quality of materials and elevational treatment must minimise the visual impact of the development.*
- *New development on the Lickey Road and Groveley Lane frontages must provide a strong frontage and must be of an appropriate scale - around 4 storeys.*
- *New development should integrate with the development on site EZ1.*

3.118 ***Movement***

Access to be from Lickey Road and car parking to be provided within the site. Relevant proposals and policies in the Movement Strategy will also apply. Continued working with Nanjing will be encouraged to consider whether improved linkages around the site-particularly for pedestrians and cyclists-are feasible.

3.119 ***Sustainability requirements -***

All development to comply with the sustainability requirements detailed in proposals S1 and S2.

3.120 ***Planning process***

Requirements for planning applications and planning obligations including a Longbridge Infrastructure Tariff (LIT) that will apply to the development are set out in the Implementation Section D.

AT A GLANCE

Summary - Protection of site primarily for employment uses.

AAP Objectives - Supports objectives 7,8 and 10.

Policy Context and Justification

- **Regional Spatial Strategy** - Policy PA1 Prosperity for All, PA5 Employment Areas in need of Regeneration.
- **Sustainability Appraisal** - Notes mixed overall effect. There will be benefits for local employment. However air pollution and traffic are issues.
- **Birmingham Community Strategy** - Supports strategic theme Prosperous City.
- **Birmingham Unitary Development Plan** - Paragraph 4.31 maintaining supply of industrial land.

Image: St Modwen

Proposal EZ3: Employment uses on the Cofton Centre site

Overview

3.121 The Cofton Centre site has potential for early development to provide a range of new employment opportunities for general and light industry and warehousing through re-use of the existing Cofton Centre buildings and new development on the areas formerly used for open storage.

3.122 ***Proposal EZ3: Cofton Centre***

3.123 ***Land Uses***
The site will be developed for uses within Class B1(b) and (c) B2 and B8.

3.124 ***Movement***
Relevant proposals and policies in the Movement Framework will also apply.

3.125 ***Environment, Open Space and Landscape***
The development will provide for protection of the Green Belt and landscape buffer (Proposals OS 16 and 17). Other relevant proposals and policies in the Environment, Open Space and Landscape Strategy will also apply.

3.126 ***Sustainability requirements-***
All development to comply with the sustainability requirements detailed in proposals S1 and S2.

3.127 ***Planning process***
Requirements for planning applications and planning obligations including a Longbridge Infrastructure Tariff (LIT) that will apply to the development are set out in the Implementation Section D.

AT A GLANCE

Summary - Protection of site for employment uses.

AAP Objectives - Supports objectives 7,9 and 10.

Policy Context and Justification

- **Regional Spatial Strategy** - Policy PA1 Prosperity for All and PA6 Portfolio of Employment Land.
- **Bromsgrove Sustainable Community Strategy.** The creation of further employment opportunities on the Cofton Centre is a key aim of the strategy.
- **Bromsgrove District Local Plan** - Protects existing land use designation for B1, B2 and B8 uses.
- **Worcestershire Community Strategy** - Supports theme - Economic success that is shared by all.
- **Public consultation** support for employment used on cofton centre site.
- **Sustainability Appraisal** notes mixed effect. There will be significant benefits for local employment. However air pollution and traffic impacts remain issues.
- **AAP employment land** study sets out the justification for employment land.
- Planning permission granted for industrial and warehousing uses.

MOVEMENT STRATEGY

Overview

3.128 As part of delivering a highly sustainable development the Longbridge AAP sets ambitious targets to achieve a significantly higher proportion of all journeys on foot, by cycle and via public transport than comparable developments. In order to achieve this objective, the scheme will need to be supported by excellent sustainable transport/movement infrastructure.

3.129 A detailed travel demand model and a highway model underpins the movement analysis. This has helped to establish key road and junction improvements and public transport improvements required to support the development and cater for additional trips and vehicle movement.

3.130 The AAP also recognises the importance of various strategic transport proposals and drivers, including:

- The opportunity to develop a Strategic Park and Ride site serving commuters and visitors in the Longbridge and North Worcestershire areas.
- The relationship of the AAP site to surrounding villages and neighbourhoods (including Frankley, Cofton Hackett and beyond).
- The location of the site within the A38 High Technology Corridor.

3.131 The approach to developing a movement framework has been to consider best practice in delivering sustainable communities and applying this to the methodology for addressing transport requirements for the AAP and the surrounding area.

3.132 A comparison has been made of current modal share of journeys against potential approaches in similar edge of city developments where a sustainable approach has been achieved. Targets for achieving much higher levels of access by sustainable modes including internal and external trips have been set at challenging levels - this requires a step change in the practices of residents and businesses.

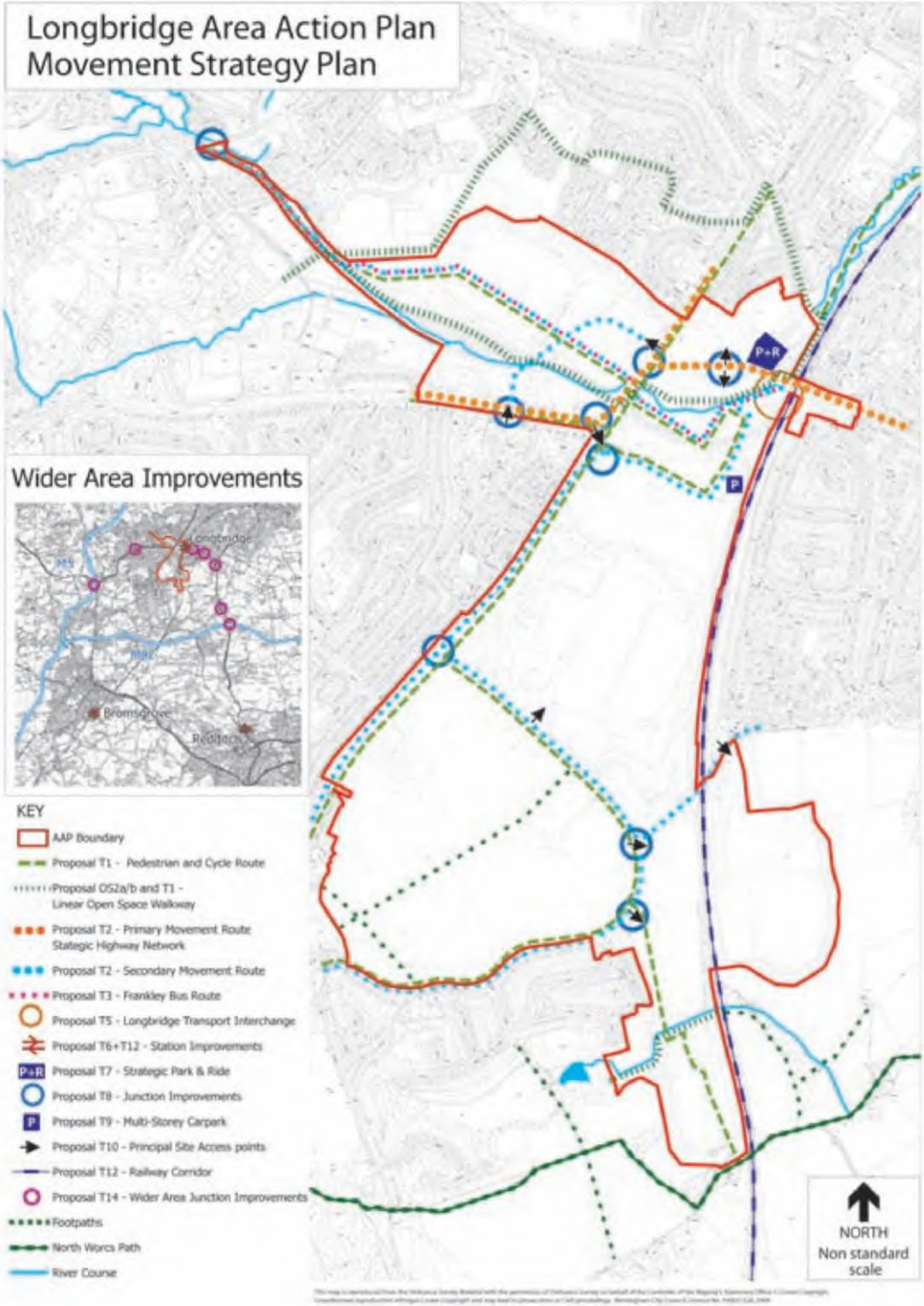
3.133 To assist in achieving modal shift and improved access requires improvements to public transport services, infrastructure provision, restrictions on levels of parking and travel promotion. The following background reports have been prepared to help achieve these changes - Bus Strategy, Rail Strategy, Travel Management Strategy, Traffic Modelling, Travel Demand and an Infrastructure Strategy. These strategies identify measures that will help address the 10-12,000 trips in the peak hours that the developments will generate. They have been prepared with the involvement of highway authorities, transport operators and planning bodies.

What people said about transportation

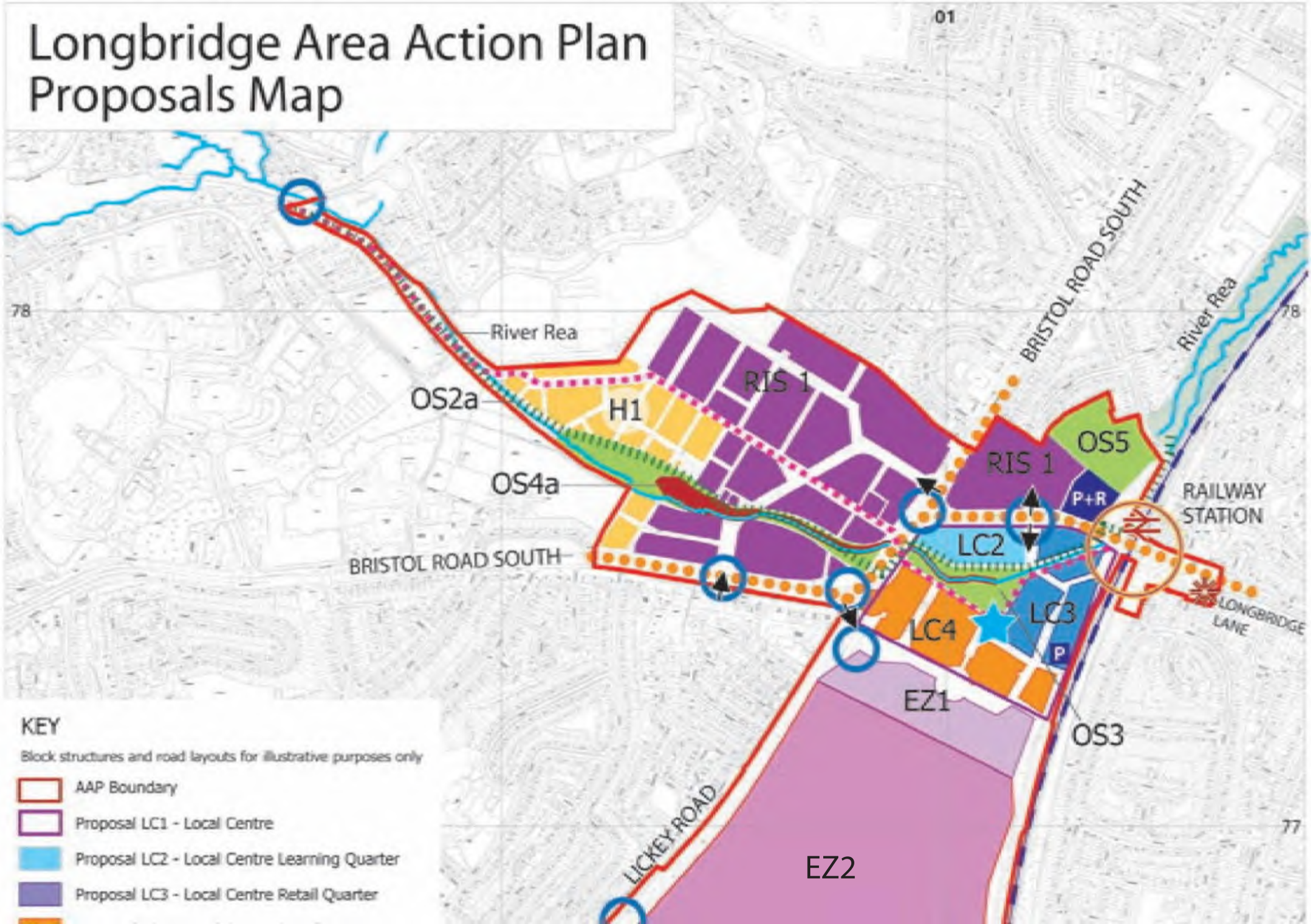
- Ensure that Longbridge is well connected with public transport allowing people the opportunity to access facilities/service with ease within the scheme and also providing a high degree of accessibility to/from other locations.
- Provide a higher priority to pedestrian and cyclist routes within new developments.
- Ensure that the development does not cause unreasonable levels of congestion on surrounding roads and avoids high levels of 'overflow' car parking, particularly within residential areas.
- Be progressive in transportation proposals – identifying opportunities for the better integration of transport modes.

3.134 Movement Proposals

The background reports referred to above have resulted in the following key movement proposals. These are illustrated in the Movement Strategy Plan.


Longbridge Area Action Plan
Movement Strategy Plan
Wider Area Improvements
Longbridge
M42
Bromsgrove
Redditch
KEY
AAP Boundary
Proposal T1 - Pedestrian and Cycle Route
Proposal OS2a/b and T1 - Linear Open Space Walkway
Proposal T2 - Primary Movement Route Stategic Highway Network
Proposal T2 - Secondary Movement Route
Proposal T3 - Frankley Bus Route
Proposal T5 - Longbridge Transport Interchange
Proposal T6+T12 - Station Improvements
P+R Proposal T7 - Strategic Park & Ride
Proposal T8 - Junction Improvements
P Proposal T9 - Multi-Storey Carpark
Proposal T10 - Principal Site Access points
Proposal T12 - Railway Corridor
Proposal T14 - Wider Area Junction Improvements
Footpaths
North Worcs Path
River Course
P+R
P
NORTH
Non standard scale

Longbridge Area Action Plan Proposals Map



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Proposals: Movement Strategy

3.135 ***Proposal T1*** *- A network of accessible pedestrian and cycle routes through the whole development including routes shown on the Movement Framework Plan (routes along and across the River Rea (as part of National Cycle Network Route 5), and River Arrow, a north south route through East Works linking to Cofton Church Lane). These include routes along the primary and secondary routes and the linear open space walkway movement routes. Higher levels of pedestrian and cycle segregation will be needed on primary routes than on other routes. Pedestrian and cycle routes are also to be well linked into the wider area including Frankley, Egghill, and Cofton Hackett and public rights of way. The Strategic cycle route along A38 and Lickey Road will be retained and improved. The Strategic Cycle Route along the Rea Valley will be extended through the site. Cycle and pedestrian facilities will be provided in appropriate locations including cycle parking, storage and associated facilities, seating within public places and other appropriate locations.*

3.136 ***Proposal T2*** *- Bristol Road South (A38) and Longbridge Lane are to be retained as part of the strategic highway network. The primary and secondary movement routes on the Movement Framework Plan will be recognised.*

3.137 ***Proposal T3*** *- A network of streets within the site organised into an access hierarchy comprising primary and secondary streets. All routes to provide for pedestrians and cyclists. This network will also include:*

- *A dedicated bus route or bus priority route through the site linking Frankley with the public transport interchange. To incorporate a bus priority across the A38.*
- *A shopping street in the retail quarter linking the urban park with the public transport interchange and Longbridge station which is designed to meet the following principles:*
  - *Priority given to pedestrians, cyclists and (where appropriate) buses on the main shopping street, restricting and reducing the dominance of road traffic throughout the local centre.*
  - *Shared surfaces and investing in the public realm and spaces.*
  - *Coordinated public transport and well designed pedestrian routes.*
  - *Enabling street spaces to be used for different functions at different times of the day.*

3.138 ***Proposal T4*** *- An improved network of bus routes, connections and services including the following:*

- *Quality local services linking the site and adjoining areas with the public transport interchange and new centre.*
- *Improved radial service to city centre.*
- *Re-routed local and longer distance services to serve the development.*
- *Improved access to services through a new transport interchange.*
- *A new high quality service between Longbridge and Frankley.*
- *Upgraded bus stops and infrastructure.*

3.139 ***Proposal T5*** *- Public transport interchange - this will comprise a high quality public transport interchange facility on Longbridge Lane. It will provide easy, safe and convenient transfer between bus, rail walking and cycling and the proposed park and ride facility and a safe, and pleasant waiting environment. This will be designed in accordance with the following principles/ to incorporate the following:*

- *Bus stopping facilities with quality shelters, bus turning facilities, real time/electronic passenger information.*
- *Attractive, direct and safe pedestrian routes from the interchange into the new centre, into the station, along Longbridge Lane and into existing residential areas.*

3.140 ***Proposal T6*** *- Improvements to Longbridge Station - including improved pedestrian access to and within station and upgraded passenger facilities and necessary infrastructure to accommodate additional services.*

3.141 *Feasibility work will continue to consider whether there will be a case for moving the station and Park and Ride facilities to the south of Longbridge Lane.*

3.142 ***Proposal T7*** *- Strategic Park and Ride north of Longbridge Lane - this will be designed in accordance with the following principles:*

- *At least 1000 spaces for Park and Ride users only.*
- *An attractive direct, safe pedestrian link into the station and access to the public transport interchange.*
- *An attractive well designed building with high quality elevational treatment and an active ground floor frontage e.g. small retail units and measures to minimise impact on nearby residents.*
- *Arrangements for parking to serve the Sports and Social Club and Nursery.*

Image: St Modwen

3.143 ***Proposal T8*** *- Highway improvements in the Area Action Plan area - comprising highway and/or junction improvements on the A38 Bristol Road South, Lickey Road, Lowhill Lane, Longbridge Lane and Groveley Lane. These measures will include signal controlled junctions, bus priority measures, access points, bridge work, landscaping, tree planting, pedestrian, bus and cycle facilities as appropriate. All improvements will be designed to be attractive to pedestrians and cyclists.*

3.144 ***Proposal T9*** *- Car parking - A multi storey car park is proposed to serve the local centre. The car park to be well designed with attractive elevations wherever possible and measures to minimise impact on nearby residents. The majority of the parking spaces for the Regional Investment Site are to be located in multi storey or decked car parks. Across the AAP Area there will be no site extensive surface car parking and parking should not normally be visible from the public realm. Car parking standards are set out in Appendix 3. Birmingham City Council's Car Park Design Guide will apply. Planning conditions will require car park management plans to be prepared to promote shared use of car parking to include appropriate charges to encourage modal shift.*

3.145 ***Proposal T10*** *- Access points - the main road access points into the new development are shown on the Movement Strategy Plan and will be constructed to an appropriate standard. Further 'minor road access' points will also be required. An adoption regime will be agreed.*

3.146 ***Proposal T11*** *- A package of measures to encourage sustainable travel including a Travel Coordinator to achieve targeted modal share by public transport, walking and cycling.*

3.147 ***Proposal T12*** *- Improvements to the local rail network - comprising improvements to services, Bromsgrove Station and Redditch Station.*

3.148 ***Proposal T13*** *- Highway improvements outside the AAP area at:*

- *Longbridge Lane - comprising improved junctions with distributor roads and the A441 junction, and minor improvements to alignment. These improvements to be the subject of further public consultation.*
- *The A441 between the M42 and Longbridge Lane, including traffic management in Hopwood.*
- *Groveley Lane/Lickey Road junction.*
- *Tessall Lane.*

3.149 ***Proposal T14*** *- Offsite improvements to the Motorway Network - including turning and junction improvements- at M5 Junction 4 and improvements to traffic signal systems at M42 Junctions 1 and 2.*

3.150 ***Proposal T15*** *- Traffic management measures and residents' parking zones, and other measures such as signage outside the AAP area needed as a result of the development.*

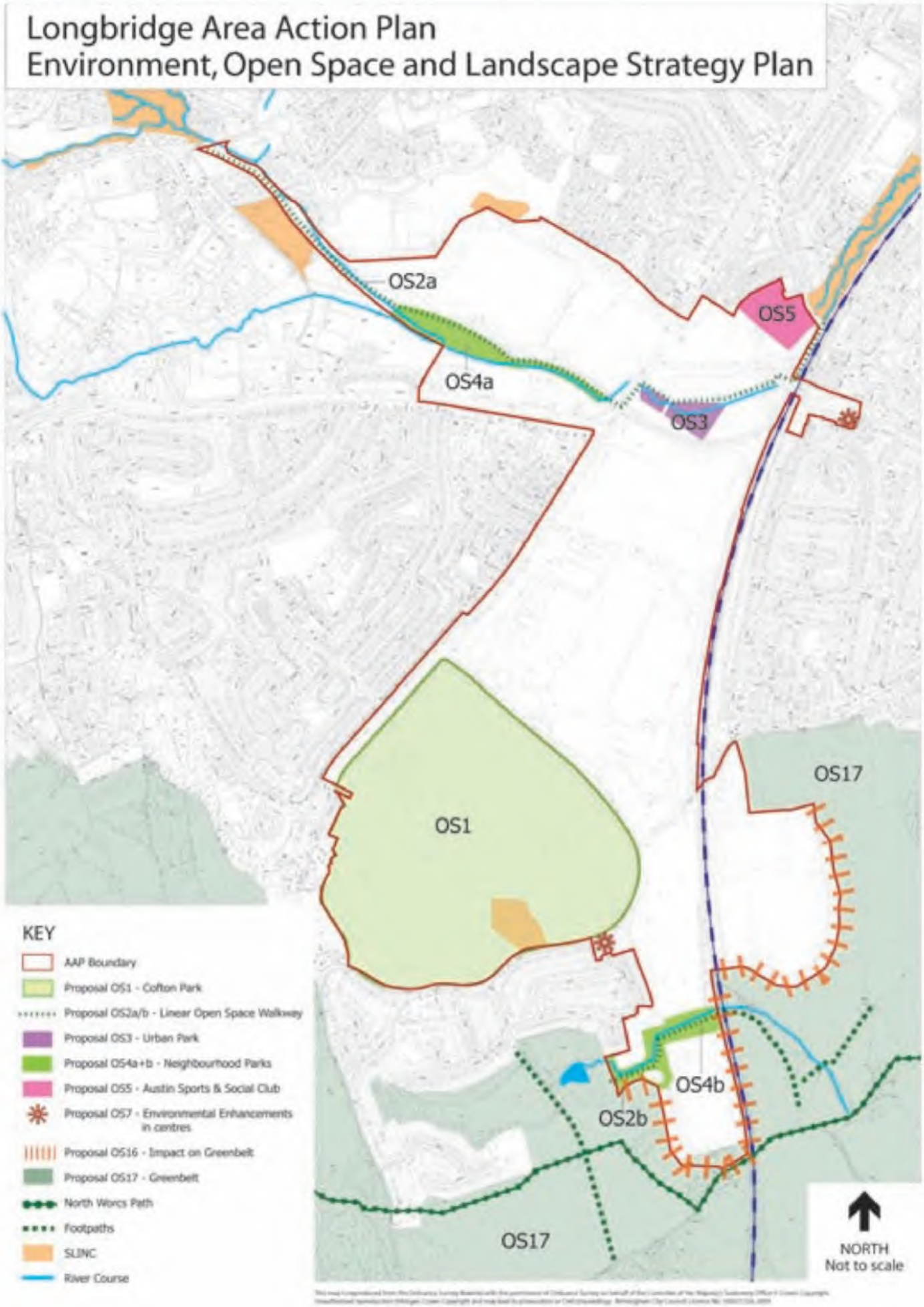
AT A GLANCE

Summary - An integrated sustainable set of transport improvements to achieve a high proportion of all journeys on foot, by cycle and via public transport.

AAP Objectives - Supports objectives 1 and 4.

Policy Context and Justification

- **AAP transport studies** including, Bus Strategy, Rail Strategy, Travel Management Strategy, Traffic Modelling, Travel Demand and an Infrastructure Strategy.
- **Birmingham Unitary Development Plan**- chapter 6 (except policies listed in Appendix 1).
- **Regional Spatial Strategy** - Policies T1 to T8 but particularly T2 Reducing the Need to Travel, T3 Walking and Cycling, T6 Strategic Park and Ride, T7 Car Parking Standards and Management.
- **Worcestershire Community Strategy** - Supports strategic theme connecting Worcestershire.
- **Birmingham Community Strategy** - Supports strategic themes - Prosperous City, Connected City.
- **Sustainability Appraisal** - Proposals T1-6, 11,12 and 15 will have positive effects; proposals 7-10, 13 and 14 will have mixed effects. There will be benefits for health, accessibility, encouraging sustainable transport and modal shift, making best use of the road network and securing regeneration. Negative impacts include increased attractiveness of the private car from highway improvements and visual impact of car parks.
- Other policy documents include West Midlands Local Transport Plan.


Longbridge Area Action Plan
Environment, Open Space and Landscape Strategy Plan
OS2a
OS5
OS4a
OS3
OS1
OS17
OS4b
OS2b
OS17
KEY
AAP Boundary
Proposal OS1 - Cofton Park
Proposal OS2a/b - Linear Open Space Walkway
Proposal OS3 - Urban Park
Proposal OS4a+b - Neighbourhood Parks
Proposal OS5 - Austin Sports & Social Club
Proposal OS7 - Environmental Enhancements in centres
Proposal OS16 - Impact on Greenbelt
Proposal OS17 - Greenbelt
North Worcs Path
Footpaths
SLINC
River Course
NORTH
Not to scale

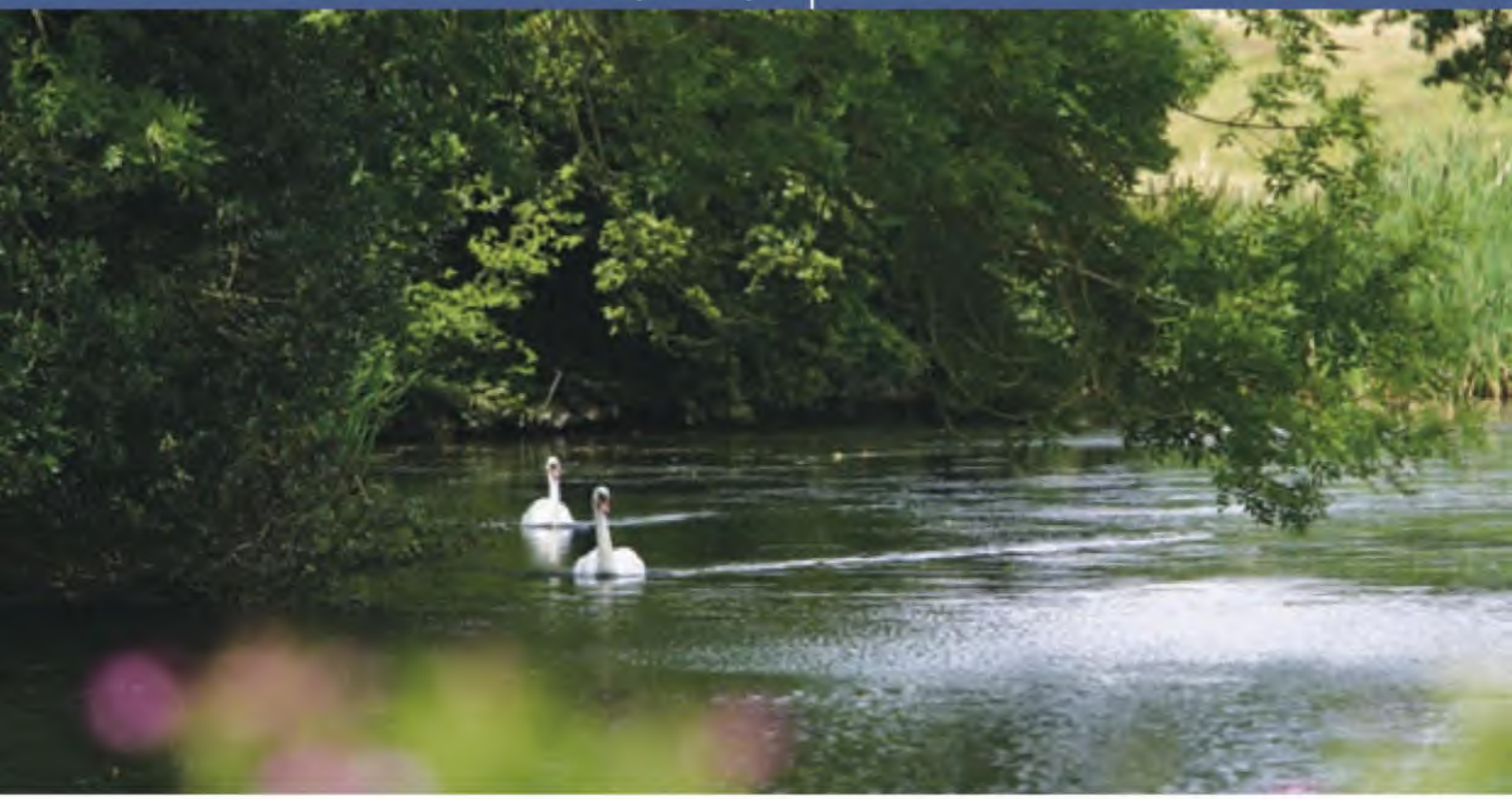


Image: St Modwen

ENVIRONMENT, OPEN SPACE AND LANDSCAPE STRATEGY

Overview

3.151 Open spaces are one of the fundamental building blocks of new developments. They sit alongside building form and movement frameworks as a key component in place-making.

3.152 The Environment, Open Space and Landscape Strategy seeks to enhance the network of open spaces, and open up the River Rea and River Arrow across the site.

3.153 It also recognises the importance of Cofton Park as a valued, versatile and well-used amenity area, which continues to play an important role in the local community. This 55 ha site is one of the largest parks in Birmingham and was first opened to the public in 1936. The park is primarily grass-land, but includes the following important physical features and facilities:

- A Site of Local Importance for Nature Conservation (SLINC).
- A range of football and cricket pitches.
- The former Lowhill Farm dwelling and outbuildings.
- A green waste recycling centre.
- A horticultural centre with associated greenhouses.

3.154 The Park is a unique local amenity and has played and continues to play an important role in the economic and social history of the Longbridge area. The park is also the focal point for a range of events, rallies and gatherings.

What people said about open space

Members of the community felt very strongly about the need to open up the River Rea across North Works. They were also keen for the development to establish/re-establish good connections through the development to areas of countryside and Green Belt.

Particularly strong views were also expressed about the need to preserve existing ecology, wildlife and green features and where possible, improve opportunities for bio-diversity and nature conservation.

Members of the local community were also particularly keen to ensure that developments provided good levels of public open space. As noted earlier there was particular support for the new parks in the local centre and at West Works.

What people said about Cofton Park

The park received a high level of feedback during the consultation exercises.
The majority of people did not want to see additional development on the park or to lose the open space character of the landscape. However, there was a wide range of interest in improving facilities in the park including better sports pitches, new toilets and improved changing rooms.

There was also an interest expressed in recognising the wider history and community role of the park, but a general feeling that the Austin Heritage Centre would be better located within the new local centre than in the park itself.

Site Proposals

3.155 The key proposals are detailed below and illustrated in the Environment, Open Space and Landscape Strategy.

Proposals

3.156 ***Proposal OS1 Cofton Park -*** *A comprehensive masterplan, implementation strategy and management plan will be developed for the overall park, which will assist in fine-tuning the priorities identified below. A separate feasibility study will be undertaken looking at the potential use and re-use of existing farm buildings with the park. Key priorities include:*

- *The protection and enhancement of the Site of Local Importance for Nature Conservation and open spaces, including the effective management of existing vegetation and trees.*
- *Improvements to sports and recreational facilities including:*
  - *Upgrading and installing drainage across all sports pitches.*
  - *Enhancing and providing protective fencing to all cricket wickets.*
  - *The provision of improved changing rooms and accessible toilets.*
  - *Improvements to footpaths, seating, planting facilities for informal recreation and the need for additional play and sports facilities to serve the new development.*
- *Improvements to Cofton Nursery, to include the possible refurbishment or rebuild to the middle section of the nursery to include an educational area with small shop function for visitors and a space to house and display national plant collections.*
- *Enhancements to the Green Waste Facility to include the possible provision of additional space and services as well as an improved one-way traffic management system.*
- *The incorporation of privately owned land at the corner of Lowhill Lane and Lickey Road into the park facility.*

3.157 ***Proposal OS2 -*** *Development of two major linear open space walkways and cycleways through the site –opening up the River Rea and River Arrow, with associated enhancements to wildlife habitats, landscaping and the provision of cycle and pedestrian routes along the walkways and good quality links to the wider area. Proposals should create a recreational resource; contribute positively to biodiversity and recognise the historic and archaeological value. In detail this includes:*

3.158 ***Proposal OS2a River Rea -*** *enhancement of the open channel including, improvements to the profile and beds. The River Rea through West Works will also continue to be protected and enhanced as a Site of Local Importance for Nature Conservation. A floodwater storage area within the new park to address flood risk associated with the River Rea. Good quality attractive and safe landscaped/open space walkways and cycle routes to be provided alongside the whole length of the river including the link across the A38 to the local centre. North Works - Opening up the majority of the River Rea through the site and provision of a Walkway and Cycleway alongside river. This route to continue through the retail quarter to Daffodil Park via Tessall Lane. This, together with improvements in West Works, will provide a continuous route from Rubery Lane to Daffodil Park, completing a key missing link in the city's Linear Open space walkway network. This will also allow for the extension of the River Rea Heritage Trail.*

3.159 ***Proposal OS2b River Arrow -*** *removal of much of the culverted section of the River Arrow through East Works site, allowing the creation of a natural and continuous river corridor with ecological and landscape features and open space. Laying out of Arrow Valley Walkway comprising an east west route along the River Arrow through the East Works site linking to the public footpath network in the wider area - including re-opening the footpath link under the railway.*

3.160 *Proposal OS3 -* *The development of a new urban park acting as the focal point for the new local centre. In detail this will include:*

- *A naturalised river course running through the centre of the park, providing space for wildlife.*
- *A mix of hard and soft landscaping that is durable and meets the needs for a variety of uses.*
- *Formal waterside landscaped areas.*
- *Walkways and cycleways through the park with good links along the River Rea walkway to West Works park and Daffodil Park.*
- *Informal recreational areas with seating and art features.*
- *Wildlife areas and tree planting.*
- *Formal boundary treatment defining the park and urban landscape.*

3.161 *Proposal OS4 -* *Establishment of two major neighbourhood parks, namely:*

3.162 *Proposal OS4a -* *West Works Neighbourhood Park - A public neighbourhood park either side of River Rea that meets national Green Flag standards of quality. It will include landscaped areas and usable open space that is large enough and suitable for a number of functions:*

- *Open space of recreational value incorporating planting, grassed areas, seating, pathways, signage, and play facilities appropriate for young children and teenage age ranges.*
- *An improved River Rea - see above - and associated and measures to enhance nature conservation value and address flood risk.*
- *A walkway with walking and cycling routes along the River Rea.*
- *Archaeological interpretation incorporating information boards.*

3.163 *Proposal OS4b -* *East Works Local Park - A public open space that meets national Green Flag standards of quality that has recreational value incorporating landscaped areas, good quality signage, pathways for walkers/dog walkers and cyclists, and if appropriate playing pitches and adventure play facilities appropriate for young children and teenage age ranges. It will be appropriate for the following functions:*

- *Formal and informal recreational use.*
- *Floodwater storage areas.*
- *Contribute to the biodiversity of the site by providing green corridors linking the MUA and the River Arrow to the rural land beyond.*

3.164 *Proposal OS5 -* *Austin Sports and Social Club and its playing field will be protected. Appropriate car parking facilities retained or re-provided.*

3.165 *Proposal OS6 -* *A network of small recreational neighbourhood parks and informal recreational areas to serve the development, including where appropriate open space within employment areas to meet the needs of employers and workers.*

3.166 *Proposal OS7 -* *Environmental improvements (tree planting, paving) and traffic management along Groveley Lane, Lowhill Lane and other areas within vicinity of site e.g. Parsonage Drive. Environmental enhancements within existing centres at Longbridge Lane/Sunbury Road and Groveley Lane/Parsonage Drive.*

3.167 *Proposal OS8 -* *The provision of, and or improvement to existing open space and facilities for sports, playing fields, multi use games areas and other recreational facilities to meet the needs of the development through improvements to existing open space in the vicinity- particularly Cofton Park and Cofton Community Park/Recreation Ground.*

3.168 *Proposal OS9 -* *The following site wide landscape and biodiversity strategies and plans will be prepared:*

- *A comprehensive and integrated site wide landscape strategy to include the network of green spaces, buildings and spaces around buildings that are of landscape, amenity and biodiversity value, and are linked to river corridors and the wider countryside. This will include principles relating to detailed planting schemes, surfaces, lighting and street furniture as well as identifying locations for boulevard planting particularly along roads and the character and landscaping treatment of the River Rea and River Arrow.*
- *A linked biodiversity strategy to address enhancements of exiting habitats, new habitats related to the open spaces and buildings etc.*
- *A landscape and nature conservation/ biodiversity management plan.*

3.169 *Proposal OS10 -* *A management plan will be required for all the parks, open spaces and public areas within the AAP area.*

3.170 *Proposal OS11 -* *The local culture and history (including archaeology) will be considered in drawing up proposals for the environment and open space. In addition archaeological investigations and recording will be required prior to and during development to enable the study of significant archaeological remains within the site - particularly along the River Rea Corridor where there are significant paleaoenvironmental remains. Historic interpretation of the site in publicly accessible areas (e.g. interpretation boards) will also be required.*

3.171 ***Proposal OS12 -*** *A public art strategy will be prepared for approval. This will address the provision of public art to add variety and interest to the visual environment and help to create sense of place. Public art should be an integral part of the public realm and buildings in key locations particularly in the new local centre, in the new parks and at the public transport interchange (including street furniture, bridges, art on buildings, lighting, sculpture, surface treatments etc.*

3.172 ***Proposal OS13 -*** *Contamination and site remediation - Initial assessments of land contamination have been carried out for the Area Action Plan. Further full assessments will be required with any development proposal together with an appropriate strategy for treatment/ remediation of the site/site risk assessment and validation to return the site to the required quality for new uses.*

3.173 ***Proposal OS14 -*** *Flooding - no development will be permitted on sites LC1-4, RIS1, H1 and EZ1 until measures are in place to prevent flooding associated with the River Rea. No development will be permitted in site H2 until appropriate measures have been put in place for the River Arrow. Flood risk modelling for both rivers indicates that flooding will be contained within the development proposals contained within the AAP to enhance the river corridors based upon a 1 in 100 flood event (plus climate change) scenario. Matters relating to minimising residual risk associated with 1:1000 year events will be addressed fully at the planning application stage. The Proposals Map shows flood risk zones following implementation of development with measures in place to prevent flooding in the 1:100 flood event scenario.*

3.174 ***Proposal OS15 -*** *Mitigation measures - measures to mitigate the impact of the development on the landscape, open space, recreation and nature conservation value of the area will be required. This will include off site enhancements to River Rea Corridor, enhancement to the pool adjoining the western boundary of site H2, measures to manage increased pressure on the countryside e.g. improvements to paths and pedestrian access, ecological mitigation and enhancements e.g. at Balaams wood, Rubery Hill.*

3.175 ***Proposal OS16 -*** *Impact on Green Belt - The existing Landscape buffer around the site EZ3 and H2 will be protected. It will be managed and enhanced with native planting to maintain and enhance screening of the site, to ensure that developments protect and enhance the adjoining Green Belt and adjacent areas of landscape value.*

3.176 ***Proposal OS17 -*** *Green Belt - Existing green belt area at the southern end of site H2 will be maintained as a landscape buffer. No land other than that identified on the proposals map shall be used for new development, encroachment into the green belt will not be permitted, other than for uses identified in PPG2 Green Belts.*

AT A GLANCE

AAP Objectives - supports objectives 1, 3 and 6.

Summary - a set of proposals to achieve a high quality environment.

Policy Context and Justification

- **Regional Spatial Strategy** - policies - QE1 Conserving and enhancing the environment QE2, Restoring Degraded areas and managing and creating high quality new environments, QE3 Creating a high quality environment for all, QE4, Greenery, Urban space and public spaces. QE9 the Water, Bromsgrove Draft Sustainable Community Strategy.
- **Bromsgrove and Worcestershire Community Strategy** - supports strategic theme - a better environment for today and for tomorrow.
- **Birmingham Community Strategy** - supports strategic themes - City for culture sport leisure, A green city.
- **Sustainability Appraisal** notes positive benefits for health, biodiversity, environmental quality, landscape, heritage etc of all proposals.
- **Birmingham UDP** sets out overall policies for protection and enhancement of open space, and identifies a network of linear open space walkways including River Rea.
- **Bromsgrove District Local Plan** - contains polices to protect and provide open space, and maintain sensitive environments and wildlife corridors.
- **Baseline studies** on River Rea, Ecology, Open space and recreation.
- Other policy documents include -Sustainable Management of Rivers and Floodplains SPD.

Part D
Delivery and Implementation

4.0 It is clear from Central Government guidance that a key feature of Area Action Plans should be their focus upon implementation. As well as identifying the distribution of land uses, site-specific development proposals, associated infrastructure and other improvements (as set out in Part C of this plan) an AAP should also set a broad timetable for their delivery and implementation.

4.1 Accordingly, it is important that the proposals within the Longbridge AAP are both deliverable and viable within the timeframe of the plan. In addition, it is believed that the Longbridge AAP should also act as a wider 'catalyst for change' and have a strong role to play in stimulating regeneration in its widest sense including focusing the delivery of local area-based regeneration initiatives and socio-economic programmes.

Understanding Viability

4.2 The implementation of the Longbridge AAP over the life of the plan will be very dependant upon:

- Commercial interest in the types and mix of land uses proposed.
- The levels of on site constraints and development costs.
- Financial returns on remediated land and packaged sites.
- The viability of schemes at the time planning applications are submitted.
- Implementation of public sector initiatives and availability of public sector and other stakeholder funding, including co-funding or gap funding, as necessary.

4.3 A detailed viability model has been established for the Longbridge AAP, which underpins and supports the proposals established in this document. An 'open book' approach has been taken with the main developer to broadly agree the variables within the model. The model has enabled the local authorities to:

- Establish the principal costs associated with the development and better understand potential scheme values and site phasing.
- Take into consideration the development costs of the sustainability standards detailed in the Sustainability Strategy.
- Build in major infrastructure requirements and mitigation measures.
- Balance overall costs against return.
- Look at options for improving cash flow within the lifespan of the scheme including public funding.

4.4 Details of the viability model are provided in the technical baseline report on viability and deliverability, which supports this document.

4.5 The development will require an element of public funding and further information on this is set out in table 5 and in Appendix 5.

In addition, the previously developed nature of the site, which requires substantial remediation and other abnormal costs, means that viability is likely to be an issue in times of difficult market conditions. In such circumstances a flexible approach to any negotiations at planning application stage will be required to ensure viability and that the delivery of an acceptable scheme on the ground is not constrained or delayed. The approach to such negotiations is set out in paragraph 4.25 below.

Ensuring a Sustainable Development

4.6 The redevelopment of Longbridge will result in 10,000 jobs, a minimum of 1,450 new dwellings and approximately 3,500 new residents. This creates a need for a range of physical and community infrastructure and other measures, without which:

- There may be a detrimental effect on local amenity and the quality of the environment.
- New developments will not be able to operate efficiently.
- Opportunities to make a positive contribution towards meeting the day-to-day needs of the population may be lost.

4.7 In terms of planning obligations, these may require the developer to carry out certain prescribed works to provide the appropriate infrastructure and measures (e.g. requiring that a certain proportion of housing is affordable); and/or mitigate the negative impacts of a development and to ensure that it makes a positive contribution to the communities within which it is situated (e.g. through environmental mitigation measures and increased public transport provision). These types of obligations, which are in line with Planning Obligations Circular 05/05 are identified in the site-specific proposals in Section C of the Plan and Tables 1 and 2 below.

Where appropriate, planning conditions will also be used to secure infrastructure and other measures.

4.8 The local authorities involved in producing the Longbridge AAP have agreed a planning contributions model, which consists of both traditionally negotiated S106 elements, such as affordable housing, and a simple Longbridge Infrastructure Tariff (LIT), to support the development of the area. This approach could have several advantages including:

- Providing clarity and certainty for developers over the scale of planning contribution requirements.
- Providing certainty for existing local residents and businesses that new development will make a fair contribution towards minimising the detrimental impact of schemes on local amenity and the quality of the environment.
- Providing the opportunity for strategic and joined-up thinking that connects spatial planning with site phasing, delivery plans and business planning.
- Providing a range of essential infrastructure at the right time in the implementation of the development.

4.9 The planning contributions model also sits alongside a package of S278 and S38 agreements for the private sector and other stakeholder funding of works on local and strategic roads as required by proposals in the Movement Strategy. The S278 agreements provide a well tested financial mechanism for ensuring delivery of mitigation works identified and determined as necessary for planning permission to be granted. Table 1 provides information on the key anticipated S278 requirements as part of the Longbridge AAP.

4.10 Agreements will also be required under Section 38 of the Highways Act 1980 for roads to be adopted within the development sites. There will be further standard agreements for the adoption of sewers, footways and other structures.

Table 1: Anticipated S278 Scheme Requirements

ITEM	RATIONALE	PHASING
A38 Road Improvements	Requirement has emerged from the traffic modelling work and is detailed in the AAP Movement Strategy (T8). Includes A38 improvement, junction works, street trees and sound attenuation measures.	Links with River Rea Re-profiling
Longbridge Lane	Requirement has emerged from the traffic modelling work and is detailed in the AAP Movement Strategy (T8). Includes on and off site improvements to Longbridge Lane (including junction improvements, modest widening and improvements to A441 roundabout) and any appropriate traffic management measures on adjacent roads. Also includes environmental enhancements at the Sunbury Road centre and street trees.	Links to development of North and West Works
Groveley Lane	Requirement has emerged from the traffic modelling work and is detailed in the AAP Movement Strategy (T8). Includes bridge works, junction improvements, street trees, crossings and lighting. Also includes environmental enhancements in centre at Groveley Lane / Parsonage Drive.	Links to early phase of East Works redevelopment
Tessall Lane	Requirement has emerged from the traffic modelling work and is detailed in the AAP Movement Strategy (T8), Includes junction improvements at A38.	Links in with A38
Lickey Road and Lowhill Lane	Requirement has emerged from the traffic modelling work and is detailed in the AAP Movement Strategy (T8). Includes realignment of Lickey Road at A38 junction, junction improvements at Lickey Road / Lowhill Lane and environmental works on Lowhill Lane including street trees.	Links to completion of East Works 1st phase
Parsonage Drive Area	Improvements identified by local residents and outlined under AAP Movement Strategy (T15). Traffic calming and access improvements.	Links to completion of East Works 1st phase
M5 Junction 4 and M42 Junctions 1 & 2	Requirements have emerged from the traffic modelling work and are outlined in the AAP Movement Strategy (T14), to include junction work and improvements to approach roads.	Links to completion of local centre
A441 Hopwood	Improvements identified through traffic modelling and outlined in the AAP Movement Strategy (T13), to include traffic management measures, crossings and other works between the M42 and Longbridge Lane.	Links to completion of East Works 1st phase
Public Transport Interchange/ Longbridge Lane	Supported in bus strategy and outlined in the AAP Movement Strategy (T5), to include new high quality passenger waiting facilities, real time information points, taxi waiting areas, bus turning facilities and strong physical connections to Longbridge Railway Station.	Links in with other Longbridge Lane improvements

Longbridge Planning Contributions: In Detail

4.11 The planning contributions associated with the Longbridge AAP are split into traditionally negotiated agreements under Section 106, and a supporting Longbridge Infrastructure Tariff (LIT), which covers both residential and non-residential elements of the development. If the scheme is not viable at the time of submitting planning applications there will be a need for negotiations on the application, including the S106 and LIT elements, and taking account of the availability of public sector and other stakeholder funding. The approach to this is set out in para 4.25 below.

4.12 Section 106 Agreements

The elements of the scheme for negotiations include:

- A target of 35% affordable housing across the site.
- Securing the provision of community, library, health, recreational and cultural facilities within the overall development and the provision of 'The Austin' building within the local centre and space within it for a variety of users as well as the provision of new library/community centre as part of the redevelopment on the former East Works site.
- Securing an appropriate level of affordable business space.
- Establishing requirements for site specification and phasing of river infrastructure (River Rea and River Arrow).
- Establishing requirements and specification for the urban park and local neighbourhood parks, walkways and cycle-ways.

- Agreements covering design and construction standards for residential and non-residential buildings.
- Ensuring that carbon emissions from development are minimised in line with the area-wide sustainability strategy.
- Agreements on overall site phasing, upfront infrastructure and the timing of reserved planning application matters.
- Securing 15 year open space and local centre/town centre management agreements.
- Triggers for payment of LIT contributions, longstop dates when outstanding payments are due, as well as the indexation of levy contributions.

4.13 Longbridge Community Infrastructure Improvements

With regard to the LIT, infrastructure has been defined by the joint charging authorities (Bromsgrove District Council and Birmingham City Council) as 'infrastructure of local and strategic importance to the delivery of sustainable developments'. Table 2 summarises a broad schedule of anticipated community infrastructure improvements to support the Longbridge AAP. Further information on the community infrastructure requirements including outline costs, information sources and methods of calculation are included in the Longbridge Viability and Deliverability Technical Baseline report.

Table 2: Anticipated Community Infrastructure Improvements

Public Transport

THEMES AND COMPONENTS	RATIONALE	PHASING
Longbridge Railway Station	Identified in the Rail Strategy and supported in AAP Movement Strategy (T6) to include re-fit and upgrading of existing station and the accommodation of additional services.	Link to Longbridge Lane improvements
Rail service and infrastructure improvements – Longbridge/ Bromsgrove and Redditch	Identified in the Rail Strategy and supported in AAP Movement Strategy (T12). Key focus on enhanced track capability to allow more stopping services at Longbridge Station and beyond. Also includes enhanced stations and services.	Links with completion of local centre and early phases of RIS
Bus Service Improvements	Supported in the Bus Strategy and AAP Movement Strategy (T4) to include an extensive network of quality local bus services within the site, the redirection of existing services and improved longer distance services. Bus service improvements also include dedicated infrastructure within the development to serve Frankley.	Links with commencement of local centre and early phases of RIS. Timetable to include early trial of Buzz Bus network

Physical, Social, Recreational and Ecological Infrastructure

THEMES AND COMPONENTS	RATIONALE	PHASING
Education and child-care – Nursery, Creche, Primary and Secondary Schools	Priorities identified in the Community Infrastructure Baseline and AAP Sustainability Strategy (S2) to meet the needs arising from the provision of new dwellings to include investment in existing school facilities in both local authority areas and new pre-school services.	Links to delivery of housing. New facilities to be available on completion of first phases of new housing
Public Art	Identified in the Cultural Baseline and AAP Design Strategy (DS1), on and off-site public art infrastructure (including arts development resources) with maintenance support for physical structures.	Phased throughout development of highway works
Cofton Park- open space, recreational, community and visitor facilities	Various baseline support improvements also detailed in the AAP Environment, Open Space and Landscape Strategy (Proposal OS1). To include enhanced play pitches, multi-use games area, landscape improvements, site drainage, and ecological measures. Other priorities include the re-use of Lowhill Farm for community use with changing facilities and toilets; enhancement of Cofton Green Waste Recycling Centre and Cofton Horticultural Centre with improved customer facilities and greenhouses.	Links to delivery of housing. Works to coincide with completion of early phases of H1 and H2

Physical, Social, Recreational and Ecological Infrastructure continued

THEMES AND COMPONENTS	RATIONALE	PHASING
Other off-site open space enhancements, recreational improvements, walking / cycling routes and ecological mitigation	Community and baseline identified priorities supported under various AAP Environment, Open Space and Landscape Strategy proposals. To include: - Improvements to Lickey Hills footpaths, pools, gardens, site interpretation, car parking and visitor centre. - Compensatory ecological mitigation and enhancement measures required to include improved access through Balaam's Wood and woodland management, as well as the enhancement of the reservoir adjacent to the East Works site, including possible recreational improvements. - Improved access to and through Rubery Hill together with heathland restoration. - Woodland and open space management along River Rea and Callow Brook. - Multi-use games area in Allan's Cross. - Multi-use games area and children's play facilities in the Longbridge Area. - Development of a sustainable fishing venue at Rubery Balancing Lake. - Development of new enhanced Cofton Community Park and nearby play facilities within Bromsgrove District. - Surface, lighting and access improvements to River Rea Walkway and Cycle Route and other strategic cycling/ walking routes associated with the Longbridge site. - Measures to mitigate increased pressure on surrounding Green Belt/countryside including footpaths in the vicinity of Cofton Hackett and Bittell Reservoir.	Open space, recreational and ecological improvements link to delivery of housing. Works to coincide with completion of early phases of H1 and H2 Walking and cycling improvements link to delivery of local centre and throughout the scheme

Social, Community, Economic and Transport Measures

THEMES AND COMPONENTS	RATIONALE	PHASING
Local Employment and Training Agreements	Strong community priority and identified under the AAP Sustainability Strategy (S2). Support for the development of Work Based Co-ordinators to assist in securing employment and skills development for local people as part of the construction phases of the development and with end site occupiers. Ensure new college provides appropriate re-training to allow people to access new job opportunities. Work with local firms on other skills / workforce development initiatives including environmental management systems.	Linked to approval of first planning applications for construction works
Enterprise and Business Support	Community and socio-economic baseline priorities, identified under the AAP Sustainability Strategy (S2). Support for local business surgeries and coaching as well as social enterprise development. Links to affordable business space, local centre small retail units and RIS.	Linked to start of works on mixed use and employment quarters

Social, Community, Economic and Transport Measures continued

THEMES AND COMPONENTS	RATIONALE	PHASING
Safer Communities	Community priorities and baseline report priorities, identified under the AAP Sustainability Strategy (S2). Contribution towards roll out of local anti-crime and disorder projects (including CCTV), fire prevention programmes, community warden network and neighbourhood policing.	Timetable linked to early residential developments
Healthy living and sports development	Identified through various baselines and consultation, identified under the AAP Sustainability Strategy (S2). Contribution towards innovative and partnership-led health outreach services and facilities to support healthy living initiatives with local residents and employers within both Birmingham and North Worcestershire Primary Care Trust areas. Support for active living and commuting projects as well as sports development programmes connected with Cofton Park.	Programme Timetable linked to outreach work ahead of new centre opening
Lifelong Learning	Socio-economic baseline identified issues and supported under the AAP Sustainability Strategy (S2). To include support for local learning initiatives focused upon basic skills, literacy/numeracy programmes, emergent and advanced readers, early years, family learning, children and young people, older learners and links to further and higher education and new library services.	Programme timetable linked to opening of new Cofton library at East Works
Community Cohesion and Inclusion	Socio-economic and EINA identified priorities and supported under the AAP Sustainability Strategy (S2). To include support for local citizenship programmes and social inclusion projects. Libraries can support social inclusion through facilitating or simply providing space for community activities.	Throughout development, starting on completion of early phases of development
Heritage and Culture	Cultural baseline identified issues and supported under the AAP Sustainability Strategy (S2). To include support for project officers and programmes of directed and informal cultural activities including poetry and live literature events, tours, music programmes, storytelling, reminiscence, exhibitions, local history resources, arts development, sports clubs, carnivals, festivals and holiday programmes. Strong links to 'The Austin' building and new Cofton Hackett Library/ Community Centre.	Links with development of new library at East Works and 'The Austin' building.
Sustainable transport and off-site mitigation	Identified in the Travel Management Strategy and Movement Strategy (T11/T15). Funding for travel plan co-ordinator. Required to achieve the target modal share. Also green travel plans, car clubs, car-share and individualised travel plan initiatives. Residents' parking schemes also required to assist in minimising street parking in adjoining residential areas.	Linked to requirements of Site Wide Travel Plan and more detailed travel plans for specific users
S106 and Longbridge Infrastructure Tariff Administration	Administrative costs associated with managing and monitoring S106 agreement and LIT. Standardised % formula adopted.	January 2009 onwards linked to first approved planning permissions

4.14 Some of the Community Infrastructure improvements may need to be delivered upfront and at certain phased intervals in the overall development schedule. This means that the planning contributions model will require a degree of forward funding to support regeneration and development. The role of the Accountable Body and its banking role will therefore be essential in this respect. The banker and other stakeholders will be expected to demonstrate that all reasonable endeavours have been undertaken to minimize unnecessary expenditure and to identify funding where there is a gap between scheme expenditure and income. (4)

4.15 The rate established for the LIT is detailed in 4.15 and Table 3, which covers both residential and non-residential elements of the scheme. A de minimus level of 5 dwellings has been set for the residential component of the tariff and a minimum of 0.1ha gross for non-residential sites.

4.16 All financial contributions will be 'index linked' from April 2008, in accordance with the methodology set out in the AAP Glossary. The timing and phasing of tariff payments is established below:

Residential and Non-Residential

- 25% upon commencement on site
- 25% before completion of each unit
- 50% prior to the occupation of each unit

4. The banking function will be administered in accordance with local authority accounting regulations and principles. The banker may provide deficit funding to the LIT Fund to enable essential development works to take place in advance of receipts, subject to certain financial limits. All costs incurred under the banking function will be charged against the LIT Fund.

Table 3: Longbridge Infrastructure Tariff (LIT)

Residential

RESIDENTIAL	£ PER DWELLING
Per Dwelling - Including Affordable Housing	£16,500

NON RESIDENTIAL	£ SQM
A1 Superstore	280
A1 Shops (other) – A5	120
B1 (a) Office	120
B1 (b)/(c) Research and Development/Light Industry	30
B2 Industrial	30
B8 Storage & Distribution	30
C1 Hotels	50
C2 Residential Institutions	50
D1 College	30
D2 Leisure	50
Other	30

Development Phasing

4.17 The planning and phasing of the Longbridge development needs to be carefully managed and structured to minimise disruption to local businesses and residents. It also needs to follow the guiding principle that services, facilities and infrastructure will be provided at stages in the development process when the need for them is programmed to arise and not towards the middle or end of a scheme.

4.18 There is a diverse range of infrastructure improvements to deliver the requirements of the LAAP, ranging from key strategic transport infrastructure to those that deliver community and social benefits.

The expenditure of infrastructure monies will need to be spent against a detailed delivery plan, which sets out:

- The various roles and responsibilities of organizations and stakeholders;
- A construction schedule linked to tariff triggers and prioritised expenditure items;
- A detailed delivery programme;
- A business case, appraisal and sign-off process for tariff expenditure components;
- Agreed project milestones, outputs and outcomes;
- Delivery agreements with lead organisations; and
- A monitoring framework linked to LAAP monitoring and review requirements.

The delivery plan will also be reviewed regularly in light of planning application submissions, viability assessments and changing infrastructure costs, tariff income and expenditure profiles.

4.19 The key estimated development phases are detailed below:

Site Remediation

- North and West Works Site: Spring 2008 - Autumn 2009.
- East Works: Autumn 2009 - Autumn 2010.

Highways Works, Transport Infrastructure and River Networks

- A38 Road Improvements and River Rea Profiling: 2009 - 2011.
- River Arrow Profiling: Spring 2010 - Spring 2011.

Development Construction and Key Physical Community Infrastructure

- North Works Learning Quarter: Autumn 2009 - Autumn 2011
- North Works Retail Quarter: Autumn 2009 - Summer 2012
- North Works The Austin Building: Summer 2011 - Summer 2012
- North Works Mixed Use Quarter: Summer 2011 - Summer 2016
- North Works Employment Quarter: Summer 2011 - Summer 2017
- East Works Phase 1 (Residential): Autumn 2010 - Summer 2011
- East Works Library / Community Building: Autumn 2010 - Autumn 2011
- East Works Phase 2 (Residential): Summer 2011 - Summer 2012
- West Works Housing: Spring 2011 - Spring 2015
- West Works RIS Phase 1: Spring 2011 - Spring 2013
- West Works RIS Phase 2: Spring 2013 - Spring 2018
- West Works RIS Phase 3: Spring 2019+
- Cofton Park Improvement: Spring 2011 - 2013
- Other Open Space and Recreational: 2011 - 2014

Delivery will however be dependant on market conditions at the time of the Development.

4.20 An outline housing trajectory for the overall development is detailed below in Table 4.

Table 4 Longbridge Housing Trajectory

	2009/ 2010	2010/ 2011	2011/ 2012	2012/ 2013	2013/ 2014	2014/ 2015	2015/ 2016	2016/ 2017	Total
Projected Completions Total	0	100	240	240	240	240	240	150	1450
Market Housing	0	65	156	156	156	156	156	97	942
Affordable Housing	0	35	84	84	84	84	84	53	508

Planning Applications

4.21 Following the restructuring of MG Rover in 2000, nearly 30 ha of the site was identified as being surplus to requirements and was acquired by St. Modwen PLC and Advantage West Midlands (AWM). The Longbridge Development Framework was prepared for this site by Birmingham City Council and outline planning permission for a major development on the former North Works Car Park and part of South Works was granted in 2005 comprising:

- A 15 ha technology park with ancillary offices and warehousing (first two units now complete).
- A 7 ha neighbourhood centre comprising small food store, shops, public house/restaurant, medical centre and nursery/crèche.
- Associated highways infrastructure, car parking and opening up of the River Rea through the site.

4.22 Following the closure of MG Rover in 2005, a statement of intent was adopted by Birmingham City Council, Bromsgrove District Council and Worcestershire Country Council with endorsement by AWM and the major landowner St. Modwen PLC.
This statement had as its aim to:

- Create up to 10,000 jobs on site and provide a range of other social, economic and environmental benefits.
- Maximise development opportunities and co-ordinate future uses through the preparation of an Area Action Plan.

4.23 The range of development now proposed in this AAP requires a number of phased planning applications. Broadly, the forward planning application process includes:

- Detailed planning applications for site remediation, earth works, servicing, infrastructure, River Rea re-profiling, A38 Highways works and site access covering both North and West Works.
- A detailed planning application for site remediation, earth works, servicing and infrastructure covering East Works.
- Detailed planning applications for Units 3 and 5 of the existing technology park.
- An outline application for North and West Works, supported with detailed masterplan for both areas, with supporting design codes, transport assessment, environmental statement, retail assessment, construction management plan and any other supporting information as required by the planning authority. Reserved matters to be signed off as the plan progresses.
- An outline application with supporting masterplan for East Works. Six phased detailed applications with supported design codes, transport assessments, construction management plans, sustainability assessment and supporting documentation to follow.

4.24 The transport and environmental assessments will need to cover the cumulative impact of all development in the AAP area, including North Works, West Works, East Works, Cofton Centre and the existing technology park.

4.25 It is recognized that market conditions are subject to change, and that these can impact on the viability of development. If at the time planning applications are submitted, it can be shown through an open development appraisal, that a scheme may be unviable if the LAAP's policies have to be applied in full; then the Local Authorities will enter into detailed negotiations with the applicants to determine what may be acceptable to enable the scheme to proceed.

In such cases, the planning obligations that have not delivered the full tariff levels set out in table 3 will include mechanisms to allow the scale of obligations to be increased if it can be demonstrated that market conditions improve at the time the development is implemented. e.g. through linking the tariff payments to phases of the development.

Partnerships and Co-ordination

4.26 The plan has been developed in partnership with a wide range of local people, organisations and stakeholders over the last 2-3 years.

4.27 It is now apparent that as the plan moves forward from production to implementation there is a need to clearly set out the key delivery partnerships.

These are briefly outlined below with principal responsibilities:

- Longbridge Implementation Group - day-to-day responsibility for the plan development, delivery plans, implementation and monitoring. Programmed to meet on a monthly basis with membership to include BCC, BDC, WCC, the developer and AWM as well as a range of other stakeholders.
- Longbridge Consultative Group - local stakeholder and resident partnership. Important supporting role in plan implementation and development. Key future role in conjunction with the Future Forum in project implementation. Meets on a bi-monthly basis and ensures links to LSPs and constituted authorities.
- Longbridge Future Forum - local resident group with key role in plan development and project implementation.
- Longbridge Skills and Employment Partnership (LSEP) - cross partnership organisation with no formal legal structure responsible for ensuring the delivery of local employment, training and skills targets; includes representatives from Job Centre Plus, Learning and Skills Council, BCC, AWM, further and higher education and specialised skills training and development organisations.

4.28 There are three main Local Strategic Partnerships which cover the AAP area. In addition to reporting on specific themes or projects to various meetings, and the existing relationships through the various groups detailed above, it is intended that the Longbridge Implementation Group will provide an annual update to each partnership linked in with the annual monitoring requirements of the plan.

4.29 Additionally, although not a formal partnership, the developer is also preparing a scheme of delivery and management for the RIS in consultation with AWM, CTB, BCC and other relevant stakeholders including local Universities.

Implementation, Delivery Mechanisms and Programme

4.30 A summary implementation plan linking proposals to delivery is outlined below. The table also makes reference to risk assessment and scheme phasing as detailed above.

Table 5: Summary Implementation Plan

AAP Proposals and Policy	Responsible Bodies	Delivery Mechanisms	Delivery Funding	Land use and Planning Issues	Phasing and Timetable	Risk Assessment
Proposal S1- Sustainability Building Standards	Applicants/ Planning Authority	Planning applications and building regulations	Private sector and Homes and Communities Agency (HCA)	Requires creative and integrated approach to delivering sustainable buildings	Progressive standards set from 2008, with increasingly challenging standards required during the lifespan of the development	Limitations of current technology and increased cost implications of piloting techniques/ approaches
Proposal S2- Site Wide Sustainability Criteria	Applicants/ Planning Authority	Planning Applications and site masterplans	Private sector and Lottery Funding RFA	Requires integrated and comprehensive approach to new developments	From 2008 with first planning application	Lack of co-ordination
Proposal DS1- Design Principles	Applicants/ Planning Authority	Site masterplans, planning applications and S278 agreements	Private sector	Requires the production of high quality site masterplans and supporting design information including codes where necessary	From 2008	Lack of quality in design and architecture.
Proposal LC1 and LC2 Learning Quarter	Landowner/ Bournville College	Planning applications	-LSC, Bournville College, AWM, -S106 agreement	Requires integrated approach with other developments in local centre, River Rea enhancements, urban park and provision of access	Start on site 2009 following completion of remediation works. Completion 2011	Lack of co-ordination and focus. Insufficient resources
Proposal LC1 and LC3 Retail Quarter	Landowner/ Private Sector	-Planning applications - Private organisations programmes S106 agreements	Private sector	Requires integrated approach with other developments in local centre, River Rea enhancements, urban park and provision of access	Start on site 2009 following completion of remediation works. Completion 2012 onwards	Downturn in the economy combined with continued competition from on-line retailers

Summary Implementation Plan continued

AAP Proposals and Policy	Responsible Bodies	Delivery Mechanisms	Delivery Funding	Land use and Planning Issues	Phasing and Timetable	Risk Assessment
Proposal LC1 and LC 4- Mixed use quarter including housing, heritage building, offices	Landowner/ Private sector	-Planning applications - Private organisations programmes - S106 agreements	- Private sector - RSL - Lottery Funding	Requires integrated approach with other developments in local centre, River Rea enhancements, urban park and provision of access	Start on site 2011	Development risk spread across range of land uses.
Proposal EZ1	Landowner/ Private sector	- Planning applications - S106 agreements - Business support programmes	- Private sector - RFA - HCA	Requires integrated approach with developments in local centre, and provision of access	Start on site 2011	- Downturn in economy - Low take-up of space
Proposal RIS 1	Landowner/ Private sector with RIS management and delivery body	-Planning applications - S106 agreements - Business support programmes	- Private sector - RFA - HCA	Requires integrated approach with River Rea enhancements, flood compensation measures, and provision of access	First phase start on site 2011	- Downturn in economy - RIS competition from other locations - Low take-up of technology space - Ineffective marketing
Proposal H1 – Housing on West works	Private sector/ RSL	-Planning applications - S106 agree-ments	- Private sector - RSL	Requires integrated approach with, River Rea enhancements, flood compensation measures, provision of neighbourhood car park and provision of access	Start on site 2011	Stagnation in market for private sector housing or too much housing coming onto market in area at same time
Proposal H2- East works housing	Private sector/ RSL	Planning applications including site masterplan S106 agreements	- Private sector - RSL	Requires coordinated integrated approach and attention to River Arrow corridor and community facilities.	Start on site 2010	Stagnation in market for private sector housing or too much housing coming onto market in area at same time

Summary Implementation Plan continued

AAP Proposals and Policy	Responsible Bodies	Delivery Mechanisms	Delivery Funding	Land use and Planning Issues	Phasing and Timetable	Risk Assessment
Proposal EZ2 Nanjing	NAC / Landowner	Planning applications	Private sector	Need to balance employment uses with compatible land uses across the site	Handback of surplus land from 2007	Large proportion of the site dominated by single employer. Stiff competition and potential downturns in automotive industry
Proposal EZ 3- Cofton Centre	Private sector/ landowner	Planning applications	Private sector	Need to provide quality well-connected built environments associated with more traditional employment uses	Planning applications approved in 2007. Work ongoing	Economic downturn
Transport and Movement Strategy (T1-15)	Public/Private Sectors	Planning applications S106 and S278 agreements	- Private Sector - Local Authorities - Stakeholders - Funding Programmes	Needs highly co-ordinated approach with appropriate infrastructure provided at the right time to serve the development	Start on site 2009	Poor patronage of public transport. Lack of resources
Environment Open Space and Landscape Strategy (OS1-17)	Landowners/ Public Sector/ Private Sector	Planning applications/ S106 agreements	- Private Sector - Local Authorities - Stakeholders - Funding Programmes	Needs comprehensive masterplan for Cofton Park and appropriate implementation and management plans	Start 2009 following completion of remediation works	Lack of sufficient resources and maintenance

Monitoring and Review

4.31 The implementation of the Area Action Plan will be monitored on an annual basis against the plan's objectives detailed in Part B. This will help BCC and BDC keep track of progress during the lifespan of the plan. A number of Key Performance Indicators (KPIs) have been identified, which will be refined over time and linked to appropriate targets. These targets will then be reported though the Annual Monitoring Report. The responsibility for the collection of the KPI information resides with both planning authorities. This will involve the collection of primary and secondary data from a variety of sources.

4.32 In addition to annual monitoring requirements the plan will be subject to a strategic review after 5 years. This will assist the planning authorities gauge the overall effectiveness of the plan and consider any major changes in direction, policies and proposals. Table 6 sets out a series of indicators against which progress will be monitored.

Table 6: Longbridge AAP Monitoring Requirements

Sustainable Development

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 1- Sustainable Communities	S2, LC1, H1 and H2	KPI1: Percentage of people surveyed who feel that their local area is a place where people from different backgrounds get on well together	Home Office Quality of Life Indicator	Requires Community Survey	BCC/BDC
		KPI2: Extent of individuals' a) participation and b) active involvement in voluntary and community activities	Home Office Citizenship Survey	Requires Community Survey	BCC/BDC
		KPI3: Percentage of residents who feel 'fairly safe' or 'very safe' after dark while outside in the local area	SA Monitoring Framework/ONS BDC LDF Indicator/ Objective S05	Links to Community Survey	BCC/BDC
		KPI4: Socio-economic mix of the population	Census 2011/ WMRSS Headline Indicator	Collation of Census data	BCC/BDC
		KPI5: Numbers of social and community enterprises	SA Monitoring Framework/	Annual Business Survey	BCC/BDC
Obj. 2- Sustainable Buildings and Infrastructure	S2	KPI 9: Reduction in carbon dioxide (CO_2) emissions produced in the AAP area	BCC Sustainable Community Strategy	Utilisation of assessment tool	BCC/BDC
		KPI10: Climate change adaptation measures in the AAP area	BCC Sustainable Community Strategy	Collection of information on projects	BCC/BDC
		KPI 11: Increase in the percentage of household waste sent for recycling	Links to Draft BCC Municipal Waste Management Strategy (BVPI 82a)	Waste collection data	BCC/BDC
		KPI 12: Reduction in the weight (in kilograms) of household waste collected per head of the population	Links to Draft BCC Municipal Waste Management Strategy (BVPI 84)	Waste collection data	BCC/BDC

Sustainable Development continued

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 2- Sustainable Buildings	S1	KPI6: Renewable energy capacity installed by type	BCC LDF Core Output Indicator 9	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI7: Number of new residential units meeting CSH levels 4, 5 and 6 (separate) for a) energy efficiency standards and b) water conservation standards	WMRSS Output / Outcome Indicator	Planning applications and building regulation information	BCC/BDC
		KPI8: Number of commercial developments compliant with BREEAM Very Good and Excellent Standards (separate)	AAP Local Indicator BDC LDF Indicator/ Objective EV10	Planning applications and building regulation information	BCC/BDC
Obj.3- Quality Connected Open Spaces	OS1-17	KPI9: Number of eligible open spaces managed to "green flag award" standard	Links to BCC LDF Core Output Indicator 4c. Links to Indicator/ Objective S07, EV2	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI38: Achievement of Accessible Natural Greenspace Standards	SA Monitoring Framework / EN	Links to SA Monitoring Requirements	BCC/BDC
		KPI10: Provision of open space: (i) Net loss/gain in amount of public open space and public and private playing fields; (ii) Percentage of new dwelling completions within reasonable walking distance of public open space	BCC LDF Local Indicator 4d. BDC LDF Indicator/ Objective S07	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI11: Change in areas and populations of biodiversity importance, including: change in priority habitats and species (by type)	BCC LDF Core Output Indicator 8(i)	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI12: Change in areas and populations of biodiversity importance, including: change in areas designated for their intrinsic environmental value including sites of international, national, regional or sub-regional significance	BCC LDF Core Output Indicator 8(ii) BDC LDF Indicator/ Objective EV1	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC

Sustainable Development continued

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 4- Sustainable Movement	T1-15	KPI13: Percentage of completed non-residential development complying with car parking standards set out in the local development framework	BCC LDF Core Output Indicator 3a	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI14: Annual average traffic flow on local road network	SA Monitoring Framework/AAP Local Indicator Links with BDC LDF Indicator/Objective S08	Requires travel pattern survey and traffic modelling	BCC/BDC
		KPI15: % of trips across all transport modes to / from AAP area: a) walking, b) cycling, c) bus; d) train; e) car	AAP Local Indicator	Requires travel pattern surveys	BCC/BDC
Obj. 5- Place Management	S2, LC1	KPI16: % of users satisfied/ very satisfied with local centre facilities	AAP Local Indicator Links with BDC LDF Indicator/Objective S07	Visitor Satisfaction Survey	BCC/BDC
		KPI17: % of users satisfied/ very satisfied with public spaces	AAP Local Indicator	Visitor Satisfaction Survey	BCC/BDC

High Quality Places

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 6- Excellence in Design	DS1	KPI18: % of users satisfied/ very satisfied with built form	AAP Local Indicator Links with BDC LDF Indicator/Objective S06	Visitor Satisfaction Survey supported by CABE review	BCC/BDC

Economic Transformation

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 7- Regional Investment	LC1-4, EZ1-3 and RIS1	KPI19: Numbers of jobs created or safeguarded	RDA Core Output Links with BDC LDF Indicator/Objective EC1	Planning application information submission Annual occupier telephone survey	BCC/BDC
		KPI20: Inward Investment as percentage of GVA	SA Monitoring Framework/RDA Output	Annual occupier survey	BCC/BDC
Obj. 8- Protection of employment land	EZ1-3 and RIS1	KPI21: Loss of employment land in development/ regeneration areas	BCC LDF Core Output Indicator 1e. BDC LDF Indicator/ Objective EC2	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
Obj. 9-RIS	RIS1	KPI22: Amount of land developed for employment by use type.	BCC LDFCore Output Indicator 1b	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI23: RIS a) Number of businesses attracted to RIS and b) Quantity of Floorspace Let	AAP Local Indicator	RIS occupier survey	BCC/BDC
		KPI24: Number of businesses within RIS assisted to engage in new collaborations with the UK knowledge base	Links to RDA Regional Core Output	RIS occupier survey	BCC/BDC
		KPI25: Growth rates and linkages in A38 High Technology Corridor	SA Monitoring Framework/ RDA output	RIS occupier survey	BCC/BDC
		KPI26: Research and development and employment in high technology and medium technology industries	SA Monitoring Framework/DTI	RIS occupier survey	BCC/BDC

Economic Transformation continued

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 10- Accessible employment and training	S2, LC2	KPI27: Number of people assisted to get a job by a) ward and b) types of jobs	Links to RDA Core Output and WMRSS Headline Indicator Links with BDC LDF Indicator/Objective EC3	Annual review through Longbridge Skills and Employment Group	BCC/BDC
Obj. 11- Supporting local enterprise	S2, LC1, LC3, LC4, EZ1-3 and RIS1	KPI28: Number of new businesses created and demonstrating growth after 12 months	RDA Core Output	Annual Business Survey	BCC/BDC
		KPI29: Number of businesses attracted to the AAP area	Links to RDA Core Output	Annual Business Survey	BCC/BDC
		KPI30: Number of business supported using business start-up units	Local AAP Indicator	Annual Business Survey	BCC/BDC
		KPI31: Number of new VAT registrations in Longbridge as a percentage of total (annual)	SA Monitoring Framework/ RDA Output	Annual Business Survey	BCC/BDC

A New Heart for Longbridge

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 12- Mixed Use Local Centre	LC1-LC4	KPI32: Amount of floorspace completed by retail, office and leisure development	Links to BCC LDF Core Output Indicator 4a	Needs to be compliant with LDF reporting requirements (BCC/BDC) (floorspace limits details in AAP)	BCC

Homes for the Future

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 13- Delivering new homes		KPI33: Longbridge housing trajectory i) net additional dwellings since the start of the AAP (ii) net additional dwellings for the current year; (iii) projected net additional dwellings up to the end of the AAP (iv) the annual net additional dwelling and (v) annual average number of net additional dwellings needed to meet overall housing requirements, having regard to previous years' performances	BCC LDF Core Output Indicator 2a BDC LDF Indicator/ Objective S01	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI34: Percentage of new dwellings completed at: (i) less than 30 dwellings per hectare; (ii) between 30 and 50 dwellings per hectare; (iii) above 50 dwellings per hectare.	BCC LDF Core Output Indicator 2c.	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
		KPI35: Provision of recycling facilities integral/close to homes	SA Monitoring Framework/ Local AAP Indicator BDC LDF Indicator/ Objective EV5	Needs to link to waste recycling plans/strategies and reporting requirements	BCC/BDC
Obj. 14- Mixed and affordable housing	LC1, H1 and H2	KPI36: Number of affordable housing completions	BCC LDFCore Output Indicator 2d. BDC LDF Indicator/ Objective S01	Needs to be compliant with LDF reporting requirements (BCC/BDC)	BCC/BDC
Overall Objectives	All key proposals	KPI37: Carbon Footprint of the development	SA Monitoring Framework/ Local AAP Indicator	Needs to link to approaches/ methodology adopted on other schemes	BCC/BDC

Appendix 1

Policy Context

The relationship of the AAP to other Key Strategies and Policies

5.0 Regional Spatial Strategy

The AAP is being prepared in the context of Regional Spatial Strategy and other Statutory Plans. It also takes account of the RSS Phase 2 Revision Preferred Option. It is in general conformity with these.

5.1 Core Strategies

Both Birmingham and Bromsgrove are still preparing their Core Strategies. However in view of the urgent need to secure the regeneration of Longbridge following the collapse of MG Rover, both local authorities agreed to prepare this AAP in advance of their core strategies.

5.2 Birmingham Unitary Development Plan 2005

This is the statutory development plan for the whole of Birmingham, including the northern part of the AAP area. This plan was adopted on October 11 2005. The Longbridge AAP is in conformity with the policies in the Part 1 of the UDP (with the exception of part of para 6.30). It will however replace the policies and proposals that relate to the MG Rover Plant at Longbridge in part 2 of the UDP.

5.3 Bromsgrove District Local Plan 2004 and Worcestershire Structure Plan 1996-2011.

These documents form the statutory development plan for the southern part of the AAP area that lies within Bromsgrove. The lack of an up to date local plan for Bromsgrove means it is intended that the AAP is linked strategically to the RSS until the core strategy for Bromsgrove emerges.

Some polices contained within the Local Plan and Structure Plan will be used for development control purposes although the main policy base for the East Works and Cofton Centre sites is contained within this AAP.

5.4 List of UDP policies to be superseded by the Longbridge AAP

- Para 19.8 - second bullet point. Delete "to continued investment in the MG Rover Longbridge Para 19.19B - delete "Plant, and to the".
- Para 19.9 - delete "including the reopening of the line of the old Longbridge to Halesowen railway to serve Rubery and Frankley".
- Para 19.9A - delete "as identified in the Longbridge Framework".
- Para 19.19 - delete.
- Para 19.19A - delete.
- Para 19.19B - delete.
- Para 19.19C - delete.
- Para 19.19D - delete.
- Para 19.35 - delete first sentence.
- Chapter 19 - List of proposals. Delete "passenger rail services are proposed to be re-introduced to serve Rubery and Frankley, and".
- Para 6.30 - delete "Rubery and Frankley including park and ride facilities, and".
- Figure 6.1 - delete reference to Possible introduction of passenger services between Longbridge and Frankley/Rubery.

5.5 Other policies/proposals superseded

LTP policies

- Rail link to Frankley.

Appendix 2
Baseline and Technical Studies

AAP Bus Strategy.
AAP Rail Strategy.
Community Infrastructure Baseline Report.
Archaeology and Cultural Heritage Baseline Report.
Design and Landscape Appraisal.
Ecology Baseline Report.
Equality Impact Needs Assessment.
Employment Land Baseline Report.
Existing Services, Utilities and Infrastructure Baseline Report.
Geo-Technical Baseline Report.
Housing Baseline Report.
River Rea Baseline Report.
Open Space, Sport and Recreation Baseline Report.
Socio-Economic Baseline Report.
Sport and Recreation Baseline Report.
Transport Infrastructure Baseline Report.
Transport Summary Report.
Travel Demand Strategy.
Traffic Modelling Report.
Travel Management Strategy.
Viability and Deliverability Baseline Report.
Retail Assessment Baseline Report.
Retail Assessment Technical Note.
Sustainability Appraisal and Supporting Appendices Report.

Appendix 3
Car Parking Standards

The following standards are maximum levels.

7.0 Residential Parking

Private houses - 1.5 spaces per dwelling.
Town houses - 1 space per dwelling.
Flats - 0.7 spaces per dwelling.
Affordable houses - 1 space per dwelling.
Affordable flats - 0.5 spaces per dwelling.

7.1 Employment uses

Office uses including the Regional Investment site 1 space per 50 sq.m. gross.
General Industry and Warehousing 1 space per 60 sq.m. gross.

7.2 Retail uses

Retail class A1, A2 - 1 space per 30 sq.m.

For further information on parking requirements and travel demand measures see Travel Management Strategy.

Appendix 4
Glossary of Terms

Term	Abbreviation	Meaning
Active Frontages		Active frontages are frontages with main doors and windows - including glazed store frontages- at street level adjoining the public realm and highways to allow activity, natural surveillance and overlooking.
Advantage West Midlands	AWM	The Regional Development Agency for the West Midlands.
Affordable Housing		Affordable housing to include the following: • social rented housing • shared ownership housing • intermediates rented housing • housing for discount sale • other arrangements where occupancy is open only to eligible households and the subsidy to be either maintained or recycled.
Allocation		The use assigned to a piece of land in a development plan document.
Area Action Plan		A type of Development Plan Document focused upon a specific location or an area subject to conservation or significant change (for example major regeneration).
Biodiversity		The whole variety of life encompassing all genetic, species and ecosystem variations.
BREEAM Excellent Standard		BRE Environmental Assessment Method (BREEAM) promoting high environmental standards.
Carbon Neutral		A carbon footprint is a "measure of the impact human activities have on the environment in terms of the amount of green house gases produced, measured in units of carbon dioxide".
Central Technology Belt		Corridor of High Technology Development extending from the Aston Science Park along the A38 to Malvern Science Park and including the Pebble Mill University Science Park.
Centro		Centro is the corporate name of the West Midlands Passenger Transport Executive. It is responsible for promoting and developing public transport across the West Midlands metropolitan area.
Code for Sustainable Homes		A new national standard for sustainable design and construction of new homes launched in December 2006.
Community Strategy		Strategies for enhancing the quality of life of the local community which each local authority has a duty to prepare under the Local Government Act 2000. They will be developed and implemented by a local strategic partnership and should include: a long term vision; shared commitments to; and proposals for; implementation; and arrangements for monitoring and review.

Glossary of Terms continued

Term	Abbreviation	Meaning
Comparison Retail		Retail items not bought on a frequent basis, for example televisions and white goods (fridges, dishwashers etc).
Conservation Area		Areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
Convenience Retail		Everyday essential items, such as food.
Corridor		Area linking two or more centres normally focused around transport infrastructure.
Cycle Route		An integrated network of both on- and off-road routes to facilitate an easier and safer journey for cyclists.
Density		In the case of residential development, a measurement of either the number of habitable rooms per hectare or the number of dwellings per hectare.
Development Plan Document	DPD	Development Plan Documents are prepared by local planning authorities and outline the key development goals of the local development framework. Development Plan Documents include the core strategy, site-specific allocations of land and, where needed, area action plans. There will also be an adopted proposals map which illustrates the spatial extent of policies that must be prepared and maintained to accompany all DPDs. All DPDs must be subject to rigorous procedures of community involvement, consultation and independent examination, and adopted after receipt of the inspector's binding report. Once adopted, development control decisions must be made in accordance with them unless material considerations indicate otherwise. DPDs form an essential part of the Local Development Framework.
Eco Centre		Exemplar "green developments". They will meet the highest standards of sustainability, including low and zero carbon technologies and quality public transport systems. They will lead the way in design, facilities and services, and community involvement.
Employment Hub		A focal point for jobs and training, advice and guidance related to major development, involving partner agencies e.g. local Access to Employment groups.

Glossary of Terms continued

Term	Abbreviation	Meaning
Employment Land		Land allocated in a Development Plan for business (B1), industrial (B2) and storage (B8) uses.
Environmental Impact Assessment	EIA	Procedure and management technique that the likely effects of new development on the environment are fully appraised and taken into account before the development is allowed to go ahead.
Equality Impact Needs Assessment	EINA	A process for assessing how a Council policy affects communities and ensuring that no group within the community is adversely affected by the policy.
Flood Plain		Land adjacent to a watercourse over which water flows, or would flow but for defences in place, in times of flood.
Government Office of the West Midlands	GOWM	Provide advice on Development Plan procedures, Government Policy, and the appropriate content of plans policies and proposals.
Green Belt		A designation for land around certain cities and large built-up areas, which aims to keep this land permanently open or largely undeveloped. The purposes of the green belt is to: • check the unrestricted sprawl of large built up areas • prevent neighbouring towns from merging • safeguard the countryside from encroachment • preserve the setting and special character of historic towns • assist urban regeneration by encouraging the recycling of derelict and other urban land
Gross Retail Floor Space		The area ascertained by the total internal measurement of the floor space, including all areas allocated for storage.
Growth Agenda		Intended to stimulate housing growth and renewal over a wide area and will support the development of growth proposals for Birmingham and the wider city-region.
Hi-tech (or High Tech) Industry		Advances manufacturing, computing or other state of the art industry (e.g. biotechnology)
High Technology Corridors	HTC's	Specific corridors identified, within which cluster development closely related to the regions critical research and development capabilities and advanced technologies, will be promoted.
Index Linked		An adjustment (to the sum of monies paid) in accordance with any proportional income in the Building Cost Information Service All in Tender Price Index published by the Royal Institution of Chartered Surveyors to be

Glossary of Terms continued

Term	Abbreviation	Meaning
Landscape Protection Area		Local designations of areas where it is considered that the character of the countryside and the quality of the landscape merits special protection.
Lifetime Homes Standards		Lifetime Homes have sixteen design features that ensure a new house or flat will meet the needs of most households. The accent is on accessibility and design features that make the home flexible enough to meet whatever comes along in life: a teenager with a broken leg, a family member with serious illness, or parents carrying in heavy shopping and dealing with a pushchair.
Local Development Document	LDD	This comprises DPDs, the Statement of Community Involvement Development Plan Document and Supplementary Planning Document which together form the planning policies for Birmingham and Bromsgrove.
Local Development Framework	LDF	The Folder of LDD's, which will be the replacement to the Birmingham Unitary Development Plan and Bromsgrove District Local Plan.
Local Nature Reserve		Statutory reserve designated for educational and amenity purposes by the local planning authority in liaison with English Nature.
Local Transport Plan	LTP	Is the document that sets out the transport strategy for Birmingham and the West Midlands, and is the means by which the City Council and County bids for Government funding for transport improvements.
Longbridge Infrastructure Tariff	LIT	A tariff on new developments to support infrastructure delivery in a sustainable way.
Major Investment Site	MIS	Sites to accommodate large scale investment by single users with an international location choice. Designed to help diversify and restructure the Regional economy.
Major Urban Areas	MUA's	The focus of Urban Renaissance, which will underpin the spatial strategy. There are 4 MUAs in the West Midlands: Birmingham, The Black Country, Coventry and the North Staffordshire Conurbation.
Material Recycling Facility	MRF	A special 'sorting' facility where mixed recyclables are separated into individual materials prior to despatch to reprocessors who wash and prepare the materials for manufacturing into new recycled products.
Mixed Use Development		A new development that makes provision for a variety of uses - e.g. residential, retail and business. An example of this might be the Mailbox in Birmingham.
Net Retail Floor Space		The area ascertained by the internal measurement of the floor space used for residential sales.
Paleo-environmental		Deposits which contain remains of environments of past environments conditions – indicated by pollen, vegetation etc. These may show indirect evidence of human activity.

Glossary of Terms continued

Term	Abbreviation	Meaning
Park & Ride		Long stay parking areas at the edge of a built up area linked by frequent public transport links to the city centre.
Planning Policy Guidance Note/Planning Policy Statement	PPG/PPS	Document prepared and issued by Central Government setting out its policy and different aspects of planning. Local authorities must take their content into account in the production of development plans
Preferred Option		Sets out the Authorities suggested policy directions together with relevant issues, proposals and alternative approaches.
Pre-Submission Consultation Statement		Sets out how the City Council has involved the community and key stakeholders in preparing the Area Action Plan.
Primary Route Network	PRN	Motorways, Trunk Roads and other primary routes identified to be of strategic importance.
Regional Business Brokerage		A seamless service to employers that fully integrates Generalist Business brokerage and Specialist Skills brokerage Service.
Regional Economic Strategy	RES	10 year economic strategy prepared by Advantage West Midlands to maximise the opportunity for sustainable economic growth in the West Midlands.
Regional Investment Site	RIS	High quality, regionally identified sites of 25-50ha attractive to external investment designed to support the diversification and modernisation of the regional economy especially in relation to the Region's cluster priorities.
Regional Spatial Strategy	RSS	A strategy for how a region should look in 15 to 20 years time and possibly longer. The Regional Spatial Strategy identifies the scale and distribution of new housing in the region, indicates areas for regeneration, expansion or sub-regional planning and specifies priorities for the environment, transport, infrastructure, economic development, agriculture, minerals and waste treatment and disposal. Most former Regional Planning Guidance is now considered RSS and forms part of the development plan. Regional Spatial Strategies are prepared by Regional Planning Bodies.
S.106 Agreement		A Section 106 agreement is a legal agreement "intended to make acceptable development which would otherwise be unacceptable in planning terms" (ODPM Circular 05/2005). These agreements derive from section 106 of the Town and Country Planning Act 1990. In short, it either requires the developer to do something, or restricts what can be done with the land following the granting of planning permission.
Site of Importance for Nature Conservation	SINC	Statutory designation for sites of county or district interest identified by English Nature.

Glossary of Terms continued

Term	Abbreviation	Meaning
Site of Local Importance for Nature Conservation	SLINC	Non-statutory designation for sites of nature conservation interest of lower quality than SINC's identified by Urban Wildlife Trust.
Spatial Planning		Spatial planning goes beyond traditional land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of places and how they function.
Statement of Community Involvement	SCI	The Statement of Community Involvement sets out the processes to be used by the local authority in involving the community in the preparation, alteration and continuing review of all local development documents and development control decisions.
Strategic Employment Site		A key employment site in a strategic location capable of accommodating major investment, often of national or regional significance.
Strategic Transport Infrastructure		Future major transport infrastructure in Birmingham and the wider area.
Superstores		Superstores are self-service stores selling mainly food, or food and non-food goods with more than 2,500sq.m. trading floorspace.
Supplementary Planning Document	SPD	A Supplementary Planning Document is a Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.
Supplementary Planning Guidance	SPG	Supplementary Planning Guidance may cover a range of issues, both thematic and site specific and provide further detail of policies and proposals in a development plan. These documents have been produced and adopted having gone through a procedure involving public consultation but are not statutory documents.
Sustainable		The yield of natural resource that can be produced continually from generation to generation, without depleting the resource.
Sustainable Development		Development that meets the needs of present without compromising the ability of future generations to meet their own need needs.
Sustainable Urban Drainage System	SUDS	Surface water drainage methods that take account of quantity, quality and amenity issues are collectively referred to as Sustainable Drainage Systems (SUDS).
Sustainability Appraisal	SA	Identifies and evaluate the effect plan/proposals and strategies will have in social, environmental and economic characteristics terms. This will incorporate any requirements for Strategic Environmental Assessment (SEA) arising from European Legislation.

Glossary of Terms continued

Term	Abbreviation	Meaning
Technology Park		Advanced manufacturing, computing or other state of the art industry (e.g. biotechnology)
Unitary Development Plan	UDP	The Unitary Development Plan for Birmingham adopted in 2005 continues to be the statutory plan for Birmingham.

Appendix 5
Other Sources of Funding

To ensure that all financial opportunities are explored to support the sustainable development of Longbridge, the local authorities, in conjunction with other key stakeholders, are pursuing other sources of funding than developer contributions. These monies could be used to add additional value to the delivery of community infrastructure projects and/or:
a) bridge any scheme viability gap; and
b) part-fund community infrastructure projects, which may not otherwise be fully delivered following a review of the viability of planning applications.

- A project proposal has been submitted under the Regional Funding Advice (RFA) for £50m, which aims to deliver an integrated approach that covers housing and regeneration, economic development and transport activities.
- Discussions are ongoing with English Partnerships element of the new Homes and Communities Agency regarding potentially part funding remediation, site infrastructure and servicing costs to assist in bridging the current scheme viability gap.
- The Housing Corporation (HC) element of the Homes and Communities Agency has also indicated an interest in potentially funding the difference in construction costs between Code for Sustainable Homes Level 3 and Level 4 on affordable housing. HC funding may be available for meeting affordable housing targets beyond 35% depending on circumstances.
- Monies may be available through existing transportation programmes of work to support transport improvements in the Longbridge area. This could include contributions towards traffic management, junction and pedestrian signal upgrades, cycling improvements and public transport infrastructure.
- There is a wide range of potential funding options (including Lottery and Central Government) which may be available to part fund or add value to community infrastructure provision. These types of funding options should be fully explored in the development of the delivery plan for Longbridge.
- The existence of the AAP is likely to have a positive impact in providing a strategic focus for funding and attracting other types of investment including public sector contributions towards new buildings and major capital schemes, such as Bournville College.

This document can be provided in large print, braille CD and audio tape.

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