Planning and Regeneration
Strategic Planning

Bromsgrove District Council
www.bromsgrove.gov.uk

Wythall
Area Assessment Sustainability Appraisal

Bromsgrove District Plan

September 2013

Sustainability Appraisal of Wythall Site Assessment

1.1 Introduction

1.2 In order to better understand the implications of the Wythall Area Assessment, a Sustainability Appraisal of each individual area needs to be undertaken. Each of the 16 sites around Wythall (please see Area Assessment Study for locations of sites) will be individually assessed against the SA Objectives. The outcomes from each of the 16 areas will be compared against each other to identify those which performed best. The assessment will help to determine which sites could deliver the most sustainable form of development for the settlement of Wythall.

Area 1: Land North of Windrush Road

2.1 Site Description

2.2 The site is approximately 6ha in size and is located to the north of Hollywood. The land forms part of Gay Hill golf course. The site is bounded by Windrush Road to the south, the Fordrough to the east, Hollywood Lane to the east and a watercourse to the north.

2.3 Key Strengths

2.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

2.5 The site has good links to local retail, schools and health facilities. Whitlocks End train station is approximately 1.4km from the site and has a large car park. Whilst people may opt to drive to the station it does still encourage commuting via a sustainable mode of transport. In addition there is a bus stop within 400m of the site. The availability of public transport options could potentially decrease car usage which potentially increases the ability of the site to adapt to the impacts of climate change due to the potential reduction in CO2 emissions.

2.6 Key Weaknesses

2.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

2.8 Development in this location would lead to the loss of Gay Hill Golf Course. The loss of the sports facility could impact adversely on the health and well being of the local population.

2.9 A watercourse flows adjacent to the site boundary and there is a small part of the site falls within flood zones 2 and 3 meaning that there is a risk of flooding.

2.10 Recommendations for Mitigation

2.11 If development is proposed in this location run-off could be carefully managed through the use of SUDS and development would not occur in the flood zone to ensure the level of flood risk does not increase.

Area 2: Land North of Truemans Heath Lane

3.1 Site Description

3.2 The site is approximately 10.9ha in size and is located east of Hollywood. The site is bounded to the west by The Fordrough and to the south by Truemans Heath Lane. The site consists of a number of fields of varying shapes and sizes and is used for agricultural purposes.

3.3 Key Strengths

3.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

3.5 The site has good links to local retail, schools and health facilities. The proximity to the GP surgery could benefit the health and well being of the local population. Whitlocks End train station is approximately 1.2km from the site and has a large car park. Whilst people may opt to drive to the station it does still encourage commuting via a sustainable mode of transport. In addition there is a bus stop within 400m of the site. The availability of public transport options could potentially decrease car usage which potentially increases the ability of the site to adapt to the impacts of climate change due to the potential reduction in CO2 emissions.

3.6 Key Weaknesses

3.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is a mix of medium and high landscape sensitivity. In addition Berry Mound Pastures SSSI covers approximately one third of the site.

3.8 A Grade II listed building is located within the site and development could therefore have a harmful impact on the setting of this historic asset.

3.9 Recommendations for Mitigation

3.10 11.12 If development is proposed in this location a buffer zone could be provided around the SSSI to reduce the potential for harm.

3.11 Detailed design guidance would need to be provided to protect and enhance the listed buildings.

Area 3: Land South of Truemans Heath Lane

4.1 Site Description

4.2 The site is approximately 14.7ha in size and is located east of Drakes Cross. The site is bounded to the west by residential development to residential development to the west, Truemans Heath Lane to the north and Houndsfield Lane to the south. Fields provide the boundary to the eastern edge of the site. The site consists of a number of fields of varying shapes and sizes and is used for agricultural purposes.

4.1 Key Strengths

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

other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

4.3 The site has good links to local retail, schools and health facilities. The proximity to the GP surgery could benefit the health and well being of the local population. Whitlocks End train station is approximately 1.2km from the site and has a large car park. Whilst people may opt to drive to the station it does still encourage commuting via a sustainable mode of transport. In addition there is a bus stop within 400m of the site. The availability of public transport options could potentially decrease car usage which potentially increases the ability of the site to adapt to the impacts of climate change due to the potential reduction in CO2 emissions.

4.4 Key Weaknesses

4.5 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is a mix of medium and high landscape sensitivity.

4.6 A Grade II listed building is located adjacent to the site and development could therefore have a harmful impact on the setting of this historic asset.

4.7 Recommendations for Mitigation

4.8 Detailed design guidance would need to be provided to protect and enhance the listed buildings.

Area 4: Land South of Houndsfield Lane adjacent to Lea Green Lane

5.1 Site Description

5.2 The site is approximately 7ha in size and is located to the South of Drakes Cross. The land consists of a number of fields of varying shapes and sizes.

The site is bounded by Houndsfield Lane to the north, Lea Green Lane to the west and hedgerows to the south and east.

5.3 Key Strengths

5.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

5.5 The site has good links to local retail, schools and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large free car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

5.6 Key Weaknesses

5.7 The site performs poorly against a number of the environmental objectives due to the development being on Greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

5.8 Recommendations for Mitigation

5.9 None

Area 5: Land South of Houndsfield Lane adjacent to Alcester Road

6.1 Site Description

6.2 The site is approximately 14ha in size and is located to the South of Drakes Cross. The land consists of a number of fields of varying shapes and sizes. The site is bounded by Houndsfield Lane to the north, Alcester Road to the west and hedgerows to the south and east.

6.3 Key Strengths

6.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

6.5 The site has good links to local retail, schools and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

6.6 Key Weaknesses

6.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

6.8 The site also performs poorly against EV4 due to the proximity of a listed building.

6.9 Recommendations for Mitigation

6.10 Detailed design guidance would need to be provided to protect and enhance the setting of the listed building.

Area 6: Land at Silver Street & Alcester Road

7.1 Site Description

7.2 The site area is approximately 4.6ha in size and is located to the south of Drakes Cross. The site comprises of 4 fields and is used as pasture land. The site is bounded by residential development to the north and west, the Alcester Road to the east with hedgerows providing the boundaries to the south.

7.3 Key Strengths

7.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

7.5 The site has good links to local retail, schools and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

7.6 Key Weaknesses

7.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

7.8 The site also performs poorly against EV4 due to the proximity of a listed building.

7.9 Recommendations for Mitigation

7.10 Detailed design guidance would need to be provided to protect and enhance the setting of the listed building.

Area 7: Land North of Silver Street

8.1 Site Description

8.2 The site area is approximately 12.3ha in size is located to the west of Drakes Cross. The land contains a variety of recreational uses including tennis courts, a cricket pitch and a bowling green. The site is bounded by residential development to the east, Silver Street to the south with hedgerows and trees providing the boundaries to the north and west.

8.3 Key Strengths

8.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

8.5 The site has good links to local retail, schools and health facilities. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

8.6 Key Weaknesses

8.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would severely impact upon landscape character as the land is of high landscape sensitivity.

8.8 Development in this location would lead to the loss of Wythall Park. The loss of a range of sports and recreation facilities could impact adversely on the health and well being of the local population.

8.9 Recommendations for Mitigation

8.10 None

Area 8: Land South of Packhorse Lane

9.1 Site Description

9.2 The site area is approximately 5ha in size and is located to the west of Drakes Cross. The land consists of 2 fields that are used for pasture and also a hotel. The site is bounded by Packhorse Lane north, Alcester Road to the east, residential development to the south and hedgerows provide the boundary to the west.

9.3 Key Strengths

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

other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

9.5 The site has good links to local retail, schools and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

9.6 Key Weaknesses

9.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition a SWS is located within the site which could be adversely affected by any development.

9.8 The site also performs poorly against EV4 due to the proximity of a listed building.

9.9 Recommendations for Mitigation

9.10 Detailed design guidance would need to be provided to protect and enhance the setting of the listed building.

9.11 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures were required for example, a buffer zone could be provided around the SWS may prove sufficient to reduce the potential for harm.

Area 9: Land North of Packhorse Lane

10.1 Site Description

10.2 The site is approximately 9ha in size and is located to the west of Hollywood. The land consists of a number of fields of various shapes and sizes and a small number of residential dwellings. The site is bounded by Packhorse Lane south, Alcester Road to the east, residential development on Dark Lane to the north and hedgerows provide the boundary to the west.

10.3 Key Strengths

10.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

10.5 The site has good links to local retail, schools and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

10.6 Key Weaknesses

10.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity. In addition a SWS is located within the site which could be adversely affected by any development.

10.8 The site also performs poorly against EV4 due to the proximity of a listed building.

10.9 Recommendations for Mitigation

10.10 Detailed design guidance would need to be provided to protect and enhance the setting of the listed building.

10.11 If development is proposed in this location a detailed investigation would be required to establish what mitigation measures were required for example, a buffer zone could be provided around the SWS may prove sufficient to reduce the potential for harm.

10.12 The potential increase in CO2 emissions could be potentially mitigated through high quality design, energy efficient building techniques, SUDS and on-site renewable energy.

Area 10: Land at Selsdon Close

11.1 Site Description

11.2 The site is 3.1ha in size and is located on the south eastern side of Wythall. It is bounded by existing residential development fronting Lea Green Lane and Selsdon Close wrapping around the southern, western and part of the northern boundaries, and by the railway line to the east. The greenfield land is currently used for grazing.

11.3 Key Strengths

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

other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

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

11.6 Key Weaknesses

11.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites however, in this instance the site is not within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

11.8 Recommendations for Mitigation

11.9 None

Area 11: Land North of Norton Lane

12.1 Site Description

12.2 The gross site area is 5.1ha and it is located on the eastern side of the settlement of Wythall adjacent to the boundary with Solihull MBC. The site is bound by the River Cole to the east, the railway line to the west, residential development to the south and hedgerows to the north. The land was previously used as a refuse tip but is now effectively a greenfield site that has no current land use.

12.3 Key Strengths

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

other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

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

12.6 Key Weaknesses

12.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

12.8 The River Cole flows adjacent to the site boundary meaning that there is an area of flood risk associated with the site.

12.9 Recommendations for Mitigation

12.10 If development is proposed in this location buffer zones could be provided around the flood zone to reduce any flooding risk and also sustainable water management measures for example SUDS could be implemented to manage rain water run off associated with new development.

Area 12: Land South East of Station Road

13.1 Site Description

13.2 The site area is approximately 14ha and is located to the south east of Wythall. The site is effectively triangular in shape with 3 defined boundaries. The railway line is located to the east, residential properties are located to the north and Fulford Heath Golf Club is located to the south. The land is used for agricultural purposes.

13.3 Key Strengths

13.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

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

13.6 Key Weaknesses

13.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

13.8 The River Cole flows adjacent to the site boundary meaning that there is an area of flood risk associated with the site.

13.9 Recommendations for Mitigation

13.10 If development is proposed in this location buffer zones could be provided around the flood zone to reduce any flooding risk and also sustainable water management measures for example SUDS could be implemented to manage rain water run off associated with new development.

Area 13: Land West of Alcester Road

14.1 Site Description

14.2 The site area is approximately 7.2ha and is located to the west of Wythall. The site comprises of 5 fields and is used as pasture land. Residential properties abut the site to the north and south with the Alcester Road providing the boundary to the east (with residential development built up to the road on its eastern side) and the Hollywood By-pass to the west.

14.3 Key Strengths

14.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

14.5 The site has good links to local retail, schools and health facilities. The good access to the GP surgery could have benefits in terms of the general health and well being of the population. Whilst both Wythall and Whitlocks End train station are beyond a reasonable walking distance a large car park is available at Whitlocks End station which enables commuting via a sustainable mode of transport. The potential reduction in car usage increases the ability of the site to adapt to the impacts of climate change which could potentially increase CO2 emissions.

14.6 Key Weaknesses

14.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

14.8 Recommendations for Mitigation

14.9 None

Area 14: Bleakhouse Farm, Station Road

15.1 Site Description

15.2 The site is approximately 6.3 ha in size and forms part of a larger area of land that totals 31.5ha. The site is bounded to the north by open fields and to the west by Gorsey Lane. Residential development is located to the south and east. The site is currently used for grazing and pony paddocks. Whilst the original farmhouse has been demolished a number of agricultural buildings still remain on the site.

15.3 Key Strengths

15.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

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

15.6 Key Weaknesses

15.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites however, in this instance the site is not within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

15.8 Recommendations for Mitigation

15.9 None

Area 15: Land North East of Gorsey Lane

16.1 Site Description

16.2 The site is approximately 6.9ha in size and is located to the north of Grimes Hill. The site comprises of 3 fields and is used as pasture land. The site is bounded by Gorsey Lane to the west, with hedgerows providing the boundaries to the north, east and south.

16.3 Key Strengths

16.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

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

16.6 Key Weaknesses

16.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the site is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

16.8 Recommendations for Mitigation

16.9 None

Area 16: Land West of Lea Green Lane

17.1 Site Description

17.2 The site area is approximately 8.7ha in size is located to the north of Grimes Hill. The site comprises of 4 fields and is used as pasture land. The site is bounded by residential development to the south, Lea Green Lane to the east with hedgerows providing the boundaries to the north and west.

17.3 Key Strengths

17.4 The site area has the ability to deliver affordable housing and the opportunity to design out crime, however this applies to all sites. The site, like any of the other 15, could follow the waste hierarchy and also include renewable forms of energy generation.

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

17.6 Key Weaknesses

17.7 The site performs poorly against a number of the environmental objectives due to the development being on greenfield land but this is applicable to all of the sites. In this instance the land is also within the designated Green Belt. The development of the site would impact upon landscape character as the land is of medium landscape sensitivity.

17.8 Recommendations for Mitigation

17.9 None

Comparing SA Outcomes

18.1 All of the 16 sites have now been assessed individually with the completed assessment matrices in Appendix A; however it is now necessary to compare the findings on the sites to identify which areas have most potential for development. To do this a composite table (table 1) has been developed that uses the following scoring system:

Major Positive Impact (++) = 2
Positive Impact (+) = 1
Negative Impact (-) = -1
Major Negative Impact (--) = -2

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

	++	+	-	- -	Total
Area 1	18	21	-3	-12	**24**
Area 2	18	21	-3	-18	**18**
Area 3	18	21	-3	-12	**24**
Area 4	18	24	-3	-6	**33**
Area 5	18	21	-6	-6	**27**
Area 6	18	21	-6	-6	**27**
Area 7	18	21	-3	-12	**24**
Area 8	18	21	-9	-6	**24**
Area 9	18	21	-9	-6	**24**
Area 10	24	21	-6	0	**39**
Area 11	24	21	-9	-6	**30**
Area 12	24	21	-9	-6	**30**
Area 13	18	24	-3	-6	**33**
Area 14	24	21	-6	0	**39**

	++	+	-	- -	Total
Area 15	24	21	-3	-6	**36**
Area 16	24	21	-3	-6	**36**

Table 1: Comparing SA outcomes on the 16 areas

18.3 The SA has highlighted that there is a significant variance in the performance of the 16 areas. Whilst all areas achieved an overall positive impact in terms of sustainability it is clear that some areas have greater potential to achieve a higher level of sustainability. In general many of the stronger performing sites are located south of Drakes Cross. The 2 sites that performed strongest against the SA objectives were areas 10 and 14. This is mainly due to the availability of local facilities and the opportunities to travel by sustainable modes of transport, particularly by train. These 2 sites were the least constrained and are not affected any statutory designations in terms of biodiversity or conservation.

Overall Conclusions & Evaluation

19.1 14 areas around Wythall were tested against the SA objectives. Whilst all areas achieved an overall positive impact there was a significant difference in overall performance. This process has highlighted 2 potential sites that can deliver social and environmental benefits for Wythall. The areas performed well due to the close proximity to existing facilities and services, the opportunity to travel by sustainable modes and the limited nature of any environmental constraints. The sites are:

- Land at Selsdon Close (Area 10); and
- Bleakhouse Farm, Station Road (Area 14)

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

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

Appendix A: Sustainability Matrices of the 16 Areas

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	-	0	0	-	-	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities. However, development in this location would lead to the loss of part of Gay Hill Golf Course which is an important local sports facility. It is therefore considered that overall development would have a negative impact on the health and well being of the local population.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on May Lane and a Primary School.

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel	People's usual method of travel to work by mode and % (walk, cycle,	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are also within walking distance. However, Whitlocks End train station is

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
patterns	bus, train, car) Number of trips made by public transport						1.4km away.. There is a large free car park available at Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and green belt land in this case.

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

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

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

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

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site the local retail facilities and school are also within walking distance. Whitlocks End train station is 1.4km away. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

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

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
qualifications of workforce	educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 1 – Land North of Windrush Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	employees						

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	limiting long term illness. Life expectancy Access to GP						
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on May Lane and a Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recorded Levels of anti social behaviour						
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	+ +	0	0	+ +	+ +	There is a bus stop within 400m of the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 1.2km away. There is a large free car park available at Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and	% of SSSi's in	- -	0	0	- -	- -	Approximately 1/3 of the site forms part of

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
enhance the District's biodiversity and geodiversity	favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)						the Berry Mound Pastures SSSI. Development on this site could have a severe impact on the quality of the SSSI.

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

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	- -	0	0	- -	- -	Development would result in the loss of greenfield land and in this instance the land is a mix of medium and high landscape sensitivity and therefore is not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the site contains a grade II listed building (Trueman's Heath Farmhouse). Development could therefore have a negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	No part of the site falls within an area of flood risk however an area of flood risk is located near to the site.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

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

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop within 400m of the site and the local retail facilities and school are also within walking distance. Whitlocks End train station is 1.2km away. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational

Area 2 – Land North of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on May Lane and a Primary School.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+ +	0	0	+ +	+ +	There is a bus stop within 400m of the site and the local retail facilities and school are within walking distance. Witlocks End train station is 1.2km away. A large free car park is available at the

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						station which provides an opportunity for residents to travel to Birmingham via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	- -	0	0	- -	- -	Development would result in the loss of Greenfield land and in this instance the land is a mix of medium and high landscape sensitivity and therefore is not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the site is adjacent to a grade II listed building (Trueman's Heath Farmhouse). Development could therefore have a negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	No part of the site falls within an area of flood risk however an area of flood risk is located near to the site.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop within 400m of the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 1.2km away. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational

Area 3 – Land South of Truemans Heath Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the	Number of parks	+ +	0	0	+ +	+ +	The site is within walking distance of retail

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						facilities at Drakes Cross Parade and a Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move	People's usual method of travel to	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and local retail facilities and school are

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
towards more sustainable travel patterns	work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport						within walking distance. Both Whitlocks End and Wythall train stations are within 1.5km. There is a large free car park available at Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	achieved Total number of special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in a loss of greenfield land and Green Belt land in this case.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land

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

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Both Wythall and Whitlocks End train station are within 1.5km. A large fere car park is available at Whitlocks End station which will encourage via a sustainable mode of transport. It is therefore considered that the potential reduction in car usage could lead to a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and	Proportion of population	+	0	0	+	+	Good access to school and development in this location could potentially have a

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
qualifications of workforce	educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 4 – Land South of Houndsfield Lane adjacent to Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	employees						

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	limiting long term illness. Life expectancy Access to GP						
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities at Drakes Cross Parade and a Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recorded Levels of anti social behaviour						
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Wythall train station is 1.3km and Whitlocks End 2.7km away. There is a large free car park available at Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have on the setting of a listed building.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land

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

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site and Wythall train station is within 1.3km whilst Whitlocks End station is 2.7km from the site. A large free car park is available at Whitlocks End station which will encourage travel via a sustainable mode of transport. It is therefore considered that the potential reduction in car usage could lead to a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						therefore the impact will be neutral.
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	+	0	0	+	+	Good access to school and development

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

Area 5 – Land South of Houndsfield Lane Adjacent to Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	mileage by employees						

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles
SO 2 An improvement in the health and well-being of the population	Percentage of population describing their	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
and reduce inequalities in health	health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP						health facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities at Drakes Cross Parade and a Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population	+	0	0	+	+	Measures to design out crime can be incorporated into any development.

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% of population who fear crime Types of crime recorded Levels of anti social behaviour						
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 3.2km from the site. There is a large free car park available at Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have an impact on the setting of a listed building.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site and local facilities and school are within walking distance. The train station is over 3km away but the free parking facilities could encourage communting via a sustainable mode of transport. It is therefore considered that the potential reduction in car usage could lead to a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational

Area 6 – Land at Silver Street & Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	-	0	0	-	-	Whilst the site is within a reasonable walking distance of a GP the development of this site would result in the loss of Wythall Park which is an important sports and recreation facility in the settlement. This loss of this facility could have a negative impact on the general health of the local population.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities at Drakes Cross Parade and a Primary School.

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 3.5km away. There is a large free car park available at

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

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

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	- -	0	0	- -	- -	Development would result in the loss of Greenfield land. In this instance the land is of high landscape sensitivity and therefore is not resilient to change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site and the local retail facilities and schools are within walking distance. Whitlocks End train station is 3.5km from the site. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the	Proportion of population educated to	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
infrastructure and skills base whilst ensuring all share the benefits, urban and rural	degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and	Proportion of population	+	0	0	+	+	Good access to school and development in this location could potentially have a

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
qualifications of workforce	educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 7 – Land North of Silver Street							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	employees						

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles. .
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	limiting long term illness. Life expectancy Access to GP						
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities at Drakes Cross Parade and Meadow Green Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	recorded Levels of anti social behaviour						
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 3.2km. There is a large free car park available at Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)	-	0	0	-	-	The area contains a SWS. This could be adversely affected by any development. Further work would be required to determine if any notable or protected species are present on the site.

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have on the setting of a listed building.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

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

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site and the local retail centre and schools are within walking distance. Whitlocks End train station is 3.2km away. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational

Area 8 – Land South of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on May Lane and a Primary School.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 2.8km away. There is a large free car park available at

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved	-	0	0	-	-	The site contains a SWS which could be adversely affected by any development. Further work would be required to determine if any notable or protected species are present on the site.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Total number of special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in a loss of greenfield land and Green Belt land in this case.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	-	0	0	-	-	High quality design would be expected on any site however the development in this location could potentially have on the setting of a listed building.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	The site is close to a bus stop, the local retail facilities and school. Whitlocks End train station is 2.8km away. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven	Proportion of population	0	0	0	0	0	It is not expected that any of the sites will contain employment development and

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
economy, the infrastructure and skills base whilst ensuring all share the benefits, urban and rural	educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						therefore the impact will be neutral.
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills	Proportion of	+	0	0	+	+	Good access to school and development

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
levels and qualifications of workforce	population educated to degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						in this location could potentially have a positive impact on educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 9 – Land North of Packhorse Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	mileage by employees						

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population	Percentage of population describing their	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
and reduce inequalities in health	health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP						health facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of parks and areas of recreational space Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and Meadow Green Primary School.
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population	+	0	0	+	+	Measures to design out crime can be incorporated into any development

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	% of population who fear crime Types of crime recorded Levels of anti social behaviour						
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public transport	++	0	0	++	++	The site is adjacent to the train station and a bus stop, local retail facilities and school are also within easy walking distance.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
the local community							
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	-	0	0	-	-	Development on any of the areas will result in the loss of greenfield land. However this site is designed Areas of Development Restraints.des.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+ +	0	0	+ +	+ +	The site is very close to bus, rail options and is within walking distance of the local retail facilities and school. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational

Area 10 – Land at Selsdon Close							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within 400m of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and Meadow Green Primary School.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel	People's usual method of travel to work by mode and % (walk, cycle,	++	0	0	++	++	The site is adjacent to Wythall train station and a bus stop is within 400m. The local retail facilities and school are also within walking distance meaning that

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
patterns	bus, train, car) Number of trips made by public transport						there are excellent opportunities to travel by sustainable modes of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	-	0	0	-	-	The River Cole is located adjacent to the site and is a SWS. Development could have an adverse impact on the condition of the SWS.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The River Cole flows adjacent to the site and therefore part of the site is located within flood zone 2.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	++	0	0	++	++	The site is within walking distance to the local retail facilities, school, train station and bus stop. If people are less likely to travel by car then there could potentially be a reduction in CO2 High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on educational

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 12 – Land South East of Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within 400m of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities regardless of age, gender, ethnicity,	Number of parks and areas of recreational space Number of sports pitches per 1000 population	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and Meadow Green Primary School.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
disability, socio-economic status or educational attainment	Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car) Number of trips made by public	++	0	0	++	++	The site is within walking distance of the local retail facilities, school, Wythall train station and a bus stop. Therefore there are excellent opportunities to travel by sustainable modes of transport.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	transport						
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife sites (SWS's)	-	0	0	-	-	The River Cole is located adjacent to the site and is a SWS. Development could have an adverse impact on the condition of the SWS.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	-	0	0	-	-	The River Cole flows adjacent to the site and therefore part of the site is located within flood zone 2.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	++	0	0	++	++	Development in this location is within easy walking distance of local retail facilities, school, both bus and rail options promoting travel by sustainable forms which could potentially reduce C02 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	**Good access to school and development in this location could potentially have a positive impact on**

Area 11 – Land North of Norton Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						**educational attainment.**
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use recycled materials on all sites could be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and Meadow Green Primary School.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	+ +	0	0	+ +	+ +	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Whitlocks End train station is 3.6km away. There is a large free car park available at

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						Whitlocks End station which will encourage commuting via a sustainable mode of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	+	0	0	+	+	There is a bus stop adjacent to the site and the local retail facilities and school are within walking distance. Parking facilities are provided free at the station which could encourage commuting via a sustainable mode of transport. If people are less likely to travel by car then there could potentially be a reduction in CO2 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	**Good access to school and development in this location could potentially have a positive impact on**

Area 13 – Land West of Alcester Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						**educational attainment.**
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local	Number of parks and areas of recreational space	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and Meadow Green Primary School.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
services and facilities regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	Number of sports pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel	People's usual method of travel to work by mode and % (walk, cycle,	++	0	0	++	++	The site is within a comfortable walking distance of the train station, a bus stop, local retail facilities and school ensuring that there are realistic alternatives to car

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
patterns	bus, train, car) Number of trips made by public transport						based travel.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	special wildlife sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	-	0	0	-	-	Development on any of the areas will result in the loss of greenfield land but in this instance the land is the Area of Development Restraints.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						contamination when development is proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	++	0	0	++	++	The local retail facilities, school, bus and train stations are all within walking distance. Development in this location promotes travel by sustainable forms which reduce car based travel and potentially reduce C02 emissions. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on

Area 14 – Bleakhouse Farm, Station Road							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles
SO2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and Meadow Green Primary School.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is within a reasonable walking distance of the local retail facilities, school, Wythall train station and a bus stop meaning that there are excellent opportunities to travel by sustainable

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of trips made by public transport						modes of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
	fairly good or better biological and chemical water quality % of contaminated land in District No of AQMA's in District						proposed is important to ensure protection of human health and the wider environment and would be considered at the planning application stage. Air quality is monitored throughout the District but no AQMA's are located within the immediate vicinity of this site.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
EV9 Reduce causes of and adapt to the impacts of climate change	No of new developments with energy efficient design % of developments incorporating on site renewable energy CO2 emissions by End User local and Regional Estimates of carbon emissions Countrywide CO2 emissions CO2 emissions from new development	++	0	0	++	++	Development in this location promotes travel by sustainable forms due to the close proximity of the local retail facilities, school, train station and a bus stop. This may potentially reduce C02 emissions due to less reliance on travel by car. High quality design can help to tackle climate change through the careful orientation of buildings to achieve passive solar gain and conserve energy. SUDS can also be used to help conserve water e.g. water harvesting. However, these measures can be applicable to any new development.
Economic Objectives							
EC1 Develop a knowledge driven economy, the infrastructure and skills	Proportion of population educated to degree standard	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
base whilst ensuring all share the benefits, urban and rural	or higher Qualifications at age 19 16 year olds with no qualifications % of working age unemployed by ward						
EC2 promote and support the development of new technologies of high value and low impact especially resource efficient technologies and environmental technology initiatives	No of resource efficient technologies and environmental technology initiatives developed No of new businesses starting up in new technologies % employment by industry sector	0	0	0	0	0	It is not expected that any of the sites will contain employment development and therefore the impact will be neutral.
EC3 Raise the skills levels and qualifications of	Proportion of population educated to	+	0	0	+	+	Good access to school and development in this location could potentially have a positive impact on

Area 15 – Land North East of Gorsey Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
workforce	degree standard or higher Qualifications at age 19 16 year olds with no qualifications No of wards with SOA's in the bottom 25% for education, skills and training deprivation						educational attainment.
EC4 Sustainable use and development of material assets	Reduction to energy use of council owned buildings Quantity of secondary and recycled materials used in construction Reduction in car mileage by employees	+	0	0	+	+	The use of recycled materials on all sites would be encouraged as it is anticipated that all new development would follow the energy and waste management hierarchies.

Area 16 – Land West of Lea Green Lane							
		Spatial Scale			Temporal Scale		Commentary
SA Objectives	Key Indicators / Targets (Where Appropriate)	Sub-District		Transboundary Effects	Short Term	Long Term	
		Urban	Rural				
Social Objectives							
SO1 Provide decent affordable housing for all, of the right quality and tenure and for local needs in clean safe and pleasant local environment	Meeting of affordable housing requirements in housing needs survey	++	0	0	++	++	All sites would deliver an element of affordable housing in accordance with PPS3 and incorporate high quality design principles.
SO 2 An improvement in the health and well-being of the population and reduce inequalities in health	Percentage of population describing their health as good. Percentage of residents with limiting long term illness. Life expectancy Access to GP	+	0	0	+	+	The site is within a reasonable walking distance of a GP surgery ensuring that residents would have good access to health facilities.
SO3 Improve the quality of and equitable access to local services and facilities	Number of parks and areas of recreational space Number of sports	+ +	0	0	+ +	+ +	The site is within walking distance of retail facilities on Station Road and a Primary School.

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regardless of age, gender, ethnicity, disability, socio-economic status or educational attainment	pitches per 1000 population Access to a Post Office, shops and a primary school in rural areas Number of visits to districts tourist attractions						
SO4 Reduce crime, fear of crime and anti social behaviour	Number of recorded crimes per 1000 population % of population who fear crime Types of crime recorded Levels of anti social behaviour	+	0	0	+	+	Measures to design out crime can be incorporated into any development
SO5 Reduce need to travel and move towards more sustainable travel patterns	People's usual method of travel to work by mode and % (walk, cycle, bus, train, car)	++	0	0	++	++	The site is within a reasonable walking distance of local retail facilities, school, Wythall train station and a bus stop meaning that there are excellent opportunities to travel by sustainable

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		Urban	Rural				
	Number of trips made by public transport						modes of transport.
SO6 Provision of opportunities for communities to participate and contribute to decisions that affect their neighbourhood and quality if life, encouraging pride and social responsibility in the local community	Satisfaction with provision of local authority services for eg Number of complaints	0	0	0	0	0	The same opportunities for consultation and community involvement apply to each site.
Environmental Objectives							
EV1 Conserve and enhance the District's biodiversity and geodiversity	% of SSSi's in favourable condition Proportion of Biodiversity Action Plan targets achieved Total number of special wildlife	0	0	0	0	0	There are no statutory designations on or adjacent to the site. Further work would be required to determine if any notable or protected species are present on the site.

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	sites (SWS's)						
EV2 Ensure efficient use of land through safeguarding of mineral resources, the best and most versatile agricultural land, land of green belt value, maximising of previously developed land and reuse of vacant buildings where this is not detrimental to open space and biodiversity interest. Protect the countryside, green spaces, green belt and best agricultural land	% of District covered by Green Belt Planning permissions affecting the Green Belt % of development on brownfield land / buildings	- -	0	0	- -	- -	Development on any of the areas will result in the loss of greenfield land and Green Belt land in this case.

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EV3 Safeguard and strengthen landscape character and quality	Amount of land designated as open space in the District Planning permissions affecting the Green Belt	-	0	0	-	-	Development would result in the loss of Greenfield land however in this instance the land is of medium landscape sensitivity and therefore is resilient to some change.
EV4 Conserve and enhance the historic built environment heritage and seek well designed, high quality built environment in new development proposals.	Total number of listed buildings Total number of Conservation areas % of Listed Buildings 'at risk' Number of planning applications received for work in conservation areas and on listed buildings	+	0	0	+	+	High quality design would be expected on any site. There are no listed buildings on or adjacent to the site and therefore no negative impact upon the historic environment.
EV5 Manage waste in accordance with the	% of waste disposal to landfill	+	0	0	+	+	Waste minimisation measures can be incorporated onto any site.

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waste hierarchy 1)reduce 2) re-use 3) recycling and composting 4) recovery 5) disposal	% of waste recycled per annum Household waste collection per annum						
EV6 Ensure inappropriate development does not occur in high risk flood prone areas and does not adversely contribute to fluvial flood risk or contribute to surface water flooding in all the areas	Properties at risk of flooding Number of planning permissions granted on flood plains or major aquifers Number of new developments incorporating SUDS	0	0	0	0	0	There is no flood risk associated with the area.
EV7 Promote energy efficiency and energy generated from renewable energy and low carbon sources	CO2 emissions per sector Number of new developments with energy efficient design	+	0	0	+	+	All sites can promote the use of zero or low carbon energy generation technologies.

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	Number of new developments with on site renewable energy Average electricity consumption per household/year Average gas consumption per household/ year Electricity generated from renewable power schemes in the District						
EV8 Protect and enhance the quality of water, soil and air quality	Proportion of households with poor water quality Water course quality Amount of new developments with SUDS % of rivers with	0	0	0	0	0	All development has the potential to impact upon water quality and increase demand for water usage. The water conservation hierarchy must be followed and measures will be expected to be in place to manage water resources efficiently. Consideration of potential land contamination when development is

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