



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE CABINET

WEDNESDAY 19TH JANUARY 2011 AT 3.00 P.M.

THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors R. Hollingworth (Chairman), G. N. Denaro (Vice-Chairman), Dr. D. W. P. Booth JP, Mrs. J. Dyer M.B.E., Mrs. M. A. Sherrey JP, R. D. Smith, M. J. A. Webb and P. J. Whittaker

AGENDA

1. To receive apologies for absence
2. Declarations of Interest
3. Draft Core Strategy 2 (Pages 1 - 8)
4. Town Centre Draft Area Action Plan (Pages 9 - 16)
5. Consultation on Local Transport Plan (Pages 17 - 22)
6. Bromsgrove Leisure Centre Options Appraisal (To follow)
7. The Marketing of Bromsgrove (Pages 23 - 28)
8. Review of Lickey End Parish Council - Use of Funds (Pages 29 - 36)
 - Appendix For Item 3 - Draft Core Strategy 2 (Pages 37 - 146)
 - Appendix For Item 4 - Town Centre Draft Area Action Plan (Pages 147 - 248)
 - Appendix For Item 5 - Consultation On Local Transport Plan (Pages 249 - 256)

9. To consider any other business, details of which have been notified to the Head of Legal, Equalities and Democratic Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting
10. To consider, and if considered appropriate, to pass the following resolution to exclude the public from the meeting during the consideration of item(s) of business containing exempt information:-

"RESOLVED: that under Section 100 I of the Local Government Act 1972, as amended, the public be excluded from the meeting during the consideration of the following items of business on the grounds that they involve the likely disclosure of exempt information as defined in Part I of Schedule 12A to the Act, as amended, the relevant paragraph of that part, in each case, being as set out below, and that it is in the public interest to do so:-

<u>Item No.</u>	<u>Paragraphs</u>
11	1 and 3
12	1 and 3"

11. To receive the minutes of the meetings of the Shared Services Board held on 9th December 2010 (Pages 257 - 332)
 - (a) To receive and note the minutes
 - (b) To consider any recommendations contained within the minutes
12. To receive minutes of the meeting of the Shared Services Board held on 11th January 2011 (To follow)
 - (a) To receive and note the minutes
 - (b) To consider any recommendations contained within the minutes

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

11th January 2011

BROMSGROVE DISTRICT COUNCIL

Cabinet

Date 19th January 2011

Draft Core Strategy 2

Relevant Portfolio Holder	Councillor Mrs Dyer
Relevant Manager - Strategic Planning Manager	Mike Dunphy
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The purpose of this report is to seek endorsement of the Draft Core Strategy 2 (DCS2) for the purposes of public consultation. The consultation period would run from 21st January 2011 to 4th March 2011.

2. RECOMMENDATIONS

- 2.1 That the Draft Core Strategy 2 as set out in Appendix A to this report is endorsed and approved for the purposes of public consultation.
- 2.2 That the Cabinet recommend that the consultation period runs from 21st January 2011 to 4th March 2011.
- 2.3 That Delegated Authority is granted to the Strategic Planning Manager in consultation with the Portfolio Holder to make further essential revisions to the draft prior to its publication.

3. BACKGROUND

- 3.1 The purpose of the Core Strategy is to set out the vision, objectives and key policies which will guide development within the District up to 2026.
- 3.2 The Core Strategy has been the subject of several drafts and periods of public consultation:
- Two periods of consultation took place on Issues and Options in 2005 and 2007 and the findings were presented in the Consultation Document.
 - The first version of the Draft Core Strategy went out to consultation in October 2008 and was accompanied by a Sustainability Appraisal and the Consultation Document.
 - A special consultation was held ending in February 2010 jointly between Redditch Borough Council and Bromsgrove District Council. This highlighted locational options for Redditch related cross- boundary growth based on the requirements of the West Midlands Regional Spatial Strategy Phase Two Revision Panel report

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- 3.3 On 6th July the Secretary of State announced the revocation of Regional Spatial Strategies under s 79 (6) of the Local Democracy Economic Development and Construction Act 2009. However, on the 10th November in a High Court ruling the method by which the RSS's had been revoked was found to be unlawful. The judge also ruled that the sustainability impacts of revoking the RSS should also have been assessed and as this wasn't, the revocation is also unlawful on these grounds. The Government has since reiterated its intention to revoke/abolish Regional Spatial Strategies and a clause in the draft Decentralisation and Localism Bill (The Bill) published on 14th December 2010 states:

*'(1) Part 5 of the Local Democracy Economic Development and Construction Act 2009 (regional strategy) is repealed
(2) The regional strategies under Part 5 of that Act are revoked.'*

- 3.4 The Government has also signalled its intention to radically reform the planning system and introduce new national planning policy.
- 3.5 The Bill also introduces the principle of neighbourhood plans and neighbourhood development orders, which together with the policies in DCS2 seek to provide communities with a greater degree of control over the future of their neighbourhoods.

4. KEY ISSUES

- 4.1 The revised DCS2 differs from the DCS1 as firstly, it has been restructured to more logically address key issues in the District. An "At a Glance" box has been added which indicates how each policy relates to the Sustainable Community Strategy and summarises how each policy has been influenced, for example, by public consultation and national guidance. Secondly, DCS2 for the first time formally consults on revised housing figures for the District of 4000 new units to 2021. It also suggests that the DCS is reviewed before 2026 to ascertain whether 2-3000 additional housing units to meet Bromsgrove's housing needs can be brought forward in a sustainable manner. Thirdly, it consults on strategic site allocations in the form of expansion sites around Bromsgrove Town and on 'Other Development Sites' around the District required to come forward to meet the initial 4000 target. It also seeks to gain an appreciation of what consultees understand to be their "neighbourhood", which will be used as a basis for future consultation.
- 4.2 24 policies are proposed which are grouped under 5 main themes including:
1) Development Strategy

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This set of policies seeks to set future housing and employment targets for the District up to 2026, with a review date around 2021. It sets out clearly a settlement hierarchy for the District; establishes a set of general development principles for all new development; contains a site allocations policy and begins to address the new “localism” agenda.

4.3 2) No Place like Home

These policies establish the parameters for the expected focus of housing mix; affordable housing targets, focusing on specific needs such as 2/3 bedroomed homes, homes for the elderly and homes for specific groups such as gypsies , travellers and showpeople, all within the overall context of providing sustainable communities.

4.4 3) Lets Do Business

This suite of policies focuses on the local economy, emphasising the importance of rural regeneration and diversification; new employment particularly in high tech industries; the importance of supporting existing employment and highlights the importance of sustainable transport and communication to economic success.

4.5 4) The One and Only Bromsgrove

These policies emphasise the factors which make Bromsgrove unique or locally distinctive and how these components can be preserved and enhanced. This includes regeneration of the Town Centre, (which is expanded upon in the Town Centre Area Action Plan); managing the environment whether historic or natural and ensuring all new design embraces the principles of sustainability and are consistently of a high quality.

4.6 5) The Future in our Hands

These policies look to the future and seek to address the impacts of climate change; manage water, for example in terms of flooding; incorporates and recognises the multi functionality of green infrastructure whilst protecting the Green Belt and recognises how planning decisions can impact positively on health and well being.

4.7 Where developer contributions fit into the process, the importance of delivery of the CS, implementation and monitoring is also addressed.

4.8 As in previous consultations the consultation will be widely publicised and will aim to reach as many residents as possible. It is intended that information will be provided at the Council House, at the Customer Service Centre and the libraries. A “drop in” session will also be held at the Council House and targeted meetings will be held with Parish Councils if desired. As

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consultation on DCS2 coincides with consultation on the Town Centre Area Action Plan (TCAAP) there will be opportunities to publicise and consult on each plan simultaneously with resultant efficiencies and savings.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no direct financial implications of receiving this report. The documents will be developed in house. Printing and any subsequent costs for publicity and exhibition material will be met from the existing budget which exists for the Core Strategy.
- 5.2 Alongside policies in the TCAAP the introduction of new mechanisms for collecting and distributing developer contributions, and new national schemes such as the *'new homes bonus'* could have longer term impacts on Council budgets although at this stage these are difficult to predict.

6. LEGAL IMPLICATIONS

- 6.1 The Core Strategy once adopted will become part of the Statutory Development Plan for the District required by the Planning and Compulsory Purchase Act 2004 and prepared in accordance with the Town and Country Planning (Local Development) (England) Amendment Regulations 2008.

7. POLICY IMPLICATIONS

- 7.1 Bromsgrove District Council's LDF forms the Development Plan for the District. The Core Strategy is a key document in the LDF with which all other documents including the TCAAP must be in compliance.

8. COUNCIL OBJECTIVES

- 8.1 The policies in the Core Strategy will contribute towards achieving the following Council Objectives:
- CO1 Regeneration- priorities Town Centre and Economic Development
 - CO3 One Community- priorities One Community and Housing
 - CO4 Environment- priority Climate Change

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 The main risk associated with the details of this report is the inability to produce a Development Plan Document which is judged to be justified and effective by the Planning Inspectorate and therefore resulting in a non legally compliant Strategic planning service

9.2 These risks are being managed as follows:

- Non legally compliant Strategic Planning service
Risk Register: *Planning and Regeneration*
Key Objective Ref No: 4
Key Objective: Effective, efficient and legally compliant Strategic Planning Service

10. CUSTOMER IMPLICATIONS

10.1 The Core Strategy is likely to have an impact on many different aspects of peoples lives including living, working, shopping, leisure and educational choices together with the ability to make a direct contribution in the decision making process. Public consultation has been and will be extensively undertaken throughout the process and this is likely to take on even more significance as the new planning system and the opportunities for collaborative democracy unfold.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 An Equalities Impact assessment will be undertaken on the final submission version of the Core Strategy. Attempts will be made to ensure all sections of society are consulted and are involved in the process as the plan progresses towards completion and this will be monitored on Consultation feedback forms.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 Whilst there are no direct value for money implications connected with this report, methods to ensure value for money are continuously being explored, for instance via joint procurement for external consultancy work and joint consultation exercises.

12.2 As consultation on DCS2 coincides with consultation on the Town Centre Area Action Plan there will be opportunities to publicise and consult on each plan simultaneously with resultant efficiencies and savings.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 National Planning Policy carries a requirement to address adaptation and mitigation of the effects of climate change. It also has a requirement to ensure that implications from development on biodiversity are minimised

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and mitigated against. The CS contains policies which seek to achieve this at the local level.

14. HUMAN RESOURCES IMPLICATIONS

14.1 None identified

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None identified

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 As reduction of crime, the fear of crime and anti-social behaviour have been identified as important issues in consultation exercises on both the Core Strategy TCAAP and the Sustainable Community Strategy, the Core Strategy will seek to ensure that community safety is maximised by including a High Quality Design Policy which seeks to ensure that all developments meet "Secured By Design" standards.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 A Health Impact Assessment will be completed for the Core Strategy which will ensure that wherever possible the policies in the Core Strategy will actively promote health gain for the local population, reduce health inequalities and not actively damage health. A specific policy is included in the Core Strategy entitled Health and Well Being specifically addresses this issue.

18. LESSONS LEARNT

18.1 Monitoring of previous consultations has identified a limited response from certain demographic groups. Consultation will therefore aim to target groups that have previously had limited involvement with the Core Strategy process in order to maximise and achieve a more balanced response.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Consultation on the Core Strategy will be carried out in accordance with the adopted Statement of Community Involvement. There have been ongoing discussions with relevant stakeholders as part of the continuing consultation process to identify any issues relevant to the delivery of the Plan.

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20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes-LDFWG
Chief Executive	Yes- CMT
Executive Director (S151 Officer)	Yes- CMT
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes-CMT
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes-CMT
Director of Policy, Performance and Partnerships	Yes-CMT
Head of Service	Yes
Head of Resources	Yes-CMT
Head of Legal, Equalities & Democratic Services	Yes-CMT
Corporate Procurement Team	No

21. WARDS AFFECTED

All wards

22. APPENDICES

Appendix A- Draft Core Strategy 2

23. BACKGROUND PAPERS

The Core Strategy is underpinned with an extensive evidence base which can be viewed on the Council's website www.bromsgrove.gov.uk/corestrategy

AUTHOR OF REPORT

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Date 19th January 2011

Draft Town Centre Area Action Plan

Relevant Portfolio Holder	Councillor Mrs Dyer
Relevant Manager - Strategic Planning Manager	Mike Dunphy
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The purpose of this report is to seek endorsement of the Draft Town Centre Area Action Plan (AAP) for the purposes of public consultation. The consultation period would run from 21st January 2011 to 4th March 2011.

2. RECOMMENDATIONS

- 2.1 That the Bromsgrove Town Centre AAP as set out in Appendix A to this report is endorsed and approved for the purposes of public consultation.
- 2.2 That Cabinet recommend that the consultation period run from 21st January 2011 to 4th March 2011.
- 2.3 That Delegated Authority is granted to the Strategic Planning Manager in consultation with the Portfolio Holder to make further essential revisions to the draft prior to its publication.

3. BACKGROUND

- 3.1 The purpose of the Town Centre AAP is to introduce a set of planning policies to guide regeneration activities in the Town Centre.
- 3.2 Providing guidance for regeneration in the Town Centre has been a longstanding aim of the Council, with initial work undertaken in 2003 in the form of a Town Centre Study. This Study identified a number of issues within the Town Centre which needed to be addressed in order for it to maintain and improve its position within the hierarchy of centres across the West Midlands.
- 3.3 In 2008 the aim to provide specific guidance for the Town Centre was formalised with the publication of the Town Centre AAP issues and options document. The draft Town Centre AAP attached to this report uses both the initial work from 2003, and the more recent results of the issues and options consultation from 2008 to provide the first set of detailed policies designed to guide the regeneration of Bromsgrove Town Centre.

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4. KEY ISSUES

- 4.1 The AAP contains eight sections although those of most importance are sections 6 and 7 which contain the specific policy guidance.
- 4.2 Section 6 contains the strategies which apply to the whole or considerable parts of the Town Centre and are summarised below,

TC 1 Town Centre Regeneration Strategy

Overarching policy which identifies the extent of the Town Centre, and the key aims of the regeneration.

TC 2 Town Centre Land Use Strategy

Identifies the types of development the Council wishes to see in the Town Centre, and determines the extent of the Primary and Secondary Shopping Zones, also contains a specific policy on Hot Food Takeaways.

TC 3 Town Centre Movement Strategy

Contains policies to maximise accessibility and movement around the Town Centre, through enhancing existing public and private transport options, and better integration within other key areas of the town, including the Railway Station.

TC 4 Public Realm

Provides guidance on the design and accessibility standards required for upgrade of the High Street and all other existing or new public areas.

TC 5 Urban Design and Conservation

A set of principles to maintain and enhance the historic environment of the Town Centre, and ensure a high quality, safe and distinctive design throughout.

TC 6 Natural Environment and Sustainability Strategy

Policy to maintain existing natural environment within the Town Centre and also includes proposals to naturalise the Spadesbourne Brook.

TC 7 Planning Obligations

Policy seeks to secure developer contributions towards different types of physical and community infrastructure required as a result of new development.

- 4.3 Section 7 contains policy guidance for 10 development opportunity sites identified for the Town Centre; the proposed use for each site has been identified below

TC 8 Historic Market Site

Retail led mixed use scheme, which apart from shops could include, café's/restaurants, other leisure uses such as a cinemas, offices and residential.

TC 9 Recreation Road

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Retirement living residential opportunity, 'extra care' village or similar type of provision.

TC 10 The Recreation Ground

Maintained as open space although revitalised to provide a more attractive and usable asset for the community.

TC 11 Parkside School

Retains existing former school building, with office and residential accommodation judged to be most suitable conversion options.

TC 12 School Drive

Site for new reconfigured leisure centre on the car park of existing Dolphin Centre, other uses also acceptable are ancillary retail, residential and new public sector offices.

TC 13 Windsor Street

New retail opportunity on site of the current fire station and public sector offices. Apart from much needed larger retail premises new public sector accommodation could form part of redeveloped site.

TC 14 Birmingham Road Retail Park

Policy which mirrors current Sainsbury's proposals.

TC 15 Birmingham Road /Stourbridge Road Junction

Identifies area around Parkside crossroads as a potential longer term development option, with high quality office accommodation being the most suitable use.

TC 16 Mill Lane

Maintains existing retail requirement although with other uses acceptable above ground floor, site would be expected to help frame a new town square in this location.

TC 17 Worcester Road Employment Area

Supports current employment allocation, but allows for other non traditional employment uses which could support wider regeneration aims of the Town Centre.

5. FINANCIAL IMPLICATIONS

- 5.1 There are no direct financial implications of receiving this report. The documents will be developed in house. Printing and any subsequent costs for publicity and exhibition material will be met from the existing budget which exists for the Core Strategy.
- 5.2 Alongside policies in the Draft Core Strategy the introduction of new mechanisms for collecting and distributing developer contributions, and new national schemes such as the '*new homes bonus*' could have longer term impacts on Council budgets although at this stage these are difficult to predict.

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6. LEGAL IMPLICATIONS

- 6.1 The AAP once adopted will become part of the Statutory Development Plan for the District required by the Planning and Compulsory Purchase Act 2004 and prepared in accordance with the Town and Country Planning (Local Development) (England) Amendment Regulations 2008.

7. POLICY IMPLICATIONS

- 7.1 The Bromsgrove District Council LDF forms the Development Plan for the District. The AAP alongside the Core Strategy are significant documents within in the LDF.

8. COUNCIL OBJECTIVES

- 8.1 The policies in the AAP Directly contribute towards achieving the following Council Objectives:
CO1 Regeneration- priorities Town Centre, Economic Development
CO3 One Community- priorities One Community, Housing
CO4 Environment- priority Climate Change

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 The main risk associated with the details of this report is the inability to produce a Development Plan Document which is judged to be justified and effective by the Planning Inspectorate and therefore resulting in a non legally compliant Strategic planning service

- 9.2 These risks are being managed as follows:

- Non legally compliant Strategic Planning service
Risk Register: *Planning and Regeneration*
Key Objective Ref No: 4
Key Objective: Effective, efficient and legally compliant Strategic Planning Service

10. CUSTOMER IMPLICATIONS

- 10.1 The AAP is likely to have an impact on many different aspects of peoples lives including living, working, shopping, leisure and educational choices together with the ability to make a direct contribution in the decision making

process. Public consultation has been and will be extensively undertaken throughout the process and this is likely to take on even more significance as the new planning system and opportunities for collaborative democracy unfold.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 An Equalities Impact assessment will be undertaken on the final submission version of the AAP. Attempts will be made to ensure all sections of society are consulted and are involved in the process as the plan progresses towards completion, this will be monitored on consultation feedback forms.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 Whilst there are no direct value for money implications connected with this report methods to ensure value for money are continuously being explored, for instance via joint procurement for external consultancy work and joint consultation exercises.

12.2 As consultation on AAP coincides with consultation on the Draft Core Strategy 2, there will be opportunities to publicise and consult on each plan simultaneously with resultant efficiencies and savings.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 National Planning Policy carries a requirement to address adaptation and mitigation of the effects of climate change. National Planning policy also has a requirement to ensure that implications from development on biodiversity are minimised and mitigated against. The AAP contains policies which seek to achieve this within the Town Centre and refers to wider policies within the Draft Core Strategy 2 for further guidance.

14. HUMAN RESOURCES IMPLICATIONS

14.1 None identified

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None identified

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

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16.1 Reduction of crime, the fear of crime and anti-social behaviour have been identified as important issues in consultation exercises on the AAP, Core Strategy and the Sustainable Community Strategy. The AAP has specific policies which aim ensure that community safety is maximised, including an Urban Design and Conservation policy which seeks to ensure that all development contributes to achieving a safer more inclusive Town Centre.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 A Health Impact Assessment will be completed for the final AAP which will ensure that wherever possible the policies in the AAP will actively promote health gain for the local population, reduce health inequalities and not actively damage health. A specific policy is included in the AAP to control the number of Hot Food Takeaways in the Town Centre.

18. LESSONS LEARNT

18.1 Monitoring of previous consultations has identified a limited response from certain demographic groups. Consultation will therefore aim to target groups that have previously had limited involvement with the AAP process in order to maximise and achieve a more balanced response.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Consultation on the AAP will be carried out in accordance with the adopted Statement of Community Involvement. There have been ongoing discussions with relevant stakeholders as part of the continuing consultation process to identify showstoppers and other issues relevant to the delivery of the Plan.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes-LDFWG
Chief Executive	Yes- CMT
Executive Director (S151 Officer)	Yes- CMT
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes-CMT
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes-CMT
Director of Policy, Performance and Partnerships	Yes-CMT
Head of Service	Yes
Head of Resources	Yes-CMT
Head of Legal, Equalities & Democratic	Yes-CMT

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Services	
Corporate Procurement Team	No

21. WARDS AFFECTED

Primarily St Johns, although the wider effects of the regeneration should impact across the district.

22. APPENDICES

Appendix A- Draft Bromsgrove AAP

23. BACKGROUND PAPERS

The AAP is underpinned with an extensive evidence base which can be viewed on the council's website www.bromsgrove.gov.uk/towncentre

AUTHOR OF REPORT

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19th January 2011

Worcestershire Local Transport Plan 3 Response

Relevant Portfolio Holder	Cllr Jill Dyer
Relevant Head of Service	Ruth Bamford - Head of Planning and Regeneration
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 Bromsgrove District Council and Redditch Borough Council's response to Worcestershire Local Transport Plan No.3 (LTP3) is supportive of the content put forward in the Document and raises a number of questions for Worcestershire County Council (WCC) to consider when developing the emerging draft plan.

2. RECOMMENDATIONS

- 2.1 The Cabinet is asked to endorse the responses prepared to the Worcestershire Local Transport Plan No. 3, as detailed in the Appendix to the report.**

3. BACKGROUND

- 3.1 Worcestershire County Council has started to develop their Third Local Transport Plan (LTP3). This LTP will cover a fifteen year period (2011-2026), following amendments to the Transport Act 2008 which allows greater flexibility in the way that the LTP is developed and delivered.
- 3.2 The plan will focus on attracting and supporting economic investment, growth, delivering transport infrastructure and services to tackle congestion and improving quality of life. It will support the Worcestershire Partnership and be consistent with Worcestershire's Sustainable Community Strategy and emerging District Core Strategies, responding to the strategic objectives of the economy, community, climate change and reducing deprivation.
- 3.3 The LTP3 will provide the policy and strategy context for Worcestershire's major transport projects and enable the County Council to bid for additional Government funding over the next 15 years. It will also help to secure funds from development and ensure these are properly used to improve the efficiency of the County's transport networks.
- 3.4 The first consultation stage took place over the summer of 2010. A draft set of transport policies were produced in light of the approved LTP3 objectives. These covered a number of topics, including walking, cycling and passenger transport. The policies were produced for a range of transport topics and

were put to key stakeholders. Worcestershire's Transport Policy and Strategy Team carried out an analysis of all of the consultation responses and made changes to the draft policies in light of the comments received. These amended policies are included as part of the Stage 2 consultation, which involves stakeholders and members of the public, and it is this consultation stage that this report refers to.

4. KEY ISSUES

- 4.1 In general terms Officers are supportive of the content put forward in the Worcestershire Local Transport Plan No.3.
- 4.2 In the response to the document Officers have raised a number of concerns which need to be addressed by the County Council through the emerging plan before it is adopted. Key issues that have been raised include:
- i) The need to define the role of the emerging Local Enterprise Partnership in securing funding;
 - ii) How infrastructure needs will affect growth figures and a request that the Council works with WCC to determine whether infrastructure requirements will limit growth;
 - iii) When will a clear Delivery Plan will be published to support the document, as this is essential to deliver the projects within the Local Transport Plan.
- 4.3 Bromsgrove District Council Officers support the improvements highlighted as part of the North East Worcestershire Transport Strategy.
- This support is particularly endorsed for developments within Bromsgrove Town Centre, including; junction improvements and highway alterations to reduce the impacts of congestion and public realm enhancements. Further to that the delivery of the Bromsgrove Rail Interchange and promotion of enhanced rail services is also supported.
- 4.4 Officers have also recommended to WCC that the links particularly by public transport between the Town Centre, Railway station and the proposed expansion sites to the north and west of the Town which have been highlighted as Bromsgrove's priorities by the District's LSP, emerging Core Strategy and Town Centre AAP should be highlighted and prioritised more specifically in the LTP3.

- 4.5 The response to the Worcestershire Local Transport Plan has been produced jointly with Redditch Borough Council; this is because Bromsgrove and Redditch have been considered jointly as part of the North East Worcestershire section within the area profile. It is also considered more efficient and cost effective to produce one joint response.

5. FINANCIAL IMPLICATIONS

- 5.1 None

6. LEGAL IMPLICATIONS

- 6.1 None

7. POLICY IMPLICATIONS

- 7.1 The Local Transport Plan is produced by Worcestershire County Council. It is necessary for all policy produced as part of Bromsgrove District Council's Local Development Framework to be in general conformity with Policy produced by Worcestershire County Council. The final version of the LTP3 will inform Policy development of the Local Development Framework and therefore it is essential to ensure that the Council feeds into the preparation of these documents.

8. COUNCIL OBJECTIVES

- 8.1 Policies in the LTP3 directly or indirectly support the following council objectives.

CO1 Regeneration- priorities Town Centre, Economic Development

CO3 One Community- priorities One Community, Housing

CO4 Environment- priority Climate Change

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 The main risk associated with the details of this report is the inability to influence the content of the LTP3 and as a result hamper the ability to produce a Development Plan Document which is judged to be justified and effective by the Planning Inspectorate, and therefore resulting in a non legally compliant Strategic planning service.

- 9.2 These risks are being managed as follows:

- Non legally compliant Strategic Planning service
Risk Register: *Planning and Regeneration*
Key Objective Ref No: 4
Key Objective: Effective, efficient and legally compliant Strategic Planning Service

10. CUSTOMER IMPLICATIONS

10.1 None

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 None

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 None

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 Worcestershire Local Transport Plan No.3 seeks to ensure a modal shift away from the private car to more sustainable modes of transport, this will result in reduced carbon emissions and therefore a reduction in the districts contribution to climate change, The Plan also seeks a move towards environmentally friendly vehicles.

14. HUMAN RESOURCES IMPLICATIONS

14.1 None

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 None

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 None

18. LESSONS LEARNT

18.1 None

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 None

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director (S151 Officer)	Yes
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes
Director of Policy, Performance and Partnerships	Yes
Head of Service	Yes
Head of Resources	Yes
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	Yes

21. WARDS AFFECTED

All Wards

22. APPENDICES

Bromsgrove District Council's response to LTP3

23. BACKGROUND PAPERS

Draft Worcestershire Local Transport Plan 2011 – 2026.
Draft Worcestershire Local Transport Plan 2011 – 2026 individual Policy Documents (13 separate documents).

BROMSGROVE DISTRICT COUNCIL

Cabinet

19th January 2011

AUTHOR OF REPORT

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CABINET

19th January 2011

THE MARKETING OF BROMSGROVE

Relevant Portfolio Holder	Cllr R Hollingworth
Relevant Head of Service	John Staniland
Non Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The creation of a Bromsgrove 'identity' and 'product' in relation to the Economic Development of the District of Bromsgrove and the Regeneration of Bromsgrove Town Centre.
- 1.2 The implementation of a Marketing Campaign to promote Bromsgrove to Investors, Developers, Retailers, Businesses, Shoppers, Visitors and Residents.
- 1.3 The creation of a Bromsgrove 'shop window' web-site and investment prospectus'.

2. RECOMMENDATIONS

- 2.1 **Cabinet are asked to recommend to Full Council the approval of:**
- 2.2 **A commitment to invest £20,000 to fund the marketing of Bromsgrove Town Centre and the wider District.**

3. BACKGROUND

- 3.1 The Economic Development Theme Group of the Local Strategic Partnership has identified the need for a Marketing Campaign for Bromsgrove as a strategic priority for the economic development of the District. This is because:
 - Increasing Inward Investment has been identified as a primary goal of the economic development strategy.
 - The Bromsgrove 'product' needs to be defined and firmly established within the changing economic development landscape of Local Enterprise Partnerships (LEP) and the new North Worcestershire Economic Development and Regeneration structure.
 - The Town Centre Regeneration Programme is preparing to go public on its Area Action Plan and starting the process of finding Development Partner(s).

4.0 KEY ISSUES

4.1 'The Campaign' would take the form of:

- Creation of a Bromsgrove 'identity' or 'product'
- Production of Marketing Literature including Investment Prospectus'.
- Production of a Bromsgrove Website
- Advertising of Bromsgrove in local, regional and national publications and trade press

4.2 The purpose of 'The Campaign' would be in support of the Regeneration of the Town Centre and achieving wider Economic Prosperity for the District. It would aim to:

- Attract Private Developers into the Town Centre by promoting the Area Action Plan and the advertising of the development opportunities in the Town Centre as part of the procurement process of partner developer(s)
- Attract new Retailers to the Town Centre to suit both the new Retail Units being created as part of the Regeneration Programme and niche retailers for historic shop premises
- Attract general Inward Investment into the Town and District in the form of new employers, concentrating on the benefits of location; transport links; low cost semi-skilled and skilled engineering based workforce; lower premises costs; quality of life etc.
- Promote Bromsgrove as the proven location for successful business start-ups - specifically targeting nascent technology companies as part of promoting Bromsgrove's position on the A38 Technology Corridor and the need to catalyse phase 2 of the Bromsgrove Technology Park
- Attract more shoppers into the Town Centre
- Stimulate the evening economy in the Town Centre and attract more visitors into Town and the wider District through the creation of a central and common events and activities programme
- Raise awareness among residents of the attractions and benefits of Bromsgrove as a Town and District

5. FINANCIAL IMPLICATIONS

5.1 The cost of this campaign has been mitigated in a number of ways:

5.2 'Soft market testing' undertaken as part of the Regeneration Programme has identified the key selling points that Bromsgrove offers to Developers, reducing the need for separate market research.

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- 5.3 The production of the Area Action Plan and other Planning and Regeneration Documents will help provide copy and images for the new Investment Prospectus' and Marketing Brochures
- 5.4 Initial population of a Town Centre Regeneration Website will limit the Website work to a 'shop window' site that will sit in front of the current pre-populated site. Furthermore in principle agreements with Bromsgrove Arts Network and The Artrix to work together on a common events programme with the potential for a central on-line booking facility powered by The Artrix' web-site will reduce the need for expensive software functionality and potentially make maintenance of the site self funding.
- 5.5 The retention of an independent graduate marketer to assist with 'in-house' web design and community engagement has greatly reduced both the potential day rate needed to be funded and remaining scope of work to achieve the aims of The Campaign.
- 5.6 The precise expenditure plan for the £20,000 will be approved by the Economic Development Theme Group, but managed by the Director for Planning and Regeneration and his team. In-house resources will be utilised where possible and any out-sourcing will be managed within Bromsgrove District Council procurement rules.

6. LEGAL IMPLICATIONS

- 6.1 The Council has powers to pursue initiatives for the well-being of the District and this proposal falls within this remit.

7. POLICY IMPLICATIONS

- 7.1 The proposal meets the Council priority of improving the Town Centre viability and vitality and would support the aims of the emerging Core Strategy and Area Action Plan.

8. COUNCIL OBJECTIVES

- 8.1 As set out in 7 above.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 If this work is not commenced now, we will not be ready to market the development opportunity presented by the Area Action Plan and the regeneration of the Town will be adversely affected by a potential failure to attract suitable investment.

10. CUSTOMER IMPLICATIONS

- 10.1 External Customers will benefit from knowing what Bromsgrove has to offer in terms of shopping and investment opportunities. A link to the Customer Service Centre (Worcestershire Hub Bromsgrove) will be included within the website.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

- 11.1 The Town Centre website will highlight the various projects within the Regeneration Programme; any equalities and diversity implications will be highlighted. For example, the renovated High Street will be designed with improved access for all.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

- 12.1 Any external input will be obtained following Bromsgrove District Council procurement guidelines. This will be led by the Regeneration team, but the Director of Planning and Regeneration will have overall responsibility and decision-making.

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

- 13.1 The Town Centre website will highlight the various projects within the Regeneration Programme; any climate change considerations, carbon implications and biodiversity enhancements will be highlighted.

14. HUMAN RESOURCES IMPLICATIONS

- 14.1 Some of the funding may be used to extend the retention of the independent graduate marketer to assist with 'in-house' web and prospectus design and production. This may avoid the need to appoint more expensive outside agencies.
- 14.2 A limited amount of impact on the internal IT team may result from the proposal in terms of a number of additional web pages to maintain, although it is anticipated that these will be self funding.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

- 15.1 The Governance and Performance Management of the Campaign will be overseen by the Economic Development Theme Group. Governance aspects relating to the Regeneration Programme will be managed by the Regeneration Programme Manager and overseen by The Town Centre Steering Group, the Portfolio Holder and the Head of Service.

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16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 None identified as a result of this report but community safety implications would be taken into account in any proposals for specific sites.

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 The successful regeneration of the town should benefit the deprived wards of Charford, Sidemoor, Slideshow and Whitford that the Town Centre supports. The creation of more jobs will hopefully help to improve average household incomes in these wards and this in turn will help with reducing inequalities in health between these wards and the rest of the District.

18. LESSONS LEARNT

18.1 Investment Prospectus and Promotional Websites and campaigns used in other towns such as Biddulph, Corby, Kidderminster and Stockport will be used to ensure the Lessons Learnt in similar projects are incorporated into the Bromsgrove Approach.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Stakeholder meetings have been held in connection with town centre proposals and their views will be taken into account in any marketing proposals. The Economic Theme Group will also engage with local businesses regarding the marketing of the town.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	No
Executive Director (S151 Officer)	Yes
Executive Director – Leisure, Cultural, Environmental and Community Services	Yes
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes
Director of Policy, Performance and Partnerships	No

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Head of Service	Yes
Head of Resources	No
Head of Legal, Equalities & Democratic Services	No
Corporate Procurement Team	No

21. WARDS AFFECTED

The benefit of the Marketing Campaign will be felt across the whole District.

22. APPENDICES

Not applicable

23. BACKGROUND PAPERS

Not applicable

24. KEY

Not applicable

AUTHOR OF REPORT

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BROMSGROVE DISTRICT COUNCIL

CABINET

19th January 2011

REVIEW OF LICKEY END PARISH COUNCIL

Relevant Portfolio Holder	Councillor G N Denaro
Relevant Head of Service	Mrs C L Felton
Non-Key Decision	

1 SUMMARY OF PROPOSALS

1.1 A Community Governance Review of Lickey End Parish Council has been undertaken during April to November 2010. Members are advised that the outcome of this revealed the following:

- (i) that the parish of Lickey End be abolished: and
- (ii) that Lickey End should not continue to have a Parish Council.

1.2 Accordingly a Community Governance Order is required under Section 86 of the Local Government and Public Involvement in Health Act 2007 to abolish the parish of Lickey End and dissolve the Parish Council with effect from 1 January 2011.

1.3 The Local Government (Parish and Parish Council) (England) Regulations 2008 provides for the transfer of any assets or liabilities of the parish Council to the principal Council.

1.4. Accordingly Lickey End Parish Council has closed its accounts and forwarded £5545.09 to Bromsgrove District Council where the same is being held in a suspense account pending a Cabinet decision in respect of how the same should be disposed of.

1.5 For members information officers have researched the general uses to which other abolished Council funds have been put and it would appear that the most usual procedure is for funds to be utilised for the benefit of residents within the abolished area.

2. RECOMMENDATIONS

Cabinet is asked to note the receipt of £5545.09 being the balance in the account transferred from Lickey End Parish Council and **to decide how the monies are to be spent.**

3. BACKGROUND

- 3.1 Following the introduction of the Local Government and Public Involvement in Health Act 2007, at the Electoral Matters Committee on 20th January 2010 it was agreed that the scope of the Community Governance Review of Lickey End would be a consultation with local government electors of the parish and elected Councillors and Local Authorities for the parish of Lickey End to be unparished and for the Lickey End Parish Council to be abolished.
- 3.2 This Review commenced on 12 April 2010, when the Electoral Matters Committee of the Council published a Terms of Reference document and invited initial submissions from individuals or organisations who had an interest in the Review. In the Terms of Reference, the Council published a timetable for the Review and it published a consultation strategy. The Terms of Reference was published and distributed to individuals and organisations identified in the strategy, copies were made available at the council offices, and a press release was issued. The Terms of Reference and consultation survey of the local electors of Lickey End Parish was intended to be a prompt to local consideration, which in turn would help Bromsgrove Council to prepare Draft Proposals.
- 3.3 The period for initial submissions closed on 31st June 2010. The consultation survey of the 2,178 local electors resulted in 758 replies (34.8%) with 82.4% in favour of the Lickey End Parish being dissolved and 15.8% against. A written submission was received from a County Councillor for Lickey End expressing support of the abolition of the Parish Council¹.
- 3.4 Bromsgrove District Council published the Draft Proposals in this Review in July and there was a two month period for submission of any comments – no submissions were received during this period.

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3.5 The Final Proposals published in October were a summary of those included in the Draft Proposals. No further submissions were received and the Final Recommendations were:

- 1. that the Parish of Lickey End be abolished; and**
- 2. that Lickey End should not continue to have a Parish Council.**

3.6 An Abolition Order is to be made and available for public inspection. Additionally, the following organisations will be informed that the order has been made.

- The Secretary of State for Communities and Local Government
- The Electoral Commission
- The Office of National Statistics
- The Director General of Ordnance Survey
- Surrey County Council
- The Audit Commission.

3.7 The Local Government (Parish and Parish Council) (England) Regulations 2008 provide for the transfer of any property, assets rights or liabilities of a parish council to the new successor parish council, or where none is proposed to the principal council itself. In this case, any assets of Lickey End Parish Council would be transferred to Bromsgrove District Council. Although, how any monies are spent would a decision for the Council.

3.8 The decision taken by the Council could be challenged by way of judicial review. Any application for a judicial review must be submitted promptly and in any event within three months.

5. FINANCIAL IMPLICATIONS

5.1 The cost of the consultation exercise has been £1,019.

6. LEGAL IMPLICATIONS

6.1 A Community Governance Review has to be conducted in accordance with the requirements of the Local Government and Public Involvement in

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Health Act 2007 (Part 4) and the associated Department of Communities and Local Government Guidance on Community, the Local Government (Parishes and Parish Councils) (England) Regulations 2008 and the Local Government Act 1972 (as amended). In making its decision, the Council has to take account of the views of local people. The Council must, by section 100(4) of the 2007 Act, have regard to the guidance issued by the Secretary of State.

- 6.2 The 2007 Act devolves the power to take decisions about community governance reviews and their electoral arrangements to local government and local communities. The Secretary of State therefore has no involvement in the taking of decisions about recommendations made in the community governance review and the Electoral Commission's involvement is limited to giving effect to consequential recommendations for related alterations to the electoral areas of the District Council. This Council has responsibility for undertaking this community governance review and decide whether to give effect to recommendations made in this review. Governance Reviews, the Local Government (Parishes and Parish Councils) (England) Regulations 2008 and the Local Government Act 1972 (amended)

7. POLICY IMPLICATIONS

- 7.1 None identified

8. COUNCIL OBJECTIVES

- 8.1 CO2 - Improvements, Priority Value for Money; and CO3 - One Community and Well Being, Priority One Community, by helping to meet the needs of local communities taking into account the views of local people and their electoral arrangements.

9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS

- 9.1 None identified.

10. CUSTOMER IMPLICATIONS

- 10.1 In conducting the review the Council has ensured that the affected communities have been properly consulted.

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11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 None identified

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

12.1 None identified

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

13.1 None identified

14. HUMAN RESOURCES IMPLICATIONS

14.1 None identified

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

15.1 None identified

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

16.1 None identified

17. HEALTH INEQUALITIES IMPLICATIONS

17.1 None identified

18. LESSONS LEARNT

18.1 None identified

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

19.1 Consultation with all registered local government electors, local Parish Councillors, District Councillors and County Councillors of the parish of Lickey End.

20. OTHERS CONSULTED ON THE REPORT

BROMSGROVE DISTRICT COUNCIL

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19th January 2011

Portfolio Holder Cllr G N Denaro	Yes
Chief Executive as Returning Officer	Yes
Executive Director (S151 Officer)	Yes
Executive Director – Leisure, Cultural, Environmental and Community Services	No
Executive Director – Planning & Regeneration, Regulatory and Housing Services	No
Director of Policy, Performance and Partnerships	No
Head of Service – Claire Felton	Yes
Head of Resources	No
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	No

21. WARDS AFFECTED

Marlbrook Ward and Norton Ward

22. APPENDICES

None identified

23. BACKGROUND PAPERS

Department of Communities and Local Government – Guidance on Community Governance review

24. KEY

AUTHOR OF REPORT

BROMSGROVE DISTRICT COUNCIL

CABINET

19th January 2011

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Draft Core Strategy 2

January 2011



Bromsgrove
District Council
www.bromsgrove.gov.uk



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DRAFT CORE STRATEGY

1. Introduction and Context

1. Background

1.1 This document has been produced by the District Council as a basis for consultation on the next stage of preparing Bromsgrove's Core Strategy as part of the Local Development Framework. It builds predominantly on the earlier Issues and Options consultation stages that took place in the summers of 2005 and 2007 and consultation on the first Draft Core Strategy which took place at the end of October 2008.

1.2 What is a Local Development Framework?

1.3 The Bromsgrove LDF will replace the existing Bromsgrove District Local Plan (BDLP) which was adopted in 2004. It will provide a strategic planning framework for the District, guiding development. Once adopted, Bromsgrove's LDF will form the statutory Development Plan for the District.

1.4 The LDF is made up of a number of documents. This includes a Core Strategy and other Local Development Documents (LDDs) which set out policies and proposals for implementing the Core Strategy. The Core Strategy is the most significant document in the portfolio to be produced.

1.5 The Core Strategy sets out the challenges which the District faces and a vision and broad strategy to tackle these issues over approximately the next 15 years¹. It is a strategic level document and whilst it doesn't aim to provide detailed guidance, this draft does contain strategic site allocations- sites considered essential to the delivery of the plan.

1.6 What is the Purpose of this Consultation?

1.7 The purpose of this consultation is to ask local people what they think about the plan and what they consider to be their neighbourhood or community. We are not consulting on neighbourhood plans² themselves at present but will be approaching local communities in the near future to explain the emerging new planning system and how people can become more involved.

1.8 Why a second Draft Core Strategy instead of a submission version document?

1.9 This document differs from the first version of the Draft Core Strategy in many ways, taking on board emerging evidence and responding to consultation. The major change however is that this version of the draft Core Strategy now contains a Sites Allocations policy namely CP4 A) Bromsgrove Town

¹ End date to be reviewed in next version of Core Strategy

² More details in paragraph 1.17 below

Expansion Sites and B) Other Development Sites. It is considered that it would be unreasonable to include such a major issue in a submission version of the Core Strategy without having given any prior opportunity for full consultation.

1.10 What has influenced this Draft Core Strategy?

1.11 The most important influence on the Core Strategy is what local communities, stakeholders and developers have to say on what the strategy is aiming to achieve. A Consultation Report has been prepared which describes all the consultation which has taken place on the Core Strategy so far and how this has influenced this version of the Plan.

This report can be viewed on the council website at www.bromsgrove.gov.uk/corestrategy

1.12

The Core Strategy needs the support of the community, and aims to help local people recognise that new development can benefit their communities by creating wider sustainable communities, and that new housing and economic growth can revitalise areas. Bromsgrove can also benefit from a future 'New Homes Bonus', which will reward councils for building homes and working with their local communities.³

1.13 To be a relevant and effective plan the Core Strategy cannot be prepared in isolation and must embrace the wider context. It also should not deviate from National Policy and should take account of sector wide strategies and plans produced at the sub-regional and local levels.

1.14 At the National level, whilst Planning Policy Statements (PPSs) and Planning Policy Guidance (PPGs) currently remain in force (with some amendments), the Government has stated its intention to replace these documents with a more simpler and concise National Planning Framework. However, in the meantime PPS's and PPG's have been used to inform production of this document as indicated in the 'At a Glance' boxes.

1.15 The Government has stated its intention to abolish Regional Spatial Strategies and this issue is currently the subject of a legal challenge, for more details please see appendix 6. The publication of the Decentralisation and Localism Bill on 13th December reaffirms the intention to revoke Regional Spatial Strategies. The Bill has therefore now commenced its passage through Parliament but the date when it will achieve legal status is at present unknown.

³ A consultation paper on the detail will be published by the Government in the near future with the new scheme coming into effect next April, and new homes delivered now will be rewarded under the scheme

- 1.16 For the purposes of this Core Strategy document in relation to Bromsgrove's housing needs the housing figures being used are those contained within the Inspectors Panel report⁴.
- 1.17 The Bill also introduces the principle of neighbourhood plans and neighbourhood development orders, which together with the policies in this Core Strategy seek to provide communities with a greater degree of control over the future of their neighbourhoods.
- 1.18 It is envisaged that the Core Strategy will provide the overall strategic planning framework for the District as a whole and those neighbourhoods who wish to develop a neighbourhood plan will concentrate on more specific local issues. However, neighbourhood plans will need to be in overall conformity with the Core Strategy and the National Planning Framework.
- 1.19 Some policies from the Bromsgrove District Local Plan (BDLP), will be replaced by the Core Strategy and details of the latter can be found at appendix 4.

1.20 Sustainable Community Strategy

- 1.21 The work of the Bromsgrove Partnership (Local Strategic Partnership) in identifying key issues for the District in the Sustainable Community Strategy has helped to inform the spatial objectives in the Core Strategy. The implementation of the Core Strategy will help to deliver many of the key objectives identified within the Sustainable Community Strategy.⁵

1.22 Sustainability Appraisal

- 1.23 The Core Strategy must contribute towards achieving sustainable development and the Sustainability Appraisal (SA) process has been used as an integral part of the preparation of this Core Strategy. The SA is a tool which evaluates the environmental, economic and social effects of a plan to ensure it is tailored towards achieving a better quality life both now and for future generations. It incorporates the requirements of the European Union directive relating to Strategic Environmental Assessment. The policies set out in the Core Strategy have been subject to Sustainability Appraisal at every stage of their production and each consultation informs and improves this process. A further SA report is therefore also available for consultation alongside this Draft Core Strategy. It sets out the implications of the core policies and the mitigation measures required to reduce any identified negative impacts.

1.24 Evidence base

- 1.25 The Core Strategy has been developed from the basis of a strong evidence base to ensure that it addresses local issues and responds to the needs of local communities. A number of studies have been prepared which underpin

⁴ produced in September 2009 in relation to the West Midlands Regional Spatial Strategy Examination in Public held between April and June 2009

⁵ As referenced in the 'At a Glance' boxes detailed at the end of each policy

the policies contained within the Core Strategy and these may be referenced in appendix 5.

1.26 Engagement with delivery stakeholders

1.27 Bromsgrove District Council has been undertaking discussions with key stakeholders throughout the production of the Core Strategy and this will continue to ensure that the options taken forward are deliverable.

1.28 Joint Working

1.29 The Core Strategy takes into account the implications of planning policies of neighbouring authorities as spatial planning should not be constrained by Local Authority administrative boundaries. The District Council has consulted neighbouring authorities at all stages in the preparation of the Core Strategy and will continue to liaise over the development of planning policies.

1.30 The District Council and Birmingham City Council have jointly prepared an Area Action Plan for Longbridge which was adopted in April 2009.

1.31 The District Council and Redditch Borough Council continue to liaise closely to prepare the Core Strategies for each independent Local Authority area and build a robust evidence base, jointly where appropriate, in order to make the most efficient use of scarce resources.

1.32 What happens next?

1.33 On its publication this version of the Draft Core Strategy will go out to consultation for 6 weeks, during which time representations from all interested parties will be welcomed. All those representations received will then be carefully reviewed and, where appropriate, the plan will be amended. This document will then be used to develop the next version of the Core Strategy.

1.34 In due course the final version of the plan will be submitted to the Secretary of State and the submitted document will be made available for another consultation period, during which time formal representations can be made and final changes made to the document.

1.35 The submitted document will then be considered at an Examination in Public to be conducted by an independent Inspector who will determine whether the plan is sound and consistent with national policy.

1.36 How can I get involved?

1.37 The preparation of the Core Strategy DPD has been progressing for some time and you may already have been involved in earlier consultation periods. Whether or not you have been involved in any of these earlier stages however, there are still opportunities for you to be involved.

1.38 At various points in the document specific questions are asked about various options which are available. There is still the flexibility to put forward alternative options for any part of the document. Indeed, as the process of

plan preparation is an evolving process you may make alternative suggestions to the plan but this should be based on a fully reasoned justification for doing so.

- 1.39 Publication of the Core Strategy DPD is timetabled for **Friday 21st January 2011** and the consultation period will run **for 6 weeks**. We will need to consider all of your comments before a final published Core Strategy can be issued and therefore if you have any comments they must be received by the District Council by **5pm on Friday 4th March 2011**
- 1.40 You can send us your comments on what you think about the contents of this document and the proposed policies using the attached response form, as this will enable us to process your comments in the most effective way.

Please send the completed form to:

The Strategic Planning Team,
Planning and Environment Services,
The Council House,
Burcot Lane,
Bromsgrove,
Worcestershire,
B60 1AA

email ldf@bromsgrove.gov.uk
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Fax. 01527 881313

Further information may be obtained by contacting the team using the above contact details or by visiting our website:
www.bromsgrove.gov.uk/corestrategy

2. SPATIAL PORTRAIT

- 2.1 Bromsgrove District is situated in north Worcestershire and covers approximately 21,714 hectares. Although located only 22km (14 miles) from the centre of Birmingham, the District is predominately rural with approximately 91% of the land designated Green Belt.
- 2.2 The area is well served by motorways, with the M5 running north to south and the M42 from east to west. The M5 and M42 connect with the M6 to the north of Birmingham and the M40 to the east. The District also benefits from train and bus connections into Birmingham City Centre and the wider region.
- 2.3 The main centre of population in Bromsgrove District is Bromsgrove Town with other centres being Wythall, Hagley, Rubery, Alvechurch, Barnt Green and Catshill and a series of smaller rural villages spread throughout the

District⁶. Development pressures are high due to the District's proximity to the Birmingham conurbation and the motorway and railway connections.

2.4 Social Characteristics

- 2.5 In 2009 Bromsgrove District has a projected resident population of 92,300. According to the most recent statistics the average age of residents is 40.7 years, which is slightly higher than the national average of 38.8 years (*National Statistics mid-2007*). 22% of Bromsgrove residents are 65 years old and over compared to 19.% nationally. This proportion is set to rise to around 30% by 2026 and this trend is likely to be caused by both increased life expectancy and the improved health of older people in the District. This is likely to have an impact on service delivery, including a need to provide accessible transport options for the less mobile and suitable housing needs for the elderly.
- 2.6 The demand for property within the District has had significant implications on property prices. Between January and March 2010 the average house price was £234,355; which was above the national average of £224,064. Whilst property prices have stagnated over the past 3 years the current difficulty in acquiring mortgages means homeownership is unobtainable for many. The affordability issue is exacerbated in the smaller rural settlements where property prices are generally even higher, meaning that young people especially, are often unable to find a home in the community where they grew up.
- 2.7 Education in Bromsgrove is administered by Worcestershire County Council, which controls 27 schools in the District. Over the last decade, demand for school places has increased by 18.75%. Local schools continue to perform well with 76.7% of pupils at the end of key stage 4 in the period September 2008 – August 2009 achieving 5+ A*-C grades, compared to 70.1% in the West Midlands and 69.8% nationally.
- 2.8 The District has a relatively healthy population in respect of illness. However this does not take account of how fit the population is or how much exercise is taken. In Bromsgrove it is estimated that 24% of adults and 16% of children (2-10 years) are obese.

2.9 Environmental Characteristics

- 2.10 The District is an area with rich biodiversity, geodiversity and attractive landscape. The District contains 13 Sites of Special Scientific Importance, 81 Special Wildlife Sites and 5 Regionally Important Geological and/or Geomorphological Sites. These sites are varied in their nature ranging from whole valleys and hills to canals, ponds and rock exposures. The District contains the headwaters of three main rivers; the River Salwarpe, the Gallows Brook and the River Arrow. All three rivers can be traced back to their sources within the Clent and Lickey Hills. The rest of the District is drained by

⁶ Settlement hierarchy detailed in CP2 Settlement Hierarchy and Distribution of Growth

numerous ordinary watercourses all of which have their sources located within the District's boundaries, most notably to the north on the Birmingham plateau, which is an area of relatively high ground ranging from 150- 300m above sea level. It is marked by a fairly steep incline which is indicated by the Tardebigge lock flight on the Worcester and Birmingham canal and the Lickey Incline on the Bromsgrove to Birmingham railway. The District contains 2 canals and numerous pools and reservoirs. Bromsgrove falls within the Severn Water Resource Zone (WRZ) which is already experiencing shortfalls in water supply and previous/ existing abstraction has caused unacceptable environmental impacts in several areas. In terms of biodiversity the habitats and species that are of particular relevance to Bromsgrove are water voles, bats, hay meadows, acid grassland veteran trees and canals.

- 2.11 The natural and rural nature of the District, provides ample opportunity for outdoor leisure activities. Tourism destinations within Bromsgrove are varied and include for example the Lickey, Clent and Waseley Hills Country parks, Avoncroft museum and the Birmingham and Worcester canal, which boasts the Tardebigge Locks being the longest navigable flight of locks in country, comprising 30 locks climbing 217 feet (66m)
- 2.12 The District has over 467 Listed Buildings and 839 known Sites of Archaeology Interest, 13 of which are Scheduled Ancient Monuments. There are also 11 Conservation Areas that are designated as being areas of special architectural or historic interest and 2 registered historic parks and gardens. Conservation Areas vary greatly in their character across the District and range from a chartist settlement to a stretch of the Worcester and Birmingham canal.
- 2.13 The District has a high dependence on car ownership compared to national statistics. The number of people travelling to work by car (68%) is higher than the national average (55%). The District's excellent motorway and 'A' road network together with the poor access to public transport in the rural parts of the District contribute to this high dependency on car use. Due to the District's close proximity to the West Midlands conurbation, many inhabitants in Bromsgrove commute to work in Birmingham.
- 2.14 Although the District benefits from excellent strategic road connections, it does experience localised environmental problems caused by high traffic volumes. The District has three Air Quality Management Areas, at Redditch Road Stoke Heath, Kidderminster Road Hagley, and Lickey End adjacent to Junction 1 of the M42 in addition a further AQMA is proposed at Worcester Road Bromsgrove near the Town Centre. High carbon emissions are predominantly located around the motorways. Furthermore if there is a problem with traffic flows on the motorway(s) in the vicinity of Bromsgrove, traffic tends to divert through Bromsgrove, causing localised congestion and air quality issues at certain times. These main traffic routes also pose problems with noise pollution for local residents.
- 2.15 The District is also served by train connections with a number of commuter routes passing through the District into Birmingham. Over the last ten years

the number of people who use Bromsgrove station has increased by 400%. Despite this heavy usage the existing station and its facilities are extremely basic and the platform lengths prohibit larger trains from stopping. The station presents a poor image as the gateway to Bromsgrove. The District is served by 4 other stations at Alvechurch, Barnt Green, Hagley and Wythall.

2.16 Economic Characteristics

- 2.17 Once a prosperous hub for the woollen trade Bromsgrove became the world centre for nailmaking in the 19th century and more recently won prominence for engineering and the motor industry. Bromsgrove Town Centre itself is an historic market town which was mentioned in the Domesday Book, and was the centre for the medieval wool trade. Whilst performing the role and function of a non- strategic centre, the Town centre has the potential for enhancement and regeneration to enable it to better perform this function for the greater benefit and inclusion of local residents and visitors.
- 2.18 The District has an economically active workforce of 50000 of which 3300 are unemployed⁷. The unemployment rate is 6.4% compared with 9.3% in the West Midlands and 7.9% nationally. The dominant industry in Bromsgrove District, in terms of the percentage of employees, is the Public Administration, Education and Health sector. 33700 jobs are provided for in the District. Tourism related jobs provide employment for 3500 people (10.4 %) compared with 8.2% nationally. 5000 people are employed in 'elementary' occupations, (as classified in the Standard Occupational Classification 2000)⁸ which includes farm workers, forestry workers and fishing and agriculture related occupations.
- 2.19 The District's population earn higher salaries (£33,045 in 2009) than national average (£25,800), but in general they earn them in employment locations outside the District. There is an imbalance between the types of jobs and pay available within Bromsgrove compared with the average wages of the population. Industries with higher paid jobs need to be encouraged to stay or to locate in the District in order to correct this imbalance and reduce the unsustainable daily flow of the population to other employment centres. It would appear that further development in high tech manufacturing and knowledge based industries is required to redress the imbalance. The Bromsgrove Technology Park, which will cater for these industries and go some way to addressing the shortfall in jobs and pay available in the District, has been established but is not yet operating at full capacity.
- 2.20 There are two major areas of economic concern requiring regeneration within the District – Bromsgrove Town Centre and Longbridge. Both areas are at different stages in the in the preparation/implementation of Area Action Plans in order to stimulate regeneration and growth of the areas.

3. Key challenges

⁷ Source NOMIS labour supply Apr 2009-Mar 2010

⁸ as classified in the Standard Occupational Classification 2000

3.1 As can be seen from the spatial portrait there are various challenges which the District faces and these together with broader issues are summarised below:

- 1) Regeneration of the Town Centre
- 2) Maintaining vitality of smaller villages
- 3) Meeting the needs of the District up to in the future ensuring an adequate supply of appropriate housing and employment land thus providing certainty for the development industry
- 4) A balanced community in terms of population structure and the housing market. Meeting the needs of the community in particular the provision of affordable housing and extra care housing provision.
- 5) Attracting inward investment and stemming outward commuting
- 6) Striking a balance between ensuring the District is accessible whilst also encouraging sustainable travel by, for instance, encouraging walking and cycling and increased use of public transport
- 7) Responding to the needs of existing employment and the economy and recognising the importance of farming/agriculture in the District
- 8) Recognising the strength provided to the economy by diversification into, for example, high technology industries, green industries and in rural areas, farm diversification. Also recognition of the benefits of homeworking in rural areas whilst acknowledging potential problems of broadband coverage in such areas.
- 9) Stemming outward migration of young people due to issues of housing affordability and lack of suitable employment
- 10) Promotion of a healthy community, recognising the importance of green infrastructure and its multi functionality, as well as open space/leisure facilities, and reducing the number of "hot food" outlets
- 11) Recognising the role as custodians of the environment for future generations including for example, managing the water environment and flooding issues; addressing climate change issues, reducing carbon emissions and increasing the use of renewable energy.
- 12) Celebrating and preserving the District's individuality as an attractive and safe place with a unique historic built environment and landscape which is biodiversity rich.
- 13) Ensuring the local communities have a greater involvement in planning the future of the communities in which they live.

4. SPATIAL VISION

- 4.1 The vision for Bromsgrove expressed in the Local Development Framework (LDF) needs to support the vision that has been established by the Bromsgrove Sustainable Community Strategy which states that:

“We will make Bromsgrove District a better place to work, live and visit by driving forward change”.

- 4.2 Following on from this vision and the challenges previously identified, the following spatial vision for the LDF has been derived:

4.3 Spatial Vision

By 2026⁹ Bromsgrove District and its communities will have become sustainable, prosperous, safe, healthy and vibrant. People from all sections of society will have been provided with access to homes, jobs and services. The attractiveness of the District in terms of its landscape, built form and settlements will have been preserved and enhanced.

4.4 Sustainable communities

In the next 15 to 20 years, the District will have achieved a more balanced housing market and be continuing to deliver the required level of housing growth to meet local needs. New employment space together with shops, services and community facilities will have been provided alongside this development. All new development will therefore be planned in a balanced and sustainable way, placing a high priority on quality of life, ensuring the protection of valuable natural and historic resources and providing the necessary supporting infrastructure.

New development will have been directed to sustainable locations around Bromsgrove town, whilst encouraging appropriate levels of housing provision in rural locations. Sustainable and inclusive urban extensions will be established to the north and west of the town. These developments will deliver affordable housing, employment, open space, and community facilities and will achieve a high standard of sustainable design and construction. New and existing communities will be supported by a network of local centres which will provide local residents with easy access to shopping, employment and services. Public transport, walking and cycling links will have been improved to better connect residents with local and regional destinations, providing health benefits and decreasing carbon emissions. Walking and cycling will be an easy first choice for shorter journeys. More balanced, mixed use communities with good service centres, together with a greater proportion of people working from home will have further reduced the need to travel and levels of out commuting from the District.

⁹ In the next version of the Core Strategy the end date will be reviewed

4.5 The Town Centre

A regenerated Town Centre will be the key centre for services in the District. The Town Centre will be transformed into a thriving location that provides a unique blend of old and new. The Town Centre will be an attractive place to visit with a network of public squares and interlinking pathways, making it an easy and convenient place to move around, engendering both community pride and a sense of place. The Spadesbourne Brook will have been naturalised thereby supporting biodiversity, particularly the native water vole and alleviating flood risk. The Town Centre will be accessible for all, being easily reached and well linked by public transport and with good access by car. There will be a vibrant mix of retailing including popular high street stores, smaller independent retailers and specialised markets. A variety of pubs, cafes, restaurants, leisure and cultural facilities will provide a lively, safe and varied leisure experience. The increase in people living and working in the Town will contribute to its prosperity, vitality and safety.

4.6 The Villages

The smaller village and neighbourhood centres will be maintained and enhanced to play a valuable role in providing local services and reducing the need for local people to travel for their day to day requirements. These centres will be part of a working and tranquil countryside which remains unmistakably Bromsgrove. The countryside will be well managed balancing the potentially conflicting use for recreational purposes whilst preserving it as a rich biodiversity resource.

Residents will live in a mixture of well designed homes within high quality surroundings whether part of the urban areas, village or countryside, in accommodation they can afford and which meets their needs. This will include varying tenures that will meet the social needs of residents, including the provision of affordable housing. Schemes will be delivered which support independent living for vulnerable people and the elderly population.

4.7 The Economy

Bromsgrove will maintain low levels of unemployment by providing a range of jobs in various sectors, with growth primarily focussed on knowledge based industries and high tech manufacturing situated at the Bromsgrove Technology Park and at Longbridge. Existing employment will have been supported, whilst opportunities for entrepreneurship, diversification and innovation will have been encouraged. Diversification of sustainable rural enterprises will also have been encouraged, helping to improve prosperity in both Bromsgrove Town Centre and the rural areas.

Longbridge will have undergone a major transformation and will now be an exemplar sustainable mixed use development, delivering new jobs, houses and community, leisure and educational facilities for the benefit of the local communities of, Bromsgrove, Birmingham, and beyond.

4.8 Community Issues

The local people of Bromsgrove will be more actively involved in decision making for their communities and parish/town plans will have an increasing role to play in planning the future of these communities.

Bromsgrove's population will be comparatively healthy, with people taking more habitual physical activity and utilising the range of high quality sports and recreation facilities the District has to offer. People will have the opportunity to lead healthier lifestyles with improved access to clean and attractive green spaces, facilitated by a comprehensive network of walking and cycling routes. Higher levels of employment, increased personal wealth, greater community empowerment and greater access to social and medical support will have improved the health of the community and people will generally have a better quality of life. Good design, improved leisure opportunities, increased community pride and social inclusiveness will have ensured that crime rates and fear of crime have been reduced.

4.9 The Environment

Important natural and historic areas and buildings help to create the distinctive character and identity of Bromsgrove District and its settlements. These include the Lickey, Clent and Waseley Hills, canals, ancient woodlands, areas of nature conservation, biodiversity and landscape character, together with Conservation Areas, listed buildings and their settings, all of which will have been carefully protected, conserved and enhanced. The Green Belt boundary will remain unchanged,¹⁰ and the quality of the environment will continue to improve with the existing high levels of open space and 'greenery' within the settlements maintained and improved.

Bromsgrove District will have become much more effective in adapting to and mitigating the impacts of climate change. New developments will be using increased amounts of energy from renewable sources; air quality will have been improved; recycling will have radically increased; and the carbon footprint of the District will have been significantly reduced. Developments will be built to a higher design standard and the incorporation of Sustainable Drainage Systems will be used to mitigate flooding and will contribute to strengthening the green infrastructure network. Green infrastructure will have become a comprehensive and integral part of the fabric of the District, with resultant multi-functional benefits for biodiversity, flood alleviation, water conservation, leisure, health and well being.

5. STRATEGIC OBJECTIVES

- 5.1 A set of spatial objectives have been defined that aim to deliver the spatial vision, as detailed above, for Bromsgrove by 2026¹¹. They build upon national policy and address key local challenges. The objectives provide the basis for the preferred spatial strategy for the District, including the core policies which are necessary to secure the delivery of the vision. The proposed strategic

¹⁰ Subject to a review by 2021

¹¹ End date to be reviewed in next version of Core Strategy

objectives, which are not in any specific order of preference, are outlined below:

SO1 Regenerate the Town Centre to create a thriving and vibrant centre providing facilities to meet the needs of Bromsgrove residents

SO2 Focus new development in sustainable locations in the District such as on the edge of Bromsgrove Town in the first instance

SO3 Support the vitality and viability of local centres and villages across the District

SO4 Provide a range of housing types and tenures to meet the needs of the local population for example the special needs of the elderly and the provision of affordable housing

SO5 Provide support and encouragement for economic growth of existing and new businesses for example, in knowledge based industries and high tech manufacturing, whilst also supporting farming and rural diversification and investing in lifelong education and learning skills

SO6 Encourage more sustainable modes of travel and a modal shift in transport, for example encouraging walking and cycling and promoting a more integrated, sustainable and reliable public transport network across the District

SO7 Improve quality of life, sense of well being and reduce fear of crime by promoting active, healthy lifestyles for example by providing safe and accessible health, education, cultural and leisure facilities to meet the needs of Bromsgrove's residents

SO8 Protect and enhance the unique character, quality and appearance of the historic and natural environment, throughout the District

SO9 Safeguard and enhance the District's natural resources such as soil, water and air quality; minimise waste and increase recycling including re-use of land, buildings and building materials

SO10 Ensure the District is equipped to adapt to and mitigate the impacts of climate change, for example, by managing and reducing flood risk by ensuring water and energy efficiency and by encouraging new developments to be low or zero carbon

SO11 Promote high quality design of new developments and use of sustainable building materials and techniques

SO12 Foster local community pride, cohesion and involvement in plan making process

6. Structure of policies

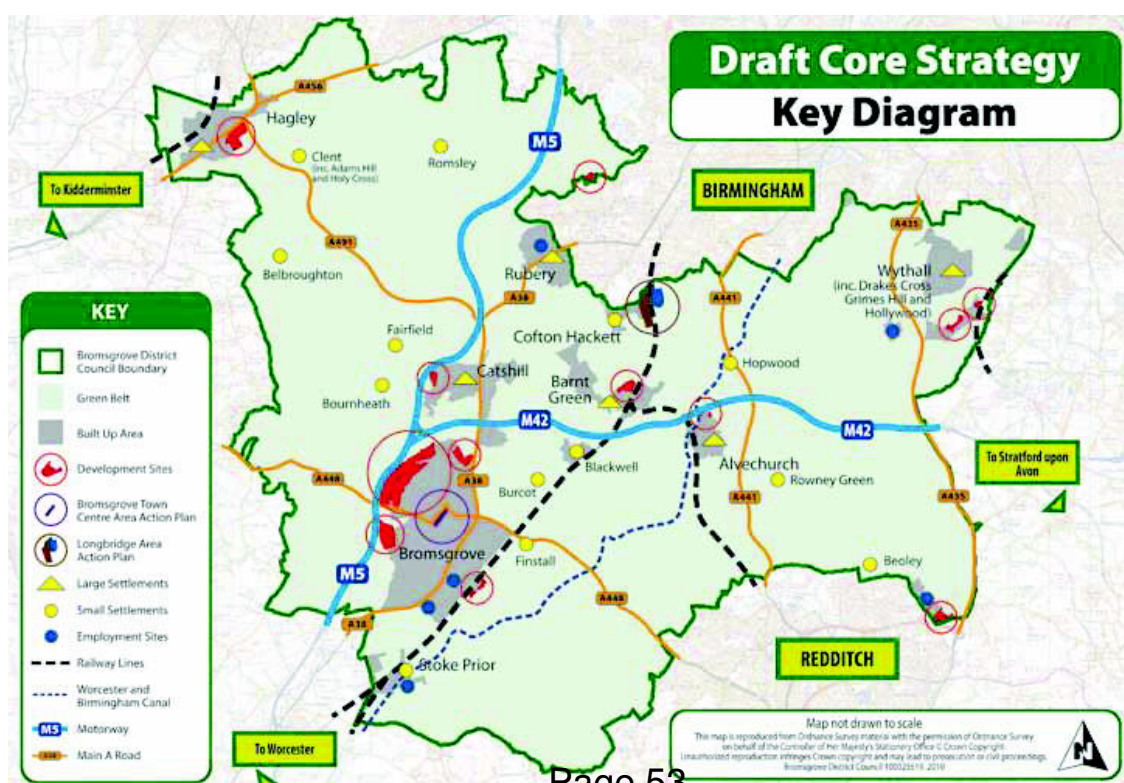
6.1 A number of inter-related themes have emerged from the strategic objectives and these have been used as a basis to structure the Core Policies. Due to their spatial nature there will inevitably be some overlap between the policy areas. Where this explicitly occurs, cross references have been included for the sake of clarity, however it is likely that subtle overlaps will also occur and **the plan should therefore be considered in its entirety**. The structure of the Core Policies section of this document is therefore subdivided into major theme areas as follows:

- **Development Strategy**
- **No Place like Home**
- **Lets do Business**
- **The One and Only Bromsgrove**
- **The Future in our Hands**

6.2.1 The context for each policy is first provided and then the actual policy highlighted. The 'At a Glance' box provides a quick reference to the key issues which have influenced the policy such as National policy guidance, consultation responses and the Sustainability Appraisal. In some cases specific questions have been posed inviting the reader to respond specifically on this issue and/or put forward alternative fully evidenced options if applicable.

KEY DIAGRAM

The Key Diagram diagrammatically illustrates, the spatial strategy set out within the document.



7. CORE POLICIES

7.1 DEVELOPMENT STRATEGY

7.2 CP1 Future Development

7.3 In order to attempt to address the needs identified in the evidence base, at the WMRSS Phase 2 Revision, Examination in Public, Bromsgrove District Council contended for a higher level of housing growth than the 2100 allocation up to 2026¹² as originally proposed in the RSS preferred option. Bromsgrove argued that growth levels of a compromise figure of around 4000 housing units, would better enable the District to meet some of its needs whilst still respecting the counterbalancing principles of rural and urban renaissance and, significantly, could be accommodated without requiring a green belt review.

7.4 The WMRSS Phase 2 Revision, Examination in Public, Report of the Panel,¹³ published in September 2009 agreed that the higher figure would help to tackle the acute housing issues effecting the District but recognised that the actual need was likely to be even greater and therefore recommended a review of the Core Strategy at 2021.

7.5 *“As the level of housing that can be proposed in this RSS in the light of Sustainability Assessments completed to date is likely to be significantly below that necessary to stabilise or improve levels of affordability in Bromsgrove District, the proposed provision should desirably be regarded as that only for the period until 2021 and annual trajectories adjusted accordingly. A review of the Core Strategy for the District should be set in hand at an early date following adoption of the Core Strategy that will give effect to this RSS to determine whether there is a sustainable way in which an **additional 2,000-3,000 dwellings** might be provided for the period 2021-2026. Such provision could be part of a larger scheme or schemes that might extend beyond the plan period.”*

WMRSS Phase 2 Revision EiP Report of the Panel Sept 2009 (pg 226)

7.6 It is the intention of the Government to return decision making to local authorities who will be able to set their own housing and employment targets. This intention is embodied in the Decentralisation and Localism Bill by the intention to abolish Regional Spatial Strategies.

7.7 The following targets are based on evidence and have local political support. The policy below sets out the level of development that will need to be provided for during the plan period to 2021. A trajectory of how this level of growth can be delivered through the plan period is shown in Appendix 3.

¹² End date to be reviewed in next version of Core Strategy

¹³ comprising a panel of independent Planning Inspectors

7.8 CP1 Future Development

CP1 Development Targets		
Type of development	Target	Timescale
dwelling units	Approx 4000	2006-2021*
employment land in hectares (ha)	28 ha	2006-2026 ¹⁴

Table 1* 2021 partial review date for Core Strategy

It is proposed that by 2021 a partial review of housing supply will have taken place which will take into account need, demand and delivery performance, to ascertain whether there is a case for, and sustainable way of providing a further 2-3000 dwellings in the intervening period up to 2026. This could include a full Green Belt Review if deemed necessary. It is envisaged that the associated employment provision could also be reviewed at this time.

Question 1) Do you agree with the above targets? If not, can you explain why and suggest different targets giving a reasoned explanation of how the proposed figures were derived and on what evidence they are based?

7.9 In terms of the location of development within the District, the overall approach is set out in CP2 Settlement Hierarchy. Together with the targets, the strategy for locating new housing and employment uses and associated infrastructure is governed by the need:

- to ensure development occurs in sustainable locations;
- to stem out- commuting from the District to the conurbation;
- to discourage in- migration from the conurbation;
- to maintain and protect the integrity of the Green Belt;
- to concentrate the majority of growth on Bromsgrove Town;
- to support the regeneration of the Town Centre and
- to maintain the vitality of Bromsgrove's diverse settlements.

At A Glance

Summary:

Sets out development targets for housing and employment in Bromsgrove District up to 2026, and suggests a partial review date of 2021.

Public Consultation response:

Support for setting out targets for development thereby providing certainty for the development industry on which to base investment decisions.

Strategic Objectives:

Supports SO4, SO5 and SO8

Sustainability Appraisal:

An important policy for social and economic reasons but inevitably, due to lack of supply of brownfield land will impact adversely on the environment in terms of development on Greenfield sites. It does not at present require release of green belt land.

Bromsgrove Council Priorities:

CO1 Regeneration, priority Town Centre and CO3 One Community, priority Housing

¹⁴ End date to be reviewed in next version of Core Strategy

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports themes of Stronger Communities and Economic Success

Policy Context:

PPS1 ensures the provision of sufficient, good quality, new homes....

Bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for housing and employment development

PPS3 places the onus on LPA's to assess an appropriate level of housing for their District -

The level of housing provision should be determined by taking a strategic, evidence-based approach that takes into account relevant local, sub-regional, regional and national policies and strategies achieved through widespread collaboration with stakeholders

PPS4 EC1.3 At the local level, the evidence base should assess the detailed need for land or floorspace for economic development

PPS12. Core strategies represent a considerable body of work and are intended to endure and give a degree of certainty to communities and investors

7.10 CP2 Settlement Hierarchy

- 7.11 Bromsgrove District contains one main town, Bromsgrove Town and a number of other settlements and villages which vary in size and character. 91% of the District is Green Belt and this designation covers over 20000 hectares of land. Many of the villages in the District are of a rural nature and in some cases these villages can be relatively isolated. Settlements work by providing services for a wider area, the bigger the settlement the more services it tends to have. Over time a settlement hierarchy has been established in the District, with Bromsgrove Town providing most of the services. Generally the smaller settlements have been limited to providing local services and as car ownership has increased, service provision in the smaller villages has tended to decline.
- 7.12 The purpose of the settlement hierarchy is to provide a clear policy on the future role of the District's settlements and villages and to allocate appropriate levels and types of development to different settlements within the District focusing new development in locations which will provide and support sustainable communities. It is useful for plan making purposes to group these settlements into a hierarchy based on an understanding of their current size and level of service provision.
- 7.13 Bromsgrove is by far the largest settlement and stands alone at the top of the hierarchy with a different order of services and facilities in comparison to all of the other settlements in the District. Bromsgrove town is therefore principally the preferred location for growth.
- 7.14 The settlement hierarchy reflects the regeneration priorities for the District and is based on an assessment of the facilities and services available in each ward. Although the approximate proportion of growth is given for each settlement type, this is purely indicative. It is envisaged that flexibility and pragmatism will be applied in consideration of the merits of each proposal as it comes forward, particularly in the more rural parts of the District.
- 7.15 It is important that housing is delivered in the most sustainable way possible. In the first instance this means delivering housing on brownfield sites within

existing settlement boundaries. Unfortunately the amount of brownfield land identified within the Strategic Housing Land Availability Assessment (SHLAA) that is currently suitable and available for development is insufficient to meet locally identified housing targets. This means that greenfield sites will need to be released immediately to achieve a five year supply of housing.

- 7.16 Homes with large back gardens are common feature in Bromsgrove District and previously a notable number of housing completions have come from developments on garden land. Although garden land was previously defined as brownfield land in PPS3, garden land has now been removed from this definition and therefore it no longer assumes priority for development. This does not mean that all development on garden land should be refused but rather that careful consideration should be given to any proposals and whether there are any mitigating factors . One of the most important considerations for determining applications on garden land will be the retention of the existing character of residential areas. Development which significantly increases the proportion of ground coverage or the scale of proposed buildings is likely to be out of keeping with its surroundings and therefore is likely to be unacceptable and will be refused. Development of garden land will only be supported where it full integrates into the residential area, is in keeping with the character and quality of the local environment or unless there are significant overriding mitigating circumstances.
- 7.17 The immediate allocation of strategic sites in Bromsgrove Town is essential if 4,000 homes are to be delivered by 2021. However, these sites alone will be insufficient to maintain a five year supply throughout the plan period. Therefore, other smaller greenfield sites, that are highlighted in the SHLAA, will also need to come forward in the interim in order to ensure a five year supply of land. These are primarily the areas that were reserved for future development in the Local Plan, formerly known as Areas of Development Restraint (ADR) but also include a site in Barnt Green identified as “white land” in the BDLP. These sites will therefore also be allocated and will henceforth be referred to as ‘Development Sites’.
- 7.18 Whilst the majority of development will occur in the larger settlements there will be opportunities for small affordable housing schemes in rural settlements that meet local needs.

7.19 CP2 Settlement Hierarchy

7.20 There will be four main facets to the delivery of housing in Bromsgrove District:

- 1. Development of previously developed land or buildings within existing settlement boundaries which are not in the designated Green Belt**
- 2. Expansion Sites around Bromsgrove Town**
- 3. Development Sites in large settlements**
- 4. Rural exception schemes in small settlements where it is of an appropriate scale and supported by robust evidence proving a local need**

Development of private residential gardens will not be supported unless

- **there are substantial overriding environmental, social and economic benefits to justify the development**
- **they integrate fully into the neighbourhood by retaining the existing character**
- **they are in accordance with policies CP3 Development principles, CP18 High Quality Design and CP23 Green Belt**

The immediate release of development sites is promoted in policy CP4 with development phased throughout the plan period.

Where needed to maintain a 5 year supply of sites comprehensive proposals for housing on development sites will be supported. The Annual Monitoring Report will be used to identify the required rate of housing delivery for the following five year period, based on the remaining dwellings to meet overall requirements. When a five year supply has been achieved the Council will consider whether granting permission would undermine the objectives of this strategy.

- 7.21 Proposals for new development should be located in accordance with the District's settlement hierarchy shown below. This will ensure that development contributes to the regeneration priorities for the area, reduces the need to travel and promotes sustainable communities based on the services and facilities that are available in each settlement and will assist villages to remain viable and provide for the needs of the catchment that they serve.

Table 3

Settlement type	Name	Suitable development
Main Town (population circa 30,000)	Bromsgrove	Comparison and convenience retail (to meet District requirements and needs) Commercial leisure- restaurants, cafes pubs and bars Office Residential Hotels/guest houses Employment Leisure/culture ie churches, health centres, libraries, public halls etc Major services
Large 'Settlement' (population circa 2500-10,000)	Alvechurch Barnt Green Catshill Hagley Rubery Wythall	Convenience A1 retail (to meet needs of the specific village) Local services Residential Small scale business/office development
Small 'Settlement' (population circa	Belbroughton Blackwell	Housing to meet local needs (through rural exception sites in

50-2500)	Cofton Hackett Romsley Stoke Prior Adams Hill Beoley Bournheath Burcot Clent Dodford Fairfield Finstall Holy Cross Hopwood Lower Clent Rowney Green	appropriate circumstances) Local services Small scale rural employment in appropriate circumstances More limited local services for eg 'corner shop'/post office, pub
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- Based on housing growth levels of 4000 up to 2021

At A Glance

Summary:

Sets out a hierarchy of settlements in the Bromsgrove District; defines suitable development appropriate by type of settlement; and provides an indicative level of future housing growth by settlement type and highlights the need for phasing throughout the plan period to ensure the maintenance of a 5 year supply

Public Consultation response:

Support for setting out a clear hierarchy of settlements and an indication of the future level of growth for each settlement type. Support for focus of development on Bromsgrove Town Centre in the first instance but concern for continued vitality of smaller villages. Support for the continued use of brownfield land in the first instance and also the need to identify sites for development. Some respondents felt that the role of ADR's should be clarified.

Strategic Objectives:

Supports SO1, SO2, SO3 and SO6

Sustainability Appraisal:

An important policy for social and economic reasons and does not require release of green belt land in the short term. Focuses growth in sustainable locations whilst acknowledging the importance of allowing some growth in the villages.

Bromsgrove Council Priorities:

CO1 Regeneration, priority Town Centre and CO3 One Community, priority Housing

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports strategic themes of Economic Success, Town Centre Redevelopment, Housing, Stronger Communities and A Better Environment for Today & Tomorrow

Policy Context:

PPS1 highlights the need to bring forward sufficient land of a suitable quality in sustainable locations to meet the expected needs for housing and industrial development. Focus developments that attract a large number of people, especially retail, leisure and office development, in existing centres to promote their vitality and viability, social inclusion and more sustainable patterns of development.

PPG2 gives protection to the Green Belt, be it in agricultural, forestry or other use and can assist in moving towards more sustainable patterns of urban development. The purposes of the green belt are to check the unrestricted sprawl of large built-up areas; to assist in safeguarding the countryside from encroachment and to assist in urban regeneration, by encouraging the recycling of derelict and other urban land.

PPS3 supports the objective of creating mixed and sustainable communities, and ensure that housing is developed in suitable locations which offer a range of community facilities and with good access to jobs, key services and infrastructure

PPS4 states that the LPA should define a network (the pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes, to meet the needs of their catchments sustainability

PPS7 advocates a sustainable pattern of development by; focusing most development in, or next to, existing towns and villages; preventing urban sprawl and discouraging the development of 'greenfield' land, and, where such land must be used, ensuring it is not used wastefully;

PPG13 by shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling

7.22 CP3 DEVELOPMENT PRINCIPLES

7.23 When considering any proposals for development there are fundamental principles that need to be addressed. There is a need to balance the social, economic and environmental impacts of any particular development. This is critical in the delivery of sustainable development which is an overarching aim of the Core Strategy. Development should integrate into existing settlements without any undue adverse impact on existing communities.

7.24 CP3 Development Principles

In considering all proposals for development regard will be had to the following:

- **Accessibility to public transport options and the ability of the local road network to accommodate additional traffic**
- **Any implications for air quality in the District and proposed mitigation measures;**
- **The capacity of infrastructure providers to accommodate growth;**
- **The quality of the natural environment including any potential impact on biodiversity, landscape and the provision of/and links to green infrastructure networks;**
- **Compatibility with adjoining uses and the impact on residential amenity;**
- **The impact on visual amenity;**
- **The impact in relation to climate change i.e. the energy, waste and water hierarchies and future proofing;**
- **The impact on the historic environment; and**
- **Financial viability and the economic implications for the District**

At A Glance

Summary:

Sets out development principles to ensure that developments are sustainable and can integrate into the locality without undue harm.

Public Consultation response: *Support for criteria in assessing planning applications.*

Strategic Objectives:

Supports SO2, SO5, SO6, SO7, SO8

Sustainability Appraisal:

The overarching nature of the policy means that it performs well against social, environmental and economic objectives. There are no recommendations for mitigation.

Bromsgrove Council Priorities:

CO1 Regeneration, priority economic development

CO3 One Community, priority Housing

CO4 Environment, priority Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports themes of Stronger Communities and a Better Environment for Today & Tomorrow

Policy Context:

PPS1 emphasises that sustainable development should be treated in an integrated way and that the interrelationship between social inclusion, protecting and enhancing the environment, the prudent use of natural resources and economic development are taken into account.

PPS3 highlights the importance of good design as being fundamental to the creation of sustainable, mixed communities

PPS4 seeks to encourage sustainable economic growth whilst having regard to the character of the area and the need for a high quality environment

PPS9 is based on the broad aim that planning, construction, development and regeneration should have minimal impacts on biodiversity and enhance it wherever possible.

PPG13 emphasises that planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access facilities and services by public transport, walking, and cycling

7.25 CP4 Bromsgrove Strategic Site Allocations

7.26 As previously mentioned the Council intends to deliver approximately 4,000 homes in the 15 years between 2006 and 2021. At the time of writing, in the first 4 years of this 15 year period 642 homes have already been completed and a further 459 dwellings have outstanding planning consents. On this basis approximately a further 2900 dwellings will need to come forward by 2021. To achieve this aim it is considered necessary to allocate sites. This will provide clarity for all interested parties on where the homes will be located and how the targets will be achieved.

7.27 The allocations will be separated into two separate forms. Firstly, there are the 3 Bromsgrove Town Expansion sites which all need to come forward if the target of 4,000 is to be achieved. Separate to this are the Other Development Sites which are primarily the smaller sites located around the District which also have an important role to play in achieving housing targets. The capacity figures identified for the majority of sites and which can be found in table 2 of this document and is based on development at 30 dwellings per hectare. This formula highlights the minimum capacities achievable on-site. In many cases further detailed assessment may identify that different capacities can be achieved.

7.28 A) Bromsgrove Town Expansion Sites

7.29 Bromsgrove Town is the most sustainable location for significant growth within the District due to the wide variety of services, facilities and employment opportunities available. In addition there are good public transport links by both bus and rail providing people with a realistic alternative to the car. With

the greatest need and demand for housing in Bromsgrove Town, it is a logical location for growth.

7.30 A sustainable urban extension is proposed around the west and north of Bromsgrove Town. The urban extension contains three development opportunities, as shown on Map1 below, that individually and collectively are of such scale and significance that they are central to the success of the Core Strategy. In recognition of this, and to enable progress as quickly as possible, their development is promoted direct through the policies, explanatory text and illustrative diagrams in the Core Strategy. The sites are:

- Norton Farm, Birmingham Road (BROM1)
- Perryfields Road (BROM2)
- Whitford Road (BROM3)

7.31 Whilst these 3 sites are physically separate and under different land ownerships the Council considers that treating the sites as a single urban extension will lead to better integrated development that provides a range of complementary uses. For example Green Infrastructure and Transport Strategies will extend beyond site boundaries improving linkages into the Town and the wider countryside. Progressing the sites together should ensure a good mix of uses with the right amount of infrastructure to meet local needs in the District. Work is ongoing with the Advisory Team for Large Applications (ATLAS) and relevant developers etc in order to progress this approach.

7.32 The policy itself focuses on the principles of development and is not intended to provide policy guidance in every respect. It must therefore be read in conjunction with other policies contained within the Core Strategy and any other relevant policies at a national and local level.

7.33 BROM1, BROM2 & BROM3

7.34 The 3 sites provide opportunities for logical extensions to existing urban areas to the west and north of the town. With the M5 and M42 providing defensible long term boundaries the impact on the wider Green Belt would be negligible. The combined area of the strategic allocations is approximately 111 hectares of which 12 hectares are on BROM1, 75 hectares are on BROM2 and 24 hectares on BROM3.

7.35 The development will provide a full mix of uses to maximise sustainability and provide wider community benefit. Uses will include housing, employment, improved public transport links, a local centre and retail and community facilities such as play facilities and sports pitches.

7.36 The development of this urban extension would make a significant contribution towards delivering locally identified housing targets. However, it is critical that in order to achieve these targets that new housing addresses local need rather than encouraging further in-migration into the District. Therefore detailed development proposals will need to conform with other

policies in the Core Strategy that focus on the delivery of 2 and 3 bedroom units and 40% affordable housing. Evidence gathered also identifies a need in the District for housing suitable for the elderly and this site provides an opportunity to address this need. Whilst building to Lifetime Home Standards ensures homes are compatible for the elderly there is also a need for more specialised accommodation such as an 'extra care' village that offers varying degrees of residential care. It is not only the type and size of dwellings that are important, they should also be of high quality design and be constructed in a sustainable way to maximise energy efficiency and embracing opportunities for renewable energy use.

- 7.37 One of the key overarching objectives of all three sites is that the development should be to minimise the use of car based travel. This will mean significant improvements to public transport and the improved provisions for walking and cycling.
- 7.38 The proximity of the motorway means that air and noise quality will be an issue that requires further investigation. The site is also located near to an Air Quality Management Area (AQMA) at junction 1 of the M42. The design of any new development will need to take the existence of the AQMA into full consideration to avoid any additional adverse impact.

- 7.39 CP4 A) Bromsgrove Town Expansion Sites policy**
The mixed use urban extension is proposed across 3 sites that will create a sustainable and balanced community that integrates into the existing residential areas of Bromsgrove. The development will fully address the social, economic and environmental facets of sustainable development and will consist of a minimum of 1850 dwellings, 5 hectares of employment land, local centre(s) and retail and community facilities.

Of this total allocation BROM1 will include a minimum of 270 dwellings and associated community infrastructure that should include public open space with play facilities.

BROM2 will contain a minimum of 1110 dwellings, 5 hectares of local employment land (office and/or light industry), local centre(s) with a mix of retail and other A class uses and community facilities (including a community hall, play areas and sports pitches).

BROM3 will include a minimum of 470 dwellings and associated community infrastructure that should include public open space, a park with play facilities and a local retail unit.

It is envisaged that:

- i. The sites will have an overall strategy for green infrastructure that maximises opportunities for biodiversity and recreation throughout creating a green corridor around the Battlefield Brook (BROM2) and in the case of BROM3, links to Sanders Park.**

- ii. The residential development reflects the local need of a high proportion of 2 and 3 bedroom properties and contains 40% affordable housing (of which 66% is social/affordable rented and 33% is intermediate).
- iii. BROM2 should contain an extra care facility of approximately 200 units to help meet the pressing need for accommodation for the elderly.
- iv. An overall transport strategy will be developed that maximises opportunities for walking and cycling this will mean making full use of the Sustrans route No. 5 (in BROM2) and Monarchs Way (adjacent to BROM3).
- v. Significant improvements in passenger transport will be required meaning integrated and regular bus services connecting the new and existing residential areas to the railway station, with the Town Centre as the focal point of the network. In particular, a regular service should be routed through BROM2 and into the residential area of Sidemoor which would provide benefits for the wider community.
- vi. Junction improvements will be required at the main entrances to sites to improve traffic flow and minimise the impact of new development. Locations will include Birmingham Road, Perryfields Road/Stourbridge Road, Perryfields Road/Kidderminster Road and Whitford Road
- vii. Noise and air pollution emanating from the M5 and M42 will need to be addressed ensuring that sensitive land uses and the AQMA at junction 1 of the M42 are not unduly impacted upon. .
- viii. Flood risk from the Battlefield Brook on BROM2 and BROM3 should be addressed through avoidance and flood attenuation measures; and surface water run off must be managed to prevent flooding on and around all of the sites.
- ix. Important biodiversity habitats and landscape features should be retained and enhanced with any mitigation provided where necessary. There should be no net loss of hedgerow resource within the sites. Full account should be taken of all important and notable species (e.g badgers, reptiles, water voles and bats);
- x. The development will need to reflect the topography of the sites with built form avoiding the prominent ridgelines on both BROM1 and BROM3.
- xi. All development must be of a high quality and locally distinctive to Bromsgrove, thereby enhancing the existing character and qualities that contribute to the town's identity and create a coherent sense of place. There should be a continuous network of streets creating a permeable layout and the use of continuous building lines to help define streets.
- xii. The developments should follow the energy and waste management hierarchies and incorporate zero or low carbon energy generation technologies.
- xiii. Financial contributions for wider infrastructure provision together with town centre regeneration will be required in accordance with CP24 Planning Obligations.

7.40 B) Other Development Sites

- 7.41 As aforementioned the supply of brownfield land, identified within the Strategic Housing Land Availability Assessment (SHLAA), which is currently

suitable and available for development is insufficient to meet locally identified housing targets. This means that greenfield sites will need to be released immediately to achieve a suitable supply of housing. This will initially be achieved through the allocation of expansion sites around Bromsgrove Town as outlined above. However, these sites alone will be insufficient to maintain a suitable supply throughout the plan period. They are also large sites which may be difficult to fully deliver in the short term. Other smaller greenfield sites, that are highlighted in the SHLAA, will therefore need to come forward in the interim in order to ensure the adequate supply of land. These are primarily the areas that were reserved for future development in the Local Plan, formerly known as Areas of Development Restraint (ADR) and will now be referred to as 'development sites'¹⁵. It should be stressed that these are not designated as green belt land. The development of these sites would make a significant and cumulative contribution towards delivering locally identified housing targets. They are also located within or close to existing larger settlements which are considered to be sustainable locations and have a good range of existing services available, some of which include for example a railway station, schools and shops.

7.42 Alvechurch

Comprises two small development sites, located on the northern edge of the existing residential area of Alvechurch. The first site which has an area of approximately 1.06 hectares is located on the corner of Birmingham Road and Old Rectory Lane and is predominantly agricultural/ grassland. The second site has an area of around 0.60 hectares, is predominantly grazing land although there is significant woodland, no development will be acceptable on the wooded section. The site is located to the rear of houses fronting Birmingham Road, with a branch of the Worcester and Birmingham canal located to the western boundary, as shown on Map 2.

7.43 Barnt Green 'White land'

Also included in the list of other development sites is land at Barnt Green identified as 'white land' in the BDLP. The site has an area of approximately 5 hectares and is identified on Map 3. At the Public Inquiry held into the Proposed Modifications of the Bromsgrove District Local Plan the Inspector identified that said site¹⁶ at Barnt Green was a suitable location for some ADR provision. Following a High Court challenge whereby the views of the Inspector were upheld and after due consideration, BDC now concur with this view.

7.44 Catshill

This site is located to the north western edge of the residential area of Catshill, is located to the rear of houses fronting Stourbridge Road and is bounded in part to the north by the M5. It totals some 6.04 hectares in area, is vacant and has a watercourse running through it, together with associated flood plain and is shown in Map 4.

¹⁵ Please see individual plans showing the boundaries of the development site's

¹⁶ As shown on plan

7.45 Frankley

This site is located close to the boundary with Birmingham in the north western sector of the District. The site is approximately 6.66 hectares in area and is currently vacant. Restrictive covenants affect the site which limits both its use and developable area. See map 9.

7.46 Hagley

This large site, is located to the south of Kidderminster Road (A456) and to the west of the A491 and is almost 22 hectares as indicated on Map 5. It is predominantly agricultural land with some residential development to the southern end of the site. Gallows Brook bisects the site. It is considered that this site could provide a sustainable mixed use development comprising community leisure, employment and residential development.

7.47 Ravensbank expansion site

This site is located to the south/east of the existing Ravensbank employment site and is approximately 10 hectares in area, as indicated on Map 8. The original employment site caters for Redditch Borough's needs and it is envisaged that this expansion site could provide additional capacity for Redditch's needs on a similar basis

7.48 Wagon Works/St Godswalds Road

This development site is located south of existing residential development at Scaife Road, south/west of St Godswalds Road and in relative close proximity to Bromsgrove railway station, as shown on Map 6. This site comprises almost 8 hectares of land currently used for grazing purposes.

7.49 Wythall

Comprises two development sites located to the north and east respectively of the existing residential area at Wythall, as shown on Map 7. The first site is approximately 6.3 hectares in area and the second smaller site has an area of approximately 3.1 hectares.

7.50 CP4 B) Other Development Sites policy

The Council will support/promote development at the sites as detailed in table 2 below. The following general principles will be applied to the consideration of proposals to develop such sites:

For solely housing sites:

- **Residential development should reflect local need and should contain a high proportion of 2 and 3 bedroom properties**
- **Development should contain 40% affordable housing (of which 66% is social/affordable rented and 33% is intermediate)**
- **Housing should be designed to be suitable for the elderly and should, for example, be constructed to Lifetime Home Standards (See CP 8)**

For all uses, new development should:

- Minimise the use of car based travel and maximise opportunities for use of public transport, walking and cycling
 - Be of a high quality design and locally distinctive
 - Create a sustainable and balanced community that integrates into the existing built fabric of the settlement to which it relates
 - Be constructed in a sustainable way to reflect energy and waste management hierarchies, maximising energy efficiency and incorporating zero or low carbon energy generation technologies
- Address noise and air pollution issues by incorporating mitigation measures to ensure sensitive uses and AQMA's are not unduly impacted upon.¹⁷
 - Matters of flood risk should be addressed through avoidance and flood attenuation measures. Surface water should be managed to prevent additional flooding from this source in both the new and existing development
 - Important biodiversity habitats and landscape features should be retained and enhanced and mitigation measures provided where appropriate. Full account should also be taken of all important and notable species. It is expected that opportunities for enhancing green infrastructure and maintaining important green corridors will be embraced.
 - Financial contributions for wider infrastructure provision together with town centre regeneration where appropriate will be required in accordance with CP24 Planning Obligations.

The following table highlights the minimum levels of development achievable at the various sites and also possible ways these development sites could be taken forward (not in any particular priority order). The figures identified are indicative and do not represent the only development options that may be acceptable particularly with the emergence of windfall sites throughout the plan period.

Table 2

Development Sites	Map No.	Area (hectares)	Suitable use	Minimum housing capacity¹⁸
Alvechurch	2	1.66	Housing	42
Barnt Green 'White land'	3	5¹⁹	Housing	98

¹⁷ The Hagley site is located close to an Air Quality Management Area (AQMA) at Kidderminster Road, Hagley. The design of any new development will need to take the existence of the AQMA into full consideration to avoid any additional adverse impact

¹⁸ Based on a density of 30 dwellings per hectare (dph) on 65% of sites where above 2 hectares in size and 85% of sites where below 2 hectares

¹⁹ Potential developable area

Catshill	4	6.04	Housing	100 ²⁰
Frankley	9	6.6	Open space/housing	66
Hagley	5	21.9	Mixed use ²¹ - community leisure/employment/residential	219
Ravensbank expansion site (for Redditch's needs)	8	10.3	employment	-
Wagon works/St Godswalds Road	6	7.8	housing	212 ²²
Wythall	7	9.4	housing	199
Totals		75.66		936

Question 2) Do you agree with the suggested suitable uses to be provided at each location as outlined in table 2? If not can you suggest alternative options and give a reasoned explanation of how your proposal was derived?

Question 3) is your proposal backed up by evidence? If so, please supply such evidence.

At A Glance

Summary:

The policy identifies the sites that will accommodate a significant proportion of growth and sets out guidance for the development of the sites.

Public Consultation response:

Views received stating that the Core strategy should allocate sites but only those that are fundamental to the delivery of the strategy.

Strategic Objectives:

Supports SO1, SO2, SO4, SO5, SO6, SO7, SO8, SO9, SO11, SO11

Sustainability Appraisal:

The policy performs well against a number of objectives for several reasons including the delivery of affordable housing, job creation and access to facilities and services. The policy performs less favorably against some of the environmental objectives is not strong due to the loss of Greenfield land. However, given the lack of brownfield alternatives available within the District this is inevitable. The recommendation for mitigation is the creation of a detailed masterplan that addresses a full range of issues including biodiversity and green infrastructure.

Bromsgrove Council Priorities:

CO1 Regeneration, priority economic development

CO3 One Community, priority Housing

CO4 Environment, priority Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports themes of Stronger Communities, A Better Environment for Today & Tomorrow and Economic Success That is Shared by All

²⁰ Lower densities are likely to be achieved due to area of flood risk within site

²¹ As combined area of sites is significantly greater than other areas, a mixed use development here is considered a more sustainable option. Sites could be developed in various proportions for community leisure, employment and residential uses

²² Maximum capacity of site based on detailed evidence submitted with planning application

Policy Context:

PPS1 seeks to ensure the provision of sufficient, good quality, new homes....

And bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for housing and industrial development.

PPG2 supports the purposes of the Green belt by checking unrestricted sprawl of large built-up areas and assisting in safeguarding the countryside from encroachment

PPS3 supports the objective of creating mixed and sustainable communities, and ensuring that housing is developed in suitable locations

PPS7 advocates a sustainable pattern of development by; focusing most development in, or next to, existing towns and villages; and preventing urban sprawl

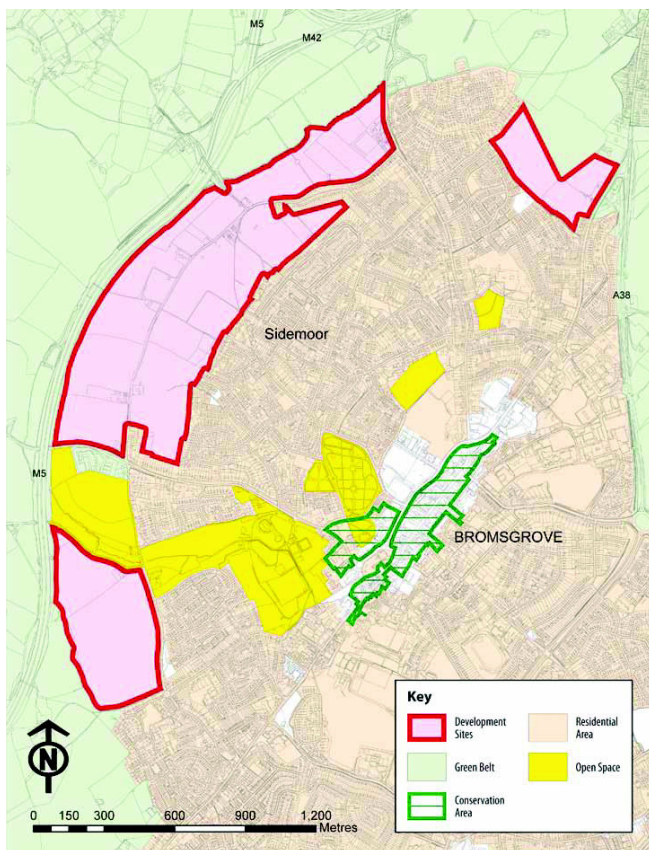
PPG13 emphasises the need to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access facilities and services by public transport, walking, and cycling

PPS24 advises Local Authorities on the use of planning powers in order to reduce the adverse impacts of noise.

PPG25 emphasises the delivery of sustainable development and takes into account the need to avoid, reduce and manage flood risk. It avoids inappropriate development in areas at risk of flooding, and directs development away from areas at highest risk .In

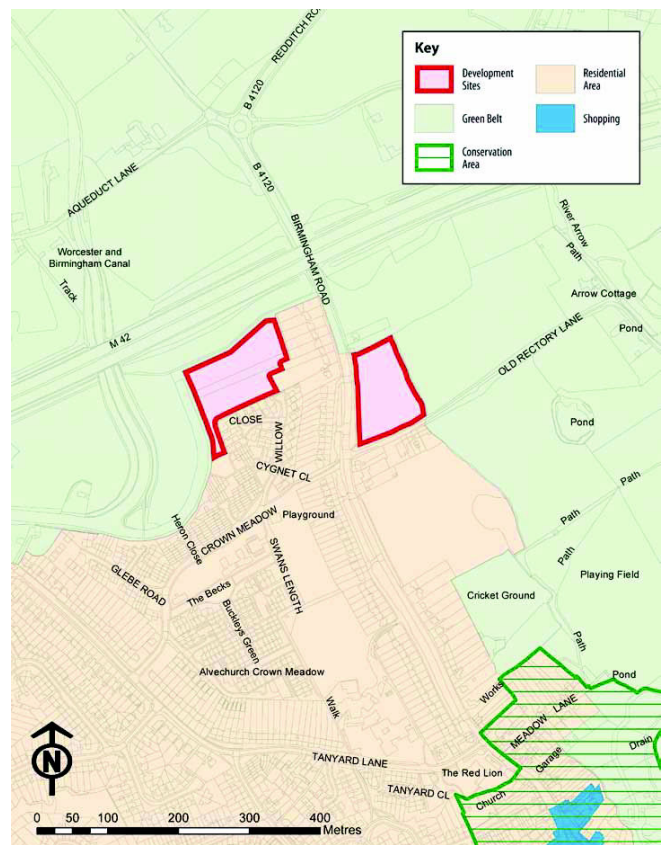
exceptional cases where new development is necessary in such areas, policy aims to make it safe without increasing flood risk elsewhere and where possible, reducing flood risk overall

Map 1 Bromsgrove Town Expansion Sites



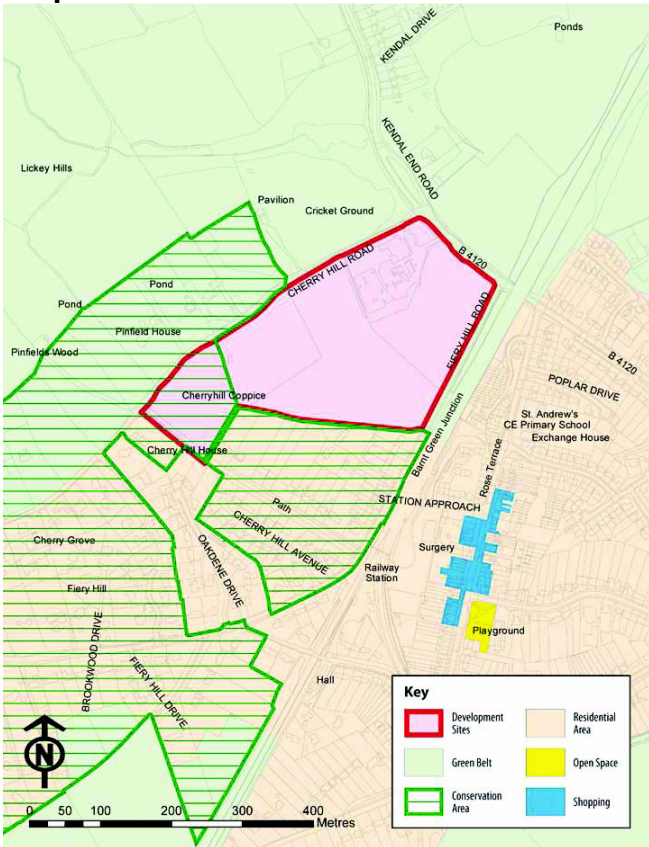
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Map 2 Alvechurch Development Sites



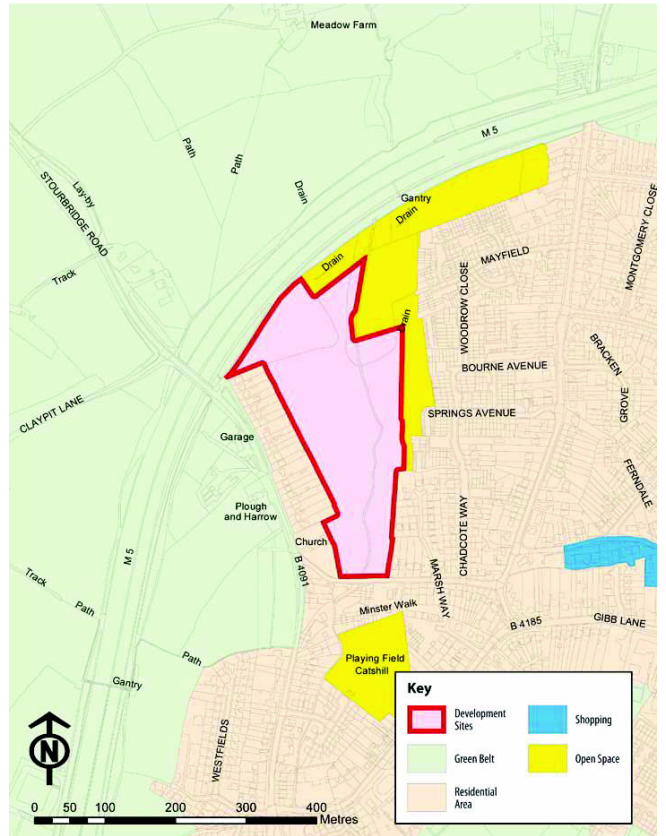
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Map 3 Barnt Green 'White Land'



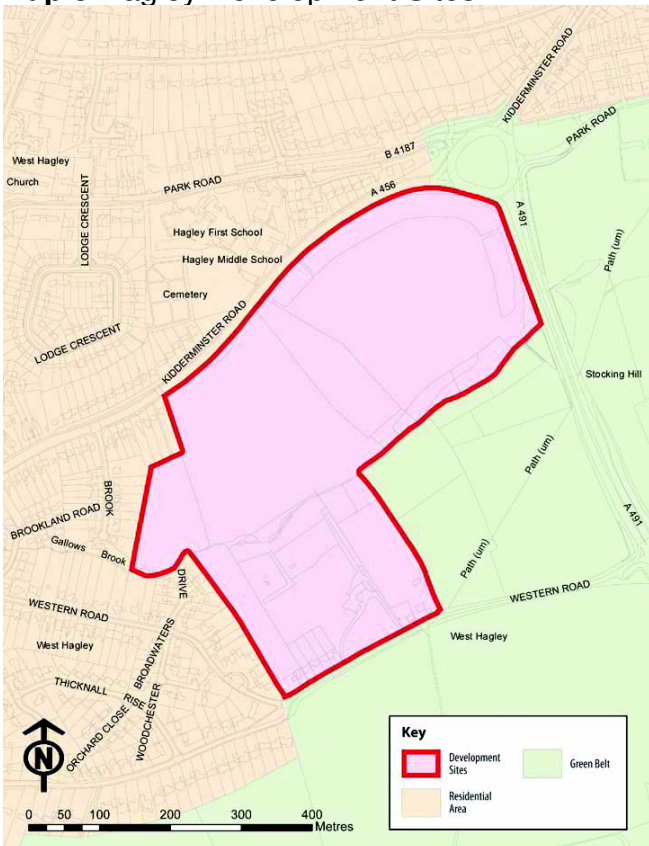
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Map 4 Catshill Development Sites

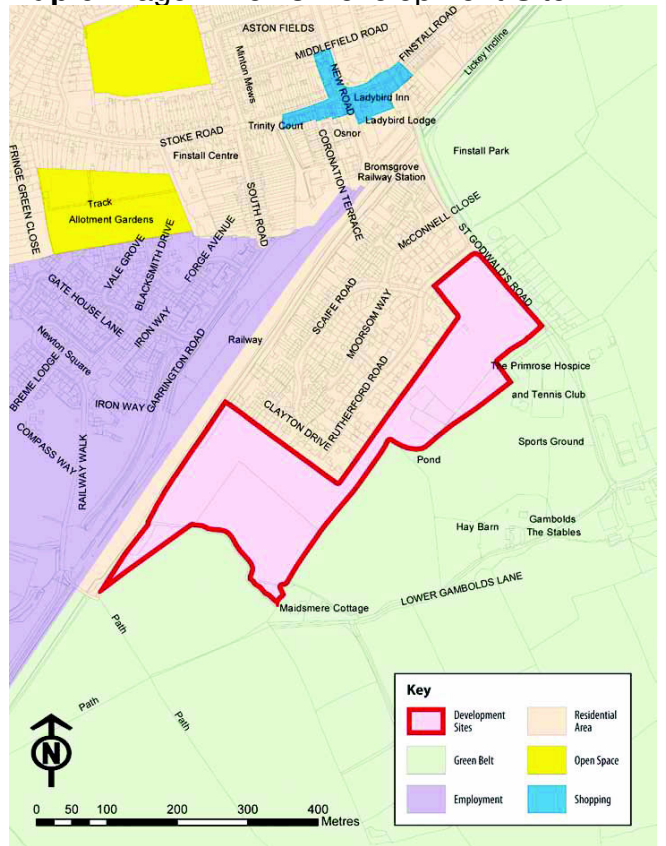


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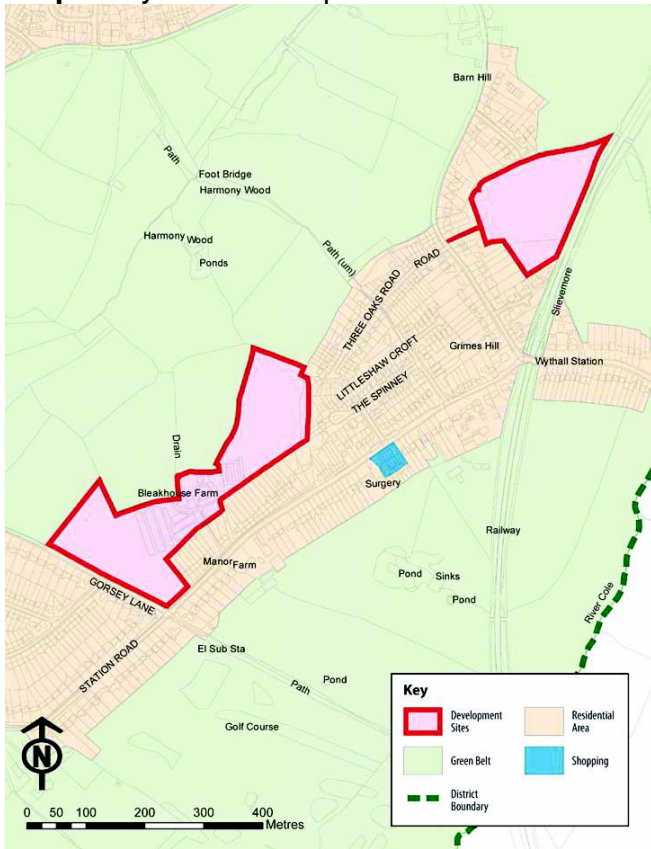
Map 5 Hagley Development Sites



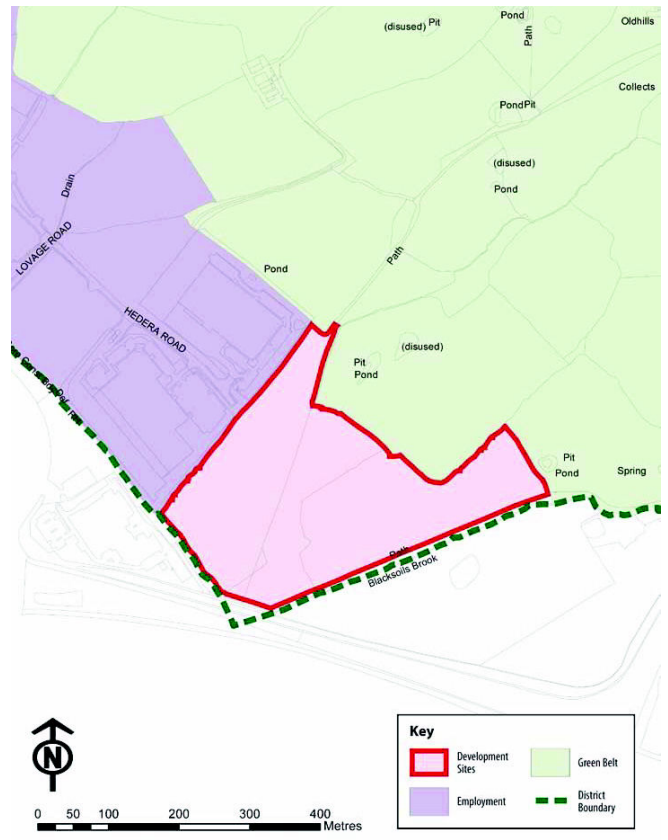
Map 6 Wagon Works Development Site



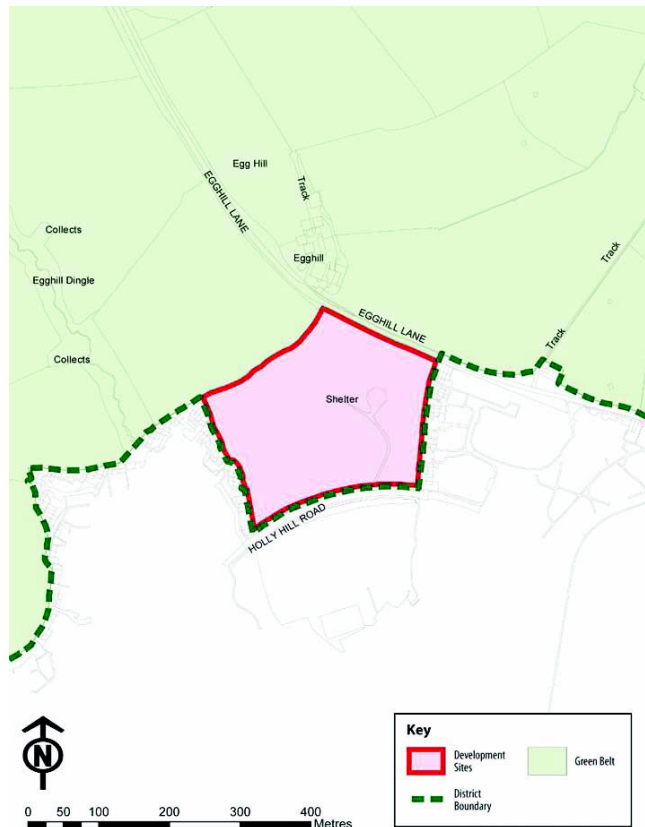
Map 7 Wythall Development Sites



Map 8 Ravensbank Expansion Site



Map 9 Frankley Development Site



7.51 CP5 Neighbourhood Planning

The Government has stated that there needs to be a shift of power away from Westminster to the local level in relation to neighbourhood planning and decision making.

7.52 The Decentralisation and Localism Bill was published on the 13th December but does not yet have legal status. The Bill is far ranging, impacting on many areas of local government but in particular introduces new concepts in relation to the future local planning system.

<http://services.parliament.uk/bills/2010-11/localism/documents.html>

7.53 Areas of proposed change include:

- Commencing the process for the abolition of Regional Spatial Strategies
- Reforming the Local Planning process, in particular in relation to the role and scope of the Planning Inspector
- Introducing neighbourhood planning, whereby local neighbourhood groups will be empowered to produce their own neighbourhood plans and neighbourhood development orders²³
- Introducing the Community Right to Build, which will give local communities the power to take forward development in their area without the need to apply for planning permission, subject to meeting certain safeguards and securing 50% support of the community through a referendum.
- Introducing a Duty to Cooperate

7.54 It is envisaged that the District plan/core strategy will prove the overarching strategic framework for a District and communities will be able to approach the Local Planning Authority (LPA) for assistance in preparing a Neighbourhood Plan. The community will be able to decide what constitutes a neighbourhood and in the event of a dispute i.e. more than one group coming forward claiming to represent that community, it will be the LPA's responsibility to resolve this issue.

7.55 here will be rules governing the nature of the neighbourhood plan for instance they will need to be in conformity with both the overarching strategic plan(District Plan/Core Strategy) and will need to be consistent with National Policy.

7.56 A number of Parishes within the District have already produced parish/community plans for example Hagley, Alvechurch, Wythall, Barnt Green, Dodford with Grafton, Lickey and Blackwell, Clent and Cofton Hackett. Parish Plans include a number of locally identified objectives and actions to help promote rural regeneration and act as a useful resource and delivery vehicle at the localised level. They offer a useful starting point for developing neighbourhood planning in a devolved system.

²³ Neighbourhood development orders will enable local neighbourhood groups to permit development without the need for planning permission

7.57 CP5 Neighbourhood Planning

The Council is committed to the full engagement and involvement of the public in policy formulation and ensuring the community has a say in the future of their District. Involving the community in the planning process from the outset will provide many benefits for both the Council and the community and is a key part of a planning system which is open and transparent

The Council is receptive to embracing effective and innovative methods of public involvement in the planning process and the formulation of sustainable plans which reflect locally defined needs and aspirations.

Questions:

1) what do you see as your local neighbourhood or community? for example is it:

- Bromsgrove District as a whole?
- Your Parish?
- Your ward?
- Your village/settlement?
- A series of streets?
- Your street?
- Some other area or group?

2) Would you be interested in helping to prepare a specific plan for your neighbourhood?

3) What do you see as the main issues affecting your neighbourhood?

At A Glance

Summary:

To encourage and ensure greater public involvement in the Local plan making process.

Public Consultation response:

Considerable public opposition to cross boundary growth and view expressed that it was a "done deal". More transparency in the planning process is therefore required.

Strategic Objectives:

SO 12

Sustainability Appraisal:

The policy performs well in social terms but has no direct bearing on environmental or economic objectives which can as yet be quantified.

Bromsgrove Council Priorities:

CO3 One Community

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports strategic theme of Stronger Communities

Policy Context:

PPS1 "Community involvement in planning should not be a reactive, tick-box, process. It should enable the local community to say what sort of place they want to live in at a stage when this can make a difference." Plans should be drawn up with community involvement and present a shared vision and strategy of how the area should develop to achieve more sustainable patterns of development.

7.58 NO PLACE LIKE HOME

7.59 CP6 HOUSING MIX

- 7.60 Proposals for housing must take account of identified housing needs in terms of size, type and tenure of dwellings. These needs will include an appropriate provision for all sectors of the community, for example, to meet the needs of elderly people²⁴ and also the particular needs of gypsies and travellers²⁵.
- 7.61 National guidance seeks to ensure that a mix of different housing types is achieved across the plan area to meet the needs of the community. Household needs within Bromsgrove District are varied and include requirements for singles, couples, families, young and the elderly. There are also various households with special needs including disabled people with physical and/or sensory impairments, learning difficulties and mental health needs. Other household needs may include groups requiring supported accommodation such as Black and Asian Minority Ethnic groups, and travelling populations. Household sizes to required to address these needs range from 1-bed to 4/5-bed properties, and the types and style of accommodation will include a diverse mix of flats, houses and bungalows.
- 7.62 In line with national trends Bromsgrove has an ageing population and the majority of this growth is predicted to be in middle aged and pensioner households. There is also a notable requirement for younger households (aged under 29). The Housing Market Assessment identifies that the greatest demand is predicted to be for 2 and 3 bedroom properties, many of which will need to be suitable for people of retirement age.
- 7.63 Bromsgrove has a high proportion of large 4 and 5 bedroom homes and in order to help redress the balance between large homes currently available and the ageing population there needs to be a significant change in building patterns across the district to provide alternatives to the increasing older population.
- 7.64 Land is a finite resource and in a District with limited potential for brownfield redevelopment, it is important that the use of greenfield sites is minimised. The level of development on sites should therefore be maximised without compromising the quality of housing development. Higher densities will be sought in locations close to the town centre and areas accessible by a range of means of transport, where the character of the area is not compromised. Parts of some rural settlements are characterised by large dwellings set within large plots and therefore circumstances may exist where much lower densities will be required to maintain the distinct character and appearance of settlements.

²⁴ Cross reference CP8 Homes for the Elderly

²⁵ Cross reference CP9 Accommodation for Gypsies, Travellers and Showpeople

7.65 CP6 Housing Mix

Proposals for housing must take account of identified housing needs in terms of the size and type of dwellings. To ensure mixed and vibrant communities are created there will be a need to focus on delivering 2 and 3 bedroom properties. On large schemes it is accepted that a wider mix of dwelling types will be required.

To maximise levels of development on sites the following densities will be expected:

- a) A minimum of 30 dwellings per hectare across the District.
- b) Higher densities in Bromsgrove Town Centre and other settlement centres where sites are readily accessible by public transport.

Please note that the density of development should not compromise the quality of a development or impact adversely on the character of the surrounding area. There may be locations where lower densities will be required to maintain a high quality built environment.

At A Glance

Summary:

Sets out the house sizes most needed in the District and the density requirements.

Public Consultation response: *Support for the creation of mixed and balanced communities. Views raised that Barnt Green should not be singled out as an area for low density housing.*

Strategic Objectives:

Supports SO4, SO6

Sustainability Appraisal:

Policy performs well against a number of social and environmental objectives due to its emphasis on meeting housing needs, creating mixed and balanced communities and minimising the use of greenfield land. No weaknesses were identified.

Bromsgrove Council Priorities:

CO3 One Community, priority Housing

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports theme of Stronger Communities

Policy Context:

PPS1 seeks to ensure the provision of sufficient, good quality, new homes...

And bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for housing

PPS3 seeks to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live. The aim is to achieve a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community.

PPG13 emphasises the need to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access facilities and services by public transport, walking, and cycling

7.66 CP7 Affordable Housing

7.67 Bromsgrove has some of the highest house prices in Worcestershire and a very high level of homeownership, with only 11% of homes in the District socially rented. This combination of factors means that there is a significant unmet demand for affordable housing.

- 7.68 Over recent years several studies have identified that there is a requirement for greater levels of affordable housing in the district, including the Housing Needs Study (2004), The South Housing Market Area Assessment (2007) and most recently the Bromsgrove Housing Market Assessment (2008). This latest assessment identifies that there is greatest need for 2 and 3 bedroom properties.
- 7.69 One of the key findings in the Housing Market Assessment is that many people working in Bromsgrove are excluded from the home ownership market in Bromsgrove. A single person with an average income is unlikely to be able to purchase property in the District at its full market value. Therefore, they are forced to seek more affordable housing outside of the District. The knock-on affect of this is that many people who work in the district commute in daily, this is clearly not sustainable. Increased affordable housing provision will help to reduce this trend.
- 7.70 The Council together with other partners will seek to increase the annual provision of affordable housing to reduce the level of unmet annual need. It will endeavour to do so through the creation of mixed communities where a range of housing types and tenures are available.

7.71 CP7 Affordable Housing

All schemes that propose a net increase in housing units will be expected to contribute towards affordable housing provision in the District. Where there is a net increase of 5 or more dwellings or the site is equal to or greater than 0.2 hectares a 40% affordable housing provision will be expected on-site. Below this threshold a financial contribution will be negotiated with the applicant.

In exceptional circumstances where the applicant can fully demonstrate that 40% cannot be achieved the Council may negotiate a lower provision.

The Council will seek to achieve the following breakdown of tenures on sites:

- **2/3 social rented**
- **1/3 intermediate housing**

The affordable housing element of developments should consist of the following house types in the proportions set out below:

- **1/3 two bedroom properties suitable for the elderly**
- **1/3 two bedroom general needs properties**
- **1/3 three bedroom properties**

This breakdown of tenures and types of affordable housing may not be suitable on all housing developments. There may be locations or changes in market conditions that warrant a different breakdown to

deliver a scheme that best meets local needs within the relevant settlement.

Exceptionally, affordable housing will be allowed in or on the edge of settlements in the Green Belt where a proven local need has been established through a comprehensive and recent survey and where the choice of site meets relevant planning criteria.

To ensure that the housing meets locally derived needs in the first instance a local lettings criteria will be applied to all schemes where affordable housing is delivered. A copy of the local lettings criteria is attached as Appendix 2.

When a development site is brought forward for planning consent on a piecemeal basis i.e. involving a parcel of land for development which is part of a larger site, Bromsgrove District Council will assess 'affordable housing' targets for each part of the site on a pro-rata basis having regard to the overall requirements generated by the whole site

Further detailed guidance on Affordable Housing will be provided in a SPD.

At A Glance

Summary:

Sets out the thresholds and targets for affordable housing provision

Public Consultation response: *Recognition that affordable housing is a major issue that needs to be addressed. Some respondents identify that it is necessary for there to be robust evidence behind any thresholds and targets that are set.*

Strategic Objectives:

Supports SO4

Sustainability Appraisal:

The policy performs well against some of the social objectives due to the delivery of affordable housing and the creation of mixed and balanced communities. The potential loss of Green Belt land means that the policy has a negative impact when assessed against EV2.

Bromsgrove Council Priorities:

CO3 One Community, priority Housing

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports theme of Stronger Communities

Policy Context:

PPS1 emphasises the need to provide sufficient, good quality, new homes (including an appropriate mix of housing and adequate levels of affordable housing) in suitable locations.

PPS3 seeks to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live by achieving a wide choice of high quality homes, both affordable and market housing, to address the requirements of the community.

7.72 CP8 Homes for the Elderly

7.73 The UK's ageing society poses one of the nation's greatest housing challenges. By 2026 older people will account for almost half (48 per cent) of the increase in the total number of households, resulting in 2.4 million older households than there are today (CLG, 2008). By 2041 the composition of the

older age group will have changed dramatically. There will be a higher proportion of the older age groups, including the over 85s and double the number of older disabled people. One in five children born today can expect to live to 100 years old. This trend is exacerbated in the rural District of Bromsgrove as it is predicted that the population aged 60 and over will, in fact, increase substantially. Currently, roughly 20% of the population is aged over 65, and this proportion is set to rise to around 30% by 2026.

- 7.74 This increasing aging population may have a significant impact on policy and planning for the District, with specific regard to community safety, health and the strength of communities. Older age groups have a heightened fear towards crime, as well as having a greater susceptibility to having Limiting Long Term Illness (LLTI).
- 7.75 Although there is likely to be relative stability in the locally generated need and demand for housing from the younger and working age populations, there will be very large increases in the need and demand for housing with care from older people, especially from the oldest elderly residents whose numbers will almost double.
- 7.76 Estimates suggest the requirement to 2026 – across all tenures - will be for:
- 850 two bed general needs properties;
 - 4,800 two bed properties for people of retirement age;
 - 1,575 properties suitable for the older elderly; and
 - 125 three bed houses.
- 7.77 These estimates imply the need for a dramatic change in house building in the District tailored towards providing many more two bed homes for all age groups (see Policy CP6). Failure to provide alternatives for the rapidly increasing older population will result in most people staying in their existing family homes - as is currently the case - with the effect of dramatically reducing the supply of such properties in the local housing market.
- 7.78 Building new homes and communities designed with older people in mind not only makes sense in terms of meeting the diverse needs of an ageing population, but it can also help to open up housing opportunities and choices for younger people. A housing policy for an ageing society is therefore a good housing policy for everyone.
- 7.79 Lifetime Homes Standards is currently a mandatory part of level 6 of the Code for Sustainable Homes and is expected to be made mandatory at levels 4 and 5 at a later date to encourage progressively increased take-up in new build projects. The Government aspiration is that by 2013 all new homes will be being built to Lifetime Homes Standards. Lifetime Homes Standards are inexpensive, simple features designed to make homes more flexible and functional for all.
- 7.80 *The Joseph Rowntree Foundation conducted a national comparative study into the cost of meeting both Building Regulations and Lifetime Home*

standards. The additional cost of building Lifetime Homes ranged from £165 to a maximum of only £545 per dwelling, depending on the size, layout and specification of the property.

7.81 CP 8 Homes for the Elderly

Bromsgrove District Council will encourage the provision of housing for the elderly and for people with special needs, where appropriate whilst avoiding an undue concentration in any location.

The Council aims to ensure that older people are able to secure and sustain their independence in a home appropriate to their circumstances and to actively encourage developers to build new homes to the ‘Lifetime Homes’ standards so that they can be readily adapted to meet the needs of those with disabilities and the elderly as well as assisting independent living at home.

The Council will, through the identification of sites and/or granting of planning consents in sustainable locations, provide for the development of residential care homes, close care, extra care and assisted care housing²⁶; and in particular Continuing Care Retirement Communities which encompass an integrated range of such provision. Sites should be sustainable by virtue of their location and there will be a preference for sites within defined settlements. Where such sites are not available regard will be had to the potential for development to be self-contained to reduce travel requirements and the availability of public transport.

At a Glance

Summary - To provide adequate housing to meet the demographic trends of an ageing population

Public Consultation Response - A large amount of support for creating sustainable settlements that contribute accommodation for the elderly

Strategic Objectives - Supports objectives SO4, SO12

Sustainability Appraisal - identifies the need for appropriate provision for all sectors of the community for example providing for the needs of elderly people. Performs well in terms of social objectives although mitigation is likely when considering development outside of defined settlements.

Bromsgrove Council Priorities - CO3 One Community, Priorities One Community & Housing

Sustainable Community Strategy 2010-2013 –

Supports theme of Stronger Communities

Policy context

PPS3 - seeks to accommodate the housing requirements for specific groups, including older people.

7.82 CP9 Accommodation for Gypsies, Travellers and Showpeople

The recent Gypsy and Travellers Accommodation Assessment has identified that no additional pitches are required in the Bromsgrove District in the 5 year period between 2008 and 2013. This reflects the historical low levels of

²⁶ See glossary for definition of different forms of housing provision

demand for accommodation of this nature within the District. The more recent options consultation highlighted a need of 3 pitches arising in the period up to 2017. Five additional pitches are currently under construction at the Wythall site. Space for the additional pitches has come from converting the transit site, which has not been used for 19 years. The needs of gypsies and travellers will also be addressed in the County Housing Strategy which is due to be published in draft form in 2011.

7.83 CP9: Accommodation for Gypsies, Travellers and Showpeople

**Safeguarding existing authorised sites;
Existing authorised sites for Gypsies and travellers within the District will be safeguarded unless it is proven that they are no longer required to meet identified needs.**

**Sustainable locations for Gypsy and Traveller accommodation;
A sequential approach towards the identification of sites for gypsies etc will be adopted and preference will be given to potential sites on previously developed land in sustainable locations. Sites should accord with the development principles set out in CP3.**

At A Glance

Summary:

Provides criteria based guidance for gypsy and traveller sites to ensure future sites are in appropriate locations.

Public Consultation response: *Support for positive criteria in assessing site suitability. The need for clarity in the policy has also been raised.*

Strategic Objectives:

Supports SO4

Sustainability Appraisal:

The policy performs well against social objectives due to the creation of mixed and balanced communities and also promoting sites in highly accessible locations. The policy does not perform so well against environmental objectives as any new site is likely to be on Green Belt land due to a lack of alternatives.

Bromsgrove Council Priorities:

CO3 One Community, priority Housing

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports theme of Stronger Communities

Policy Context:

PPS1 emphasises the need for meeting the diverse needs of all people in existing and future communities, promoting personal well-being, social cohesion and inclusion and creating equal opportunity for all citizens.

PPS3 seeks to accommodate the housing requirements for specific groups

Circular 01/2006 seeks to ensure that plans properly reflect the needs and aspirations of all sectors of the community.

7.84 CP10 Sustainable Communities

7.85 Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality

of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

- 7.86 Essential local community facilities are facilities that are of direct benefit to the immediate local community that provide an essential service for health (including preventative social care and community support services), education, play and leisure or culture, together with libraries, village/community halls, and religious buildings. It is becoming increasingly difficult for local facilities to remain viable in rural areas, leading to the loss of such services which is detrimental to the sustainability of the location. Across Bromsgrove, community facilities like village halls, chapels, post offices and shops often serve networks of small communities and are essential for people who may face long journeys to reach alternative services. Access to community facilities and services, such as pubs and shops is considered an essential element of sustainable and inclusive communities
- 7.87 The District Council will work with partners to deliver key community facilities to support the Sustainable Community Strategy and any neighbourhood plan produced to develop Bromsgrove and its local centres. The Council will also provide facilities for the local communities, based upon an analysis of needs, with particular regard to disadvantaged groups. New development will be required to contribute towards the provision of community facilities to meet the needs of new communities and mitigate impacts on existing communities. Safe, direct routes for walking and cycling and appropriate bus services will be established to serve existing and new preschool, primary, and secondary school communities.
- 7.88 Community facilities should be located in centres or other accessible locations to maximise community access and build a sense of local community identity. The Council supports the retention and enhancement of existing community facilities and encourages multi-purpose community facilities that can provide a range of services and facilities for the community at one accessible location. Where existing facilities can be enhanced to serve new development, the Council will work with developers and local partners to audit existing facilities and assess the requirement for any additional facilities to deliver the comprehensive provision of services to serve these extended communities. Community and cultural facilities are also important to the overall wellbeing of the community and these should be protected and if necessary enhanced. The Council will work with local partners, such as Parish Councils or Community Associations, to plan and manage community facilities.

7.89 CP10 Sustainable Communities

The Council will support the provision of services and facilities to meet the needs of the community. It will also seek to retain existing services and facilities that meet a local need or ensure adequate replacement is provided. New developments that individually or cumulatively add to requirements for infrastructure and services will be expected to contribute to the provision of necessary improvements in accordance with CP23.

To ensure that new development contributes to the provision of sustainable and inclusive communities to meet long term needs, the Council will seek to ensure community facilities are provided to meet local needs by:

- a) Supporting the provision of new facilities for which a need is identified in locations accessible to the community served
- b) Supporting improvements to existing facilities to enable them to adapt to changing needs
- c) Resisting the loss of existing facilities unless it can be demonstrated that:
 - i) There is no realistic prospect of the use continuing for commercial and/or operational purposes
 - ii) The service offered by the facility can be provided effectively in an alternative manner or on a different site
 - iii) The site has been actively marketed for a reasonable period or made available for a similar or alternative type of service or facility that would benefit the local community
 - iv) There are overriding environmental benefits in ceasing the use of the site.

At a Glance

Summary - To provide sustainable communities that meet the needs of present and future residents in terms of service provision

Public Consultation Response - There was general support for the provision of sustainable communities. A number of respondents felt CIL and planning obligation details should be in a separate policy, which the Council have agreed to with the inclusion of CP23.

Strategic Objectives - Supports objectives SO2, SO3, SO4, SO5, SO6, SO7, SO12

Sustainability Appraisal - focuses on protecting essential local facilities and ensuring that new developments contribute to creating a better balance of facilities, services and infrastructure within settlements. There are no clear negative impacts of this policy, however, the strong linkages to CP23 requiring developer contributions for the provision of facilities, infrastructure and services and other forms of environmental and social requirements may limit the viability of a scheme.

Bromsgrove Council Priorities - CO1 Regeneration, Priority Economic Development, CO3 One Community, Priority One Community

Sustainable Community Strategy 2010-2013 –

Supports theme of Stronger Communities

Policy context

PPS1 - encourages development that supports existing communities and contributes to the creation of communities with good access to jobs and key services

PPS3 - supports the creation of mixed communities

PPG 13 - contains guidance on the location of and access to community facilities.

Sustainable Communities Act 2007 - aims to promote the sustainability of local communities

7.90 LET'S DO BUSINESS

7.91 CP11 New Employment Development

7.92 Economic growth will primarily be focused on Bromsgrove Town and Longbridge, although any new development intended to bolster the economy or employment in these two locations should have regard to urban biodiversity and the historic environment where applicable. In partnership with Birmingham City Council an Area Action Plan has been developed for the site of the former car plant at Longbridge. The aim is that Longbridge will be redeveloped into an exemplar sustainable, employment led, mixed use development for the benefit of the local community, Bromsgrove, Birmingham, the region and beyond.

7.93 The Employment Land Review (ELR) has identified that there is the greatest level of demand for industrial and office premises within Bromsgrove Town. Primarily the demand is for smaller premises as detailed in the table below.

Employment Type	Size
industrial premises	185m ² - 464m ² (2000- 5000 sq ft)
office space	under 92m ² (1000sq ft)

Table 4: Size and type of employment required in Bromsgrove District

7.94 Focussing employment growth within Bromsgrove Town will enable more businesses to benefit from factors that make Bromsgrove a good place to do business such as the excellent motorway links and providing a good environment for staff and customers. Whilst there is also demand for new premises, it has been identified through a recent survey undertaken as part of the ELR that 29% of firms have short term plans to expand their premises, further emphasising the strength of small businesses in the District.

7.95 Local employment will be supported as part of the development of Strategic Sites on the edge of Bromsgrove Town. This will help to create balanced and mixed communities by enabling people to live and work locally. Economic development in other settlements may be permitted where this achieves a better balance between housing and employment and has the potential to reduce commuting.

7.96 The majority of sites within the current employment supply fall within identified employment sites as shown on the Key Diagram on page 18. In conjunction with employment development on strategic sites it is considered that there is a good range of sites available to ensure the delivery of economic growth in the District. If circumstances change and additional land for employment is required this could be delivered through an allocations DPD.

7.97 CP11 New Employment Development

The Council will promote the following:

a) New technology opportunities as part of the 'Central Technology Belt', including Longbridge and Bromsgrove Technology Park.

- b) Office and mixed use schemes within Bromsgrove Town Centre.
- c) A range and choice of readily available employment sites to meet the needs of the local economy
- d) Economic development opportunities within Strategic Sites
- e) Limited economic development in rural areas that help to maintain the vitality and viability of villages, whilst discouraging migration from Major Urban Areas.
- f) Appropriate skills development and training as part of the promotion of employment sites.

At A Glance

Summary:

Sets out the types of employment opportunities that will help to broaden the economic base of the District and strengthen the local economy.

Public Consultation response: *Comments received stating that there needs to be a clearer distinction between policies for new and existing employment sites. Support for employment development on the edge of Bromsgrove and also employment that provides a better balance between jobs and housing.*

Strategic Objectives:

Supports SO1, SO2, SO3 & SO5

Sustainability Appraisal:

The policy performs well against the social and economic objectives due to the creation of jobs, the diversification of the local economy and the opportunity for people to live and work locally rather than commuting elsewhere. However, the policy may lead to some development on Greenfield sites which conflicts with EV2 and EV3.

Bromsgrove Council Priorities:

CO1 Regeneration, priorities Economic Development & Town Centre

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports theme of Economic Success Shared by All

Policy Context:

PPS1 contributes to sustainable economic development

PPS4 seeks to ensure new or emerging sectors, such as those producing low carbon goods or services and knowledge driven or high technology industries, likely to locate in the area are supported.

PPS7 seeks to ensure that away from larger urban areas, most new development is focused in or near to local service centres where employment, housing, services and other facilities can be provided close together.

7.98 CP12 Existing Employment

7.99 A key principle in Bromsgrove is ensuring that job opportunities are progressed in balance with residential development in order to ensure new development is sustainable. Outside the town centre and Longbridge, employment growth is expected to be provided primarily in existing industrial estates and business parks, often located close to motorway junctions. These include the Saxon and Harris Business Parks, Buntsford Hill / Buntsfordgate, Bromsgrove Technology Park and Wythall Green Business Park.

7.100 Employment growth in these areas is expected to make a significant contribution towards creating jobs across Bromsgrove and meeting the employment targets identified in CP1. In addition, some jobs will be provided

by new economic development opportunities within Strategic Sites and limited economic development in rural areas in relation to CP11.

7.101 Nationally, employment sites are under increasing pressure to be developed for housing but it is important to retain existing employment sites where possible and appropriate. In Bromsgrove, employment site retention and provision is particularly necessary to enable balanced job and housing growth, provide a range of job opportunities to retain and attract workers and reduce the dependency of residents on commuting out of the District to the West Midlands MUA for work. Furthermore these employment areas contain a range of sites and premises that meet the needs of the business community as identified within the Bromsgrove District Employment Land Review 2009.

7.102 The challenge for the Core Strategy is to maximise the value from existing employment sites and supporting existing and new businesses across the District, bringing together a joined up approach with other measures beyond planning such as those set out in West Midlands Economic Strategy.

7.103 CP12 Existing Employment

The regeneration of the District will continue through maintaining and promoting existing employment provision in sustainable, accessible and appropriate locations.

Bromsgrove District Council will safeguard employment areas that:

- a) Are well located and linked to the main road and public transport network; and**
- b) Provide, or are physically and viably capable of providing through development, good quality modern accommodation attractive to the market; and**
- c) Are capable of meeting a range of employment uses to support the local economy.**

Proposals that result in the loss of employment land for non-employment uses, such as housing, will not be considered favourably unless applicants can adequately demonstrate that:

- a) The proposal would not have an adverse impact upon the quality and quantity of employment land within the local area; and**
- b) There would be a net improvement in amenity (e.g. redevelopment of 'non conforming' uses close to residential areas); and**
- c) The site has been actively marketed for employment uses for a minimum period of 12 months for which full and detailed evidence must be provided or where an informed assessment has been made as to the sustainability of the site/ premises to contribute to the employment land portfolio within the District; or**
- d) The new use would result in a significant improvement to the environment, to access and highway arrangements, or sustainable travel patterns which outweighs the loss of employment land; and**

- e) **The site/premises are not viable for an employment use or mixed use that includes an appropriate level of employment.**

At a Glance

Summary - *The protection and promotion of existing employment uses*

Public Consultation Response - *Many respondents felt more needs to be done to encourage and improve existing sites and businesses, including the protection of employment land. The Council responded by providing this specific policy on existing employment.*

Strategic Objectives - *Supports objectives SO2, SO5*

Sustainability Appraisal - *The policy performs well against the social and economic objectives due to the creation of jobs, the diversification of the local economy and the opportunity for people to live and work locally rather than commuting elsewhere. However, although development will be on existing sites, the policy may lead to some development on greenfield sites which conflicts with EV2 and EV3*

Bromsgrove Council Priorities - *CO1 Regeneration, Priority Economic Development*

Bromsgrove Sustainable Community Strategy

Supports theme of Economic Success Shared by All

Policy Context

PPS1 - contributing to sustainable economic development

PPS4 - supports existing business sectors

PPG13 - promotes accessibility to jobs

7.104 CP13 Rural Regeneration

7.105 Bromsgrove is predominately a rural area containing a number of rural settlements. In recent history rural areas have witnessed a steady decline in farming and related industries and increased diversification of the rural economy. House prices in the District's smaller settlements have climbed out of reach of young people wanting to stay, work and live in our rural villages.

7.106 These rural areas are rich in environmental and landscape quality and protecting and enhancing these characteristics is paramount to retaining the District's local character, distinctiveness and value. However, rural towns and settlements need to be able to grow in order to sustain themselves. Providing balanced growth opportunities to enable people to live and work in their own rural villages and ensuring the provision of local services in these areas is a key recurring theme that emerges during consultation with Bromsgrove's rural communities, as is the strong desire to retain the qualities of an attractive environment that define the character of the rural settlements and the District as a whole.

7.107 Bromsgrove has seen a rise in commuting out of the District to work, leading to dormitory villages and a decline in local rural facilities. It is important that the LDF promotes rural communities where people can live, work and access essential local facilities. Furthermore, many of the District villages are of historic and/or architectural value or make an important contribution to local countryside character. It is important that new development respects and reflects this local distinctiveness. Therefore, development in rural areas must meet local needs and will only be permitted where it would not have an adverse impact on the existing character of the locality.

7.108 The District Council will enhance the vitality of rural communities by supporting appropriate development of infill sites and previously developed land (PDL) within the existing settlements. The design and construction of new village development must be high quality in all respects, including design, sustainability and compatibility with the distinctive character of the locality. Development should also contribute to the local community through the provision of relevant community needs such as affordable housing, open space, local employment, and community facilities.

7.109 Outside village boundaries, the Council will consider small-scale rural business, leisure and tourism schemes that are appropriate to local employment needs minimise negative environmental impacts and harmonise with the local character and surrounding natural environment. Development outside but contiguous to village settlement boundaries may be supported where it constitutes an exception necessary to meeting identified local affordable housing needs. Villages are encouraged to plan for the specific needs of their communities by developing Neighbourhood Plans (See CP5 Neighbourhood Planning). However, within the Green Belt, inappropriate development will still need to be justified by 'very special circumstances'.

7.110 CP13 Rural Regeneration

The Council will support proposals that satisfy the social and economic needs of rural communities by encouraging:

- a) Development that contributes to diverse and sustainable rural enterprises within the District**
- b) Development that reduces the need to commute**
- c) Suitably located buildings which are appropriate for conversion, or in the case of replacement buildings would bring about environmental improvement**
- d) Affordable housing on rural exception sites in line with CP7.**
- e) Provision of live-work units**
- f) Diversification of the agricultural economy**
- g) Recreation and/or tourism related initiatives appropriate to a countryside location**
- h) Small scale renewable energy projects and business to serve the industry**
- i) Improvement of public transport links from rural areas to service centres and employment areas**

In all cases development should be designed to be sustainable, consistent with requirements of Policy CP10 and CP18; should not conflict with the environmental protection and nature conservation policies of the LDF but should seek to enhance the environment and should provide any necessary mitigating or compensatory measures to address harmful implications. Within the Green Belt, inappropriate development will always need to be justified by very special circumstances.

At a Glance

Summary - To encourage the regeneration of rural areas

Public Consultation Response - General consensus supporting sustainable development in rural areas, but more emphasis needed on rural affordable housing and rural employment opportunities

Strategic Objectives - Supports objectives SO2, SO3, SO4, SO5, SO8, SO12

Sustainability Appraisal - Promotes social and economic attributes by indicating the importance of employment development in rural areas especially in diversification. Also notes the need for provision of affordable housing in rural areas. The potential loss of Green Belt land means that the policy has a negative impact when assessed against EV2

Bromsgrove Council Priorities - CO1 Regeneration, Priority Economic Development, CO3 One Community, Priorities One Community & Housing

Sustainable Community Strategy 2010-2013 - highlights the need to retain our young people in existing rural communities

Policy context PPS1 - planning should facilitate and promote sustainable and inclusive patterns of urban and rural development.

PPS4 EC6 supports farm diversification for business purposes that are consistent in their scale and environmental impact with their rural location

PPS7 - encourages suitable development in rural areas

PPS9 - ensures that rural renewal considers the value of biodiversity in supporting economic diversification and contributing to a high quality environment

7.111 CP14 Sustainable Transport

7.112 Transport and accessibility plays a key role in improving quality of life and prosperity of residents and is also vital for achieving economic growth. One of the key challenges of the Local Development Framework will be to deliver an improvement in accessibility by encouraging more sustainable means of travel.

7.113 The Worcestershire Local Transport Plan (LTP 2) produced by Worcestershire County Council sets out the strategy and priorities for transport provision. This current LTP identifies accessibility, congestion, economic regeneration and the environment, particularly air quality, as being the main transport issues relating to Bromsgrove. The District has three Air Quality Management Areas, at Redditch Road Stoke Heath, Kidderminster Road Hagley, and Lickey End adjacent to Junction 1 of the M42 in addition a further AQMA will be declared at Worcester Road Bromsgrove near the Town Centre. Further growth is likely to exacerbate these problems unless it is sustainably delivered, for example, in conjunction with investment in public transport, pedestrian, cycle and highways infrastructure. LTP3 is currently in development and will come into effect in 2011. It will cover a 15 year period up to 2026 and will focus on attracting and supporting economic investment, growth, delivering transport infrastructure and services to tackle congestion and improving quality of life. A variety of transport improvement measures for Bromsgrove are proposed and are likely to cover junction improvements; public realm enhancements in the Town Centre; delivery of Bromsgrove rail interchange; smarter choices programme; initiatives to mitigate the designated Air Quality Management Areas and improvements to sustainable transport infrastructure.

7.114 Road

As Bromsgrove is largely a rural District the private car remains the main travel mode. However, the continuing and increasing use of the private car is harmful to the environment in terms of the impact on air quality and carbon emissions.

7.115 Therefore in order to encourage a modal shift away from the private car towards more environmental and sustainable travel, public transport needs to provide a convenient and efficient alternative to the private car that will encourage more people to use it. There are currently a number of bus services operating within the District which mainly serve the urban areas as well as providing links to neighbouring settlements such as Birmingham, Worcester and Kidderminster. Many rural areas are poorly served with unreliable and infrequent bus services.

7.116 In accordance with the Integrated Passenger Transport Strategy, the Council continues to work with the County Council to improve facilities for bus services in Bromsgrove Town Centre and across the District. Significant improvements in passenger transport will be required to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre as the focal hub. Furthermore, in order to reduce congestion and improve air quality in the Town Centre, wherever possible, through- traffic will be routed via alternative less congested routes.

7.117 Rail

7.118 Encouraging more rail travel is an effective way of reducing car journeys. The availability of car parking and cycling facilities at railway stations is important to encourage more people to switch from car to rail for at least part of their journey. Cyclepaths, footpaths, and bus connections to stations can make an effective contribution to enabling people to move through and around the District without the need for a car.

7.119 Where a need is demonstrated Bromsgrove District Council will continue to work with Worcestershire County Council Transport Section and rail industry partners to improve facilities at railway stations across the District, including proposals to relocate and improve facilities at Bromsgrove railway station.

7.120 Walking/cycling

7.121 Aside from the well-publicised health and environmental benefits of walking and cycling, these modes also offer an extensive, adaptable and permeable network of routes available for use. This network is not limited to footways alongside roads; it includes for example the extensive countywide Public Rights of Way network covering urban and rural areas, canal towpaths, short-cuts in residential estates and routes across public open spaces. There are also many other benefits including as aforementioned, improving health and well being, reducing car use/emissions, as well as providing opportunities for recreation and tourism.

7.122 Bromsgrove has a complex network of public rights of way comprising footpaths, bridleways, byways open to all traffic and restricted byways. It will be important that any new development recognises the importance of this network and takes the opportunity to enhance it wherever possible, for example, the Royal Hunters Circular Walk in Bromsgrove has benefitted from funding for enhancement works. The Monarch's Way a historic long distance footpath and also Sustrans National Cycle route Number 5 are located close to proposed development sites and therefore the opportunities presented by both of these assets should be carefully integrated into the Green Infrastructure network. In accordance with the Countryside and Rights of Way Act 2000 Worcestershire County Council have prepared and published a Rights of Way Improvement Plan (ROWIP).

7.123 The location of new developments is an essential determinant of whether future residents and visitors will choose to walk to access the site. It is also important to ensure that new developments are well connected to existing pedestrian networks and that any improvements to the public realm are in keeping with both existing and future environments.

7.124 Freight

7.125 Transport user needs (including freight) will continue to be met by a combination of road, rail, bus, community transport and taxi services (or similar initiatives) or any appropriate combination of these modes. The Worcestershire Multimodal Freight Policy has been developed to provide a comprehensive policy base to enable the delivery of schemes to enhance the efficient movement and operation of freight by all modes around the county.

7.126 In Worcestershire, the majority of freight is currently transported by road. There are numerous reasons why this is the case, in particular, freight transported by road is relatively cheap, and has the highest penetration of all areas in the county, as a result of the road network being far more extensive and developed than rail and water networks. Significant technological advances in recent times have led to Heavy Goods Vehicles (HGVs) becoming increasingly fuel (resource) efficient, quieter and less damaging to highway infrastructure. However, the availability and rising costs of fuel resources, together with the environmental impacts of road transport in general are causing freight operators to consider other, more sustainable transport modes for moving freight including for bulk goods and waste, such as by rail or water..

7.127 The Districts Inland Waterway network including the Worcester and Birmingham Canal offer long term opportunities for the sustainable movement of freight through the District. Moreover, proposed improvements at Bromsgrove railway Station may potentially offer improvements leading to greater efficiency in the movement of freight through the District.

7.128 Travel Plans

7.129 A travel plan is a package of measures produced by employers to encourage staff to use alternatives to single-occupancy car-use. Such a plan for

example, could include: car sharing schemes; a commitment to improve cycling facilities; a dedicated bus service or restricted car parking allocations. It might also promote flexible-working practices that limit car use, such as remote access and video conferencing.

7.130 Travel plans offer real benefits not only to an organisation and its employees, but also to the community that surrounds it. Travel Plans may help to relieve local parking or congestion problems or improve public transport connections across the area. They may also relieve stress on employees through reducing travel delays or providing the opportunity to cut their travel commitments by working from home where appropriate.

7.131 Requirements for when travel plans should be submitted are as follows²⁷:

- 1) all major developments comprising jobs, shopping, leisure and services
- 2) smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or near to, air quality management areas, and in other locations where there are local initiatives or targets set out in the development plan or local transport plan for the reduction of road traffic, or the promotion of public transport, walking and cycling. This particularly applies to offices, industry, health and education uses;
- 3) new and expanded school facilities which should be accompanied by a school travel plan which promotes safe cycle and walking routes, restricts parking and car access at and around schools, and includes on-site changing and cycle storage facilities; and
- 4) where a travel plan would help address a particular local traffic problem associated with a planning application, which might otherwise have to be refused on local traffic grounds.

7.132 Sustainable transport will be a fundamental part of new development. This is founded on the basic principles of reducing the need to travel and, where travel is necessary, increasing in the use of sustainable transport modes.

7.133 CP14 Sustainable Transport

All major developments:

- **will be accessible by safe and sustainable modes of transport;**
- **will support increased public transport usage and**
- **will incorporate proposals to increase the scope for walking and cycling in a safe environment.**

Infrastructure for pedestrians and cyclists will be provided, within the context of green infrastructure, as an integral feature of proposed development.

The Council will generally support the principle of homeworking particularly in unsustainable locations where appropriate.

²⁷ As set out in paragraph 89 of *Planning Policy Guide 13: Transport* (PPG 13)

The Council will encourage the use of travel plans where applicable to secure the provision of sustainable travel choices, both to new developments and to extensions of existing sites, regardless of use.

Developments which generate significant travel demands must include transport assessments (being fully informed by Guidance on Transport Assessments (GTA) and have easy access to existing or proposed public transport links.

The Council will continue to work with key stakeholders to support significant improvements in passenger transport, for example, to ensure an integrated and regular bus service is provided which will connect residential areas to the railway station, with the Town Centre acting as the focal hub.

Contributions from developers will be sought for new development in respect of investment in public transport, pedestrian, cycle and highways infrastructure as detailed in policy CP 23 Planning Obligations.

At A Glance

Summary:

Policy seeks to ensure sustainable transport opportunities are maximised together with opportunities to maximise use of green infrastructure for practical and recreational purposes

Public Consultation response:

Not enough emphasis was given in previous version to importance of travel plans, movement of freight by sustainable means and the use of the canal network to contribute towards sustainable transport. Previous policy was considered to go too far in suggesting new development should be located adjacent to existing or proposed public transport links. Too much emphasis on Bromsgrove railway station and not enough on other railway stations throughout the District.

Strategic Objectives:

SO6, SO7, SO8 & SO11

Sustainability Appraisal:

Policy has overall positive benefits for all objectives. The emphasis on sustainable transport will have positive impact environmentally and may in turn improve health of population

Bromsgrove Council Priorities:

CO1 Economic Development and CO4 Environment

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports the themes of Stronger Communities and Economic Success that is Shared by All

Policy Context:

PPS1 seeks reduction in the need to travel and encourages accessible public transport provision to secure more sustainable patterns of transport development

PPS4 EC2 supports new working practices such as live/work

PPS7 decisions on the location of other developments in rural areas should, where possible, give people the greatest opportunity to access these sites by public transport, walking and cycling, consistent with achieving the primary purpose of the development.

PPG13 recognises that by shaping the pattern of development and influencing the location, scale, density, design and mix of land uses planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling.

7.134 The One and Only Bromsgrove

7.135 CP15 Town Centre Regeneration

7.136 Bromsgrove Town Centre is an historic market town which was mentioned in the Domesday Book and was the centre for the medieval wool trade. The High Street follows the route of a Roman Road and still contains a number of historic buildings of which some are listed and/or protected by Conservation Areas Status. There is however some evidence of unsympathetic infilling, inappropriate replacement shopfronts and signage within the Town Centre. Furthermore whilst partial pedestrianisation of the High Street occurred over twenty years ago, the pedestrianised area is now considered to be unattractive, with cluttered street furniture and a poorly maintained paved surface.

7.137 The Town Centre lies at the heart of the District and although it remains the main retail destination within the District, not all local residents use Bromsgrove town centre as their primary shopping destination. This is partly due to the role and function of the Town centre and partly due to geography. Bromsgrove District is over 20, 000 hectares in size and some of its settlements are comparatively remote to the Town Centre, with other centres outside of the District, such as Stourbridge and Birmingham, lying closer to these outlying settlements. Bromsgrove is not considered to be a strategic centre and its function is seen to cater for the local needs of its residents. This is reflected in the mixture and proportion of uses present such as limited comparison floorspace, convenience shopping, local services, housing, employment, (predominantly retail and service sector but with some light industry), health care facilities, sports centres/leisure facilities and restaurants. The retail accommodation in the Town Centre is mixed, and many small and independent businesses occupy small premises that do not lend themselves to redevelopment. As a result, there is a shortage of suitable larger retail accommodation that suits modern retailing needs. There is also the perception that there is a preponderance of vacant units, lower end retail uses and hot food takeaways and that generally the Town Centre is “rundown”. Bromsgrove town centre has relatively few evening economy uses, with those that do exist being generally clustered at the western end of the High Street and on Worcester Road. This area of the Town Centre, being the liveliest at night time, inevitably suffers some disturbance and has the potential to give rise to fear of crime by some resident groups

7.138 Whilst strategically placed with good accessibility to the UK motorway network road congestion is an increasing problem for the town, particularly during peak hours and when traffic attempting to avoid motorway congestion diverts to the local road network. Bromsgrove’s railway station is located approximately one mile from the Town Centre, with poor pedestrian, cycle and bus linkages between the Town Centre and the station. Whilst bus services are able to penetrate the Town Centre, problems with disabled access and general pedestrian accessibility remain. At present the overall quantity of car parking is considered adequate for the town centre. Significant improvements

are however required in public transport, in particular to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre acting as the focal hub.

7.139 The Town Centre contains few open spaces. Existing spaces include the Recreation Ground, and land surrounding Spadesbourne Brook and St John's Church. At present the Recreation Ground provides only limited value to the local population, and has few amenity functions.

7.140 In conclusion the Town Centre whilst performing the role and function of a non strategic centre, has the potential for enhancement and sustainable mixed use regeneration to enable it to better perform this function for the greater benefit and inclusion of local residents.

7.141 CP 15 Town Centre Regeneration

The Town Centre represents an area where significant change and conservation is needed, and therefore an Area Action Plan is proposed which will provide a planning framework to guide and promote future development.

Sustainable travel will be promoted by improving pedestrian priority, linkages and mobility within and across the Town Centre; improving pedestrian and cycle linkages between Bromsgrove railway Station and the Town Centre, and improving to key junctions including Birmingham Road /Stourbridge Road. Significant improvements in public transport, will be encouraged particularly to bus services in order to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre acting as the focal transport hub.

The Council will support proposals to improve the range and quality of the retail offer including;

- **Encouraging redevelopment of key sites including the Market Hall site**
- **Continuing to support small specialist shops, whilst creating opportunities for new retailers to enter the town**
- **Improving the range of the evening economy uses within the Town Centre to feature, including a mix of entertainment uses for all groups, including leisure and culture, a choice of bars, cafes and restaurants**
- **Providing a regular outdoor market in the High Street.**

The Council will support proposals to deliver high quality housing which provides a mix of unit sizes and tenure including provision for the elderly

Measures to ensure an attractive and safe Town Centre is created will be encouraged by implementing a new public realm scheme and complimentary design and conservation policies.

New proposals must contribute towards an accessible and attractive environment by:

- ensuring accessibility for all
- encouraging more sympathetic and high quality infilling schemes
- improving the quality and value of open spaces in the town centre

Opportunities will also be encouraged in new schemes to mitigate and adapt to the effects of climate change, for example, renewable energy and recycling.

At A Glance

Summary:

This policy seeks to set a framework for the regeneration of the Town Centre in the context of an Area Action Plan.

Public Consultation response:

General support for previous policy but criticised for failure to give sufficient emphasis to the role of other centres. Policy now concentrates entirely on the Town centre with the role of other centres being covered in CP2 Settlement Hierarchy Distribution of Growth and CP10 Sustainable Communities

Strategic Objectives:

S01, SO4, SO5, SO6, SO7, SO8, SO9, SO12

Sustainability Appraisal:

This policy performs well overall as the regeneration of the town centre is likely to have far reaching social, economic and environmental benefits for the District.

Bromsgrove Council Priorities:

CO1 Town Centre, CO4 Environment

Bromsgrove Sustainable Community Strategy 2010-2013:

A Better Environment for Today or Tomorrow

Policy Context:

PPS1 states that economic development, if properly planned for, can have positive social and environment benefits and also that developments that attract a large number of people, especially retail, leisure and office development, should be focused in existing centres to promote their vitality and viability, social inclusion and more sustainable patterns of development

PPS3 encourages the creation of places, streets and spaces which meet the needs of people, are visually attractive, safe, accessible, functional, inclusive, have their own distinctive identity and maintain and improve local character.

PPS4 promotes the vitality and viability of town and other centres as important places for communities

PPS5 recognises the contribution made by the historic environment in terms an area's sense of place and its potential to be a catalyst for regeneration.

PPS9 advocates enhancing biodiversity in green spaces and among developments so that they are used by wildlife and valued by people, recognising that healthy functional ecosystems can contribute to a better quality of life and to people's sense of well-being; and ensure that developments take account of the role and value of biodiversity in supporting economic diversification and contributing to a high quality environment.

PPG13 supports more sustainable patterns of development, better use of previously developed land and the focusing of additional housing in existing towns and cities. Patterns of urban growth should be actively managed to make the fullest use of public transport, and focus major generators of travel demand in city, town and district centres and near to major public transport interchanges

7.142 CP16 Managing the Historic Environment

7.143 The District is diverse, attractive and has a real sense of history with 11 designated conservation areas, over 467 statutorily listed buildings, 13 scheduled monuments and 2 registered historic parks and gardens. There are also hundreds of buildings of local interest and undesignated sites of archaeological interest which contribute to the local distinctiveness of our streets and spaces. The interaction of the natural and built environment is a key characteristic of the Bromsgrove district, with a range of surviving historic settlements and village cores surrounded by open countryside. Historic buildings and spaces are a key component of our shared cultural identity and are a visual representation of how we used to work and live.

7.144 The Council recognises that the historic environment is one of the important factors in making Bromsgrove unique and is a source of local identity and pride. It is therefore vitally important that this is reflected in our approach to future management of historic assets and that it is given sufficient weight in development decisions. This process is supported by tools such as the County Historic Environment Record and local area based assessments and audits. The information collected by owners, developers and historians is also of importance and is continually expanding as our knowledge and understanding of the historic environment increases.

7.145 Core Policy 16: Managing the Historic Environment

The Council will conserve and enhance the significance, heritage interest and setting of the historic environment by:

- **Advocating a holistic approach to the proactive management of the historic environment which encompasses designated and undesignated historic buildings, archaeology and historic landscapes**
- **Producing character appraisals and management plans for designated Conservation Areas based on an assessment of local identity and uniqueness, and encouraging the production of Village Design Statements by the local community to promote local distinctiveness**
- **Stimulating and supporting the sensitive reuse of redundant historic buildings as a catalyst for regeneration and economic vitality**
- **Ensuring opportunities are embraced to develop Green infrastructure networks that can enhance the amenity value of the historic environment.**
- **Ensuring that applications for development respect and reflect the importance of heritage assets and their role in the local community**
- **Promoting a positive interaction between historic sites and places and modern developments which allows for evolution and positive change whilst preserving the significance of existing assets**

- Encouraging high quality contemporary developments in historic areas which stand on their own merits, rather than pastiche replicas of existing buildings
- Undertaking further studies to better understand the local identity and distinctiveness of the district, which will in turn inform local decision making and support the future growth of the Worcestershire Historic Environment Record
- Embracing opportunities to mitigate the effects of climate change through the use of sustainable building technologies and the use of renewable energy providing it does not compromise the quality of the historic building.

At A Glance

Summary:

This policy seeks to ensure the sensitive and innovative management of the Districts man-made historic assets and recognises the role of historic assets as a catalyst for regeneration.

Public Consultation response:

There was criticism that the policy went further than PPG15 and that insufficient recognition was given to historic environment records

Strategic Objectives:

SO8

Sustainability Appraisal:

Policy performs most strongly predominantly in environmental terms with some social and economic benefits identified.

Bromsgrove Council Priorities:

CO1 Town Centre, CO4 Environment

Bromsgrove Sustainable Community Strategy 2010-2013:

Supports theme of A Better Environment for Today or Tomorrow

Policy Context:

PPS5 states that the historic environment and its heritage assets should be conserved and enjoyed for the quality of life they bring to this and future generations.

PPS1 recognises that environmental protection and enhancement can in turn provide economic and social benefits.

7.146 CP17 Natural Environment

7.147 Bromsgrove District is well known for its attractive Worcestershire countryside which includes a diverse range of biological and geological assets of national and local importance. Some of these natural assets benefit from statutory protection, such as Site of Special Scientific Interest (SSSI's) and the habitats and species listed in Section 41 of the Natural Environment and Rural Communities Act (2006), but many do not. Sites that are locally designated for their biological or geological interests encompass the 81 Special Wildlife Sites (SWS's) and 5 local geological sites. The 2009 SWS review shows that some sites have been lost due to the deterioration of the habitats. These casualties are a valuable loss to the District's biological and geological heritage and character. Whether statutorily protected or not, the assets of the natural environment in the District are fundamental to Bromsgrove's local distinctiveness and should therefore be protected and enhanced.

7.148 Once common in Worcestershire, water voles are now only recorded as being present in Bromsgrove District. Like many other protected and important

species, present water vole populations are small and fragmented and therefore prone to extinction. Linking and restoring habitats is therefore vital to the continued survival of wildlife including rare species such as the water vole. Road and motorway verges, hedgerows, watercourses, disused railway lines are the most common corridors used by wildlife. These habitats should be protected and enhanced to safeguard species, for example, culverted and canalised watercourses should be opened up and naturalised whenever possible.

7.149 Valuable habitats and species are not confined to protected areas, and it should not be assumed that undesignated areas are low in biological or geological value. Within the District inappropriate land management, habitat fragmentation, development pressure and climate change all threaten to destroy these unprotected habitats and the District continues to lose its natural assets in these ways. Bromsgrove therefore needs to protect and enhance its existing assets, create and maintain wildlife corridors and rebuild what has previously been lost. To do so, the Council will expect developments to contribute towards the targets and actions set out in the UK, Worcestershire and Bromsgrove Biodiversity Action Plans and the Worcestershire Geodiversity Action Plan.

7.150 Landscape, which results from the interaction between the nature and culture of a place, directly affects our quality of life. In the past, landscapes of local importance were protected through rigid local designations, whilst the impact of developments outside of these areas was not normally considered. However, it is now recognised that all landscapes matter. For example equestrian activities and horsiculture,²⁸ can be prominent uses in Bromsgrove's rural areas for example in Belbroughton. Whilst it is recognised that horsiculture, and commercial horsiculture in particular, can make a valuable contribution to the rural economy and provide employment for local people, equine related development can impact on the landscape. Permissions relating to this use therefore need to be carefully balanced with its potential impact on the landscape and character of the rural environment and the continued need to preserve the best and most versatile agricultural land to enable localised food production in the future.

7.151 The Worcestershire Landscape Character Assessment identifies the distinct, recognisable and consistent pattern of landscape elements in Bromsgrove. To ensure the landscape character of the District is enhanced, the Council will expect the design of all developments to take the Landscape Character Assessment into account and positively benefit the landscape. Details will be included in the Landscape Character Supplementary Guidance which is being prepared by Worcestershire County Council.

7.152 CP 17 Natural Environment
The Council will achieve better management of its natural environment through:

²⁸ the commercial development of farmland for horse and equine activity

- **Safeguarding European, nationally and locally protected sites and species**
- **Safeguarding long established nature resources including sites with geological interest, woodlands, veteran trees, species-rich hedgerows, acid grassland and hay meadows.**
- **Maintaining and enhancing a network of wildlife corridors, links and ‘stepping stones’ between areas of natural green space**
- **Ensuring that development retains, protects and enhances features of landscape, ecological and geological interest, maximising their multi-functionality and providing for their appropriate management**
- **Ensuring development makes space for and designs-in wildlife, ensuring any unavoidable impacts are appropriately mitigated or compensated for.**
- **Ensuring development takes account of the relevant landscape character identified in the Worcestershire Landscape Character Assessment**
- **Achieving wildlife enhancements which contribute to the targets set out in the UK, Worcestershire and Bromsgrove Biodiversity Action Plans so that net gain of BAP species and habitats is achieved**
- **Contributing to the objectives and actions for the conservation of geodiversity in the Worcestershire Geodiversity Action Plan**

At a Glance

Summary - *a set of principles to safeguard the local distinctiveness of the District and ensure the natural environment is managed in a better way*

Public consultation response –

Diverse views over how developments should consider/ incorporate natural assets and what natural assets should be protected.

Strategic Objectives –

Supports SO8 and SO9

Sustainability Appraisal –

Policy performs well in environmental terms and has some social benefits but these will need to be carefully balanced against economic objectives on a site by site basis.

Bromsgrove Council Priorities –

CO4 Environment, priority Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013

Supports strategic theme of A Better Environment for Today and Tomorrow

Policy Context -

Draft PPS Planning for a Natural and Healthy Environment

PPS9 - advocates enhancing biodiversity in green spaces and among developments so that they are used by wildlife and valued by people, recognising that healthy functional ecosystems can contribute to a better quality of life and to people’s sense of well-being

PPS7 Sustainable Development in Rural Areas- ensures sustainable development in rural areas

7.153 CP 18 High Quality Design

7.154 Many of the post war developments in the District are divorced from and out of scale with their new surroundings. They do not respond to local character and could be found anywhere in the Country. The design of the development together with the high car ownership and usage mean that there are fewer places and less chance for people to meet and socialise resulting in social

exclusion and an absence of sense of place and belonging. Streets make up a high percentage of public spaces in new developments and once laid down, cannot be changed easily. Public art can make a place distinctive. Streets, spaces and public art are therefore major elements of placemaking and creating a successful neighbourhood in residential areas.

7.155 Building to suitable space standards will ensure new homes provide sufficient space for everyday activities. Homes can also be used more flexibly and adapted more easily by their occupants to changing life circumstances. The Council will apply the standards used by the Homes and Communities Agency²⁹ in the delivery of its projects and programme to all residential development.

7.156 Reduction of crime, the fear of crime and anti-social behaviour are identified as important issues for Bromsgrove in the Sustainable Community Strategy. Previous consultations show that most people favour the promotion of designing out crime initiatives. Though natural surveillance is a concept commonly used in designing out crime, privacy of occupants should not be compromised and potential disturbance should be minimised.

7.157 Although the District benefits from an excellent road system, this convenience also encourages car usage and attracts a high volume of through traffic. Several areas in the District are closely monitored for their air quality level and a few designated as Air Quality Management Areas (AQMA). Noise pollution is also a problem for areas near busy roads. Soft landscaping in particular trees, helps to soften the urban street-scene, creates visual and sensory interest, provides shelter, privacy, spatial containment and habitats for wildlife, and improves the air quality and microclimate. Furthermore, and to a more limited extent, trees may, in some cases, provide some attenuation of noise levels. Many developments only incorporate protected trees in their design, leaving the development with only hard landscaping and limited soft landscaping, which compared to trees, are more expensive to maintain and produce fewer long term benefits.

7.158 CP 18 High Quality Design

The Council will deliver high quality people focused space through:

- **Promoting developments that contribute positively to the unique image of the District, including new Public Art.**
- **Promoting the image of the District, through enhancement of the gateway locations and key approach corridors and protecting and enhancing important local and longer-distance visual corridors**
- **Ensuring developments are accessible to all users**
- **Ensuring all residential developments provides sufficient space for everyday activities and to enable flexibility and adaptability**
- **Ensuring all trees that are appropriate in terms of size, species and condition should be retained and integrated within the new development**

²⁹ Or its equivalent replacement

- Ensuring sufficient, appropriate soft landscaping and measures to reduce the potential impact of pollutions (air, noise, light, water) to occupants, wildlife and the environment.
- Ensuring permeable, safe and easy to navigate streets layout
- Supporting the design of street to follow the user hierarchy: 1) pedestrian; 2) cyclists; 3) public transport users; 4) specialist service vehicles (e.g. emergency services, waste, etc.); 5) other motor traffic
- Ensuring all developments meet the ‘Secured by Design’ standard
- Achieving a balance between natural surveillance and privacy of occupants
- Supporting all major developments that help occupants to meet, socialise, get together and find out news about the local area.
- Ensuring all housing developments to address the 20 criteria stated in the Building for Life;
- Ensuring all developments take into account the West Midlands Sustainability Checklist into their design
- Ensuring a feasible and viable management plan is available for all the facilities and provisions arising from the development.

7.159 For large scale developments or Area Action Plans, the Council will prepare site masterplan or would seek to work with developers to prepare Design Codes, which would then serve to inform all developments in that area as they come forward.

At a Glance

Summary - a set of principles to safeguard the local distinctiveness of the District and ensure a high quality, safe and distinctive design throughout the development.

Public consultation response –

Support for the design principles in general and suggestion to make reference to the established assessment tools.

Strategic Objectives –

Supports SO6, SO7, SO8, SO9 and SO11

Sustainability Appraisal –

The policy has many positive features with respect to environmental, social and economic sustainability with no clear weaknesses.

Bromsgrove Council Priorities –

CO3 One Community, priority one community; CO4 Environment

Bromsgrove Sustainable Community Strategy 2010-2013

Supports strategic theme of Communities that are Safe and Feel Safe

Policy Context -

PPS1 Delivering Sustainable Development Planning- policies should promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact, not just for the short term but over the lifetime of the development.

PPS3 Housing- advocates the creation of places, streets and spaces which meet the needs of people, are visually attractive, safe, accessible, functional, inclusive, have their own distinctive identity and maintain and improve local character.

7.160 THE FUTURE IN OUR HANDS

7.161 CP 19 Climate Change

7.162 *Mitigation – Reducing energy use and Moving away from fossil-fuel*
Worcestershire is vulnerable to the effects of climate change. County-wide predictions show that by 2080s the average maximum temperature will increase by up to 4.5 °C, and winter rainfall will increase by up to 23%. There will be more frequent very hot summers and less frequent very cold winters; and more short duration extreme weather events³⁰.

7.163 The UK is committed to reducing carbon dioxide emissions by 34% below 1990 levels by 2020 and seeks an 80% reduction in emissions by 2050. Locally, the Climate Change Strategy aims to achieve 3% local reduction yearly from 2008 onwards based on the 2005 emissions. In Worcestershire, our energy consumption is drawn almost exclusively from fossil-fuel based sources.³¹ In order to reduce the carbon-emissions generated from this energy use and reduce the impact of soaring energy price on local businesses and households, all developments in the District are required to follow the energy hierarchy, i.e. 1) reduce use of energy through good design; 2) make the most use of efficient energy, heating and cooling systems; 3) move to energy from renewable or low carbon sources (on site preferred to off-site); 4) use remaining fossil fuels cleanly.

7.164 A large proportion of Bromsgrove district's existing older housing stock is in need of improvement in terms of adequate insulation and energy efficient heating and lighting systems³². The Warmer Worcestershire thermal flyover has identified buildings with high heat loss. The Council will require that any new development at buildings identified with existing high heat loss, will not lead to a net increase in energy consumption.

7.165 In Bromsgrove, the highest concentration of emissions is from our towns and main roads.³³ To reduce the need and distance of travel and emissions from building new roads and facilities, it is important that development locations are well-served by public/ sustainable transport, existing facilities and infrastructure.

7.166 The Government is revising the Building Regulations so that the carbon improvement will be equivalent to the energy standard in the Code for Sustainable Home level 3 (25%) by 2010, level 4 (44%) by 2013 and level 6 ('zero carbon' home) by 2016.

7.167 Greenhouse gases are emitted from biodegradable waste as it decomposes. The transportation and treatment of waste consume energy and warmer temperature will affect the biological processes of waste management and

³⁰ Planning for Renewable Energy in Worcestershire

³¹ Planning for Renewable Energy in Worcestershire

³² Warmer Worcestershire website

³³ Joint Climate Change Strategy for Bromsgrove and Redditch (2010-2013)

may lead to an increased number of vermin and pests.³⁴ To reduce the impact of waste on climate change and to protect the health of local residents and employees, the Council will expect the construction and design of future developments to follow the waste management hierarchy: reduce, reuse, recovery (recycling, composting), energy recovery and dispose.

7.168 The Worcestershire County Council Renewable Energy Study and the Planning for Renewable Energy in Worcestershire report have identified areas where renewable resources are available. Compared to big cities, Bromsgrove is identified as having good solar irradiance, showing good opportunities for solar power generation. Advantage West Midlands has also produced heat mapping for the region, identifying areas where heat demand is high and thus have high potential for district low carbon energy schemes. The Worcestershire Waste Core Strategy is consulting on the potential of various sites for waste management development in the County, with a few located in the District.

7.169 To contribute to the carbon reduction target, the Council will require developments proposed in (or nearby areas if it is biomass and supply is secured) areas with high potential for low carbon / renewable energy to incorporate the relevant technologies, such as photovoltaics and where there is a firm plan on the delivery of a renewable/ low carbon energy generation schemes, such as wind harvesting/turbines³⁵, developments nearby will be required to connect to these energy supplies.

7.170 Adaptation – Developments in hotter summers and wetter winters

7.171 In Worcestershire, the impacts of climate change are expected to include an increased risk of drought, flooding, subsidence and fire. Flooding is already an issue in several parts of the District and climate change has the potential to make the issue worse. The Worcestershire Climate Change Strategy highlights that there is a heightened risk of subsidence of gleyed soil and clay for much of the County. An increased risk of fire has been predicted for the Lickey/ Clent Hills.³⁶ To ensure future developments can adapt to and mitigate the impacts of climate change, the Council will expect development to be located away from the high risk areas. If developments have to be located in these high risk areas, they should incorporate suitable features and escape routes to reduce the relevant risk of the development.

7.172 The more frequent extreme weather means that many developments in the rural areas of the District are at risk from the impacts of these weather events, as grid-connected electricity or gas supplies may be unavailable and delivery of fuel impossible during extreme weather conditions. De-centralised, off-grid renewables are likely to offer a far more secure means of supply to these

³⁴ Planning for Climate Change in Worcestershire

³⁵ In considering any application for new wind turbines there is a need to ensure that adverse environmental impacts are avoided, for example, in terms of noise.

³⁶ Planning for Climate Change in Worcestershire. Maps indicating areas at risk of subsidence and outdoor fire can be found in Appendix 5 of the document. Maps indicating the risk of flooding can be found in the Bromsgrove & Redditch Strategic Flood Risk Assessment.

developments and the Council will expect installations of renewable energy for developments in these areas.

7.173 CP 19 Climate Change

The Council will deliver climate resilient developments with low impact on the climate through:

- Ensuring developments are located away from high risk areas (e.g. floodplain, areas that have high risks of fire and subsidence). Where developments in these areas are necessary, appropriate designs, materials and escape routes that minimise the risk(s) and loss should be incorporated.
- Ensuring developments are in locations well-served by public/ sustainable transport and existing local facilities and infrastructure.
- Ensuring the construction and design of developments follow the energy and waste management hierarchies. Where appropriate, design in measures that will encourage future users/ occupants to follow the hierarchies.
- Supporting developments to incorporate zero or low carbon energy generation technologies, especially for developments in the rural areas. Where there is a firm delivery plan of such scheme, developments nearby are expected to provide infrastructure/ to connect to the zero/ low-carbon energy scheme.
- Supporting zero or low carbon energy generation schemes which are appropriate to the landscape character and townscape of the area.
- For large scale developments or Area Action Plans, the Council will prepare a site masterplan or would seek to work with developers to decide the viability of meeting the equivalent level of the Code for Sustainable Homes set for social housing and the BREEAM 'very good' rating or above, which would then serve to inform all developments in that area as they come forward.

At a Glance

Summary - a set of principles to mitigate the causes of climate change from developments and ensure developments are able to adapt to the impacts of changing climate.

Public consultation response –

Diverse opinions on what should be specified in the policy. Some suggest to specifying a particular way for climate change mitigation or addressing issues covered by other policies. There are opposing opinions on the requirements set for new developments. Many consider it necessary to cover climate change adaptation in the policy.

Strategic Objectives –

Supports SO2, SO6, SO9, SO10 and SO11

Sustainability Appraisal –

Apart from addressing the causes and potential impacts of climate change, the policy has many positive inferences upon the SA objectives, such as promoting the health and well-being of the population. However, the policy may lead to an increase in construction cost and affect the viability of development.

Bromsgrove Council Priorities –

CO4 Environment- priority climate change

Bromsgrove Sustainable Community Strategy 2010-2013

Supports strategic themes of A Better Environment for Today and Tomorrow and Stronger Communities

Policy Context -

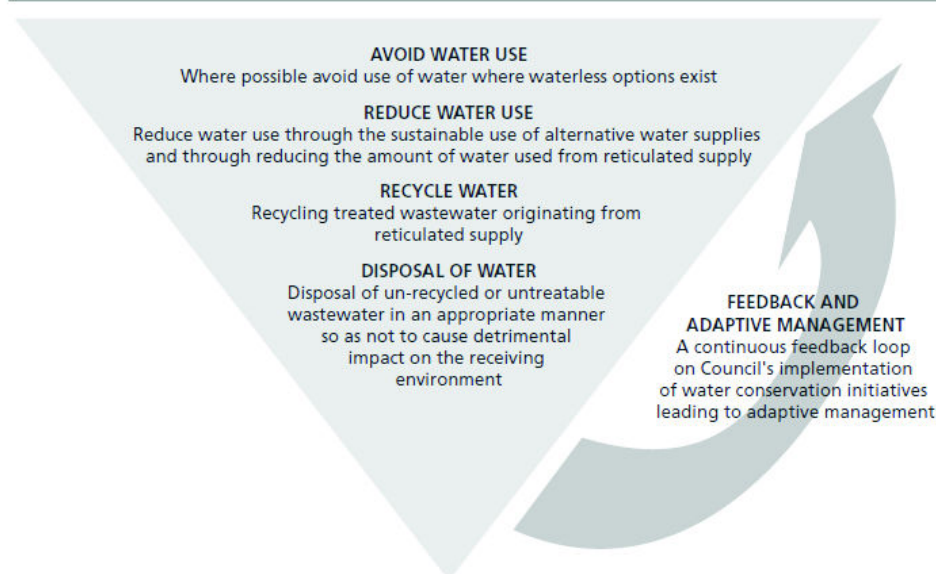
Supplement to PPS1: Planning and Climate Change supports the delivery of sustainable development, ensures major reductions in carbon emissions, promotes energy efficiency and ensures resilience in new design for climate change

7.174 CP 20 Water Management

Water demand

7.175 Bromsgrove falls within the Severn Water Resource Zone which is already experiencing shortfalls in water supply. Existing abstraction has caused unacceptable environmental impacts in several areas which include the Bow Brook and the Battlefield Brook in the District. County-wide climate change prediction shows that by the 2080s, summer rainfall will decrease by 50%. To address the future shortfalls of water resources, the Council will require the design and maintenance of developments to follow the water conservation hierarchy – avoid, reduce, recycle and disposal³⁷. The Environment Agency Report³⁸ states that achieving level 3 or 4 water category (i.e. 105 litres/person/day) for the Code for Sustainable Homes for all new homes and getting existing homes retrofitted could reduce/ delay the need for new resource developments.

FIGURE 6 The water conservation management hierarchy



Flood Risk

7.176 The 2007 floods cost Worcestershire over £150 million, and affected both households and businesses. Flood risk within the District is mainly associated with flash flooding of ordinary watercourses as a result of rapid rainfall runoff. In addition to the increase in flow, the localised flooding is exacerbated by the lack of maintenance of the watercourses, infilling of the watercourses due to development and culvert collapse along the ordinary watercourse channels resulting in blockages and thus a decreased channel capacity. The most appropriate flood alleviation measures vary depending on the source of flooding. Generally speaking, the Council expects improved flood storage and

³⁷ Water Conservation Handbook for Local Authorities in Australia -

<http://www.mda.asn.au/download.cfm?DownloadFile=A4BBC949-E081-51EF-A74702E9E228C3B8>

³⁸ Environment Agency (2007) West Midlands Regional Spatial Strategy (RSS11) The Impact of Housing Growth on Public Water Supplies.

flood flow routes to be achieved through opening up culverted watercourse and measures that work with the natural processes.

- 7.177 Existing Developments-To address the flooding issues of existing developments, informal flood defences/ measures are to be identified in the Level 2 Strategic Flood Risk Assessment (L2 SFRA). Areas identified for flood alleviation measures will be protected from development, unless the development can reduce the level of flooding in existing areas to an acceptable level through other means.
- 7.178 New Developments-The Council expects all developments to take into account of flood risks from all sources (which should also include the impact of climate change) and follow the flood risk management hierarchy³⁹ in PPS25 Practice Guide, that is: 1) Assess; 2) Avoid; 3) Substitute; 4) Control; 5) Mitigate.
- 7.179 Given the negative impacts of flooding on people, the environment and the local economy, the Council would expect that all new development would not increase the runoff rate from new development and exacerbate flood risk in these areas.

Water Quality

- 7.180 In Bromsgrove, with the exception of Batchley Brook which is only assessed for its biological quality, all watercourses fail to meet at least one of the required river water quality targets⁴⁰. The poor quality is partly due to the influx of unattenuated storm water into the foul sewers, resulting in an exceedance of capacity within the system; and partly due to the un-treated runoff from surface water sewers. The Council has a duty under the Water Framework Directive (WFD) to take into account the River Basin Management Plan and help deliver the WFD objectives.
- 7.181 Waste Water
- 7.182 In urban areas, waste water that is transmitted in the combined⁴¹ or foul sewer networks will be cleansed in a Sewage Treatment Work (STW) before being released back into the river network. In Bromsgrove, Several Sewage Treatment Works serving the District have already been identified as High or Medium Risk within the EA risk assessment report⁴². Four of them are also identified by Severn Trent Water as in need of improvement works⁴³. In areas where there is an identified constraint, as indicated within the Water Cycle Study Update (currently being undertaken), the Council expects developments to demonstrate that necessary infrastructure is in place to serve the development.

³⁹ Refer to Figure 2.1 of PPS25 Practice Guide for a brief summary of the hierarchy

⁴⁰ Figure 21 of Level 1 SFRA shows the map of the River Water Quality

⁴¹ Combined sewer system is the waste water system that transmits both foul and surface water, hence all water will be treated in the sewage treatment works (STW).

⁴² The EA Risk Assessment is based upon water quality and flow risk. The Sewage Treatment Works (STW) serving the District which have been identified as having medium or high risk are: the Fringe Green STW, Alvechurch STW, Roundhill STW, Minworth STW and Lower Gornal STW

⁴³ The four STWs in need for improvements are: Fringe Green STW, Alvechurch STW, Roundhill STW and Minworth STW.

In rural areas, waste water is normally treated/ collected by septic tanks or cesspools. Septic tanks and cesspools which are poorly sited or badly maintained are affecting the quality of watercourses. The Council expects developments that are not connected to the combined or foul sewer networks to demonstrate proper and effective management of the septic tanks and cesspools are provided for.

7.183 Run-off Water

7.184 In Bromsgrove, runoff water that is transmitted in the surface water sewer will be discharged straight into ditches and rivers. To improve the quality of watercourses in the District, the Council expects all developments to follow the SUDS management train concept, incorporate flood control measures that work with the natural processes and provide opportunities for enhancing the natural environment and social well-being. Due to the geology of the District (several sites are located upon clays and silts) and the fact that several areas fall within the Source Protection Zones⁴⁴, some SUDS methods such as infiltration techniques which rely upon the permeability of the substrata may not be feasible in the District.

7.185 CP 20 Water Management

The Council will deliver safe developments with low environmental impact through:

- **Supporting developments that follow the water conservation hierarchy. All housing developments should achieve the Level 3 or 4 water category for the Code for Sustainable Homes (i.e. 105 litres per person per day) and Level 5 after 2016. Where standards currently exist for a particular non-domestic building type in BREEAM, maximum points should be scored on water.**
- **Ensuring all developments take into account flood risk of all sources, follow the flood risk management hierarchy, and do not increase the risk of flooding elsewhere. Where developments in high risk areas are necessary, appropriate designs, materials and escape routes that minimise the risk(s) and loss should be incorporated.**
- **Supporting developments that improve flood storage and flood flow routes by opening up culverted watercourses and utilising measures that work with the natural processes.**
- **Supporting developments that incorporate the Sustainable Drainage Systems (SuDS) management train concept, maximise opportunities for enhancing the natural environment and social well-being, and provide for the appropriate management of these features.**
- **Supporting developments that take into account of the River Basin Management Plan and contribute to delivering the Water Framework Directive objectives. This includes ensuring the phasing of development is in line with the completion of the**

⁴⁴ Figure 14 of Level 1 SFRA shows the map of the Source Protection Zones Affecting Potential Development within the District

required infrastructure and that appropriate management plans are in place for septic tanks and cesspools.

- **Securing areas with a strategic flood defence function from development.**

At a Glance

Summary - a set of principles to ensure sustainability of the water environment and safeguard developments from the risk of flooding

Public consultation response –

Comments focus on the detailed wordings of the policy and specific flooding incidents in the District.

Strategic Objectives –

Supports SO9 and SO10

Sustainability Appraisal –

The policy reduces the impacts of new development on the environment, the running costs of buildings, the causes of climate change and the potential loss and disruptions to occupants and owners and the running costs of buildings.. However, the policy may lead to increase in construction cost and affect the viability of development.

Bromsgrove Council Priorities –

CO4 Environment, priority Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013

Supports strategic theme of A Better Environment for Today and Tomorrow

Policy Context –

- Supplement to PPS1: Planning and Climate Change- supports the delivery of sustainable development and seeks to ensure resilience in new design for climate change
- PPS25 Development and Flood Risk/ PPS25 Development and Flood Risk Practice Guide- emphasises the delivery of sustainable development takes into account the need to avoid, reduce and manage flood risk. It avoids inappropriate development in areas at risk of flooding, and directs development away from areas at highest risk. In exceptional circumstances where new development is necessary in such areas, the policy aims to make it safe without increasing flood risk elsewhere and where possible, reducing flood risk overall

7.186 CP21 Green Infrastructure

7.187 Green infrastructure is "the network of green spaces and natural elements that intersperse and connect our cities, towns and villages. It is the open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats, street trees, natural heritage, historic environment and open countryside. Green Infrastructure provides multiple benefits for the economy, the environment and people"

7.188 One of the important green infrastructure components is the open space, sport and recreation facilities that are integral to both urban and rural communities. The provision of high quality, accessible open space, sport and recreation facilities in the right areas can have significant benefits in relation to health, community cohesion and general well-being. The Council will therefore protect all the existing facilities of this nature from development, except those in areas with an over supply, whereby contributions could be made in areas with identified deficiency. All housing developments are expected to contribute to the delivery of these amenities in accordance with

the provision standards identified in the PPG17 Open Space, Sport and Recreation Facilities Assessment.

7.189 Trees, woodlands and forestry are also important green infrastructure assets. The Forestry Commission has developed a West Midlands Forestry Framework which includes a rolling three-year Delivery Plan to secure the sustainable development of this resource. A Woodland Opportunities Map that guides woodlands creation and management is also available. Many areas in the District are identified as priority areas which contain valuable woodlands which need to be maintained and the Council expects developments to take into account the “Trees and Woodland in Worcestershire – Biodiversity and Landscape Guidelines for their planting and management” and contribute towards the Delivery Plan where viable. This issue is also of relevance to other policies including CP 17 Natural Environment and CP 19 Climate Change.

7.190 Whilst accessible green spaces and play areas are important components of green infrastructure, a comprehensive green infrastructure network include assets of landscape character, historic environment, geodiversity, biodiversity and blue infrastructure (such as watercourses, canals, lakes, etc). Green spaces provide ecosystem services that bring a wide range of environmental (such as wildlife migration, climate change mitigation, better air, water quality, flood alleviation, routes for sustainable transportation, etc), social (educational, amenity, recreation, health and wellbeing) and economic (tourism, green economic use) benefits to its communities. The components of green infrastructure are addressed separately in other core policies (in particularly CP16, CP17, CP19, CP20 and CP22) but developments should consider them together and ensure designs improve connectivity, enhance the quality of the green infrastructure and maximise the multi-functionality of the relevant assets whilst ensuring suitable management of the assets and mitigating against any unacceptable conflicts in terms of their conservation requirements will result. The District’s existing green infrastructure assets are outlined in the Green Infrastructure Baseline Report. The Worcestershire Sub-regional Green Infrastructure Steering Group⁴⁵ is developing a sub regional green infrastructure framework and the Council will expect developments to contribute towards the delivery of it.

7.191 CP21 Green Infrastructure

The Council will deliver a high quality multi-functional green space network through:

- **Safeguarding all the green infrastructure assets in the District**
- **Contributing to the Delivery Plan of the West Midlands Forestry Framework**
- **Requiring developments to improve connectivity, enhance the quality and maximise the multi-functionality of the relevant assets whilst ensuring suitable management of these assets and mitigating against**

⁴⁵ The Worcestershire sub-regional green infrastructure Steering Group has representatives from Natural England, Environment Agency, English Heritage, Forestry Commission, National Health Service, Worcestershire County Council and District Councils in Worcestershire.

any unacceptable conflicts in terms of their conservation requirements will result.

- Supporting the sub- regional green infrastructure framework
- Ensuring all housing developments meet and contribute towards the qualitative, quantitative and accessibility standards set for the open space, sport and recreation facilities in the District (as follows). Priority will be given to areas with existing deficiencies.

Typology	Quantity Standard (hectare per 1000 population)	Accessibility Standard (travelling time to the facility)
Parks and gardens	0.27	Walk: 15 minutes Drive: 15 minutes
Natural and Semi Natural Open Space	0.44	Walk: 15 minutes
Amenity Green Space	0.42	Walk: 10 minutes
Provision for Children	0.27	Walk: 10 minutes
Provision for Young People	0.30	Walk: 15 minutes
Outdoor Sports Facilities	1.67	Walk: 10 minutes (grass pitches) Drive: <ul style="list-style-type: none"> ▪ 15 minutes (tennis courts/ bowling greens) ▪ 20 minutes (synthetic pitches, golf courses and athletics tracks)
Allotments	0.19	Walk: 20 minutes

Table 5

*** Quality of sites varies and enhancement will be based on the conditions of the relevant facilities at the time. Where provision standards are not available, contributions will be negotiated in accordance with the recommendations in the Open Space, Sport and Recreation Assessment (PPG 17) Study and the requirements at the time.**

For large scale developments or Area Action Plans, the Council will prepare a site masterplan or would seek to work with developers to prepare Green Infrastructure Concept Plan, which would then serve to inform all developments in that area as they come forward.

At a glance

Summary - a set of principles to safeguard the delivery of a high quality multifunctional green space within and beyond the district boundaries

Public consultation response –

Concern about the lack of evidence to inform the policy about the current and future green infrastructure 'network' and hence uncertain over how future applications will be judged.

Strategic Objectives –

Supports SO6 and SO7

Sustainability Appraisal –

The policy performs strongly against many of the environmental and social objectives and in some cases, brings in economic benefits (e.g. eco-tourism). But safeguarding all green infrastructure assets may be costly and even unviable in some cases.

Bromsgrove Council Priorities –

CO3 One Community, priority one community; CO4 Environment, priority climate change

Bromsgrove Sustainable Community Strategy 2010-2013

Supports strategic themes of Improving Health and Well Being, A Better Environment for Today and Tomorrow, Meeting the Needs of Children and Young People, Stronger Communities

Policy Context –

Supplement to PPS1: Planning and Climate Change- supports delivery of sustainable development

Draft PPS Planning for a Natural and Healthy Environment recognizes that Open space, whether part of a green infrastructure network or not, can serve as a vital focal point for community activities, bring together members of communities and provide opportunities for social interaction and plays a vital role in promoting healthy living

PPG17 Planning for Open Space, Sport and Recreation recognizes that open spaces, sports and recreational facilities have a vital role to play in promoting healthy living and preventing illness

7.192 CP 22 Green Belt

7.193 Ninety-one percent of Bromsgrove District is designated as Green Belt. This forms an integral part of the West Midlands Green Belt, which was established to prevent the outward expansion of the conurbation. This policy has been successful in achieving this aim. In Bromsgrove District detailed boundaries for the current Green Belt were set in the Local Plan and it is not envisaged that any significant changes to these boundaries will be necessary during the period to 2021.

7.194 Green Belt designation identifies areas of countryside protected from most forms of development. This designation serves a number of purposes including the preventing urban sprawl and safeguarding the countryside from encroachment, preventing the coalescence of settlements; preserving the character of existing settlements and encouraging the recycling of derelict and other urban land.

7.195 CP22 - Green Belt

There will be a presumption against allowing inappropriate development in the Green Belt. Permission for the development of new buildings in the Green Belt will not be given, except in very special circumstances, unless it is for one of the purposes detailed below:

- **agriculture and forestry (unless permitted development rights have been withdrawn);**
- **essential facilities for outdoor sport and outdoor recreation, for cemeteries, and for other uses of land which preserve the openness**

of the Green Belt and which do not conflict with the purposes of including land in it;

- limited extension, alteration or replacement of existing dwellings ;
- limited infilling in existing villages;
- limited affordable housing for local community needs.

At a Glance

Summary - a policy which seeks to protect the Green belt in Bromsgrove District and sets out the type of development which would be appropriate.

Public consultation response –

Generally supportive of protection of Green Belt as this is one of the main features which makes the District attractive and is particularly vulnerable as it cannot be reclaimed once lost.

Strategic Objectives –

Supports SO8

Sustainability Appraisal –

Policy performs strongly predominantly in relation to environmental objectives but has some social benefits in terms of providing opportunities for recreation with resultant benefits for health and economic benefits in terms of maintaining an attractive environment eg tourism.

Bromsgrove Council Priorities –

CO4 Environment, priority Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013

Supports strategic theme of A Better Environment for Today and Tomorrow

Policy Context -

PPG2 - sets out principles for protection of the Green belt and also sets out the type of development which would be acceptable.

7.196 CP23 Health and Well Being

7.197 In line with CP10 and CP14, one of the overarching contributors to sustainable development is the need to ensure that development is located so that people are close to a range of services and facilities, thereby reducing the need to travel. In addition to the implications of reducing travel on air quality/climate change, there are benefits to the health and wellbeing of local residents through increased opportunities to walk or cycle. Ensuring that a mix of uses is provided in new developments, and that efficient use is made of land, also contributes to reducing the need to travel and to promoting sustainable development.

7.198 Planning for integrated and multi- functional public services, including health facilities, in accessible locations also has a direct positive effect on the health of local people by enabling them to easily access a range of services. Accessible leisure and community facilities play an important role in ensuring local people have the opportunity to lead active lifestyles and participate in community activities, which can have positive outcomes for mental health and social cohesion.

7.199 The health of the people of Bromsgrove District is generally better than the England average according to the 2009 Annual Health Profile for Bromsgrove produced by the Association of Public Health Observatories. The NHS Worcestershire and Worcestershire Primary Care Trust are the key partners for aiding Bromsgrove's health and well being, but the District Council can make a contribution by improving people's lifestyles through supporting

community sports organisations and providing opportunities to increase activity through direct formal and informal leisure provision.

- 7.200 Providing a high-quality walking and cycling network to promote active travel reduces reliance on vehicular transport, which helps to increase levels of physical exercise and social interaction; this in turn has positive impacts on physical and mental health. Reducing the over-concentration of uses, particularly hot food takeaways, which can have a negative impact on the health of local people in identified locations provides a flexible long-term spatial solution to health problems associated with these uses. Access to healthy food is shown to improve general health and lessen poor health conditions; additionally, the production and consumption of local foods can also help improve both physical health by elevating levels of exercise through the farming of produce and encouraging the use of more natural ingredients in food, as well as mental health by engagement with the activities involved.

7.201 CP23 Health and Well-Being

Bromsgrove District Council will support proposals and activities that protect, retain or enhance existing recreational and amenity assets, lead to the provision of additional assets, or improve access to facilities, particularly by non-car modes of transport. This will include maintaining greater access to and enjoyment of the countryside.

The Council will support opportunities for healthy and active lifestyles through:

- **Working with NHS Worcestershire and Worcestershire Primary Care Trust to explore new ways to improve opportunities for healthy and active lifestyles**
- **Providing high-quality walking and cycling routes**
- **Providing excellent access to leisure and recreation facilities**
- **Seeking to reduce the over-concentration of any use type where this detracts from the ability to adopt healthy lifestyles**
- **Promoting and supporting initiatives for local food-growing as well as urban agriculture.**

At a Glance

Summary - *To improve the quality of life and well-being of Bromsgrove by promoting active, healthy lifestyles as well as improving access to health and leisure facilities.*

Public Consultation Response - *There was support for healthier lifestyles, but there needs to be more emphasis on improving health and well-being, in particular by addressing the over-concentration of A5 uses and the positive use of allotments*

Strategic Objectives - *Supports objectives SO1, SO6, SO7*

Sustainability Appraisal - *focuses on protecting essential local facilities and ensuring that new developments contribute to creating a better balance of facilities, services and infrastructure within settlements. The policy scores highly in both the social and environmental attributes, and there are no known weaknesses.*

Bromsgrove Council Priorities - *CO3 One Community- Priority One Community*

Sustainable Community Strategy 2010-2013 –

Supports theme of Improving Health and Well being

Policy context

PPS1 - *supports the promotion of health and well-being by making provision for physical activity*

7.202 CP 24 Planning Obligations

7.203 Development often has an impact on service provision and requires new infrastructure to be provided. It is therefore considered reasonable that developers contribute towards schemes that are designed to mitigate these impacts. It is considered that adequate infrastructure should be provided to support new development at an appropriate stage. **Contributions from a particular development will be fairly and reasonably related in scale and kind to the relevant scheme.** The Council will work in partnership with infrastructure providers, grant funders and other delivery agencies in seeking the provision of the necessary infrastructure to support new development.

7.204 The principle of securing developer contributions towards infrastructure in order to mitigate against the impact of development is a well established process. The conventional approach towards securing such contributions in the past has been based on negotiations formalized through S106 agreements. It is however envisaged that a standard charge would be levied on all new development as has been practiced on various schemes around the country.

7.205 CP 24 Planning Obligations

Development proposals will be required to provide or contribute to the provision of facilities, infrastructure and services and other forms of environmental and social requirements that are necessary to make a scheme acceptable in planning terms.

All forms of development should aim to benefit the local community taking account of its needs and aspirations. The nature and scale of any planning requirements will be related to the type of development and its potential impact on the area.

The method used to collect this contribution will be the Community Infrastructure Levy (CIL). Charges will be based on the size and type of development. A preliminary Charging Schedule will be prepared, which will set out the proposed rates for the levy in the District. This document will then be consulted upon for 4 weeks and will go through an independent public examination process before being formally adopted by the Council.

Areas for possible contributions:

- **Affordable housing**
- **Open Space**
- **Sport and leisure**
- **Transport and travel**
- **Air quality**
- **Education**
- **Waste**
- **Police/community safety**
- **Public realm**

- **Public Art**
- **Health**
- **Environmental mitigation**
- **Town Centre regeneration**
- **Bromsgrove Train Station**

At a Glance

Summary

Policy seeks to secure developer contributions towards different types of infrastructure provision.

Public Consultation Response

Considered previous policy of sustainable communities should be split up so there was an entirely separate policy on developer contributions

Strategic Objectives

SO1, 2, 3, 4, 6, 7, 8, 9, 11 & 12

Sustainability Appraisal

Policy performs strongly due to overarching nature of benefit of contributions

Bromsgrove Council Priorities -

CO1 Regeneration, CO4 Environment

Sustainable Community Strategy 2010-2013 -

Supports themes of Communities that are safe and feel safe, Better Environment for Today and Tomorrow, Economic Success that is Shared by All, Improving Health and Wellbeing and Stronger Communities

Policy context

PPS1 states that infrastructure and services should be provided to support new and existing economic development and housing

8 Implementation and Monitoring

- 8.1 The preparation of any plan should not be seen in isolation nor as a once and for all activity. It is vital that the plan is checked at various stages to establish whether it is being implemented correctly, to make an assessment of outcomes and to check if these outcomes remain as intended and are still relevant. The Core Strategy will ultimately be one of several policy documents where changes will be needed to ensure that local policy remains consistent with national and regional changes.
- 8.2 The new planning system places greater emphasis on the importance of continual plan review. In order to make the planning system more responsive to changing circumstances, components of the LDF have been separated so that each document can be reviewed and updated independently.
- 8.3 A key component of this process is the Annual Monitoring Review (AMR) which is prepared at the end of December every year and reflects activity in the previous financial year. It looks at how policies are working in practice; how policies are being implemented; how plans affect socio-economic indicators and how the work programme is progressing.
- 8.4 Therefore in order to deliver the LDF it is important that a clear and concise monitoring framework is developed, which it is acknowledged is likely to

evolve over time in order to be responsive to changing circumstances. This monitoring framework will provide guidance on who is responsible for implementing policies and proposals, by when and the resources that will be required. It is also recognised that the implementation of the LDF will be dependent upon the active participation, commitment and contribution from relevant stakeholders representing varying backgrounds and sectors.

- 8.5 Work has progressed, sometimes at a sub-regional level, to analyse and plan for future changes in the District. This has involved gathering baseline data to realistically plan and cater for the future needs of the District and undertaking discussions with service providers, other Local Planning Authorities and government agencies. Such joint working at this sub-regional level ensures that administrative boundaries do not obstruct strategic planning objectives and also that a consistent approach is maintained, thereby often ensuring that Regional objectives for growth are met.
- 8.6 Monitoring provides information on the performance of policy, the delivery of development and impacts on the environment. It is therefore important that the plan can be easily monitored and that this process is aligned with the way we assess the sustainability of the Plan. We are therefore intending to use the key indicators from the Sustainability Appraisal process to form the basis of monitoring.
- 8.7 The Implementation of the policies contained in the Core Strategy will require concerted action by a range of public, private and voluntary sector bodies working in partnership. The Council has neither the powers nor the resources to implement the Core Strategy alone. The document's role is to provide a clear and robust framework for development in order that investment and action can be co-ordinated and geared to efficient and effective delivery.
- 8.8 The support of the private sector, whether as an agency for development or in the provision of services in the local community, will be important and the Council will look to maintain close engagement with them in the coming years, through the forum of the Local Strategic Partnership. Central to this approach is the need to ensure the involvement of the wider community, whether those who live, or work in the District. The city council will continue to engage the local community seeking to build on their capacity to engage and influence change to ensure the new plans deliver sustainable development and reflect the kind of city residents want to live in.
- 8.9 A number of Core Policies will also depend on the production of other documents as part of the Local Development Framework. Key documents will include Area Action Plans for Bromsgrove Town Centre and Longbridge and Supplementary Planning Documents.
- 8.10 An implementation plan has been developed to show clearly and concisely how and when policies will be delivered. Any possible risks have also been identified to provide a realistic analysis of what major constraints may limit progress. This enables the Council the opportunity to consider how any risks could be dealt with or minimised at this early stage.

8.11 Implementation Plan

Policy	Responsible Bodies	Delivery Mechanisms	Delivery Funding	Land Use and Planning Issues	Phasing and Timetable	Risk Assessment
CP1 – Future Development	Development Industry/ Planning Authority/ Severn Trent/ Bus providers/ WCC/ West Mercia Police/ PCT	Planning applications/ joint working/ masterplans	Private Sector RSL	Integrated Joint working required with range of stakeholders to deliver large scale growth. Up to date SHLAA required to identify sites.	From adoption of Core Strategy to 2021 for housing and until 2026 for employment	Current poor market conditions means higher levels of growth will be required in later years on plan period.
CP2 – Settlement Hierarchy & Growth Distribution	Applicants/ Planning Authority	Planning Applications	Private Sector RSL	Regular monitoring to identify current supply and locations where housing is delivered.	From adoption of Core Strategy to 2021 for housing and until 2026 for employment	Market conditions may limit ability to deliver required growth distribution.
CP3 – Development Principles	Applicants/ Planning Authority/ WCC/ Worcs Wildlife Trust/ Severn Trent/ PCT/ West Mercia Police	Planning Applications	Private Sector	Requires detailed consultation with consultees during development control process	From adoption of Core Strategy	Additional costs may impact on financial viability of schemes and limited resources of stakeholders.
CP4 – Strategic Site Allocations	Applicants/ Development Industry/ ATLAS/ Planning Authority/ WCC/ Worcs Wildlife Trust/ Severn Trent/ PCT/ West Mercia Police/ Bus providers	Planning Applications/ Masterplans/ Joint working/ Section 106 Agreements	Private Sector	Detailed masterplans providing clear vision to deliver high quality mixed use scheme that benefits Bromsgrove. Robust evidence required to justify levels of different uses on sites.	From adoption of Core Strategy to 2021	Using a small number of sites increase risk of non-delivery

CP5 – Community Planning	Planning Authority/ Parish Council/ Bromsgrove Residents	Continual engagement and consultation	Public Sector	Requires innovative consultation techniques to engage with all sections of the local community	From adoption of Core Strategy	Possible level of apathy to continual engagement
CP6 – Housing Mix	Applicants/ Planning Authority	Planning Applications S106 Agreements	Private Sector RSL	Requires co-ordinated and integrated approach to deliver suitable housing that meets local needs	From adoption of Core Strategy to 2026	Stagnation in market for private sector housing. Need for increased density versus local character
CP7 – Affordable Housing	Applicants/ Planning Authority	Planning Applications S106 Agreements	Private Sector RSL	Requires careful negotiation and implementation to maximise levels of affordable housing	From adoption of Core Strategy	Stagnation in market for private sector housing may hamper delivery of affordable housing through S106 agreements
CP8 – Homes for the Elderly	Applicants/ Planning Authority	Planning Applications S106 Agreements	Private Sector RSL	Requires co-ordinated and integrated approach to deliver suitable housing that is desirable to the elderly population	From adoption of Core Strategy to 2021	Stagnation in market for private sector housing.
CP9 – Accommodation for Gypsies, Travellers & Showpeople	Applicants/ Planning Authority	Planning Applications	Private Sector	Requires proactive approach and delicate management of a sensitive issue	From adoption of Core Strategy to 2026	Uncertainty over the level of demand due to the transient characteristics of this group

CP10 – Sustainable Communities	Applicants/ Planning Authority/ service providers/ development industry	Planning Applications S106 Agreements	Private Sector	Requires an integrated approach to ensure appropriate services are provided in settlements	From adoption of Core Strategy	The weak economy may have adverse impact on smaller businesses and make local facilities less viable and/or limit the levels of planning gain that may be achievable.
CP11 – New Employment	Applicants/ Planning Authority/ Development Industry	Planning Applications Masterplans Longbridge AAP Town Centre AAP	Private Sector/ Public Sector	Requires an integrated approach and a continued focus on high technology industries	From adoption of Core Strategy to 2026	The weak economy and the low take-up of high technology space.
CP12 – Existing Employment	Applicants/ Planning Authority/ Local Businesses	Planning Applications	Private Sector	Requires flexible and integrated approach that enables local businesses to expand	From adoption of Core Strategy to 2026	Retracting employment sector may mean that there is increasing pressure for alternative uses on employment sites.
CP13 – Rural Regeneration	Applicants/ Planning Authority/ Tourism industry	Planning Applications	Private Sector RSL	Requires careful interpretation of Green Belt policy against benefits of improving the vitality and viability of village life.	From adoption of Core Strategy to 2026	The current economic climate may limit short term opportunities
CP14 – Sustainable Transport	Applicants/ Planning Authority/ Network Rail/ WCC	Planning Applications Town Centre AAP S106 Agreements Community Transport Initiative	Private Sector/ Network Rail/ Public Sector/ London Midland/	Needs highly co-ordinated approach with appropriate infrastructure provided at the right time to serve new developments	From adoption of Core Strategy to 2026	Poor patronage of Public transport and difficulty in securing adequate funding.

CP15 – Town Centre Regeneration	Applicants/ Planning Authority/ retail sector, development industry, PCT, West Mercia Police	Planning Applications Town Centre AAP S106 Agreements	Private Sector/ Public Sector	Requires holistic approach to regeneration with continued public involvement	From adoption of Core Strategy to 2026	Difficulty in attracting investment in current economic climate
CP16 – Managing the Historic Environment	Applicants/ Planning Authority/ English Heritage	Planning Applications & Internal work by Conservation Officers/joint working	Private Sector/ Public Sector	Requires detailed consultation with consultees during development control process	From adoption of Core Strategy to 2026	Limited resources
CP17 – Natural Environment	Applicants/ Planning Authority/ WCC, Worcs Wildlife Trust/ Herefordshire & Worcs Earth Heritage Trust	Planning Applications	Private Sector/ Public Sector	Requires detailed consultation with consultees during development control process	From adoption of Core Strategy to 2026	Limited resources of organisations to enable continued detailed involvement
CP18 – High Quality Design	Applicants/ Planning Authority/ CABE	Planning Applications SPD	Private Sector	Requires innovative thinking and an integrated approach to deliver high quality design on schemes.	From adoption of Core Strategy to 2026	Difficulty in delivering high quality design on smaller more constrained sites.
CP19 – Climate Change Mitigation and Adaptation	Applicants/ Planning Authority/ Building Control/ WCC/ Bus companies/ Private individuals	Planning Applications/ joint working	Private Sector	Requires creative and integrated approach to delivering greener developments	From adoption of Core Strategy to 2026	Potential for additional costs to make developments less viable. Possible time lag in adoption/ acceptance of innovative design approaches

CP20 – Water Management	Planning Authority/ Applicants/ Environment Agency/ Severn Trent/ South Staffordshire Water/ Building Control/private individuals	Planning Applications	Private Sector/ Utilities/ Environ Agency	Detailed analysis and consultation required before allocation or approval of sites for development	From adoption of Core Strategy to 2026	Financial constraints in current economic climate may limit feasibility of innovative approaches
CP21 – Green Infrastructure	Applicants/ Planning Authority/ Sport England/ WCC	Planning Applications S106 Agreements SPD	Private Sector/Public sector	Requires detailed consideration of key issues treating each application on its own merits	From adoption of Core Strategy to 2026	Lack of sufficient resources and maintenance. Financial viability of schemes versus provision of open space
CP22- Green Belt	Applicants/ Development Industry/ Planning Authority	Planning Applications	Public sector	Green Belt likely to be subject to significant development pressure	From adoption of Core Strategy to 2026	Some Green Belt release may be necessary in order to meet long term growth needs
CP23 – Health and Well Being	Applicants/ Planning Authority/NHS/ PCT/ WCC/ Sport England	Planning Applications S106 Agreements	Private Sector/Public sector	Detailed analysis and consultation required before approval of development.	From adoption of Core Strategy to 2026	Lack of sufficient resources
CP24 – Planning Obligations	Applicants/ Planning Authority/ WCC	Planning Applications S106 Agreements SPD	Private Sector	Advanced negotiation skills required to maximise contributions	From adoption of Core Strategy to 2026	Contributions may impact upon the viability of schemes.

Performance Indicators

Policy	Target/Indicator
CP1 – Future Development	Net additional dwellings completed No. of hectares of employment completed
CP2 – Settlement Hierarchy & Growth Distribution	% of development on PDL % of development in each settlement type No. of years of housing supply
CP3 – Development Principles	Number of bus and rail travellers % of people usual method of travel Number of trips made by public transport Decrease in CO2 emissions Number of new AQMA's declared No of parks and areas of recreation space % of total land use under landscape designation Total number of listed buildings No of listed buildings demolished No of listed buildings at risk % of unemployment % of new employment within Bromsgrove Town % of new employment in other settlements
CP4 – Strategic Site Allocations	No. of dwellings completed on strategic sites No. of hectares of employment completed on strategic sites Amount of retail floorspace completed on strategic sites Amount of open space on strategic sites
CP5 – Community Planning	No. of Parish Plans adopted No. of respondents to public consultations
CP6 – Housing Mix	Average density of development achieved across the District No. and % percentage of dwellings completed in each size category
CP7 – Affordable Housing	No. of affordable houses completed Proportion of affordable housing achieved by area/settlement No. of affordable housing schemes completed through exception schemes % of sites with 100% affordable housing
CP8 – Homes for the Elderly	No of units completed for the elderly No. of units built to Lifetime Home Standards
CP9 – Accommodation for Gypsies, Travellers & Showpeople	Occupancy rates No of pitches provided in District for Districts needs
CP10 – Sustainable Communities	Proportion of local facilities threatened, but closure avoided Access to key facilities, Post Office, GP, schools, Higher Education etc

CP11 – New Employment	<p>No of new technology companies locating within Bromsgrove Technology Park</p> <p>% of new employment within Bromsgrove Town</p> <p>% of new employment in other settlements</p> <p>% of school leavers attending Higher Education</p> <p>Proportion of population educated to degree level or higher</p> <p>16 year olds with no qualifications</p> <p>Access to primary schools and secondary schools</p> <p>% of unemployment</p>
CP12 – Existing Employment	<p>Amount of employment land lost to other uses</p> <p>No. of extensions granted to existing employment premises</p>
CP13 – Rural Regeneration	<p>No of rural regeneration schemes underway</p>
CP14 – Sustainable Transport	<p>Number of bus and rail travellers</p> <p>% of people usual method of travel</p> <p>Number of trips made by public transport</p> <p>Proportion of new housing within 30 minutes by public transport from key facilities</p> <p>Proportion of development within 800 metres/13 minutes walk from hourly bus service</p> <p>% access to GP</p> <p>Life expectancy comparison statistics</p> <p>% of residents with limiting long term illness</p> <p>% of population describing their health as good</p> <p>Development of new Bromsgrove station</p>
CP15 – Town Centre Regeneration	<p>Adoption of Town Centre AAP</p> <p>No of initiatives completed within TC AAP</p> <p>Town Centre Health Check Indicators</p>
CP16 – Managing the Historic Environment	<p>Total number of listed buildings</p> <p>No of listed buildings demolished</p> <p>No of listed buildings at risk</p> <p>Total number of scheduled ancient monuments</p> <p>No of planning applications for work on Listed buildings or in Conservation areas</p> <p>No of buildings on local list of architectural merit which have been lost</p> <p>No of visitors to heritage sites</p> <p>No of new conservation areas declared or extensions to existing ones</p> <p>Proportion of Conservation Areas with Character Assessments completed</p>
CP17 – Natural Environment	<p>% of total land use under landscape designation</p> <p>% of planning permissions granted in the Green Belt</p> <p>% of planning permissions affecting areas of recognised landscape value</p> <p>No. of SWS</p> <p>No. of SSSI</p>

	No. of BAP habitats
CP18 – High Quality Design	Proportion of relevant schemes incorporating “secured by design” principles % of people to which fear of crime is an issue Number of recorded crimes Number of ASBO’s
CP19 – Climate Change Mitigation and Adaptation	Decrease in CO2 emissions Decrease in average electricity consumption per household/ year in line with Government targets % of new developments with energy efficient design Number of new developments with on-site renewable energy Number of bus and rail travellers % of people usual method of travel Number of trips made by public transport Proportion of new housing within 30 minutes by public transport from key facilities Proportion of development within 800 metres/13 minutes walk from hourly bus service Number of noise related complaints Vehicle flows through urban areas Number of new AQMA’s declared % waste recycled per year Household waste collection % of rivers with fairly good or better biological and chemical water quality Number of new developments on flood plains Area of contaminated land Number of new trees planted and those lost Number of schemes incorporating water harvesting Number of new industries/companies developing new technology addressing climate change Number of new developments incorporating opportunities for recycling
CP20 – Water Management	No of incidences of flooding No of new properties built in the flood plain No of new developments incorporating SUDS No of planning permissions granted contrary to advice of EA
CP21 – Green Infrastructure	No of parks and areas of recreation space Proportion of eligible open space maintained to “green flag” standard Proportion of residents satisfied with quantity and quality of open space and recreational facilities

	% of allotments lost to development % loss of recreational land and/or buildings lost to development
CP22 – Health and Well Being	No. units with A5 use No. of new cycle routes No. of applications with cycling facilities % of obese children in Year 6 of Primary School Mortality rates from all circulatory diseases under the age of 75
CP23 – Planning Obligations	No. of completed Section 106 Agreements

Appendix 1

Glossary

This glossary of terms is intended to act as a reference point for unfamiliar or technical terms included in the Core Strategy. Unless stated, these are not definitive or legal descriptions.

Area of Development Restraint (ADR) - Areas of land taken out of the green belt in the Local Plan which have been identified as possible land for new development when required in the future

Affordable Housing - Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes, or in relation to the price of general market housing.

Annual Monitoring Report (AMR) – The report prepared by Councils to assess the implementation of the Local Development Scheme and the extent to which the policies of the Local Development Framework are being achieved.

Biodiversity - The whole variety of life encompassing all genetics, species and ecosystem variations, including plants and animals.

Biodiversity Action Plan (LBAP) - The local Worcestershire Biodiversity Action Plan identifies local priorities to determine the contribution they can make to the delivery of the national Species and Habitat Action Plan targets

Core Strategy (CS) - Local Development Framework development plan document setting the vision, objectives, monitoring and implementation framework. All development plan documents must comply with the Core Strategy.

Development Plan Documents (DPDs) - Local development framework documents outlining the key development goals. They include the Core Strategy, site-specific allocations of land and Area Action Plans.

Employment Land Review (ELR) – Document that assesses existing employment land in the District, considers future requirements and identifies a portfolio of sites where employment development could be located.

Geodiversity - The variety of earth materials, forms and processes that constitute and shape the Earth, either the whole or a specific part of it. Relevant materials include minerals, rocks, sediments, fossils, soils and water.

Green Belt – Land allocated for a district to prevent urban sprawl by keeping land permanently open. Guidance on Green Belt policy is contained in PPG2, and the Worcestershire Structure Plan identifies the broad extent of Green Belt within Bromsgrove District and the Local Plan defines detailed boundaries of Green Belt land.

Greenfield - Land (or a defined site) that has not previously been developed.

Green Infrastructure - *“The network of green spaces and natural elements that intersperse and connect our cities, towns and villages. It is the open spaces, waterways, gardens, woodlands, green corridors, wildlife habitats. Street trees, natural heritage and open countryside. Green Infrastructure provides multiple benefits for the economy, the environment and people”*

West Midlands Green Infrastructure Prospectus

Horsiculture

The commercial development of the countryside for pasturing or exercising horses.

Local Development Framework (LDF) - A folder of documents, providing the framework for planning in the District and to guide planning decisions.

Local Development Scheme (LDS) – Sets time-scales for the preparation of Local Development Documents that must be agreed with the Government and reviewed annually.

Listed Building - A building of special architectural or historic interest, graded I, II* or II with grade I being the highest. Listing includes the interior as well as the exterior of the building and any permanent structures (e.g. walls within its curtilage).

Major Urban Area (MUA) -The main urban area of the West Midlands Region, as identified on the RSS Spatial Strategy Diagram (see the inside back cover of West Midlands Regional Spatial Strategy).

Planning Policy Statements/Guidance (PPGs/PPSs) - National planning policy published by the Department for Community and Local Government, all regional and local planning policy must be in general conformity with this guidance.

Previously Developed Land (PDL) – Land that contains permanent buildings (excluding agriculture or forestry buildings) and associated fixed-surface infrastructure. The definition covers the curtilage of the development.

Renewable Energy - Energy flows that occur naturally and repeatedly in the environment, for example from wind, water flow, tides or the sun.

Sites of Importance for Nature Conservation (SINC) – Defined areas of ecological or geological importance identified to protect habitat and species diversity.

Sites of Special Scientific Interest (SSSIs) – Relates to specifically defined areas where protection is afforded to sites of national wildlife or geological interest. Natural England is responsible for identifying and protecting these sites.

Strategic Flood Risk Assessment (SFRA) – A document that examines the potential for flooding from all sources in the area, this includes the potential impacts from climate change. It examines the impact of new development both within and beyond the District.

Strategic Housing Land Availability Assessment (SHLAA) – A document that identifies suitable and available housing sites for up to the next 15 years. The document is evidence for plan making and does not allocate land for development.

Supplementary Planning Documents (SPDs) - Detailed policy to supplement Development Plan Document (DPD) policies and proposals. SPDs/SPGs can be thematic or site specific.

Sustainability Appraisal (SA) - Appraisal of the economic, environmental and social effects of a plan from the outset of the preparation process to allow decisions to be made that accord with sustainable development.

Sustainable Development - A widely used definition drawn up by the World Commission on Environment and Development in 1987: *“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”*. The Government’s four aims, to be achieved simultaneously are:

- Social progress which recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- Maintenance of high and stable levels of economic growth and employment.

Sustainable Urban Drainage Systems –

SuDS are made up of one or more structures built to manage surface water runoff including for example, rainwater recycling, pervious paving, the use of green roofs, balancing ponds and soakaways. A holistic approach should be adopted so that each element is operated collectively rather than as a series of isolated drainage devices.

SuDS management Train concept

The SUDS management train is to reduce flows and volumes of surface water as close to source as possible through four main stages: Prevention → Source Control → Site Control → Regional Control. The idea is to apply different SUDS components at each stage such that the water quality of receiving water will improve as a result.

Special Wildlife Site (SWS) - These places are considered to be the best places for wildlife outside of legally protected areas such as SSSIs, National Nature Reserves and Local Nature Reserves.

Use Class - The Town and Country Planning (Use Classes) Order 1987 puts uses of land and buildings into various categories. Planning permission is not needed for changes of use within the same use class.

Viability – To be capable of existing or surviving in a successful manor. The term is often used in the context of whether town centres are able to exist as viable retail centres.

Vitality – Used to describe the liveliness of an area, which may be measured by particular local features, the general environment or the quality of life for local

residents. In the context of town centres, this term can be used to describe the capacity of a centre to grow or develop.

Appendix 2

CRITERIA AND ALLOCATIONS POLICY FOR THE LETTING AND ALLOCATION OF AFFORDABLE HOUSING.(CBL Version)

The Registered Social Landlord (Housing Association) managing the affordable housing development will assess all applications made requesting the allocation of a dwelling on the scheme **in the following order:**

1. All applicants wishing to be considered for Rented Housing within the proposed scheme must be registered on the Bromsgrove District Council Housing Register. The Council will also nominate applicants registered on the Housing Register for consideration for Shared Ownership or Re-Sale Price Covenant units where applicants have specified their wish to be considered when completing their application form and have expressed an interest in the dwelling through the Choice Based Lettings Scheme.

2. The following Local Connection Eligibility Criteria will be applied:

(The first phase of eligibility will be considered initially, and only if insufficient applicants are eligible will the other phases be considered in order.)

The first phase of eligibility will be restricted to:

- i) Local residents within the parish/settlement, with a minimum term of residence who want to remain in the locality but cannot afford to do so.
- ii) Those who have previously resided in the parish/settlement for a number of years and who need to return to the parish/settlement but cannot afford to do so and who qualify as one or more of the following :
 - a) Those who need to return to the parish to provide or receive support to / from a close family member living in the parish/settlement.

- b) Those who are employed within the parish/settlement.
- c) People with a confirmed offer of employment in the parish/settlement but who are deterred by the difficulty of finding and affording suitable accommodation.

A second phase of eligibility would include applicants who live outside of the parish/settlement but within an immediately adjoining parish who need to live in the parish/settlement but cannot afford to do so and who qualify as one or more of the following:

- a) Those who need to return to the parish/settlement to provide or receive support to / from a close family member living in the parish.
- b) Those who are employed within the parish/settlement.
- c) People with a confirmed offer of employment in the parish/settlement but who are deterred by the difficulty of finding and affording suitable accommodation.

A third phase of eligibility would include applicants who live outside of the parish/settlement but within the District of Bromsgrove who need to live in the parish/settlement but cannot afford to do so and who qualify as one or more of the following:

- a) Those who need to return to the parish/settlement to provide or receive support to / from a close family member living in the parish.
- b) Those who are employed within the parish/settlement.
- c) People with a confirmed offer of employment in the parish/settlement but who are deterred by the difficulty of finding and affording suitable accommodation

A fourth phase of eligibility would include applicants who live outside of the parish/settlement and outside of the District of Bromsgrove who need to live in the parish/settlement but cannot afford to do so and who qualify as one or more of the following:

- a) Those who need to return to the parish/settlement to provide or receive support to / from a close family member living in the parish.
- b) Those who are employed within the parish/settlement.
- c) People with a confirmed offer of employment in the parish/settlement but who are deterred by the difficulty of finding and affording suitable accommodation.

3. Applicants who qualify under the Local Connection Eligibility Criteria (Sect 2. Above) will then undergo an affordability assessment to establish that they are not in a position to afford an open market dwelling in the area. (The process will also establish an applicant's ability to afford shared ownership and fixed equity options).

Completed forms will be assessed in accordance with:-

- Current data on house prices and rents in The Parish/settlement;
- Financial requirements of average mortgage lenders and their lending policies;
- The availability of appropriate properties to meet identified needs e.g. accommodation to meet disabilities or health issues and tenure required.

4. Where applicants have both a relevant local connection (Sect 2 above) and fit the affordability criteria (Sect 3 above), their housing need will be prioritised in accordance with the housing need banding awarded and the

effective date of this banding under the Choice Based Lettings Scheme policy, with the exception of:-

- Any housing need banding that was awarded for needs which will not be met by the offer of a dwelling in The Parish/settlement e.g. medical or welfare needs which would not be improved by living in The Parish/settlement;

Applicants will be nominated for dwellings in priority of need as identified by the banding awarded to applicants under the Choice Based Lettings Scheme and where applicants have been awarded the same banding, the effective date of the banding will determine the priority of applications. In the unlikely event of cases having the same banding and same effective date then the case with the longest local connection with the parish/settlement will have priority. Where applicants are purchasing an equity share but are unable to complete within a 6 - 8 week timescale they will be given a reduced priority.

- 5. Applications will be further prioritised in accordance with family size to property type/size, however to promote sustainable communities, a degree of under occupation may be allowed subject to agreement with the District Council.**

In the event that no households can be identified from the above criteria within 3 weeks, allocations will be made to the most suitable applicants, having regard to their reasons for seeking a home in The Parish/settlement.

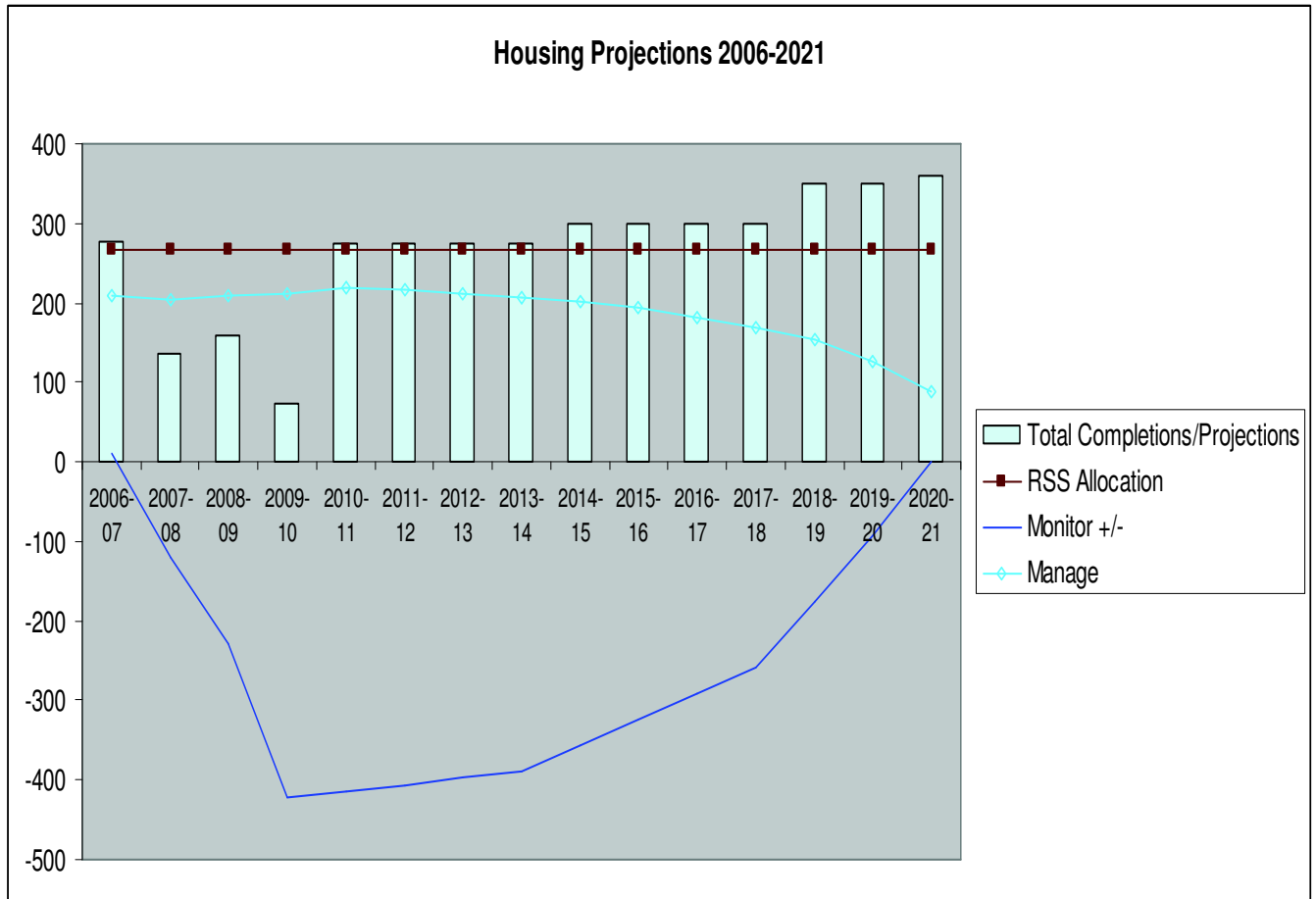
Definitions

The Parish/settlement The Parish or settlement within which the affordable housing is located.

Immediately Adjoining Parish A Parish with a common boundary and immediately next to the parish/settlement within which the affordable housing is located.

Minimum term of residence	Normally 5 years.
Number of years	Normally 5 out of the past 15
Close Family Member	Means parents, siblings, grandparents and children and such relationships through adoption. In exceptional circumstances, at the discretion of Bromsgrove District Council, more distant relatives may fall within the definition if they give to the applicant a level of support normally associated with those listed above. (' In exceptional circumstances, at the discretion of Bromsgrove District Council, other parties may fall within the definition if they can provide evidence that they give the applicant a level of support normally associated with those listed above'.)
Want	A specific reason to reside in the Parish/settlement within which the affordable housing is located.

Appendix 3
Housing trajectory



Monitor – Number above or below cumulative allocation

Manage – Annual requirement taking into account past/projected completions

Appendix 4

List of 'Saved' Local Plan Policies to be replaced by the Core Strategy

The following parts of the Core Strategy will replace specified 'saved' policies when the Core Strategy is adopted.

'Saved' Local Plan Policy	Replacement Part of the Core Strategy
DS3 Main Locations for Growth	CP2 Settlement Hierarchy and Growth Distribution
DS4 Other Locations for Growth	CP2 Settlement Hierarchy and Growth Distribution
DS9 Protection of Designated Environmental Areas	CP17 Natural Environment
DS11 Planning Obligations	CP23 Planning Obligations
DS13 Sustainable Development	CP3 Development Principles CP14 Sustainable Transport CP19 Climate Change Mitigation and Adaptation
S3 Windfall Policy	CP2 Settlement Hierarchy and Growth Distribution
S4 Monitoring of Housing Sites	CP2 Settlement Hierarchy and Growth Distribution
S6 Special Needs in Housing	CP6 Housing Mix CP7 Affordable Housing CP8 Homes for the Elderly CP9 Accommodation for Gypsies, Travellers & Showpeople
S14 Range of Housing Types and Tenures	CP6 Housing Mix
S15 Affordable Housing in Urban Areas	CP7 Affordable Housing
S16 Affordable Housing in Green Belt Areas	CP7 Affordable Housing
S18 Gypsies	CP9 Accommodation for Gypsies, Travellers & Showpeople
S19 Incompatible Land Uses	CP3 Development Principles
S20 Main Shopping Location	CP15 Town Centre Regeneration
S28 New and Enhanced Community Facilities	CP10 Sustainable Communities
S32 Loss of Private Playing Fields	CP10 Sustainable Communities
S35A Development in Conservation Areas	CP16 Managing the Historic Environment
S36 Design of Development in Conservation Areas	CP16 Managing the Historic Environment
S37 Demolition in Conservation Areas	CP16 Managing the Historic Environment
S38 Protection of Buildings of Merit	CP16 Managing the Historic Environment

S39 Alterations to Listed Buildings	CP16 Managing the Historic Environment
S39A Demolition of Listed Buildings	CP16 Managing the Historic Environment
C1 Designation of Landscape Protection Areas	CP17 Natural Environment
C4 Criteria for Assessing Development Proposals	CP17 Natural Environment
C9 Development Affecting SSSI's and NNR's	CP17 Natural Environment
C10 Development Affecting SWS's and LNR's	CP17 Natural Environment
C10A Development Affecting Other Wildlife Sites	CP17 Natural Environment
C12 Wildlife Corridors	CP17 Natural Environment CP21 Green Infrastructure
C16 Effect of Infrastructure Development on the Landscape	CP17 Natural Environment
C29 Conversion of Listed Buildings	CP16 Managing the Historic Environment
C31 Farm Diversification Schemes	CP13 Rural Regeneration
C32 Farm Diversification Schemes	CP13 Rural Regeneration
E4 Extension to Existing Commercial Uses	CP3 Development Principles CP11 New Employment CP12 Existing Employment
E6 Inappropriate Land Uses in Employment Areas	CP12 Existing Employment
E9 Criteria for New Employment Development	CP3 Development Principles CP11 New Employment
E10 Retail or Recreational Uses on Employment Land	CP12 Existing Employment
TR5 Railfreight	CP14 Sustainable Transport
TR5A Railfreight	CP14 Sustainable Transport
TR6 Traffic Management Systems	CP14 Sustainable Transport
TR13 Alternative Modes of Transport	CP14 Sustainable Transport
TR16 Cycle Routes	CP14 Sustainable Transport
RAT4 Retention of Open Space	CP21 Green Infrastructure CP22 Health and Wellbeing
RAT5 Provision of Open Space	CP21 Green Infrastructure
RAT6 Open Space Provision in New Residential Developments	CP21 Green Infrastructure
RAT9 Allotments	CP21 Green Infrastructure
ES1 Protection of Natural Watercourse Systems	CP20 Water Management
ES2 Restrictions on Development Where Risk of Flooding	CP20 Water Management
ES3 Sewerage Systems	CP20 Water Management
ES4 Groundwater Protection	CP20 Water Management
ES6 Use of Soakaways	CP20 Water Management

ES11 Energy Efficiency in Buildings	CP19 Climate Change Mitigation and Adaptation
ES12 Provision of Recycling Facilities	CP19 Climate Change Mitigation and Adaptation
BROM5 ADR: Barnsley Hall South and Norton Farm	CP4 Strategic Site Allocations
BROM5A ADR: Land at Perryfields Road East	CP4 Strategic Site Allocations
BROM5B ADR: Land North of Perryfields Road	CP4 Strategic Site Allocations
BROM5D ADR: Land at Perryfields Road West	CP4 Strategic Site Allocations
BROM5F ADR: Land at Whitford Road	CP4 Strategic Site Allocations

APPENDIX 5

CORE POLICY EVIDENCE BASE

Core Policy	Evidence Base
CP1 Future Development	<p>Strategic Housing Land Availability Assessment, Bromsgrove District Council Housing Market Assessment, Housing Vision</p> <p>Strategic Housing Market Assessment for the South Housing Market Area of the West Midlands Region, The South Housing Market Partnership</p> <p>Panel Report into the Phase 2 Revision of the West Midlands Regional Spatial Strategy (RSS)</p> <p>Bromsgrove District Council Response to the West Midlands RSS Preferred Option document</p>
CP2 Settlement Hierarchy and Growth Distribution	<p>Strategic Housing Land Availability Assessment, Bromsgrove District Council Housing Market Assessment, Housing Vision</p> <p>Strategic Housing Market Assessment for the South Housing Market Area of the West Midlands Region, The South Housing Market Partnership</p>
CP3 Development Principles	<p>Local Air Quality Management Detailed Assessment, Bromsgrove District Council Worcestershire Landscape Character Assessment, Worcestershire County Council</p> <p>Historic Environment Assessment for Bromsgrove District Council, Worcestershire County Council</p> <p>The Green Infrastructure Baseline Report, Bromsgrove District Council</p> <p>Draft Climate Change Strategy for Bromsgrove and Redditch, Bromsgrove District Council and Redditch Borough Council</p>
CP4 North West Bromsgrove Strategic Site Allocation Policy	<p>Ecological Evidence for Strategic Sites Allocation, Bromsgrove District Council and Worcestershire Wildlife Trust</p> <p>Geological Evidence for Strategic Sites</p>

	<p>Allocation, Earth Heritage Trust</p> <p>Assessment of Strategic Site Options, Bromsgrove District Council</p> <p>Sustainability Appraisal of Strategic Site Options, Bromsgrove District Council</p> <p>Visual Appraisal for Strategic Site Options, Bromsgrove District Council</p> <p>Evidence for 3 Strategic Sites, Bromsgrove District Council</p>
CP5 Community Planning	Parish Plans and The Planning System: Countryside Agency
CP6 Housing Mix	<p>Strategic Housing Land Availability Assessment, Bromsgrove District Council</p> <p>Housing Market Assessment, Housing Vision</p>
CP7 Affordable Housing	<p>Strategic Housing Land Availability Assessment, Bromsgrove District Council</p> <p>Housing Market Assessment, Housing Vision</p> <p>Strategic Housing Market Assessment for the South Housing Market Area of the West Midlands Region, The South Housing Market Partnership</p>
CP8 Homes for the Elderly	<p>Housing Market Assessment, Housing Vision</p> <p>Strategic Housing Market Assessment for the South Housing Market Area of the West Midlands Region, The South Housing Market Partnership</p> <p>Bromsgrove Sustainable Community Strategy 2010-2013, Bromsgrove District Council</p>
CP9 Gypsy Policy	<p>Strategic Housing Land Availability Assessment, Bromsgrove District Council</p> <p>Housing Market Assessment, Housing Vision</p> <p>A Gypsy and Traveller Accommodation Assessment for the South Housing Market Area, The South Housing Market Partnership</p>
CP10 Sustainable Communities	<p>Sustainable Communities Act 2007</p> <p>The Social Infrastructure Audit, Bromsgrove District Council</p> <p>Quality of Life Survey April 2008,</p>

	Bromsgrove District Council
CP11 New Employment	West Midlands Economic Strategy Employment Land Review, Drivers Jonas Employment Land Availability Report, Bromsgrove District Council
CP12 Existing Employment	West Midlands Economic Strategy Employment Land Review, Drivers Jonas Employment Land Availability Report, Bromsgrove District Council
CP13 Rural Regeneration	Strategic Housing Land Availability Assessment, Bromsgrove District Council Housing Market Assessment, Housing Vision Quality of Life Survey April 2008, Bromsgrove District Council
CP14 Sustainable Transport	Worcestershire Local Transport Plan 2006-2011, Worcestershire County Council Local Air Quality Management Detailed Assessment, Bromsgrove District Council Quality of Life Survey April 2008, Bromsgrove District Council
CP15 Town Centre Regeneration	Employment Land Review, Drivers Jonas Bromsgrove Town Centre Retail Capacity Report 2004, CBRE Quality of Life Survey April 2008, Bromsgrove District Council Bromsgrove Town Centre Health Check
CP16 Managing the Historic Environment	Historic Environment Assessment for Bromsgrove District Council, Worcestershire County Council Draft West Midlands Strategy – Putting the Historic Environment to Work 2009 Worcestershire Historic Farmstead Characterisation Project Worcestershire Landscape Character Assessment, Worcestershire County Council Conservation Principles 2008, English Heritage Building in Context 2001, CABE/ English Heritage Heritage at Risk, English Heritage annual

	<p>report</p> <p>Heritage Gateway and Magic websites</p> <p>BDC Conservation Area Character Appraisals and Management Plans, Bromsgrove District Council</p> <p>BDC Village Design Statements, Bromsgrove District Council</p>
CP17 Natural Environment	<p>National, Regional and Local Biodiversity Action Plans</p> <p>Worcestershire Geodiversity Action Plan, Earth Heritage Trust</p> <p>Worcestershire Geodiversity Audit Report, Earth Heritage Trust</p> <p>Planning Policy Statement 26: Tackling Climate Change Through Planning, Town and Country Planning Association</p> <p>Worcestershire Landscape Character Assessment, Worcestershire County Council</p> <p>Ecological Evidence for Strategic Sites Allocation, Bromsgrove District Council and Worcestershire Wildlife Trust</p> <p>Geological Evidence for Strategic Sites Allocation, Earth Heritage Trust</p> <p>Water Vole Strategy, Bromsgrove District Council</p> <p>The Green Infrastructure Baseline Report, Bromsgrove District Council</p>
CP18 High Quality Design	<p>By Design: Urban Design in the Planning System, CABE</p> <p>The Use of Urban Design Code, CABE</p> <p>Manual for Streets, DfT</p> <p>Building for Life, CABE</p> <p>West Midlands Sustainability Checklist</p>
CP19 Climate Change Mitigation and Adaptation	<p>Building a Greener Future: Policy Statement, DCLG</p> <p>Draft Climate Change Strategy for Bromsgrove and Redditch, Bromsgrove District Council and Redditch Borough Council</p> <p>Renewable Energy Study in Worcestershire (IT Power),</p>

	<p>Worcestershire County Council Thermal mapping in Worcestershire, Worcestershire County Council Improving Infrastructure: Heat Mapping and Decentralised Energy Feasibility Study for Advantage West Midlands</p> <p>Heat Mapping and Decentralised Energy Study, West Midlands Regional Observatory Planning for Climate Change in Worcestershire, Worcestershire County Council Planning for Renewable Energy in Worcestershire, Worcestershire County Council Worcestershire Local Transport Plan 2006-2011, Worcestershire County Council Local Air Quality Management Detailed Assessment, Bromsgrove District Council</p>
CP20 Water Management	<p>Level 1 Strategic Flood Risk Assessment for Bromsgrove and Redditch, Royal Haskoning Water Cycle Study for Bromsgrove and Redditch, Royal Haskoning Level 2 Strategic Flood Risk Assessment for Bromsgrove and Redditch (on-going), MWH Water Cycle Study Update for Bromsgrove and Redditch (on-going), MWH Planning for Water, Worcestershire County Council</p>
CP21 Green Infrastructure	<p>The Open Space, Sport and Recreation Assessment (PPG17), PMP Worcestershire Green Infrastructure Strategy(on-going), Worcestershire Sub Regional Green Infrastructure (GI) Study Bromsgrove Green Infrastructure Baseline Report, Bromsgrove District Council Worcestershire Landscape Character Assessment, Worcestershire County</p>

	<p>Council</p> <p>Historic Environment Assessment for Bromsgrove District Council, Worcestershire County Council</p> <p>Level 1 Strategic Flood Risk Assessment for Bromsgrove and Redditch, Royal Haskoning</p> <p>Water Cycle Study for Bromsgrove and Redditch, Royal Haskoning</p> <p>Level 2 Strategic Flood Risk Assessment for Bromsgrove and Redditch (on-going), MWH</p> <p>Water Cycle Study Update for Bromsgrove and Redditch (on-going), MWH</p>
CP22 Health and Well Being	<p>Healthy Weight, Healthy Lives: A Cross-Government Strategy for England, HM Government 2008</p> <p>Healthy Weight, Healthy Lives: One year on, HM Government 2009</p> <p>The School Fringe: What pupils buy and eat from shops surrounding secondary schools, London Metropolitan University 2009</p> <p>Childhood Obesity Strategy, Worcestershire PCT 2008</p>
CP23 Planning Obligations	<p>Community Infrastructure Levy Regulations 2010</p> <p>Circular 5/05 Planning Obligations</p>

APPENDIX 6

RSS Legal proceedings

27th May 2010 – Secretary of State Eric Pickles MP writes to all Local Authorities announcing the intention to revoke RSS's with immediate effect and states "*I expect Local Planning Authorities and the Planning Inspectorate to have regard to this letter as a material planning consideration in any decisions they are currently taking.*"

6th July – Guidance issued by Steve Quartermain, CLG Chief Planner on how to progress Core Strategies in light of the revocation. Advises that work should continue on DPDs and that LPAs will be responsible for establishing the right level of local housing provision in their area.

6th June a Parliamentary Statement was released stating that Regional Spatial Strategies were being revoked under s79(6) of the Local Democracy Economic Development and Construction Act 2009 and would thus no longer form part of the development plan for the purposes of s38(6) of the Planning and Compulsory Purchase Act 2004.

9th August – CALA Homes issues claim for judicial review of the revocation (6th July announcement rather than 27th May letter) on 2 grounds:

1. The Secretary of State acted outside his statutory powers in circumventing the need for parliamentary scrutiny of a fundamental change to the planning regime.
2. The environmental impact of removing RSS's should be considered in line with European law.

10th November – Judgement on CALA Homes judicial review case rules that Secretary of State acted unlawfully in unilaterally revoking the system of regional strategies in England; this ruling re-instates RSS's as part of the development plan.

10th November – Government response to CALA Homes ruling is: "*This judgement changes very little. Later this month we will be introducing the Localism Bill to Parliament, which will sweep away controversial regional strategies.*". Guidance issued by CLG Chief Planner stated "*Local Planning Authorities and the Planning Inspectorate should still have regard to the letter of the 27 May 2010 in any decisions they are currently taking.*"

19th November Cala Homes then [issued a second claim](#), seeking a declaration from the Court that the Government's stated intention to revoke Regional Strategies is not a material consideration for the purposes of making planning decisions.

29th November the court placed a temporary block on the government's claim that its plans to abolish Regional Strategies must be regarded as a material consideration in planning decisions.

3rd December The temporary stay was challenged by the Secretary of State at an urgent High Court hearing on Friday and a compromise was reached.

Under the deal, DCLG has had to formally publicise the existence of the second judicial review challenge. The resultant update, which is now available on the DCLG and Planning Inspectorate websites⁴⁶ notes that a claim has been made and that if it is successful then it would be unlawful to have regard to the intention to bring forward the revocation of the regional strategies in the Localism Bill.

The note reads: "*Pending determination of the challenge, decision makers in local planning authorities and at the Planning Inspectorate will in their determination of planning applications and appeals need to consider whether the existence of the challenge and the basis of it, affects the significance and weight which they judge may be given to the secretary of state's statements and to the letter of the chief planner.*"

13th December Decentralisation and Localism Bill is published and begins its passage through Parliament. **The date when the Bill will achieve Royal Assent and become legislation is at present unknown.** It contains the following clause:

"89 Abolition of regional strategies

(1) The following provisions are repealed—

(a) sections 82(1) and 83 of the Local Democracy, Economic Development and Construction Act 2009 (effect of regional strategies), and

(b) the remaining provisions of Part 5 of that Act (regional strategy).

(2) Subsection (1)(b) does not apply to—

(a) section 85(1) (consequential provision) of that Act,

(b) Schedule 5 to that Act (regional strategy: amendments) (but see Part 14 of Schedule 24 to this Act), or

(c) Part 4 of Schedule 7 to that Act (regional strategy: repeals).

(3) The regional strategies under Part 5 of that Act are revoked.

(4) A direction given by the Secretary of State under paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004 (directions preserving development plan policies) is revoked if and so far as it relates to a policy contained in a structure plan.

(5) Schedule 8 (which contains amendments that are consequential on this section) has effect."

⁴⁶ http://www.planning-inspectorate.gov.uk/pins/news_notices/whats_new/cala_homes.html

Bromsgrove Town Centre Draft Area Action Plan



Bromsgrove
District Council
www.bromsgrove.gov.uk



Bromsgrove Town Centre Draft Area Action Plan

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8. Delivering the AAP

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Monitoring Framework

1. Introduction and Context

Background

1.1 This document has been produced by the District Council as a basis for consultation on the next stage of preparing the Bromsgrove Town Centre Area Action Plan as part of the Bromsgrove District Local Development Framework. It builds on the earlier Issues and Options consultation stage that took place in July 2008

What is a Local Development Framework (LDF) and an Area Action Plan (AAP)

1.2 The Bromsgrove LDF will replace the existing Bromsgrove District Local Plan (BDLP) which was adopted in 2004. It will provide a strategic planning framework for the District, guiding future development. Once adopted, Bromsgrove's LDF will form the statutory Development Plan for the District.

1.3 The LDF is made up of a number of documents. This includes a Core Strategy and other important documents of which the Draft Town Centre AAP is one. The Draft Core Strategy is also out for consultation please see www.bromsgrove.gov.uk/corestrategy for more details.

The Area Action Plan (AAP) when formally adopted will be a significant addition to the planning policy within Bromsgrove, it will be the spatial plan for the Town Centre identifying not only the long term vision for future regenerations but also provide detailed policies to guide smaller scale development in the Town Centre.

1.4 AAPs should be used to provide the planning framework for areas where significant change or conservation is needed. AAPs can:

- Deliver planned growth areas;
- Stimulate regeneration;
- Protect areas particularly sensitive to change;
- Resolve conflicting objectives in areas subject to development pressures; or
- Focus the delivery of area-based regeneration initiatives.

1.5 Clear aims and objectives need to be set within an AAP, including the type and scope of developments / enhancements to the public realm, the economy, public services and transport initiatives these can be seen below.

1.6 An AAP can assist in highlighting potential land for redevelopment; improve infrastructure; protect important areas and features; enhance / upgrade existing spaces, and help with land assembly where required. The AAP also allows Town Centre developments to be coordinated and consistent ensuring a balance of uses through the Town; it can also attract investment / jobs and set realistic timescales. Importantly, it ensures that the community is involved throughout the development of strategies and policies and will benefit fully from the regeneration.

1.7 The implementation of an AAP in Bromsgrove Town Centre will ensure that future development, whether it be funded / implemented by the Council, another public body, or a private investor (e.g. a major retailer) will be guided by the direction agreed by the District Council, townspeople, and other relevant businesses and organisations.

What is the Purpose of this Consultation?

1.8 This is the second draft of the AAP. In July 2008 the Council published an Issues and Options version of the AAP which presented a number of issues which the Council felt it would need to address to ensure the long term success and regeneration of the Town Centre. Alongside these issues a number of options were also presented as possible solutions to issues in the Town Centre. Many representations were received which have been used in preparing this Draft AAP. Summaries of the representations and the Council's responses can be seen in the accompanying evidence base available to view on www.bromsgrove.gov.uk/towncentre

1.9 The Draft AAP has developed significantly since the Issues and Options version and now provides detailed policy wording specifically designed to deliver the vision the Council has for the Town Centre. This does not mean that the policies and proposals in this AAP are fixed, we are still welcoming views on every element of this document.

What has influenced this AAP

1.10 The most important influence on the AAP is what local communities, stakeholders and developers have to say on what the strategy is aiming to achieve.

There have been several different forms of engagement used to date including:

- Wide scale Public Consultations
- Stakeholder Forums
- Public speaking events e.g. opening the upgraded Bus Station and public convenience
- Economic Theme group meetings
- Evening Economy group meetings
- Town Centre Steering Group meetings (attended by District and County Councillors)
- Newsletters and press releases

Engagement activities have been promoted / publicised using channels such as:

- Community newsletters
- Displays in Town Centre and other shop windows, including hoardings
- Leaflet distribution
- Local press
- Local and national radio and television
- Local Neighbourhood Partnerships
- New media techniques e.g. facebook
- Targeted approach to local schools
- Travelling displays / Road-shows / exhibitions / presentations at community events

The success of the strategy will depend on the following key factors:

- An open and honest approach of what Community Engagement will consist of, between the Regeneration Programme and its stakeholders
- Building the skills and capacity of staff to effectively engage with communities
- Clear and timely communication
- Effective working between the Regeneration Programme and its partners
- Sufficient resources being used to deliver the aims and objectives of the strategy.
- Establish clear communication links to increase public feedback
- Establish a consistent approach to Community Engagement throughout the programme
- Ensure feedback results are shared

The draft AAP has therefore been influenced by the townspeople and businesses of Bromsgrove via these methods, and we will continue to do this throughout the process.

Issues and Options consultation

1.11 The Issues and Options relating to Bromsgrove Town Centre were formulated following discussions with local residents, businesses, and other stakeholders including Council members and officers. A consultation conducted prior to the commencement of the AAP process was considered. In 2003, an event consisting of approximately 80 individuals from the community, local businesses, and other interested parties took part in a walking audit of the Town Centre. Following identification of issues and working groups considering seven themes, the results were recorded.

1.12 Further work commissioned especially for the AAP process was conducted in 2007 and 2008. Many meetings were held with key stakeholders, including County and District Councillors, Chief Officers, and representatives from other public services organisations and private businesses. A workshop occurred which included officers from the District Council, the County Councils, and other organisations. These were followed by different focus groups including; Town Centre traders, council officers and representatives of disability groups, and the Disability Users Group.

The findings from these various means of consultation culminated in the (previously published) report entitled 'Bromsgrove Town Centre Area Action Plan Issues and Options' in July 2008.

1.13 The role of the July 2008 Issues and Options report was to summarise the key issues for Bromsgrove Town Centre, as identified through baseline evidence gathering, and to provide a series of options for how policy might respond to each of these issues. The issues and options were grouped within four categories show below;

Transport, movement and accessibility

Issue	Option (potential action)
Issue BR1 – Bromsgrove Station	A – Introduce a new regular shuttle bus link between the Town Centre and the Station
	B – Improve signage between the Town Centre and the Station
	C – Improve cycle and pedestrian routes between the Station and the Town Centre
Issue BR2 – Road Network	A – Alter the road network to introduce a one-way system which includes the widening of Windsor Street
	B – Introduce improvements to the junction of Stourbridge Road and Birmingham Road
	C – Close Market Street to through traffic
	D – Reinstate traffic to the High Street
	E – Introduce a new link road to connect Bromsgrove Town Centre and the A38
Issue BR3 – Buses, pedestrian linkages and mobility	A – Bus stops should be retained in their current location
	B – Bus stops should be relocated to the site of Windsor Street car park
	C – Reduce barriers to mobility
Issue BR4 – Car Parking	A – Increase the provision of short stay car parking spaces in the Town Centre
	B – Car parking charges should be reviewed
	C – Reduce the overall number of car parking spaces in the Town Centre
	D – Create a network of new multi-storey car parks serving the town's principal approaches

Retailing

Issue	Option (potential action)
Issue BR6 – Retail Offer	A – Attempt to attract a high quality anchor store for the Market Hall site
	B – Seek to encourage more independent and niche retailers to the Town Centre
	C – Seek to more tightly control the mix and range of retail units in the Town Centre
Issue BR7 – Market	A – Provide an outdoor street market in the Town Centre
	B – Do not provide a street market in the Town Centre
Issue BR8 – Evening Economy	A – Promote the provision of cafes and restaurants in the Town Centre, in association with an increased residential population, in order to stimulate the evening economy

	B – Maintain evening economy uses at their present level at the western end of the High Street
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Living and Working in Bromsgrove

Issue	Option (potential action)
Issue BR9 – Town Centre Housing Provision	A – Seek to increase the Town Centre population through the provision of mixed use developments on previously used brownfield land and housing above shops and businesses
	B – Retain the current Town Centre housing stock, and do not plan for any increase in the size of the Town Centre population
Issue BR10 – Future Employment Strategy for Bromsgrove Town Centre	A – Encourage small scale employment uses in Town Centre as part of new mixed use developments
	B – Designate larger sites for employment uses within the Town Centre
	C – Retain the existing balance of employment uses within the Town Centre, or consolidate employment provision to enable the creation of further retail and housing development opportunities
Issue BR11 – Leisure Provision	A – Replace Dolphin Centre with new leisure facility on the existing site
	B – Retain and refurbish the Dolphin Centre
	C – Provide a public leisure facility on an alternative site in the Town Centre
	D – Provide a public leisure facility on an alternative site outside the Town Centre
Issue BR12 – Public Services	A – Relocate a number of public services, including the police service and library to co-locate services and improve efficiency
	B – Relocate District Council offices to a Town Centre location
Issue BR13 – Crime & Safety	A – Ensure that CCTV coverage is comprehensive in the High Street
	B – Design out crime on new developments, and improve the safety of existing areas which are poorly lit and have limited overlooking

Environment and Open Space

Issue	Option (potential action)
Issue BR14 – Public Realm	A – Make improvements to the public realm in the High Street, including improving the quality of the paving in the pedestrianised area, improving the quality of shop fronts and reducing street clutter

	B – Involve the local community in the Town Centre public realm improvements
	C – Implement a regular maintenance programme for the High Street
Issue BR15 – Spadesbourne Brook	A – Re-landscape the Brook and improve the environmental quality of the surrounding area
	B – Culvert the brook
	C – Restore the natural habitat of the Brook as much as possible in order to enhance biodiversity
Issue BR16 – Recreation Ground	A – Improve the Recreation Ground facilities and linkages to the Town Centre
	B – Make the Recreation Ground more accessible to the Town Centre by ‘swapping’ the space with the adjacent car park
	C – Extend the Recreation Ground to cover the Recreation Road South Car Park

1.14 It was important that consultation sought to recognise a better understanding of these issues to test the desirability / support for the various options that were outlined; this would assist in better policy and decision-making i.e. promoting any work / upgrades that were required. Identifying opinions, views and attitudes would gauge reaction to certain ideas, set priorities for action, direct / justify spending, and assist with future policy.

1.15 There was also the opportunity for previously unidentified issues and options to be identified for consideration, and the views of specific community groups would be sought to ensure where possible all community needs will be met in the future.

1.16 The findings have assisted in the production of the draft AAP, shaping the way the Town Centre is regenerated and driving the future direction and identity of the town. Examples of this amongst others included whether Bromsgrove is enhanced as a traditional market town or whether it is modernised to compete with surrounding shopping centres; whether there should be a focus on larger retail outlets or smaller niche retailers; the extent of any public realm, public service, and / or transport upgrades, and the scope of the evening economy.

1.16 The consultation sought to give as many people as possible the opportunity to influence the development of the AAP, particularly any parties with an interest in, or affected by, the execution and outcome of the regeneration of the Town Centre of Bromsgrove. This was achieved by approaching the partners and stakeholders of the regeneration programme, and by approaching the contact of all existing representative groups. Where possible, presentations were made to these groups with information regarding how they could complete the questionnaire. Those encouraged to take part in the consultation included:

- The Community
- Service Users
- Partners within the Bromsgrove Town Centre Steering Group
- Statutory Bodies

- Town Centre Traders
- Elected Members
- LSP Theme Groups
 - Safe & Feel Safe
 - Environment
 - Economic Success
 - Health & Well Being
 - Children & Young People
 - Older People
 - Housing
 - Transport & Community Transport

1.18 The AAP will aim to meet the needs identified by all of those who use or would like to use the Town Centre. A questionnaire was devised in order to gain a detailed insight into the views and expectations of the population of Bromsgrove. The questions reflected the aims and objectives identified in the Bromsgrove Town Centre Area Action Plan Issues and Options' report in July 2008.

1.19 The questionnaire was completed by the public in the Town Centre during face to face interviews at events such as the Farmer's Market. It was also circulated at events, exhibitions and presentations, or could be accessed via the internet. The local media was utilised to promote the consultation. A total of 1,198 responses were received by post and online but not all respondents answered every question. Results are weighted by age and gender to better represent the resident population of Bromsgrove. 465 of these questionnaires contained soft feedback from the open 'additional comments' question, while 42 separate letters or e-mails were received. This culminated in 1,707 individual comments, plus responses from statutory consultees which were all mapped against each specific option as necessary, the findings can be viewed within the Bromsgrove Town Centre Area Action Plan Issues and Options consultation report.

Ongoing Consultation Groups

Town Centre Regeneration Programme Stakeholder's Forum

1.20 The Stakeholder Forum exists to represent the wide community that is affected by the Regeneration of Bromsgrove Town Centre and to ensure that as far as possible their needs are recognised, addressed, and, where necessary, incorporated within the Area Action Plan. Stakeholders include, but are not limited to, residents, visitors, traders and landowners.

1.21 The Forum also acts as the Town Centre Theme Group within the Local Strategic Partnership (LSP). This means that it has adopted a partnership approach and aims to work with other organisations within and beyond Bromsgrove to meet the needs and aspirations of the Town Centre and its Regeneration Programme. The Theme Group reports on performance and progress to that for Economic Success and so through to Bromsgrove Partnership Board, by this route, the group also links to the Worcestershire Partnership.

The Specific Responsibilities of Members of the Stakeholder Forum are:

- Communication between the group represented and the Joint Project Team
- The further development of the programme in support of the groups they represent including advice and recommend actions that may improve or expedite the programme outcomes
- To contribute to particular work-streams as required in line with their representative function or other specialism
- To maintain confidentiality of all sensitive/commercial information
- Performance management through helping to establish and monitor against measures and targets in respect of outcomes of regeneration activities with and for particular stakeholder groups and LSP Themes
- A route for consultation with the community, businesses, policy makers, partner organisations and other stakeholder groups

1.22 At these regular meetings, members were asked to consider certain aspects of the Bromsgrove Town Centre Regeneration Programme so that their views could be considered as part of the Area Action Plan. This included feedback relating to development sites, their preferred location for certain facilities, and surveys regarding specific upgrades e.g. High Street refurbishment, Recreation Ground upgrade etc. Members were also encouraged to contact members of the regeneration team if they had any queries or suggestions. A number of members were also invited to be involved in other projects or groups when their expertise was identified as being beneficial.

Evening Economy Group

1.23 An Evening Economy Group was established so that local businesses and interested parties could directly influence the economic potential of Bromsgrove Town Centre in the evening and, therefore, the Area Action Plan. The purpose was to specifically examine shopping, eating, drinking and entertainment, including safety, lighting, cleanliness, transport, events and car parking.

1.24 Members were encouraged to consider factors of the Town Centre that they thought were good and bad; what they would like to see in their ideal Town Centre; how more people could be encouraged into the Town Centre in the evenings, and funding opportunities. Another consideration was the Common Events Programme, which is vital to ensure that the public know what events are happening in Bromsgrove Town Centre and when. The Evening Economy Group was linked into the Stakeholder's Forum. Potential events and facilities were discussed at these meetings, with the findings fed into Area Action Plan work.

Bromsgrove Leisure consultation

1.25 In the summer of 2010 a targeted consultation took place on the future leisure provision in the town, the results of which have been analysed and reflected in policy TC12, which identifies the site and criteria for a new leisure centre in the Town Centre.

Bromsgrove District Core Strategy

1.26 This version of the Bromsgrove AAP is intended to be read alongside the Bromsgrove Draft Core Strategy which together demonstrates a clear vision for the future of both the town and the wider District. Contained within the Core strategy is a Town Centre

regeneration policy which ensures that the AAP is clearly linked to other planning strategies also being prepared for the District, because of the detail required to deliver an enhanced Town Centre an AAP has been chosen to deliver a comprehensive regeneration programme.

The complementary policy in the Core Strategy is as follows

CP 15 Town Centre Regeneration

The Town Centre represents an area where significant change and conservation is needed, and therefore an Area Action Plan is proposed which will provide a planning framework to guide and promote future development.

Sustainable travel will be promoted by improving pedestrian priority, linkages and mobility within and across the Town Centre; improving pedestrian and cycle linkages between Bromsgrove railway Station and the Town Centre, and improving to key junctions including Birmingham Road /Stourbridge Road. Significant improvements in public transport, will be encouraged, particularly to bus services in order to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre acting as the focal transport hub.

The Council will support proposals to improve the range and quality of the retail offer including;

- **Encouraging redevelopment of key sites including the Market Hall site**
- **Continuing to support small specialist shops, whilst creating opportunities for new retailers to enter the town**
- **Improving the range of the evening economy uses within the Town Centre including a mix of entertainment uses for all groups, including leisure and culture, a choice of bars, cafes and restaurants**
- **Providing a regular outdoor market in the High Street.**

The Council will support proposals to deliver high quality housing which provides a mix of unit sizes and tenure including provision for the elderly

Measures to ensure an attractive and safe Town Centre is created will be encouraged by implementing a new public realm scheme and complimentary design and conservation policies.

New proposals must contribute towards an accessible and attractive environment by:

- **ensuring accessibility for all**
- **encouraging more sympathetic and high quality infilling schemes**
- **improving the quality and value of open spaces in the Town Centre**

Opportunities will also be encouraged in new schemes to mitigate and adapt to the effects of climate change for example renewable energy and recycling.

Sustainability Appraisal

1.27 The Town Centre AAP must contribute towards achieving sustainable development and the Sustainability Appraisal (SA) process has been used as an integral part of the preparation of this AAP. The SA is a tool which evaluates the environmental, economic and social effects of a plan to ensure it is tailored towards achieving a better quality life both now and for future generations. It incorporates the requirements of the European Union directive relating to Strategic Environmental Assessment. The policies set out in the AAP have been subject to Sustainability Appraisal at every stage of their production and each consultation informs and improves this process. An SA report is therefore also available for consultation alongside this Draft AAP. It sets out the implications of the policies and the mitigation measures required to reduce any identified negative impacts.

Evidence Base

1.28 The AAP has been developed from the basis of a strong evidence base to ensure that it addresses local issues and responds to the needs of local communities. A number of studies have been prepared which underpin the policies contained within the AAP and these are available to view on the council's website

Local Strategic Partnership and Community Strategy

1.29 The regeneration of the Town Centre is a key priority of the LSP. The Town Centre Stakeholder Forum has acted as the LSP theme group throughout most of the process in creating the AAP. A newly constituted Economic Development Theme Group also actively considers issues relating to Town Centre Regeneration ensuring that the aims and objectives of the LSP are reflected in the work of the regeneration team and the AAP and also that the aims of the Regeneration team / AAP are also being regularly presented to the LSP.

Local Enterprise Partnership

1.30 Local Enterprise Partnerships (LEP) are currently being set up to deliver, amongst many things, coordinated economic stability and growth across areas which are typically bigger than one District Council. Bromsgrove District Council is currently a member of 2 LEP's, one which focuses on the Birmingham area and some of its surrounding Districts, and also the LEP which deals with issues within Worcestershire. The nature of where Bromsgrove District is within the region means it is important to look in all directions for new partnerships which can help the Town Centre to flourish. As the details of these LEPs become clearer it will be easier to establish what, if any, changes need to be made to the AAP to align with wider economic strategies across the West Midlands region and beyond.

Bromsgrove District Council Plan

1.31 Bromsgrove District Council publishes a Council Plan which states the aims and objectives of the Council and identifies the specific areas and themes across the community that the council wishes to address. Under the overall objective of regeneration, the Town Centre and Economic Development have been identified as specific priorities, under other objectives priorities also include, One Community, Housing and Tackling Climate Change.

The policies and proposals in the AAP will all contribute to the successful achievement of these objectives and priorities.

What happens next?

1.32 This version of the Town Centre AAP is out to consultation for 6 weeks, during which time representations from all interested parties will be welcomed. All those representations received will then be carefully reviewed and, where appropriate, the plan will be amended into the submission version.

1.33 In due course the final version of the plan will be submitted to the Secretary of State and the submitted document will be made available for another consultation period, during which time formal representations can be made and final changes made to the document.

The submitted document will then be considered at an Examination in Public to be conducted by an independent Inspector who will determine whether the plan is sound and consistent with national policy. Currently changes are being considered for the structure of the planning system and with the introduction of the Localism bill, the implications of which and any significant changes will be explained in subsequent editions of the AAP.

1.34 It is envisaged that a phased development and construction programme will be included in the submission version of the AAP, with major physical works likely to commence in 2012, although other schemes may well be able to be implemented prior to that.

How can I get involved?

1.35 The preparation of the Town Centre AAP has been progressing for some time and you may already have been involved in earlier consultation periods. Whether or not you have been involved in any of these earlier stages however, there are still opportunities for you to be involved.

1.36 This is not the final version of the AAP there is still the flexibility to put forward alternative options for any part of the document. Indeed, as the process of plan preparation is an evolving process you may make alternative suggestions to the plan but this should be based on a fully reasoned justification for doing so.

1.37 Publication of the Town Centre AAP is timetabled for Friday 21st January 2011 and the consultation period will run for 6 weeks. We will need to consider all of your comments before a final published AAP can be issued and therefore if you have any comments they must be received by the District Council by 5pm on Friday 4th March 2011.

You can send us your comments on what you think about the contents of this document and the proposed policies using the attached response form, as this will enable us to process your comments in the most effective way.

Please send the completed form to:
The Strategic Planning Team,
Planning and Environment Services,
The Council House,

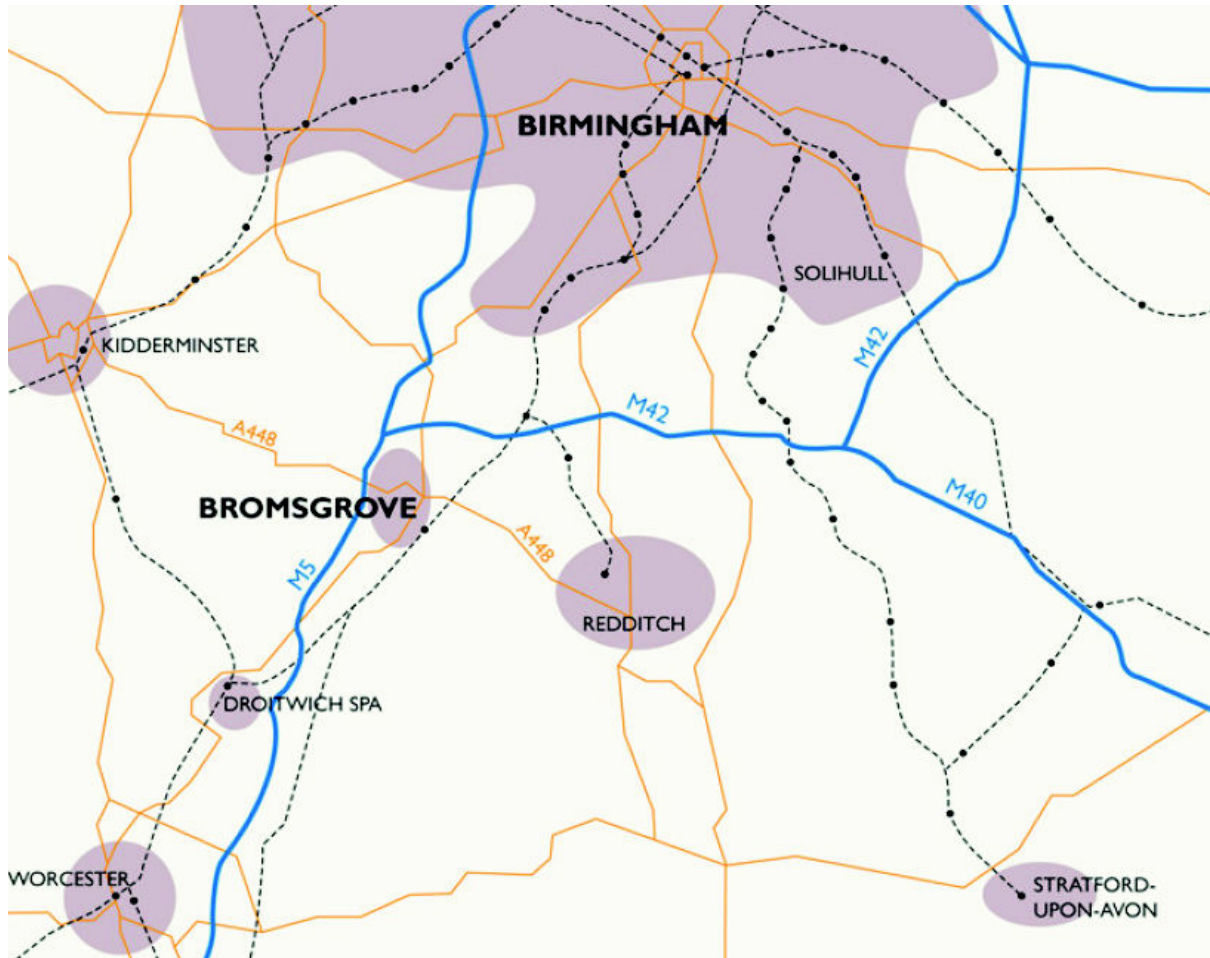
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Further information may be obtained by contacting the team using the above contact details
or by visiting our website:

www.bromsgrove.gov.uk/towncentre

2. Bromsgrove Town Centre



2.1 Bromsgrove Town Centre is an historic market town which was mentioned in the Domesday Book and was the centre for the medieval wool trade. The High Street follows the route of a Roman Road and still contains a number of historic buildings of which some are listed and/or protected by Conservation Areas Status. There is however some evidence of unsympathetic infilling, inappropriate replacement shopfronts and signage within the Town Centre. Furthermore whilst partial pedestrianisation of the High Street occurred over twenty years ago, the pedestrianised area is now considered to be unattractive, with cluttered street furniture and a poorly maintained paved surface.

2.2 The M5 and M42 meet to the north of the town, offering good road links to the rest of the country, and the A38 and A448 offer good local access to the neighbouring towns. Bromsgrove train station is located approximately one mile outside the Town Centre, and provides services to a variety of destinations on the London Midland network, including Birmingham, Hereford and Worcester.

2.3 The Town Centre lies at the heart of the District and although it remains the main retail destination within the District, not all local residents use Bromsgrove Town Centre as their primary shopping destination. This is partly due to the role and function of the Town Centre and partly due to geography. Bromsgrove District is over 20, 000 hectares in size and

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some of its settlements are comparatively remote to the Town Centre, with other centres outside of the District, such as Stourbridge and Birmingham, lying closer to these outlying settlements, therefore they are often the preferred choice for shopping rather than the Bromsgrove Town Centre.

2.4 Bromsgrove is not considered to be a strategic centre and its function is seen to cater for the local needs of its residents. This is reflected in the mixture and proportion of uses present such as limited comparison floorspace, convenience shopping, local services, housing, employment, (predominantly retail and service sector but with some light industry), health care facilities, sports centres/leisure facilities and restaurants. The retail accommodation in the Town Centre is mixed, and many small and independent businesses occupy small premises that do not lend themselves to redevelopment. As a result, there is a shortage of suitable larger retail accommodation that suits modern retailing needs. There is also the perception that there is a preponderance of vacant units, lower end retail uses and hot food takeaways and that generally the Town Centre is “rundown”. Bromsgrove Town Centre has relatively few evening economy uses, with those that do exist being generally clustered at the western end of the High Street and on Worcester Road. This area of the Town Centre, being the liveliest at night time, inevitably suffers some disturbance and has the potential to give rise to fear of crime by some resident groups

2.5 Whilst strategically placed with good accessibility to the UK motorway network road congestion is an increasing problem for the town, particularly during peak hours and when traffic attempting to avoid motorway congestion diverts to the local road network. Bromsgrove’s railway station is located approximately one mile from the Town Centre, with poor pedestrian, cycle and bus linkages between the Town Centre and the station. Whilst bus services are able to penetrate the Town Centre, problems with disabled access and general pedestrian accessibility remain. At present the overall quantity of car parking is considered adequate for the Town Centre. Significant improvements are however required in public transport, in particular to provide an integrated and regular bus service which will connect new and existing residential areas to the railway station, with the Town Centre acting as the focal hub.

2.6 The Town Centre contains few open spaces. Existing spaces include the Recreation Ground, and land surrounding Spadesbourne Brook and St John’s Church. At present the Recreation Ground provides only limited value to the local population, and has few amenity functions.

3. Bromsgrove Town Centre - The Vision



“Bromsgrove will be a thriving market town which attracts residents and visitors into the Town Centre, both for the shopping experience and its programme of events, activities and markets. The Town Centre will be significantly enhanced with an attractive and safe environment which will provide a focal point for the community.”

The vision above has been prepared by the Council but has been created by you. The Council has been asking the people of Bromsgrove and many other key stakeholders what they want for the Town Centre over the last few years the results of which has generated the vision above.

4. Bromsgrove Town Centre - The Objectives

4.1 Retailing and the local economy

- Improved retail offer through the development of new sites and an extended Primary Shopping Zone
- Improved range and quality of evening economy uses within the Town Centre, including a choice of bars, cafes and restaurants
- Number of employment sites for light industrial usage maintained
- Promoted local and niche shops in traditional High Street premises
- A regular high quality outdoor market in the High Street
- Instigation of an extended events programme

4.2 Living and Working in Bromsgrove

- To deliver new high quality housing which provides a mix of unit sizes and tenure
- To ensure that residential unit numbers, densities and affordable housing provision is sufficient and appropriate for the local area
- Modern commercial office accommodation will be made available
- Nascent technology businesses attracted as part of improved links with the technology park and A38 technology corridor
- The conversion of empty space above shops converted into flats
- A Care Village in the Town Centre to meet the needs of Bromsgrove

4.3 Public Realm and Open Spaces

- Upgrading the public realm and Primary Shopping Zone to a high quality including resurfacing and refurbishing the High Street
- Preserving and enhancing the Conservation Area's character and appearance
- Wherever viable renovating, refurbishing, rejuvenating or redecorating the Town Centre's historic buildings
- Utilising the natural assets in the Town Centre to provide enhanced green and open spaces including the Spadesbourne Brook and Recreation Ground
- Ensure a safe environment for all and a Town Centre enjoyable for everyone

4.4 Accessible and efficient public services in Bromsgrove Town Centre

- New Customer Service Centre and Civic Suite incorporating a review of public administration and library services
- New Leisure Centre
- New Joint Police and Fire Station
- New Health Centre
- New / Refurbished Public Toilets

4.5 Transport, movement and accessibility

- To reduce reliance on car use and reduce transport related carbon emissions
- An improved road network including the re-engineering of junctions and traffic flows
- Improved pedestrian priority, accessibility, permeability, linkages and mobility within and across the Town Centre for pedestrians and cyclists

- Improved public transport infrastructure including the new or upgraded Bus Station, and new Town Centre bus routes
- Improved pedestrian and cycle linkages between Bromsgrove Station and the Town Centre, and the promotion of shuttle bus services between the two destinations
- A rationalisation of car parking provision in the Town Centre

5. Structure of the Policies

5.1 Whilst the whole of this document forms the AAP the next two sections contain the specific policies which will shape the regeneration of the Town Centre. They have been split into two sections, the Strategies, which deal with strategic issues which affect the whole of the Town Centre and the Site Specific development opportunities, which deal with individual development sites.

5.2 A number of inter-related themes have emerged from the aims and objectives and these have been used as a basis to structure the individual strategies. Due to their spatial nature there will inevitably be some overlap between the policy areas. Where this explicitly occurs, cross references have been included for the sake of clarity, however it is likely that subtle overlaps will also occur and the plan should therefore be considered in its entirety.

5.3 The context for each policy is first provided and then the actual policy highlighted in **larger bold text**. The '*At a Glance*' box provides a quick reference to the key issues which have influenced the policy such as National policy guidance, consultation responses and the Sustainability Appraisal.

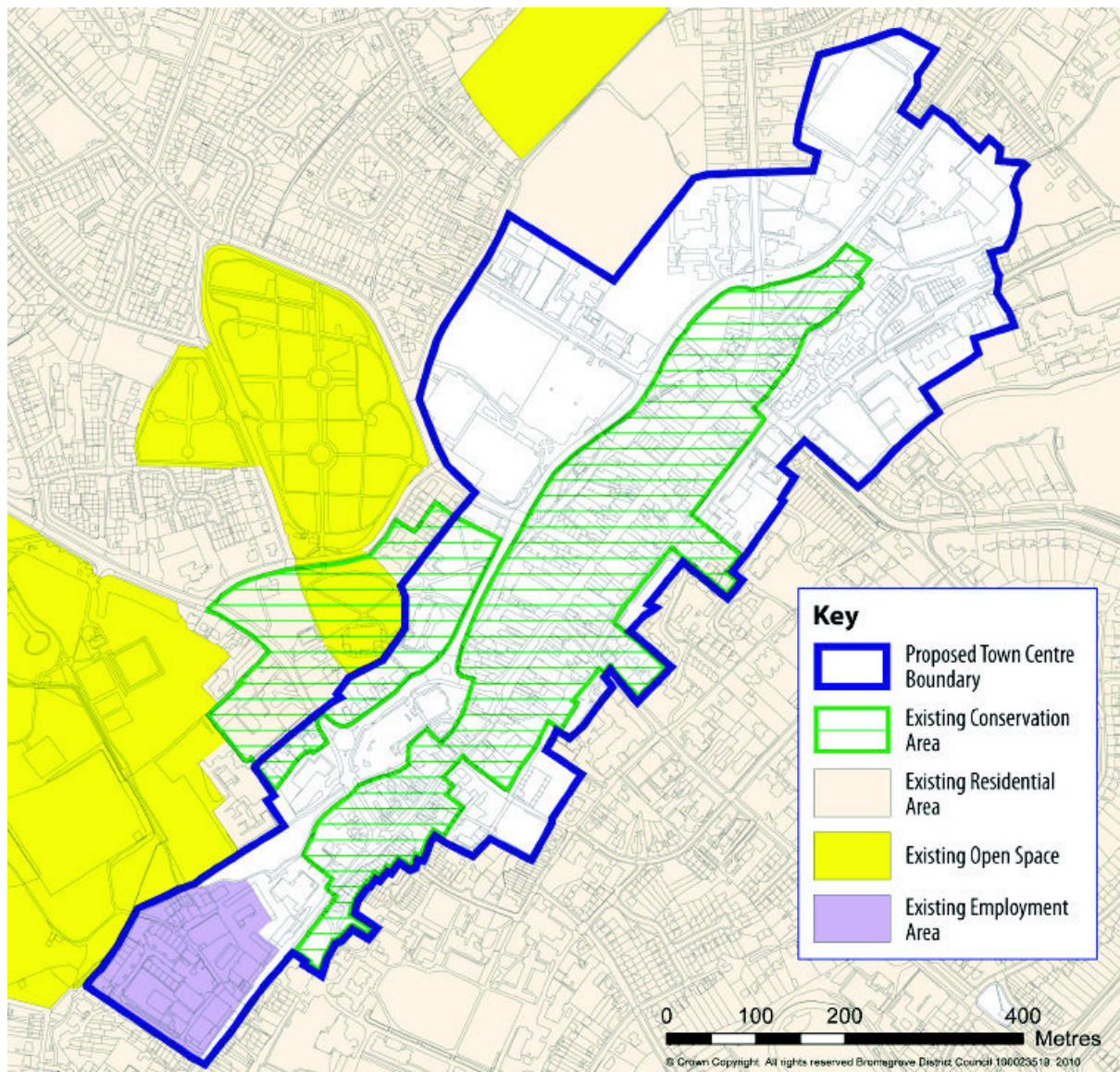
6. Bromsgrove Area Action Plan - The Strategies

TC 1 Town Centre Regeneration Strategy

TC1.1 Bromsgrove Town Centre as identified on figure 1 will be the focus of a number of complementary strategies and policies which will secure its long term future enhancing its vitality and vibrancy, fixing its place within the West Midlands and beyond as a desirable place to live, work, shop and invest.

TC1.2 The strategy focuses on the historic core of the High Street and Conservation Area and its surrounding street and lanes, opportunities for physical public realm improvement and new development which complement this core area are detailed in subsequent policies. All development in the Town Centre or that will impact on the Town Centre must have regard to the policies of this AAP and the Bromsgrove Core Strategy.

TC1.3 The regeneration will be phased over 15 years in conjunction with the development identified in the Bromsgrove Core Strategy.



TC1 At A Glance

Summary:

Overarching policy which identifies the extent of the Town Centre, and the key aims of the regeneration.

Public Consultation response:

1198 responses were received for the Bromsgrove Town Centre Regeneration Area Action Plan Survey, showing why the respondents visited the centre, what they would like to improve the centre. New paving, improved appearance of historic buildings and making the look of shop fronts and signs in keeping with historic architecture are the top three responses on making the town centre an improved environment.

Town Centre Objectives:

- *Retailing and the local economy*
- *Living and working in Bromsgrove*
- *Public realm and open spaces*

Sustainability Appraisal:

This policy performs well overall as the regeneration of the town centre is likely to have far reaching social, economic and environmental benefits for the District.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *A better environment for today and tomorrow*
- *Stronger communities*
- *Economic success that is shared by all*

Town Centre Health Check 2010:

Limited retail and food offer, littering, limited natural surveillance at night time, busy and poor crossings to the main shopping areas, poor image of town centre to pass-by traffic are identified as weaknesses of the town centre.

Policy Context:

- *PPS4 Planning for Sustainable Economic Growth*
- *PPS5 Planning for Historic Environment*

TC 2 Town Centre Land Use Strategy

Retail

6.1 Bromsgrove Town is the dominant retail centre in the District but one which faces considerable competition from a wide variety of other centres across the region. The Council is committed to enhancing the retail offer in the District by creating a Town Centre where retailers want to locate, and where people from both within the District and beyond will choose to shop because of the high quality environment, and the wide range of shopping opportunities.

6.2 The current retail offer in the Town Centre is mixed, with many small and independent businesses occupying relatively small premises. These types of business are very important to Bromsgrove and it is essential that they continue to offer shopping choices which many of the larger retailers do not. To complement these smaller independent businesses it is important to be able to offer a wide range of other opportunities for retailers and shoppers. It has been identified that the lack of suitable larger premises is currently restricting the retail offer in the Town Centre, many of the nationally established high street retailers would like to locate to Bromsgrove but are unable to find accommodation of the appropriate scale to meet their needs.

6.3 New retail accommodation will therefore be provided to expand the retail offer of the Town Centre. The strategy involves concentrating commercial and retail development around the High Street and the other areas of the Primary Shopping Zone. Due to the physical space constraints of this area new additional retail accommodation will be provided as part of potential mixed use schemes in key locations.

6.4 This approach will improve the quality and range of Town Centre shopping and help to define and distinguish Bromsgrove as a centre which contains the high street retailers many people expect, but will also ensure that smaller boutique style independent retailers are safeguarded along with the historic shop premises which many of them occupy.

6.5 It is hoped existing retail sites such as the Sainsbury's scheme on Birmingham Road Retail Park will offer improved shopping opportunities, to supplement this the Council has identified two sites that are suitable for major new retail development in the early years of the plan which are facilitated by the redevelopment of publicly owned assets:

- **Historic Market Site:** Suitable for a high profile retailer and complementary uses such as a cinema, and/or cafes and restaurants. A strong visual connection to the High Street will have to be achieved. This will create a new destination at the southern end of the High Street. Further details can be seen in policy TC8.
- **Windsor Street:** A suitable site for larger retail and leisure units that cannot be accommodated in the High Street, preferably as part of a mixed use development. This will create a focal point and will encourage west/east pedestrian movements from Market Street across and along the High Street to Windsor Street. Further details can be seen in policy TC13.

The Council also believes that a further site has potential to improve both the retail offer and the built environment within the Town Centre although this may be a longer term aspirational opportunity.

- **Mill Lane 'Iceland' Site:** Potential for re-development to create a large, modern, high quality High Street retail space. This will improve the retail offer in the Primary Shopping Zone and allow for improved public realm, creating a more attractive route through to ASDA and the Recreation Ground.

6.6 The draft policies in TC2 are not designed to be overly restrictive, it is understood that retailing can be done in premises of all shapes and sizes and it is important to create an environment where innovation in all sectors including retail is allowed to flourish. Over time there may be other opportunities in the Town Centre that could provide much needed further retail space such as the sites to the rear of the High Street properties.

6.7 The ability of street markets to play a positive role in the Town Centre should not be overlooked; the current markets that take place will be continued with other opportunities explored for specialist markets and market traders to operate in the Town Centre. The successful functioning of street markets will be considered as part of the public realm enhancement and the proposals will include, where possible, features which will help the markets to operate in an efficient and flexible manner. Simple ideas such as the positioning of services, street furniture and street trees can all help in ensuring markets continue to play an important role in the function of the Town Centre.

Retail Capacity Assessment

6.8 PPS4 is clear on the requirement for Local Authorities to plan positively, to maintain an evidence base and to accommodate growth. All major development sites have undergone a process of sequential testing as identified in PPS4, the results of which can be seen in the evidence base

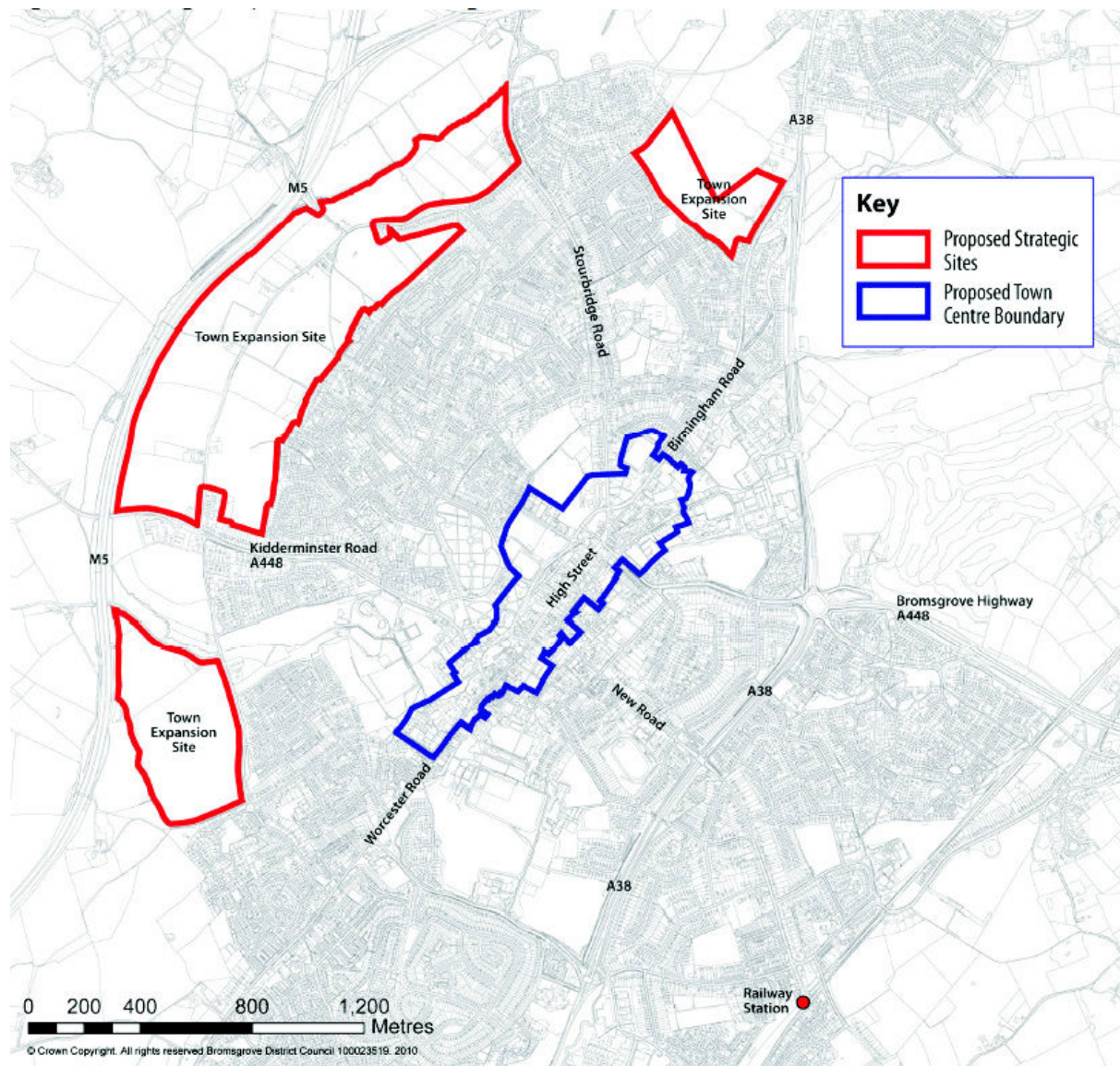
6.9 A Retail Capacity Assessment was completed in 2004. This was updated in 2007, and again in 2010. The most recent assessment took into consideration new retail stores that had received Planning Consent, including Sainsbury's and Aldi. Key assumptions/data sources underpinning the 2007 update have been revisited in light of the current economic climate.

6.10 The Retail Capacity Assessment report reviewed the tested assumptions from 2007, and then provided a forecast of comparison and convenience floor-space capacity in Bromsgrove over 5 year periods (2010, 2015, 2020 and 2025). Recommendations on the level of retail expansion that could be supported and the type/format of floor-space that can be accommodated have been provided. The Report concluded that over the period there is likely to be no further need for convenience retailing floorspace, and a likely need for up to 16,560sqm of comparison retail floor space up to 2026.

Housing

6.11 The Core Strategy has identified the overall housing target for the District as being 4000 new properties in the years up to 2021, with the possibility of providing an additional 3000 in the later years of the Core Strategy period. The focus for the majority of this new residential development is currently envisaged to be the town of Bromsgrove with other larger settlements in the District also contributing to balanced sustainable growth, as identified in Core Strategy Policies CS2 and CS4 and shown in Figure 2 below.

Figure 2 Strategic expansion of Bromsgrove Town



6.12 This level of residential growth at Bromsgrove places further emphasis on the need for new expansion and improvement in the Town Centre. A key part of ensuring the Town Centre is a vibrant centre of the community is to provide more residential accommodation in and around the Town Centre, ensuring more people are using the Town Centre at all times of the day and night.

6.13 Town Centre residential development can be accommodated in a number of different ways although it is envisaged that capacity can be provided;

- In the conversion of vacant spaces above shops on the High Street and surrounding areas,
- within mixed use development schemes identified in section 7 of the AAP
- And on Recreation Road in a dedicated retirement living complex, see policy TC9 for further details

6.14 Any new residential development in the town will provide a welcome addition to the overall housing offer and as such should reflect the needs of the District. New housing should focus on the provision of smaller affordable units, and housing suitable for the elderly, although more aspirational housing will also be welcomed in appropriate schemes and locations.

Employment / Commercial

6.15 The Town Centre is currently home to a variety of employers. In addition to those employed in the retail sector, significant numbers of people work in office based jobs as well as some light industrial businesses. It is important that this wide mix of employment opportunities is maintained and expanded to allow for a Town Centre that can be successful in all market conditions.

6.16 An important part of this will be the significant improvement in the provision of office accommodation within the Town Centre. The expected expansion and increase in the population of the Town as identified in the Core Strategy will bring with it a requirement for new employment opportunities. Whilst some of this will be provided for on existing employment sites and new development on the expansion sites, it is important that the Town Centre also offers new opportunities. Office based development within the town is seen as important, particularly with the increased catchment area for business and employees offered by the planned electrification of the cross city railway line and in the longer term the provision of a new train station. These improvements will make Bromsgrove even more readily accessible from Birmingham. In order to capitalise on this it is important to offer a pleasant and affordable choice for businesses and commuters choosing to relocate out of very costly city centre accommodation.

6.17 A significant number of people in and around the Town Centre are employed by the public sector but unfortunately the accommodation tends to be in outdated and inefficient properties. It has been recognised that a rationalisation of all the public property assets could release further regeneration opportunities. As part of this rationalisation, public sector buildings such as a new council house could be provided and this will allow the public easier access to the Council and other services in a modern and accessible environmentally friendly building. Providing new public sector facilities in the Town Centre will not only ensure the Council's ability to provide accessible services is maintained but it will also keep a significant number of employees in the Town Centre which adds to the overall vibrancy and vitality.

Open Space

6.18 The open space strategy is to improve the quality of natural and historical assets that already exist, and to maximise the potential that new development opportunities provide in the provision and enhancement of open space in the Town Centre.

6.19 Public safety in areas of open spaces is very important if their contribution to the Town Centre environment is to be maximised, particular design and management measures will include:

- Zero tolerance regarding graffiti, vandalism, Anti-Social Behaviour and litter/fly tipping;
- Providing natural surveillance of areas, particularly in new developments;
- Good lines of sight across open spaces.

6.20 Bromsgrove's existing and natural assets will be linked wherever possible to provide for increased open and green space and naturalised movement corridors for both people and wildlife. The aims of these corridors will be to:

- Increase the amount of open and green space in the Town Centre
- Increase the accessibility and immediacy of open and green space
- Improve air quality
- Improve flood risk management
- Encourage biodiversity
- Encourage healthy living
- Promote Town Centre living
- Increase the number of visitors and lengthen their stay

Detailed proposals are outlined in Section 7. They include:

- Naturalising Spadesbourne Brook along Crown Close and across the site of the old Market Hall,
- Improving linkages and access to Sanders Park,
- Upgrading the Recreation Ground as an attractive public amenity with high quality landscaping,
- Establishing a waterside pathway through the Town Centre from Burcot Lane to St John's Middle School,
- Re-introduce and improve the traditional avenue of lime trees that stretched down Birmingham Road and continue down Market Street to St Johns,
- Ensure high quality highway landscaping schemes.

Community, Leisure and Cultural uses

6.21 Town Centres are generally considered as the principal location for entertainment and cultural activity. In Bromsgrove, evening activity is largely limited to public houses and some restaurants. Improving the opportunities to eat and drink is important to residents and visitors to the Town Centre, although a balance is required between traditional pub and restaurant culture and other social activities. In order to accommodate other much needed social facilities, the provision of meeting places for members of the community such as the young or old, who can't or don't want to use more traditional meeting places like pubs

and restaurants will be supported by the Council as potential uses on key development sites. Opportunities to encourage more active uses of public areas for street cafes will be supported as it is important that a public realm is developed which supports the creation of safe and desirable outdoor areas to enjoy throughout the year but particularly in the summer months.

6.22 Other evening activities will be developed such as twilight shopping or similar events and activities. A cinema is a potential use which could form part of development on the historic market site. Improvements to pavements and lighting along School Drive, as well as improved signage and lighting of the Artrix itself, will help connect it more successfully with the centre of Town. Evening parking charges will be reviewed and additional taxi and bus services instigated to improve the accessibility of the Town Centre in the evening.

6.23 All community groups need their Town Centre to be one that they can use and enjoy. The design of the public realm and open spaces will incorporate room for evening and day time events. These include Farmers Markets, Speciality Markets, Christmas Events, Street Theatres, Park Programmes etc, which bring many visitors into the vicinity of the Town Centre at certain times.

TC 2 Town Centre Land Use Strategy

TC2.1 All new development is required to be appropriate, in terms of scale, quantity and use, to the character and function of the Town Centre.

Retail

TC2.2 Bromsgrove Town Centre will continue to be the main retail centre of the District with extended Primary and Secondary Shopping Zones being the focus (see figure 3). New opportunities for expanding the retail offer will be welcomed on sites identified where they clearly meet with the other policies of the AAP.

Primary Shopping Zone

TC2.3 A1 uses will remain the predominant use for ground floor premises in the primary shopping zone. Where development proposes uses other than A1 in this zone, full justification will need to be provided to demonstrate that they do not adversely impact on the retail vitality and viability of the Primary Shopping Zone and the wider Town Centre.

Secondary Shopping zone

TC2.4 Other A class uses will be supported throughout the secondary shopping zone. Proposals for development outside of the A use class will be considered where it is demonstrated that they do not adversely impact on the retail vitality of the Town Centre.

Other Town Centre Areas

TC2.5 Retail development will generally be resisted in other areas of the designated Town Centre unless it can be demonstrated that proposals will not have an adverse impact of the viability and vitality of the primary or secondary shopping zones.

A5 uses

TC2.6 Concentrations of A5 hot food takeaway uses in particular can be detrimental to the vitality of the Town Centre. Proposals for hot food takeaways (Class A5) will only be permitted where:

- The proposed use will not result in the proportion of units within the centre or frontage being hot food takeaways exceeding 5%;
- The proposed use will not result in more than two A5 units located adjacent to each other;
- The proposed use will maintain at least two non A5 units between individual and/or groups of hot food takeaways.

Markets

TC2.7 The Council will continue to support markets in the Town Centre and provide for specific facilities within the public realm to ensure a range of different markets can contribute to the overall vitality of the Town Centre.

Housing

TC2.8 Housing proposals will be supported in the Town Centre and opportunities for new residential schemes will be explored, particularly in vacant premises above shops on and surrounding the High Street. Policy TC9 will support the development of a retirement living accommodation on Recreation Road, and policies TC8, TC12 and TC13 will support new residential development within mixed use schemes. All new residential proposals will have to contribute to the District's overall affordable housing provision, the Council will work closely with affordable housing providers to ensure the Town Centre has adequate provision.

Employment / Commercial

TC2.9 The Council will seek to offer new opportunities for people to work in the Town by providing an enhanced Town Centre which provides flexible business spaces available to accommodate a wide range of employment uses, as well as dedicated B1 office developments. Existing employment sites and new mixed use developments will be the focus of new employment opportunities.

Open space Public squares

TC2.10 The Council will protect and enhance all existing public open spaces within the Town with specific proposals for enhancements at the following locations

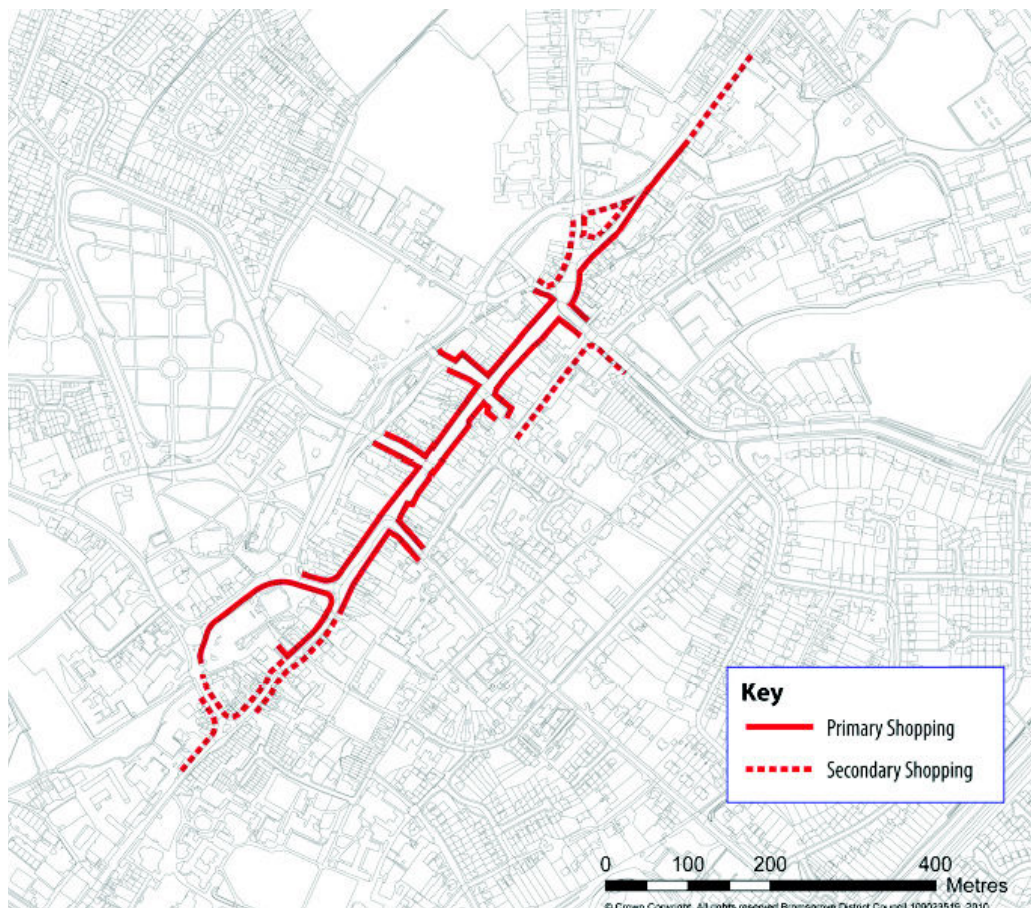
- The High Street
- The Spadesbourne Brook
- The Recreation Ground

Community, Leisure and Cultural uses

TC2.11 The Council proposes to enhance the role the Town Centre plays as the focus for the whole of the community of Bromsgrove. New opportunities for community events will be explored and the specific proposals for new community focused leisure and cultural development, which will directly benefit all sections of the community can be seen at policies TC4, TC6, TC10 and TC12

TC2.12 As part of the community focused development in the Town Centre the options for a new Civic Centre will be explored either as a stand alone development or as part of a larger comprehensive mixed use scheme.

Figure 3 primary and secondary shopping zones



TC 2 At A Glance

Identifies the types of development the Council wishes to see in the Town Centre, and determines the extent of the Primary and Secondary Shopping Zones.

Public Consultation response:

- *The High Street was considered most in need of improvement to make the Town Centre a nicer environment.*
- *80% -90% of respondents would like to see more people living and working in town.*
- *27% of respondents would like regular events, festivals and street entertainment in town.*

Town Centre Objectives:

- *Retailing and the local economy*
- *Living and working in Bromsgrove*
- *Public Realm and Open Spaces*

Sustainability Appraisal:

The policy performs strongly against the social objectives by providing affordable housing, improving the health and well-being of the population and providing public areas for people to meet and socialize.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community – Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *Stronger communities*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:

Limited retail and food offer, littering, increasing number of criminal damage, drug offences, fraud & forgery, anti-social behaviour, limited natural surveillance at night time are identified as weaknesses of the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*

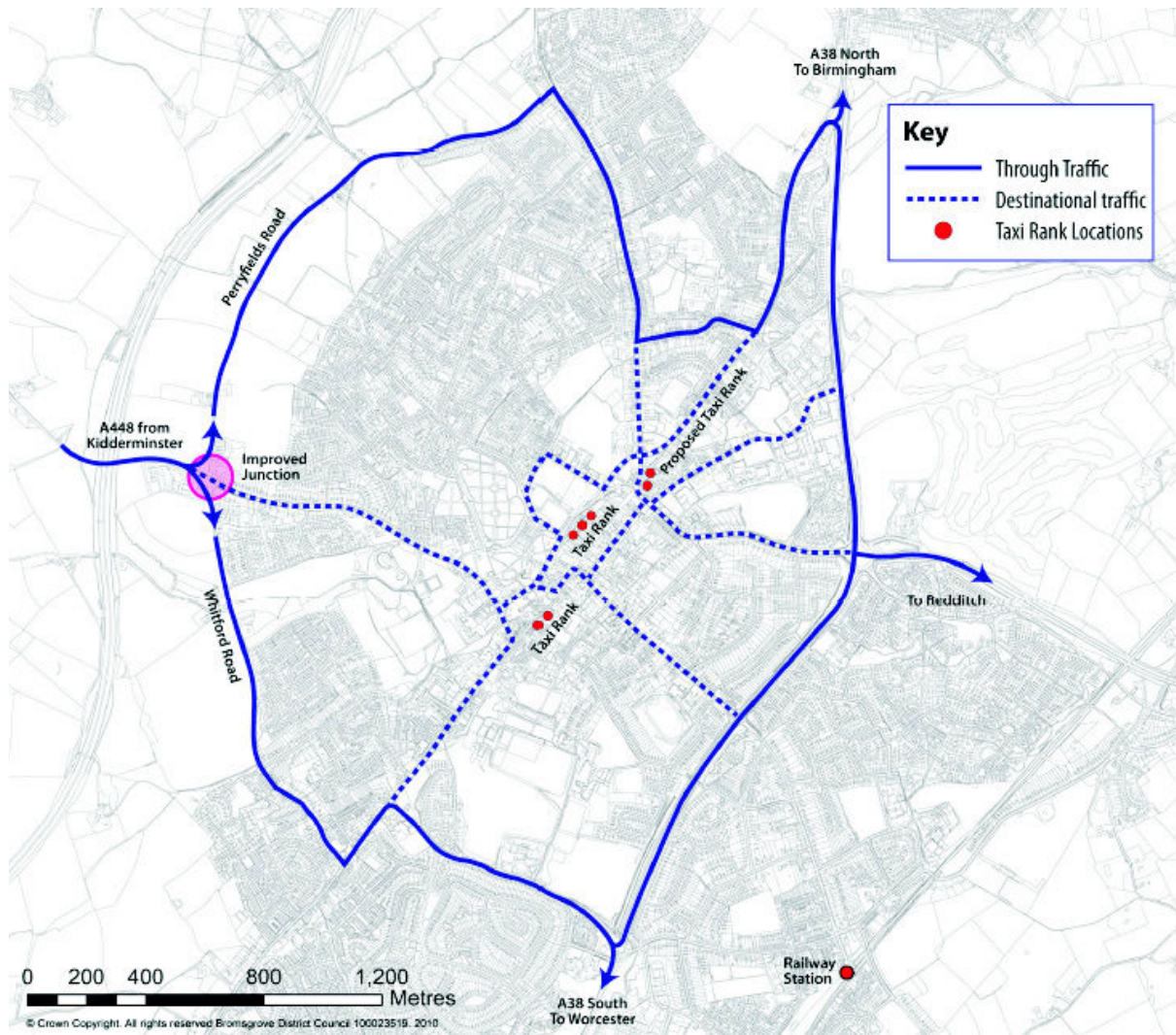
TC 3 Town Centre Movement Strategy

6.24 The movement strategy for Bromsgrove will make the Town Centre more accessible for all modes of travel. It attempts to change the emphasis of the road network away from being a through route to other locations across north Worcestershire. A detailed Town Centre traffic management study in spring 2011, will add to various studies already carried out and will complete a detailed analysis of delivery options for the proposals outlined in Section 7.

6.25 Bromsgrove currently suffers due to a large proportion of through-traffic on its roads, causing heavy congestion particularly at commuting times. The morning and evening peak traffic flow times have merged meaning that during daylight hours, car journey times in Bromsgrove operate at only 50% of those achieved at mandatory speed limits. This can make accessing the Town Centre by car time consuming and difficult. For many visitors from across the rural district the car is currently the only real transport option and as a result they may choose to visit a centre that offers the easiest motoring experience. The impact of the traffic also creates a hostile environment for pedestrians and cyclists and impacts upon the overall character of the Town Centre and Conservation Area.

6.26 Though traffic will be discouraged, and the notion of Bromsgrove as a destination, rather than a cut-through will be promoted by a variety of actions and policy measures. Many of these actions and measures will take place much further a-field from the Town Centre and so fall outside the remit of the AAP. They include alterations to signage and road junctions around the Town Centre, and on main routes into Bromsgrove. The Council will work with the Worcestershire County Council to ensure these proposals briefly shown in Figure 4 below are developed within the Local Transport Plan.

Figure 4 Wider Bromsgrove Town highways proposals



6.27 The success of this will depend on the provision of viable alternative routes for the through traffic that is currently using Bromsgrove, combined with the implementation of measures to make routes through the Town Centre less desirable to through traffic. These measures will include signposting, change of priorities in favour of public transport and pedestrians, weight limits etc. Possible alterations to roads in the Town Centre and its immediate vicinity are shown on plan Figures 5 and 6 **it must be stressed that these are only possibilities at this stage and it is recognised that the rerouting of traffic to other areas of town could have impact on the success of other policies of this plan particularly TC10 the proposals to enhance the recreation ground into a more successful open space.**

Figure 5 possible Town Centre traffic rerouting

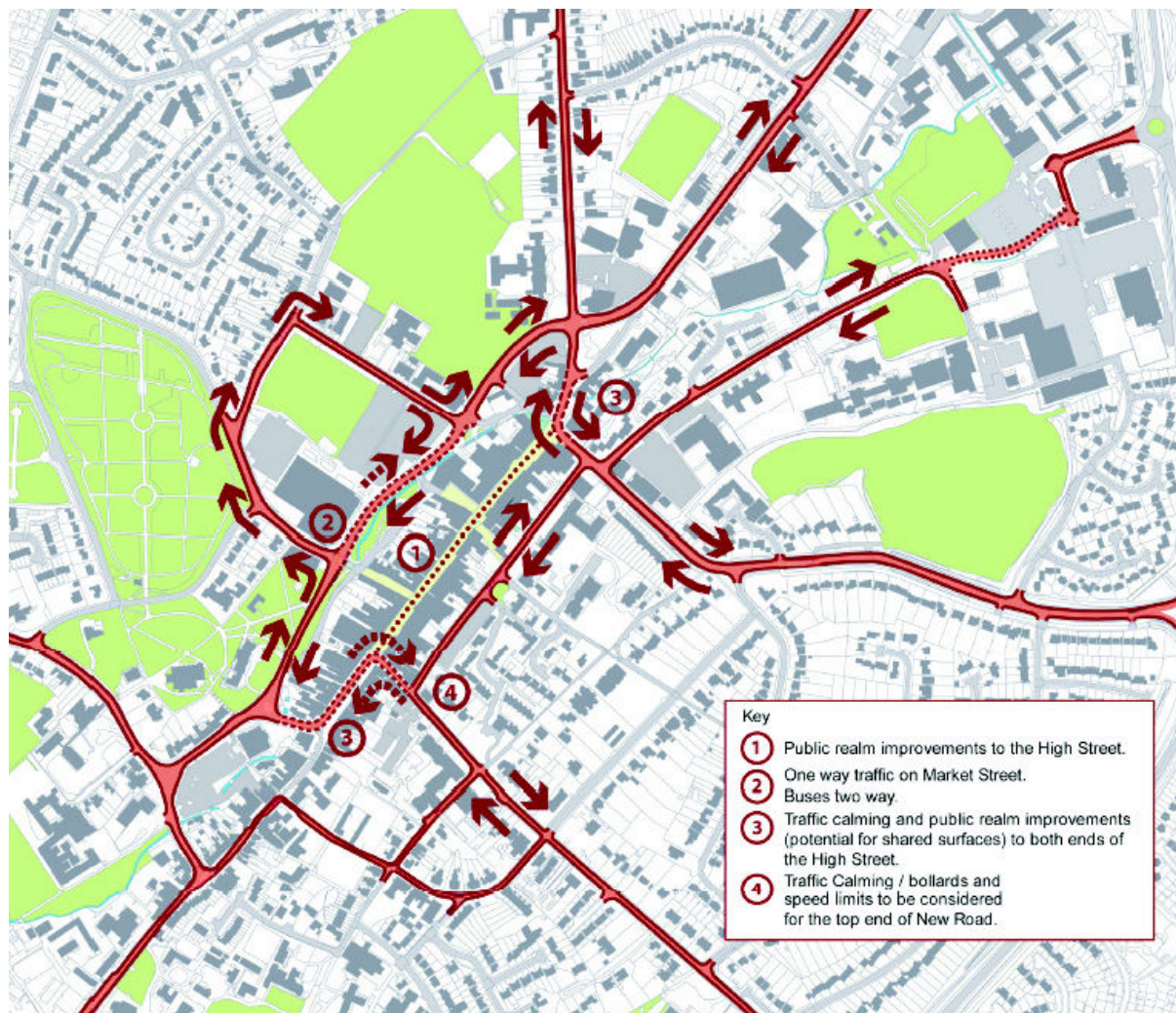


Figure 6 Detailed possible Town Centre traffic rerouting



Public Transport

6.28 The current public transport system is insufficient in coping with predicted demands in the future. The recent upgrade of the Bus Station has already seen a significant increase in passenger numbers, departures from the Bus Station currently standing at approximately 30 per hour, could rise to 40 per hour over the coming years. It is intended to introduce new bus services which connect the residential areas surrounding the Town with other key locations such as the Train Station with the Town Centre being the focal point of the network. No resident should be more than 450m away from a bus stop with buses running on these routes every 10 minutes, providing a frequent connection to the Town Centre and the Train Station from all areas of town.

6.29 Traffic congestion needs to be eased for new bus services to be able to operate effectively, as identified above the rerouting of through traffic should help to do this, although re-engineering parts of the road network to give greater priority to public transport will also be considered to aide the efficient bus services across the town.

6.30 The current location of the Bus Station provides good access to the High Street and the wider Town Centre. The Bus Station will be extended to allow for the introduction of new bus services and to facilitate a public transport interchange which serves the town's residents and businesses. An expansion and improvement is also required to build on Bromsgrove's prominence as a destination on the A38 technology corridor. Further aesthetic improvements in line with policies TC4 and TC5 will also be explored for the Bus Station to ensure it serves as an attractive gateway into the Town. One particular aspect of the Bus Station which deserves further development is the rear courtyards of the High Street properties which open out onto this area. These courtyards are currently of differing quality and uses, bringing these areas into active uses will be explored, although in cases where this is not possible, sensitive screening of these areas may be able to be used to maintain their current function but to provide a more attractive environment, not only for those that use the Bus Station but also those that view it as they move along Market Street.

6.31 Planning obligations / Community Infrastructure Levy (CIL) from developments which will impact on the Town Centre movement network will be required to ensure the Town Centre becomes accessible for all residents from locations across the town, and not just those who own their own vehicles.

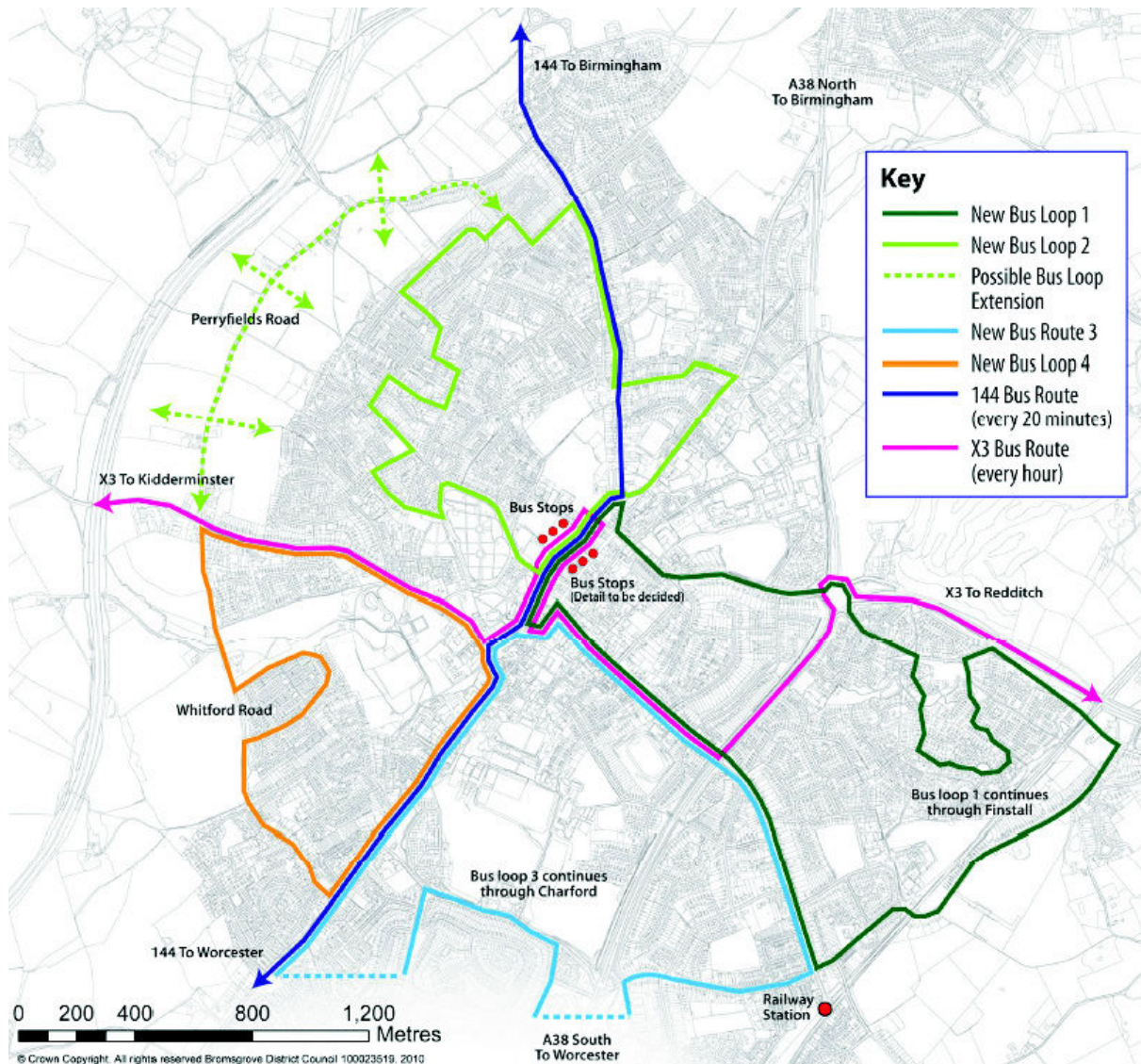
6.32 The Bus Station will bring additional employment and visitors into Bromsgrove Town Centre. It will also assist with the promotion of Bromsgrove as a base for office accommodation, especially if plans for a new four platform railway station and the introduction of more regular services from Birmingham proceeds. It would also begin to reduce the Town Centre's reliability on the private car which is important as the cost and availability of fuel begins to force people to look at other transport options.

6.33 Plans exist to extend the Cross City Line from its current termination point at University down to Bromsgrove. This would result in trains in and out of Birmingham every 20 minutes; a new Railway station for the town is required because the existing station is

- not of a sufficient standard to support economic growth in Bromsgrove.
- is not Disability Discrimination Act (DDA) compliant as the only way to/from Platform 2 is over a footbridge.
- has seen a 400% increase in footfall over recent years, but no improvements have occurred.

6.34 The current position of the economy has cast doubt on the availability of funding in the short term for the new station and the electrification. The Council working alongside other partners such as Worcestershire County Council will continue to promote these schemes in Bromsgrove. It is seen as essential element of this AAP and the Core Strategy that the train station is comprehensively linked to the Town Centre and as a result the wider midlands rail network.

Figure 7 Bromsgrove Bus Network



Walking and cycling

6.35 The public consultation questionnaire that accompanied the issues and options report in the summer of 2008 identified that a high proportion of shoppers walk into Town from the residential areas surrounding it. This is a very positive feature which shows the Town Centre really does serve those who live in Bromsgrove. The Town Centre will be made more accessible to those who live a little further away, by providing them with improved walking, cycling and bus routes into their Town Centre.

6.36 The large numbers of people who walk into the Town Centre will continue to be encouraged and will be complemented by a similar approach to cycling. Bromsgrove sits on the national cycle route network, with route 5 passing through the Town Centre. The County wide transport policies contain a strong aspiration to extend national route 46 from Droitwich to Bromsgrove. These national routes are currently supplemented by local cycle routes 1 and 2, providing a strong basis for a wider network of cycle routes accessing the Town Centre.

6.37 The cycle path network will be designed to make all cycle trips for local residents as convenient as possible and routes will therefore be designed to be direct; continuous; of a high quality; safe for both pedestrians and cyclists and improved signage will give distance and time to the Town Centre and other key locations. On arrival anywhere in the Bromsgrove Town Centre a cyclist must be able to travel without unnecessary risk, secure their cycle and leave it without concern of theft or interference. New, safe, secure, lockable cycle storage will be provided and will be located at car parks, the Bus Station and/or other key gateways and locations within the Town Centre.

6.38 Existing businesses and businesses within new developments will be encouraged to support the cycle to work scheme, allowing employers to reap the benefits of a healthier work force. The new public realm proposals will look into the possibility of creating an environment where both cyclist and pedestrians can use the High Street with minimal disruption to each other. The Traffic Regulation Order forbidding cycling in the High Street could therefore be reviewed under public consultation.

Taxis

6.39 Currently taxis are highly concentrated around the Bus Station area, causing congestion. It has been highlighted by police in Bromsgrove District that there is currently a shortage of taxis operating in the Town Centre in the evening. New ranks will be introduced in suitable locations throughout the Town Centre to enable customers to arrive closer to their chosen destination and reduce waiting times. Access to taxi services at other locations such as the Railway Station and business parks will also be improved to help support the movement strategy in this AAP.

Shop Mobility

6.40 Those with mobility issues will be further assisted with the new public realm designed with appropriate footway surfaces that can be easily used by motorised vehicles. The scheme will also ensure adequate provision of dropped kerbs and other requisite access measures and the design will include necessary provision for those with visual impairment. Physical access to the shop mobility service will also be made easier.

Car Parking

6.41 In keeping with the strategy to promote destination traffic into Bromsgrove the car parking strategy aims to provide or maintain a car park at main access route where possible. This will allow visitors to park immediately upon reaching the Town Centre and not need to add to traffic and drive around Town to find a car parking space and it will also permit easier and faster exit from Town at the end of the visit. Therefore a network of fewer more efficient, car parks positioned at key points on the edge of the Town Centre is envisaged.

6.42 There are approximately 1300 car parking spaces in Bromsgrove, spread unequally across 10 car parks. A car parking review in June 2010 showed that average occupancy levels are generally less than 50%. These levels would increase during the peak winter season, however it is forecast that the current total number of spaces would be sufficient to accommodate this and any expected increase in demand as a result of the regeneration

activities. Therefore there shall be no increase or reduction in the number of publically available car parking spaces currently in Bromsgrove Town Centre. Some of the smaller sites could provide redevelopment opportunities. If these areas are redeveloped for uses other than car parking, to compensate for the loss of spaces, the remaining car park sites may be adjusted to accommodate additional spaces.

6.43 The number of vehicles parking in public car parks has been increasing over the last two years. In order to manage the risk of unexpected demand exceeding supply as a result of the regeneration activity constant monitoring will take place. Monitoring of demand levels over several years would permit an emergent car parking strategy to be pursued across the Town, with smaller car parks kept if demand requires it. Models predicting demand will also form part of the traffic management study due to be conducted early in 2011.

6.44 A consistent approach to car parking management and charging will be introduced, new developments with public car parks will also be required to adopt the same management and charging policies. A common 'Bromsgrove swipe card' giving access to all car parks is something which will be investigated to allow for easier access.

6.45 Other car parking initiatives could include; the de-criminalisation of street parking to allow for metered street parking; the use of residents parking zones; stricter enforcement of illegal parking on highways land adjacent to the carriageway; the use of park and ride schemes for times of peak demand; Town Centre residents' season tickets; the licensed use of Town Centre car parks to provide parking provision for Town Centre residential developments. These proposals will all be reviewed as part of the forthcoming traffic management study.

TC 3 Town Centre Movement Strategy

TC3.1 The ability to gain access and move around the Town Centre is critical to its ongoing success. The Council will continue to work with Worcestershire County Council and the private sector to provide an integrated movement network for the Town Centre which links with a wider ranging transport options. The Town Centre will continue to provide the focus for specific destination traffic in the district with existing levels of through traffic encouraged to use alternative routes. As shown on figure 5 and 6 opportunities exist for alternative traffic priorities in the Town Centre, these will be explored further through the development of the Core Strategy and Local Transport Plan 3.

Public Transport

TC3.2 In conjunction with Core Strategy Policies CP14 and CP15 new bus routes will be introduced to serve the Town Centre see figure 7. These new routes will link both existing and new residential areas to key facilities such as the railway station, using the Town Centre as the focal point of the

network, it is envisaged that the buses will operate at 10 minute intervals during peak times with longer intervals outside of peak hours.

TC3.3 The existing Bus Station will be enhanced and reconfigured to allow for easier access to existing services, and to allow for the introduction of more bus services.

Walking and Cycling

TC3.4 Opportunities exist for improved walking and cycling accessibility to the Town Centre. The Council will work with all stakeholders to ensure that the Town Centre becomes a safe and attractive environment for both pedestrians and cyclists.

TC3.5 Cycling opportunities will be enhanced ensuring that new and existing cycle routes are high quality, clearly visible and safe for both cyclists and pedestrians. To encourage users, simple measures such as improved signage will be installed across the Town showing both distance and approximate travel times into the Town Centre.

TC3.6 New high quality secure cycle stores will be installed at key locations such as public car parks, adjacent to the High Street and at the bus station. Developers will be required to provide secure cycle storage within any major development schemes for all users of the development.

Car Parking

TC3.7 The Town Centre's public car parking offer will be restructured to offer a network of fewer, more efficient car parks at key locations within the Town Centre. Opportunities for new areas of street parking will also be considered to encourage more active use of spaces.

TC3.8 Opportunities to redevelop smaller more isolated car parks for different uses will be considered against the other objectives and policies of this plan.

TC 3 At a Glance

Policies to maximise accessibility and movement around the Town Centre, through enhancing existing public and private transport options, and better integration within other key areas of the town, including the Railway Station.

Public Consultation response:

Improvements to the Stourbridge Road and Birmingham Road junction, a new regular bus links between town centre & station, de-clutter pedestrian routes into the High Street and

retain the bus stops in current location are considered as actions most useful to help respondents getting around Town.

Town Centre Objectives:

- *Transport, movement and accessibility*

Sustainability Appraisal:

The policy performs strongly against the social and environmental objectives as encouraging a modal shift to sustainable travel methods will not only reduce carbon emissions but also bring health benefits to people.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:

Poor and irregular connections to the train station, busy and poor crossings to the main shopping areas, poor facilities for cyclists and busy traffic at the Stourbridge Road and Birmingham Road junction are identified as weaknesses of the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPG13 Transport*

TC4 Public Realm

6.46 The early upgrade of the public realm is vital to enhance the heritage of the area and recreate an attractive Town Centre with a more positive sense of place. These are key factors in reinstating Bromsgrove as a unique and striking destination of character. It will signal that change in Bromsgrove is permanent, with a statement of intent that sets a benchmark for the standard expected of further regeneration and development initiatives that follow across the town.

6.47 A safe and attractive public realm will attract visitors and shoppers and lengthen their stay, increase the number of people living in town, and help attract businesses from all sectors by tangibly demonstrating public investment in the town. The dated streetscape has suffered from ad hoc repair and is cluttered by excessive street furniture, which currently detracts from the heritage and character of the Bromsgrove Town Conservation Area and makes many spaces unusable for markets and other activities which the Council would like to see take place in the town.

6.48 It is envisaged that the revitalised public realm will form part of a Town Centre that is an accessible asset for the whole community. The focus of the public realm strategy is the creation of a safer environment, using design techniques such as the creation of active spaces; appropriate landscaping; lighting; signage; alongside other measures such as improved CCTV; and community patrols. A new management strategy for the Town Centre will ensure an ongoing commitment to suitable maintenance and repair regimes for the new infrastructure. The detailed design for the public realm has yet to be decided upon but the Council will seek to incorporate the following concepts in the final scheme.

6.49 Bromsgrove Town Centre has a traditional and long High Street, which contains most of the Primary Shopping Zone. Currently the High Street is characterised by significant amounts of poorly positioned and maintained street furniture, together with oversized trees which make the High Street hard to navigate along, especially during busy periods. This undesirable environment also does not attract people to other sections of the Town Centre as it is difficult to see what else the Town has to offer. The new public realm will therefore be as open as possible with new street furniture that is integral to and fully integrated into the design.

6.50 The principle of linear zones has been developed successfully in many towns and cities. Each zone is visually recognisable as a distinct area within an overall coherent design. The distinct zones and areas which could be included in the town centre public realm scheme are:

- The Carriageway
- Footways and Cycle-paths
- Key Gateways
- The Street Market
- The Primary Shopping Zone
- Street Café Areas
- A Town Square

The use of paving materials to create visually different zones, that contrast and have clearly marked boundaries, may help with the navigation and accessibility of the area, for example by clearly defining pedestrian and street cafe areas. This is particularly important for the visually impaired and further work will be undertaken to establish how this could be successfully employed in the Town Centre.

6.51 The lighting scheme used in the Town Centre is very important to the overall character and essential if the Town Centre's operating hours are to be extended into the evening. The lighting strategy should be developed to accentuate the impact of positive buildings, spaces, and planting. The lighting should be located in positions which do not add to clutter on the High Street potentially in some cases on existing buildings. As well as being useful in accentuating positive aspects of the Town Centre ground level up-lighters and lights laid in the pavement may also be used to demarcate areas, and add to a feeling of security in the evening.

6.52 For daylight hours (or where lighting solutions are limited) planting, screening and public art can be used to add visual interest where comprehensive redevelopment is not possible. For example, in the short term, the installation of decorative screening to the rear of the High Street adjacent to the Bus Station and Spadesbourne Brook. Such screens can be developed as public art projects, which reflect the culture and heritage of Bromsgrove and involve the local community.

6.53 Trees will be planted in clusters to create an avenue affect when looking down the High Street. They will be smaller specimens with raised canopies in comparison with the current trees and of a scale more in keeping with the surrounding buildings and dimensions of the street. This will increase visibility, bring in more light and prevent trees obstructing movement and views of key historic buildings.

6.54 It is not intended to convert the High Street back to a traditional vehicular route. However as access for service and emergency vehicles is required, some parts of the Town Centre could take advantage of this and potentially be designed to encourage an evening economy by allowing some vehicular traffic, such as taxis to pass through and park in the evening. The issue of shared surfaces is one which the Council is fully aware of particularly in terms of accessibility, safety and legibility for those with impaired sight and movement. It is our intention to address these issues through subtle level changes and the use of contrasting colours and textures. In this way they are shared surfaces only in as much as they can be used by vehicles and pedestrian and are part of a common materials palette.

Gateways

6.55 Gateways are defined as the points at which key routes or a high number of people enter the Town Centre or Primary Shopping Zone. The approach to these points and the ambience of the Gateways themselves are fundamental in setting the tone of the destination and the extent to which the visitor feels welcomed and positive in their arrival. Entry should be straightforward, give a sense of arrival and enable visitors to flow easily into key spaces.

6.56 The public realm design will embrace these concepts through the use of paving, public art, signs and lighting. For Bromsgrove, pedestrian access points from surrounding

areas or car parks will determine the main gateways. A 'shared surface' crossing ensuring priority for pedestrians will be investigated at these points to create attractive and easily walkable routes into the centre of town.

- The Key Gateway locations have been identified as:
- The Stratford Road / Strand / Northern end of the High Street area
- The New Road / Worcester Road / Southern end of the High Street area
- The Market Street / Bus Station/ Mill Lane Area
- The Windsor Street / Chapel Lane Area

Street Café Area

6.57 The enhancement of the public realm could help facilitate a new café quarter at the southern end of the High Street near the junction with Worcester Road. Such an improvement can support and extend the concentration of bars and restaurants in that area. Similar but smaller zones could then be created in other suitable areas of the Town. Strict licensing agreements will be used and a common design of seating, tables and canopies etc will be imposed to ensure consistency and uniformity.

Town Square

6.58 The centre of Town is defined as the crossing point of the High Street with Mill Lane and Chapel Lane and is the site of the Housman Statue. This area will be redefined as a distinct 'Town Square' which acts as a gathering point and a key reference point for visitors. The new public realm scheme will reflect the prominence and importance of this central open space and build upon existing links to Windsor Street and Market Street.

Market

6.59 Moving the market onto the High Street has been a success in terms of increased activity in the Town Centre. However at the moment the public realm is not designed or adequately constructed for it. Stalls have to be laid out around trees, bollards and bins. The uneven surface compounds these problems. The result is that the market appears somewhat ramshackle and accessibility on market days is extremely difficult for all users of the High Street.

6.60 The new public realm design will ensure that the principles of ease of movement down the High Street will be maintained on market days. To accommodate this, a revised layout will be devised to optimise use of the space and to improve upon the appearance and scale of the market. Permanent fixing points and services will be installed to ensure safe operation of markets and creating opportunities for staging other events in the future.

6.61 Public health and safety is essential for the Town Centre to function and a vital component of attracting new people into Town. Many principles of safe and well designed public spaces appear in individual site policies although for clarity the main principles and features we wish to see in the Town Centre are below.

- Making sure that, wherever possible, all routes taken by residents, visitors and workers are safe both during the day light hours and hours of darkness

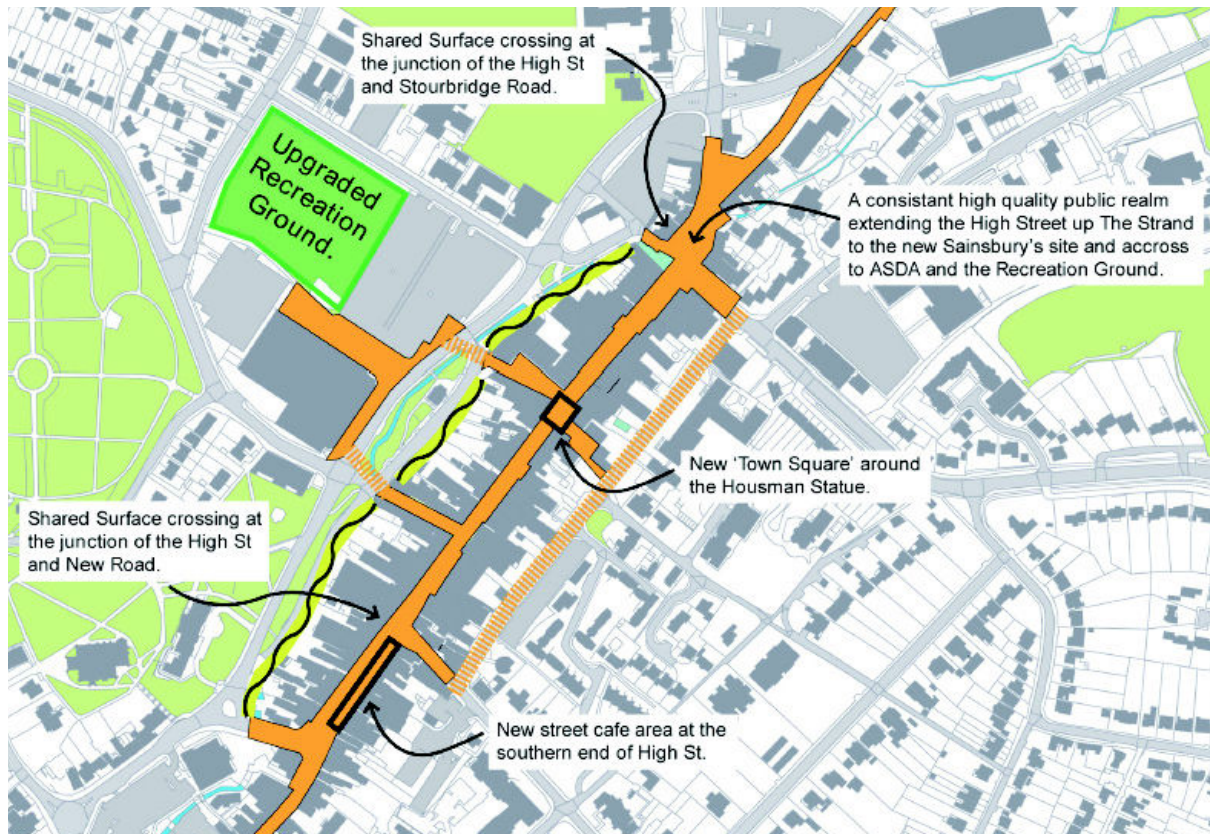
- Implementing measures to protect against criminal activity, including vandalism,
- Making better utilisation of landscaping for safety and security purposes,
- The installation of “Help-Points”
- The provision of a easily accessible, high quality public toilets with family facilities in partnership with private premises and in line with the Bromsgrove 'Partnership Toilet Scheme'
- Providing as much natural surveillance of all areas as possible to deter crime
- Encouraging the formation of Neighbourhood Watch schemes and co-ordination with Safer Neighbourhood Teams
- Ensuring lighting levels provide sufficient confidence for residents and visitors to spend time in the public realm during hours of darkness

TC4 Public Realm

TC4.1 As the main route in the Town Centre the High Street will be the focus of the public realm improvements. All other areas within the Town Centre will also be required to have regard to the following principles when developing areas of public realm;

- A. The linear nature of the High Street and its side streets is to be embraced by key development opportunities at the proposed Sainsbury’s site and the Market Hall which will be linked with a consistently high quality public realm.**
- B. All materials used in public realm schemes to be in keeping with or contrast positively with the character and appearance of the conservation area, and shall be durable and sustainable.**
- C. Street furniture, street trees, and soft landscaping are to be integral to the design and located to ensure that the linear open nature of the High Street is not diminished.**
- D. All proposals must include a lighting scheme which ensures public safety but also highlights the high quality historic and modern architecture on the High Street.**
- E. Opportunities to maximise the safety of the Town Centre by encouraging active uses, natural surveillance, and the creation of an effective CCTV network will all be included in public realm proposals.**
- F. Create a legible, permeable network of streets and spaces within the Town Centre that is accessible for all and encourages visitors and residents remain in Town for longer periods.**
- G. All proposals must include a management plan to ensure that a high standard of public realm is maintained after implementation**

Figure 8 Public realm improvements



TC4 At A Glance

Guidance on the design and accessibility standards required for upgrade of the High Street and other existing, or new public areas in the Town Centre.

Public Consultation response:

New paving, improved appearance of historic buildings, making the look of shop fronts and signs in keeping with historic architecture in the High Street, bus station and rear of High Street properties (facing the Market Street) are considered as the most needed actions in making the town centre a nice environment.

Town Centre Objectives:

- *Retailing and the local economy*
- *Public Realm and Open Space*

Sustainability Appraisal:

This policy will create a number of positive effects on the public realm of the town centre, especially the High Street. The main advantages of this policy are in regards to reducing crime, and conserving and enhancing the historic built environment. There are also environment advantages to this policy. It advocates that public realm improvements require durable and sustainable materials, which in turn promotes energy efficiency.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Stronger communities*
- *Improving health and well-being*

Town Centre Health Check 2010:

Town centre conservation areas, regular street markets, pedestrianisation of the main shopping areas are identified as advantages of the town centre whereas poor quality façades, limited natural surveillance at night time are identified as weaknesses of the centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS5 Planning for Historic Environment*

TC 5 Urban Design and Conservation

6.62 The successful regeneration of Bromsgrove Town Centre will require the design of new development to be of the highest quality whilst respecting the historic environment within which it sits. Individual design requirements for development sites can be found in section 7 of this AAP.

6.63 The Bromsgrove Town Centre Conservation Area contains an assortment of notable historic buildings dating from predominately the 18th and 19th centuries but with some earlier surviving timber framed buildings. A range of architectural styles is represented from English vernacular, to restrained Georgian and more elaborate Victorian Gothic buildings. This variety of elevational treatments and styles demonstrate high quality construction and craftsmanship, giving a rich texture to the Town Centre, and are tangible reminders of the Town's past prosperity. Our Conservation Area strategy recognises that the special interest of a Conservation Area is defined by more than its appearance and includes the atmosphere, texture, sense of place and setting, as well as more obvious qualities such as groups of historic buildings

6.64 The main management issues which we will address as part of our Conservation Area Strategy are:

- Quality of public realm
- Quality of shopfronts and signage/advertising
- Effective maintenance of historic buildings
- Vacant upper floors of historic buildings
- Environmental improvements to Spadesbourne Brook

To ensure that the character of the Conservation Area is captured and enhanced as identified in TC4 the public realm will be refurbished using materials that are natural, durable and of high quality.

6.65 Most of the modern shopfronts bear little relationship to the historic buildings above and a lack of consistency in style, proportions of signage, materials and colour schemes is evident. Repairs and improvements to shop fronts within the High Street will be encouraged, as will the installation of historically sensitive shop fronts within buildings deemed to have heritage value to Bromsgrove. The Frontage Improvements Grant Scheme has begun this process. The introduction of an area of special control if required will ensure a greater control of signage and greater powers to enforce the removal of undesirable and unnecessary signage and shop-fronts that are not in keeping with the character of the Town. Such incentives for building improvements will work in tandem with improved enforcement of the Council's adopted guidance's on the shopfronts and maintenance of historic buildings; raising the bar on the quality of works expected.

6.66 Although the area has an overall character as a complete Conservation Area, five main character zones can be identified and are shown in figure 9. Zone 1 is centred on The Strand, which is physically separated from the rest of the Conservation Area by the busy junction at Stratford Road. Zone 2 contains the Primary Shopping Zone along the High

Street. (Zones 2 and 3 blur together on the eastern side of the High Street). Zone 4 is centred in and around St John's Church and it is suggested that this should be re-designated as a separate Conservation Area. Finally Zone 5 comprises two small areas to the East of Windsor Street on Chapel Street and New Road.

6.67 The narrowness of the historic building plots, varied rooflines and the overall height of the buildings give an overall impression of vertical emphasis, and a strong sense of enclosure. The more modern developments unfortunately detract from this, being generally set back from the established building line, sometimes a storey lower and include detailing which gives a horizontal rather than vertical emphasis.

6.68 These infill sites do at least give opportunities for redevelopment in the future without sacrificing any surviving important historic buildings, for example, the 1970s retail development around Mill Lane, the block on the East side of the High Street at the junction with Stratford Road, and 80-102 High Street which are all of limited architectural quality. The redevelopment of the Market Hall site, although outside the Conservation Area, will set the tone for high quality contemporary design which complements the wider historic context of Bromsgrove. Full details about the Town Centre Conservation Area including details of possible boundary changes can be found in the Conservation Area Appraisal which is part of the evidence base to support this plan, figures 9 and 10 from the Appraisal have been reproduced below to add to clarity to this document.

Figure 9 Town Centre Conservation Area Character zones

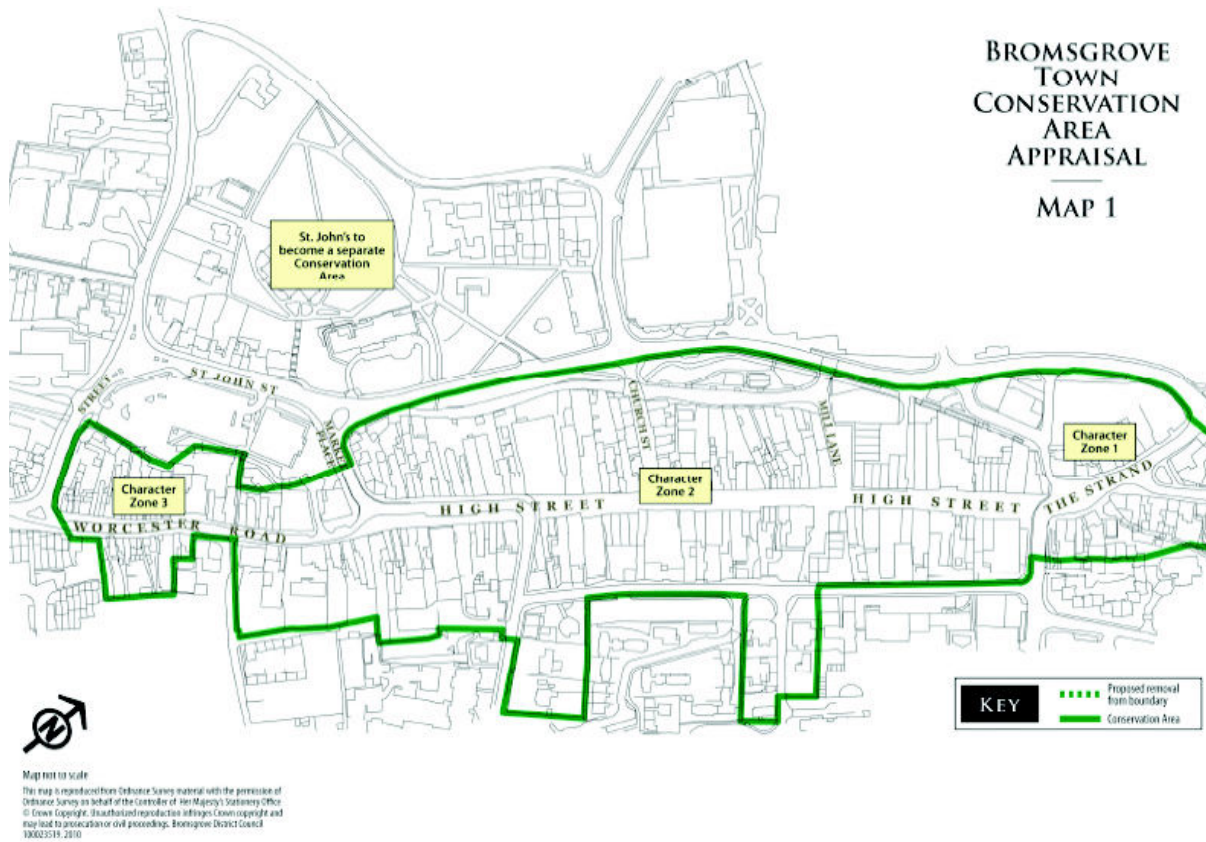
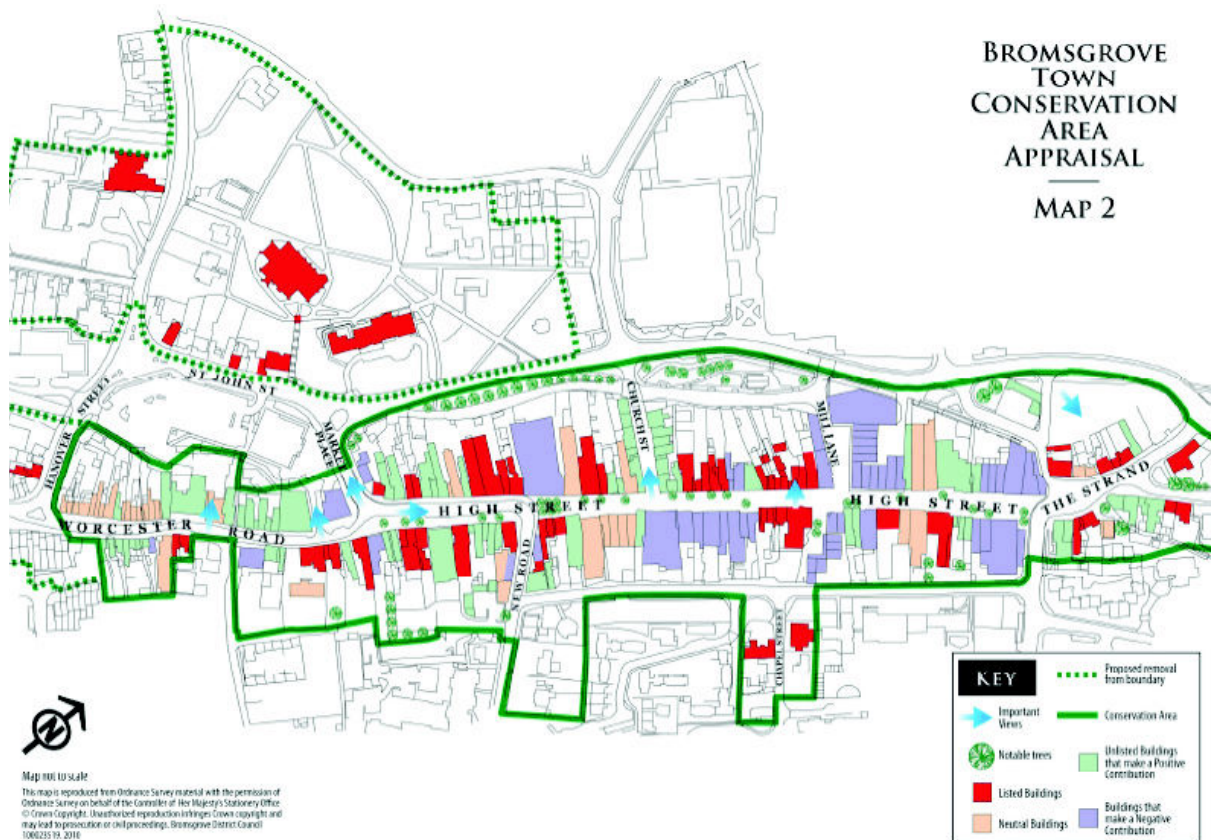


Figure 10 Town Centre Conservation area appraisal map



TC 5 Urban Design and Conservation

TC5.1 All development within the Town Centre is required to meet the following principles:

TC5.2 To include high standards of architecture and design, using high quality sustainable materials and building methods.

Where appropriate the preservation and enhancement of heritage assets which have archaeological, architectural, artistic or historic interest including:

- A. Statutorily listed buildings, and their settings;**
- B. Buildings which although not nationally listed, make a positive contribution to the Town Centre Conservation Area and its setting;**
- C. Sites of known and potential archaeological interest**

TC5.3 The sensitive redevelopment of sites which currently detract from the character and appearance of the Town Centre, with new buildings that add

to the evolution of the area whilst respecting the scale, height, massing, alignment and materials of adjacent historic buildings

TC5.4 New developments should respect the historic Town Centre street pattern, the established building line, historic spaces between buildings and the overall sense of place.

TC5.5 New buildings are to frame streets and public spaces providing natural surveillance, and preserving and exploiting important views into, within and out of the Town Centre

TC5.5 Design proposals at gateway locations such as the Historic Market Site, Parkside Crossroads and the Station Road / Windsor Street / Strand area to reflect their prominence and importance to the character of the Town Centre.

TC5.6 All major development sites should consider a mix of uses and adaptable internal layouts that allow flexibility for buildings to be used in alternative ways in the future.

TC5.7 On specified opportunity sites perimeter blocks are to be used that positively address roads, walkways and public spaces and all ground floors should contain active frontages.

TC5.8 All new and redeveloped shopfronts to be fully compliant with the Council's Shopfronts and Advertisements Design Guide, or its successor document. Particular regard should be had to retaining surviving historic details, respecting established fascia lines, reducing illumination levels wherever possible, avoiding the use of external security measures.

TC 5 At A Glance

A set of principles to enhance the historic environment of the Town Centre and ensure a high quality, safe and distinctive design throughout.

Public Consultation response:

Overwhelming support to improve the High Street and improved appearance of historic buildings and making the look of shop fronts and signs in keeping with historic architecture are identified as two of the top five actions that would make the town centre a nicer environment to visit.

Town Centre Objectives:

- *Public Realm and Open Space*

Sustainability Appraisal:

This policy has many social benefits in terms of creating vibrant and locally distinctive communities and improving resident's sense of good health and well-being. These built environment benefits can also have positive effects on the economy as they assist the marketing of the District as a good place to work and do-business.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:

The town centre conservation areas are identified as strengths whereas the poor quality façades, are identified as weaknesses of the Town Centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS5 Planning for Historic Environment*

TC 6 Natural Environment and Sustainability Strategy

6.69 The policy below is specific to the Spadesbourne Brook and other open spaces within the Town Centre. The policies contained in the Core Strategy offer full guidance on how the natural environment and sustainable development will be considered in the Town Centre

Naturalisation of the Spadesbourne Brook

The Site

6.70 The Spadesbourne Brook rises in the Lickey Hills to the north and flows south through the Town. The length of the Brook envisaged for enhancements runs from All Saints Church in Burcot Lane to Brook Lane in Sander's Park is 2.15 kilometres. It runs past the existing Council House, through NEW College land behind Birmingham Road, past the Strand, along Market Street through the Bus Station, and across the historic market site into Sander's Park.

6.71 Parts of the Brook are naturalised, including areas between Birmingham Road and School Drive, and at the bus station. However, the majority of the Brook has been re-routed, culverted and effectively relegated to function as a storm drain through the Town Centre, hidden from view, and sometimes covered entirely by access roads to properties. Even in its urban context the brook contains some plant and animal life, and the water quality is good and clear. However it fails to provide any real amenity value for users of the Town Centre and its ability to support a wider variety of plants and animals is reduced by its unnatural form.

6.72 The Environment Agency has confirmed that Spadesbourne Brook currently supports dispersed colonies of water voles (a protected species) to the north and south of the Town Centre. However, the water voles and other wildlife find traversing the culverted sections of the brook difficult and cannot create habitats at certain sections due to the concrete sides.

The Opportunity

6.73 The naturalisation of Spadesbourne Brook is a key component of the Land use (TC2) Movement (TC3) Public Realm (TC4) and Urban Design (TC5) and Historic Market Site (TC8) strategies of the AAP. The relocation and naturalisation of specific parts of the brook will allow for greater use by the community. It will ensure that shoppers in the High Street are never more than a few minutes away from an attractive area of green and open space and it will improve permeability and legibility within the Town Centre. It will include relocation and naturalisation of the watercourse where possible, a raised water level, improved flood capacity, a habitat appropriate for many plants and animals including water voles, high quality paving, seating areas, new trees and planting.

Design

6.74 The naturalised watercourse will be designed with full consideration of highways and public safety requirements and developed in line with other key public realm areas to provide a holistic approach to design and access throughout the Town Centre. The Brook will form

part of a green corridor running along Market Street providing links to other areas of the town. Access requirements will be maintained and utilities and other services will be moved where necessary. Where the watercourse is relocated, existing culverts may be utilised to improve flood capacity. Existing trees and planting will be retained where possible or replaced with like-for-like specimens where removal is necessary. The watercourse will be engineered to allow wildlife including water voles, to traverse its length and to allow for the creation of new habitats to assist with the ongoing protection of biodiversity assets.

6.75 The Spadesbourne Brook can be opened up through the Historic Market site as shown below in figures 11 and 12, as such will be a key part of the development opportunity identified policy TC8

Figures 11 and 12 Indicative market hall plans showing realigned brook



Deliverability

6.76 A feasibility study looking into the options for the Spadesbourne Brook has been undertaken to support the AAP and can be viewed as part of the evidence base, this research and early consultation feedback regarding naturalisation has been very positive. The Environment Agency also supports naturalisation and discourages the use of culverts.

6.77 The Brook is in both public and private ownership, naturalising and in some cases relocating the Spadesbourne Brook will be achieved via different approaches dependent on whether the section is part of a development site or not. Other sections at locations that are not development sites such as the section running parallel to Crown Close will be funded from sources including (but not limited to):

- European Commission: Environment funding
- Natural England Biodiversity Fund
- Biffaward grants
- SITA trust: Enriching Nature Programme
- Big Lottery Fund: Community Wildlife
- Heritage Lottery Fund
- WREN: Biodiversity Action Fund
- Veolia Environmental Trust
- Big Lottery Fund: Changing Spaces / Community Spaces
- Esmee Fairbairn Foundation: Biodiversity Strand

TC 6 Natural Environment and Sustainability Strategy

TC6.1 The Council will look to positively address the natural environment and tackle the causes of climate change in the Town Centre by applying the following principles

- A. The naturalisation of water courses primarily the Spadesbourne Brook to create an attractive and effective green corridor throughout the Town Centre.**
- B. Maintaining and enhancing the network of green spaces including the Spadesbourne brook, the Recreation Ground, Crown Close, and the links into other significant green assets such as the Cemetery and Sanders Park.**
- C. Requiring all new development and conversions where possible to meet the highest standards of design and sustainability as detailed in the Bromsgrove District Core Strategy.**

TC 6 At A Glance

A set of requirements to ensure that Town Centre developments contribute to the natural environment, and meet modern sustainability standards. Includes proposals for naturalisation of the Spadesbourne Brook.

Public Consultation response:

Re-landscaping the Spadesbourne Brook and restore the natural habitat of the brook as much as possible was supported by respondents.

Town Centre Objectives:

- *Living and working in Bromsgrove*
- *Public Realm and Open Spaces*

Sustainability Appraisal:

The policy has largely positive environmental impacts but some positive social impacts could also be realised, as enjoyment of the natural environment has recognised health and well being benefits.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:

Environmental improvement at the Spadesbourne Brook and High Street is identified as an opportunity for the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS9 Planning for Biodiversity and Geodiversity Conservation*
- *PPS25 Development and Flood Risk*

TC7 Planning Obligations

6.78 Both the public and private sector have key roles to play in the coordinated and successful regeneration of Bromsgrove Town Centre. The principle of securing developer contributions for many other uses, to address the impact of development is a well established process. The conventional approach towards securing such contributions in the past has been based on negotiations formalized through S106 agreements. It is however envisaged that for proposals included in both the Town Centre AAP and the Core Strategy a standard charge will be levied on all new development. This not only ensures that development impacts are taken into account, but also provides certainty for both developers and infrastructure / service providers on the level of contribution required. The Council will investigate the introduction of these standard charges and if required will include them in further versions of this AAP.

TC7 Planning Obligations

TC7.1 The scale of change envisaged by developments in the Town Centre will require the improvement and enhancement of facilities, infrastructure and services, to ensure the physical and social environment is maintained. Where relevant the Council will ensure that development proposals within the Town Centre benefit the wider community by the use of planning obligations which seek to support the regeneration aims, objectives, and proposals of this Area Action Plan.

TC 7 At A Glance

Policy seeks to secure developer contributions towards different types of physical and community infrastructure required as a result of new development.

Public Consultation response:

Not included in Issues and Options report

Town Centre Objectives:

- *Living and working in Bromsgrove*
- *Public Realm and Open Spaces*
- *Accessible and efficient public services in Bromsgrove Town Centre*
- *Transport, movement and accessibility*

Sustainability Appraisal:

The policy focuses on ensuring that new development in the town centre is adequately served by infrastructure required as part of a new sustainable development and ensures that new development does not impact adversely on the existing community by putting added strain on existing services.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:

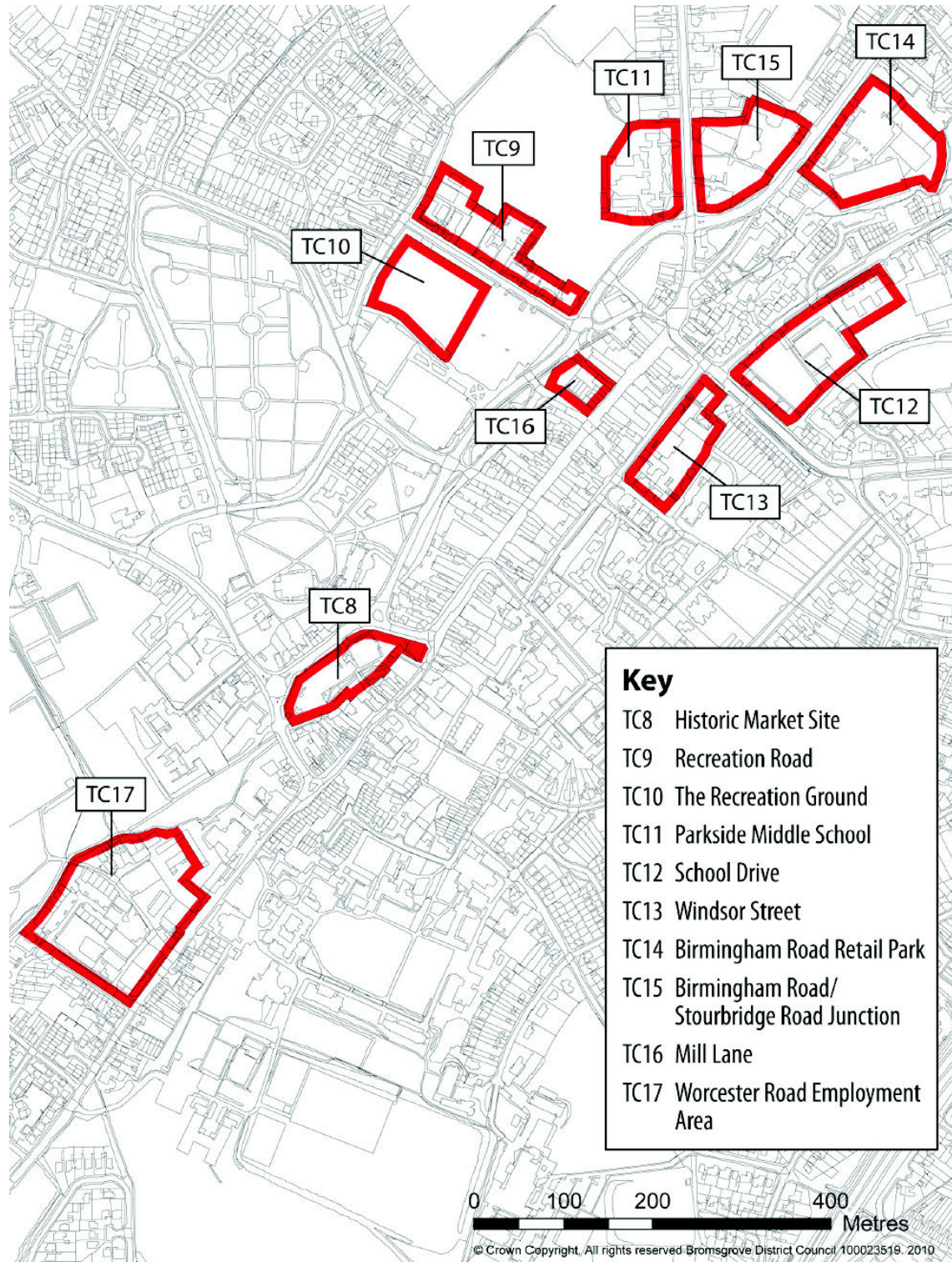
Closure of the Tourist Information Centre, poor and irregular connections to the train station, poor facilities for cyclists, poor quality façades are identified as weaknesses of the town centre.

Policy Context:

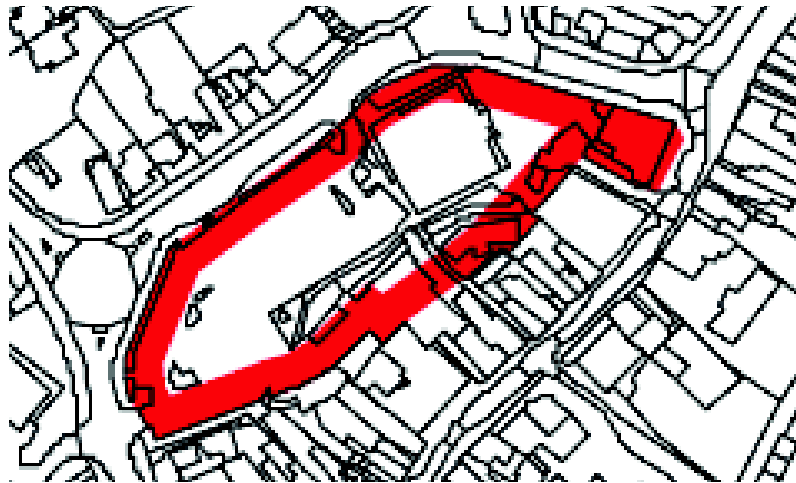
- *PPS1 Delivering Sustainable Development*

7. Bromsgrove Area Action Plan - Development Opportunities

The following pages contain detailed policies for the delivery of the key opportunity sites shown on the plan below



TC8 Historic Market Site



The Site

7.1 The site occupies an area of 0.7 hectares and sits at a key southern gateway into the Town Centre where routes from Worcester and Kidderminster meet. The site is bordered by Worcester Road, Market Place, Hanover Street and St Johns; it also sits between two sections of the Bromsgrove Town Conservation Area. The culverted Spadesbourne Brook marks the site's current south eastern boundary then flows under Hanover Street past St Johns Middle School and along the footpath into Sanders Park. An electricity sub-station sits on the site and it is subject to rights of way and easements to allow access to the rear of properties along Worcester Road, the majority of the site is currently car parking. George House stands on the North corner of the site, which is the historic location of the Market in Bromsgrove. This is a key strategic location as it marks the end of the linear High Street and one of the major pedestrian gateways into the Town Centre.

The Opportunity

7.2 This site at the southern end of the High Street is important as a potential new retail led mixed use location, adding to the overall retail offer and creating an anchor at the southern end of the town. Thus ensuring active retail uses along the entire length of the Primary Shopping Zone. The proximity to a proposed street café area and concentration of pubs and restaurants in the High Street South / Worcester Road centre make this site suitable for other supporting uses which could contain a small cinema and/or other leisure uses such as cafes and restaurants, residential or offices are also other acceptable supporting uses on this site.

Design

7.3 The George House section of the site requires a development of notable architectural merit and impact. It is important for the building to fulfil its role in the context of the High Street and function as an attraction at the southern end making a statement to new visitors entering the Town Centre at this key gateway. The scale of the development must have regard to the surrounding Conservation Areas and must maintain important lines of site up to

St Johns Church that stands on the high ground to the north west of the site. The rear of the properties on Worcester Road with their historic roof line is also an important aspect and should be positively addressed in any design proposals and wherever possible views from outside the site should take advantage of this feature. Any new development should also contribute positively to views from the adjacent group of historic buildings on Worcester Road towards the High Street, and respect the setting of nearby listed buildings.

7.4 The existing car parking on site plays an important role in the current Town Centre car parking facilities, although a street level car park at this key location does not provide a particularly attractive entrance to the town. Development proposals will need to ensure that both the movement / car-parking strategies in TC3 are considered alongside the desire to create attractive well designed environments as proposed in TC4 and TC5, alternative and innovative car-parking solutions for this site will be considered where they are consistent with the TC3, TC4, and TC5.

7.5 The site is at one of the key pedestrian gateways into the Town Centre and is similarly important for an arrival point for cyclists, with the existing route in from Sanders Park and the potential link to the Droitwich cycle way along Worcester Road. Facilities for pedestrians and cyclists will be a key feature of any redevelopment proposals.

7.6 The Spadesbourne Brook is a key natural asset for the site, as identified in policy TC6 it is possible to realign and naturalise it through this site offering an important natural feature in an urban setting and forming one of the key features of an enhanced public realm. The re-routing of the Brook to extend the green corridor through the site, will also improve pedestrian access into Sanders Park creating an improved pedestrian link with the rest of the Town Centre. Landscaping will be required to provide hard and soft landscaping inline with the wider public realm strategy. Tree planting may be required maintain the reinstatement of the historic lime avenue that stretches along Market Street.

Deliverability

7.7 The site is in public ownership. Extensive analysis of urban design and brook naturalisation options has already taken place. This site is highly visible and the establishment of a new anchor store at the Southern end of the High Street is seen as a key element of the land use strategy in TC2. The Historic Market Site will therefore be a priority for early development.

TC8 Historic Market Site

TC8.1 The Historic Market site is a major mixed use development opportunity which the Council will promote for comprehensive redevelopment.

The following principles for development will apply

A. Retail led mixed use development scheme will be the primary land use

- B. Leisure uses such as cafés, restaurants, and a cinema may also be acceptable on the ground floor. Residential and office uses may be acceptable on upper floors**
- C. Scale of development to preserve or enhance the surrounding Conservation Area with protection of notable views including the view to St Johns Church .**
- D. Where possible perimeter blocks should be used in line with policy TC5**
- E. Design proposals for the north eastern portion of the site (George House/Blockbuster) must reflect both its prominence as the termination of the High Street and also as the gateway into the historic market site.**
- F. The re-routed Spadesbourne Brook must be integral to the public realm element of any proposals, including provision for enhanced walking and cycling opportunities.**
- G. All proposals will be required to contribute to public Realm improvement to ensure this site is linked into the wider Town Centre.**
- H. All revised car parking proposals must be consistent with the wider car parking strategy for the Town Centre.**

TC8 At A Glance

Identifies Historic Market Site as a major retail led mixed use opportunity

Public Consultation response:

To have a national food store on the Market Hall site was selected by respondents as one of the choices to make the town centre a better place to shop.

Town Centre Objectives:

- *Retailing and the local economy*
- *Living and working in Bromsgrove*

Sustainability Appraisal:

The redevelopment of the market hall site will deliver a range of social, economic and environmental benefits such as offering local people a wider range of services, potential to include some housing which could help meet local needs, increasing activity in the area which would provide natural surveillance, retaining the character of the adjacent conservation and improving the environments to walking and cycling.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

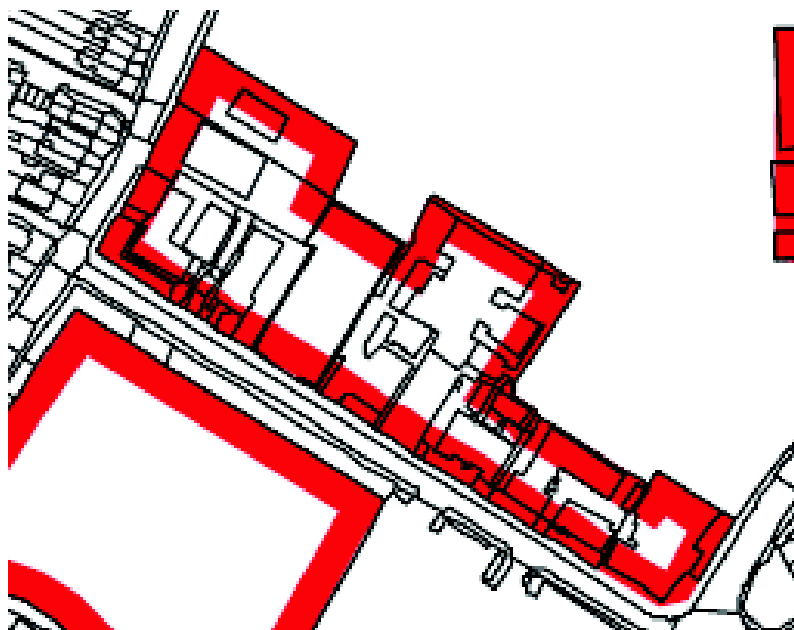
Town Centre Health Check 2010:

Busy and poor crossings to the main shopping areas and poor image of town centre to pass-by traffic are identified as weaknesses of the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS5 Planning for Historic Environment*

TC9 Recreation Road



The Site

7.8 The site occupies an area of 1.2 hectares. It runs along the length of Recreation Road, which is orientated on an East/West axis and is currently open to two-way traffic. The site currently consists of a number of separately owned plots with a variety of both public and private sector businesses occupying them.

7.9 The East or 'bottom' end of the site contains the Drill Hall at the corner of recreation road and Market Street, which was built in 1914. The Drill Hall was considered and rejected for statutory listing in 2009 and is outside the Bromsgrove Town Conservation Area, but was included on the Council's draft list of Buildings of Local Interest produced in 2007. The West or 'top' end of the site is the current DWP/jobcentre plus site at the junction of Recreation Road and Churchfields and this area has a much more residential feel than the bottom of the site closer to the Town Centre. The rear of the site shares a boundary with a school playing field and the new Health Centre. Opposite the Recreation Road site is the Recreation Ground and one of the main Town Centre car parks, which also functions as car park for the ASDA store.

The Opportunity

7.10 The site will be developed as a high density residential scheme suitable as retirement living. This is intended to be independent 'Extra-Care' style units (C3) to provide a retirement living complex which could share a number of onsite facilities, such as a shops, hairdressers and communal facilities such as a restaurant and lounges and a garden. More specific nursing care (C2) could be included within the scheme as well as a small amount of general needs housing.

7.11 As identified in the Core Strategy, Bromsgrove has an identified need for significant amounts of new housing particularly affordable housing suitable for newly forming households and the elderly. Bromsgrove Town Centre is seen as a key location where some of this requirement can be met, and in particular the Recreation Road site, due to the ease of access to the Town Centre and all the facilities it has to offer including the new health centre.

7.12 A target of 40% of the development will be affordable housing. The format of the affordable element is critical and it is important that it truly is affordable housing suitable for residents who cannot afford to live in open market retirement living accommodation which is provided in other areas of the District. Further information on the types of affordable housing that will be acceptable will be provided when the impacts of the current reforms to affordable housing provision are known. Other ancillary residential units may be considered as an enabling tool for the retirement living element which must remain as the predominant use on site.

7.13 The adjacent Recreation Ground could also benefit the success of this scheme with the opportunity to provide essential accessible outdoor facilities for residents which are difficult to provide onsite due to its linear nature. Proposals for new communal seating areas and a sensory garden at the Recreation Ground combined with improvements to the access across Recreation Road could mitigate against a lack of open space provision on site

Design

7.14 The development will be of a scale in keeping with surrounding developments. The new Health Centre at the Market Street end is a large structure which changes the scale of the built environment in this part of the Town; development on the Recreation Road site could take advantage of this change in scale and provide a significant residential scheme adjacent to the Town Centre core. It is envisaged all parking and garden facilities will be provided at the rear of the scheme with an active frontage onto Recreation Road in keeping with the overall strategy for the Town Centre of creating development that positively addresses the spaces they create.

7.15 In line with the type of residential development proposed lower levels of parking provision than would normally be required for general needs housing, will be considered on this site. Other options for accommodating parking provision within the overall Town Centre parking strategy could also be acceptable.

Deliverability

7.16 The site is currently in mixed ownership, with approximately half of the land area owned by the Public Sector. A Recreation Road Consortium has been created to represent the different ownerships. The marketing of the site as one development opportunity makes the site more deliverable than a row of smaller fragmented sites in mixed ownerships. Due to the relative independence from other Town Centre schemes and the urgent need to address the shortage of retirement living in Bromsgrove, it is envisaged that this scheme will be prioritised for the early phases of the plan.

TC9 Recreation Road

TC9.1 The Recreation Road site is a major residential development opportunity

The following development principles will apply

- A. The predominant land use will be independent retirement led residential units (C3) with inclusive optional care and support services, other acceptable uses are ancillary nursing care (C2) and limited general needs housing.**
- B. Development must have an active frontage onto Recreation Road, and respect the scale of the surrounding buildings and the setting of the adjacent Conservation Area**
- C. Clear, safe pedestrian access must be provided to the recreation ground opposite.**
- D. 40% of all units will be required to be affordable housing.**

TC9 At A Glance

Identifies Recreation Road site as suitable for retirement living residential development.

Public Consultation response:

No firm responses on this site

Town Centre Objectives:

- *Living and working in Bromsgrove*
- *Accessible and efficient public services in Bromsgrove town centre*

Sustainability Appraisal:

The policy focuses primarily on the provision of retirement led residential development and affordable housing, hence performs strongly against the social objectives.

Bromsgrove Council Priorities:

- *CO1 Regeneration - Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment - Climate Change*

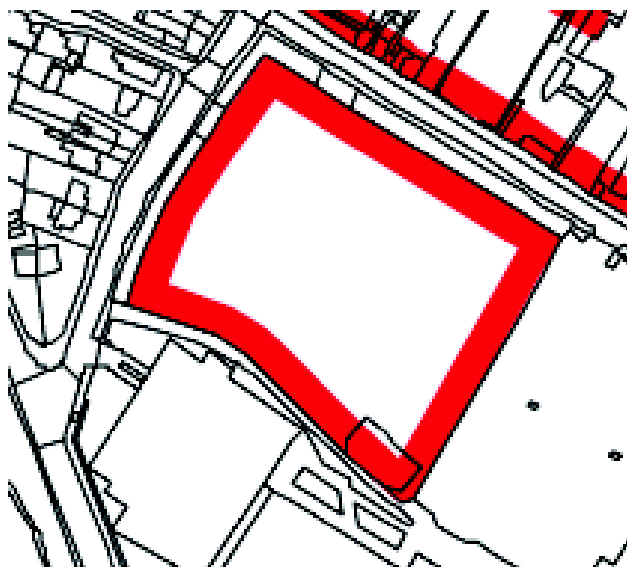
Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*

TC10 The Recreation Ground



The Site

7.17 The Recreation Ground provides 1.1 hectares of open space within the Town Centre. It is a short distance away from the High Street and Conservation Area. It is bordered by Churchfields to its west; Asda and the multi-storey car park stand on its south side; with Recreation Road and the development site identified in policy TC9 to its north. To the east lies the Recreation Road south car park separated only by some limited tree planting. A footpath runs along the southern edge with a children's play area located in the south east corner. Pedestrians have created an informal footpath which runs approximately north south. The Recreation Ground serves as a place for 'Street Theatre,' three days worth of events organised by the Council during the summer holidays, and the occasional fun fair, but is largely unused for formal activities for the rest of the year.

The Opportunity

7.18 The Council wishes to revitalise the Recreation Ground to provide a space which is a real asset to the communities who live and work in the Town Centre, and to also offer an additional attraction to visitors.

Design

7.19 As an entirely public space it is important that proposals for the recreation ground are safe and accessible to all members of the community, policy TC4 sets the principles by which public areas are to be treated. The need for the design of the recreation ground improvements to be in line with these principles is essential as one for the few formal open green spaces within the Town Centre.

7.20 Possible features to be included in an enhanced area could be, a performance area providing a versatile outdoor open space; water features; new hard landscaping including new paving, seating, bins, lights and railings; a replacement play area constructed from

natural materials; soft landscaping including new coordinated planting and a sensory garden. It is envisaged that this improvement will allow the recreation ground to function more successfully as public meeting space with regular events taking place as part of a series of public events in the Town Centre.

Delivery

7.21 The Recreation ground is owned by the Council although it is envisaged that the funding for an upgrade may need to be found from sources other than the Council's own budgets and the Council will look to a range of funding sources to enable these developments.

TC10 The Recreation Ground

TC10.1 The Recreation ground will remain as open space, although enhanced to provide a more attractive and safe community resource.

The following enhancements are proposed:

- A. New hard and soft landscaping which are consistent with public realm proposals for the High Street and the Spadesbourne Brook and which provide clear pedestrian linkages to other areas of the Town Centre.**
- B. The creation of a new distinctive multi functional public event / performance space.**
- C. New children play facilities constructed with natural materials.**
- D. A fully accessible community garden which incorporates many high sensory elements.**

TC10 At A Glance

Maintains Recreation ground as public open space although revitalised to provide a more attractive and usable asset for the community.

Public Consultation response:

Re-landscaping the Recreation Ground was the most popular option whereas swapping the Recreation Ground with the adjacent car park or extending it over the car park were very unpopular.

Town Centre Objectives:

- *Public Realm and Open Spaces*

Sustainability Appraisal:

The policy protects and enhances the existing open space and recreational facilities which clearly has many social and environmental benefits. Whilst the existing ground has little

biodiversity value, an enhanced community garden and new soft landscaping can contribute greatly to conserving and enhancing ecological diversity through habitat provision and maintenance or creation of wildlife corridors.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that area safe and feel safe*
- *Meeting the needs of children and young people*
- *Strong communities*
- *A better environment for today and tomorrow*
- *Improving health and well being*

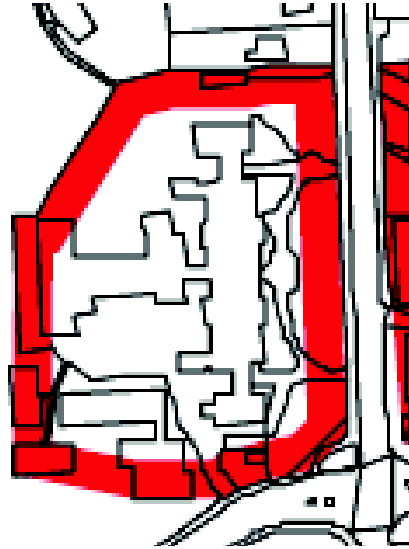
Town Centre Health Check 2010:

Poor image of town centre to pass-by traffic and limited natural surveillance at night time are identified as weaknesses of the town centre whereas improved signage and walking/ cycling network to encourage sustainable travel is considered an opportunity for the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS9 Planning for Biodiversity and Geodiversity Conservation*
- *PPG17 Planning for Open Space, Sport and Recreation*
- *PPS25 Development and Flood Risk*

TC11 Parkside Middle School



The Site

7.22 The site occupies an area of 0.7 hectares, and contains the Grade II listed former school building as well as several mature trees. The main frontage of the site is onto Stourbridge Road with the southern part of the site fronting Market Street. The rear of the site overlooks school playing fields and is adjacent to the new Health Centre.

7.23 The site houses the former Parkside Middle School, which was built in 1909 and was made redundant as a school building in 2008 upon the opening of a new school further along Stourbridge Road. The building is Grade II listed which also gives protection to any ancillary structures constructed before 1948 such as the notable red brick boundary walls. There is limited space between either side of this building and the boundary of the site or the Health Centre access drive. Some more modern classrooms and a gymnasium have been demolished to allow for the development of a new Health Centre on part of the old school's playing field. The two sites share an entrance from Stourbridge Road, with a drive then passing around the back of the old school building to the Health Centre.

The Opportunity

7.24 The options for use of this site are affected by the requirement to preserve the existing buildings including many of the internal features. Unless an educational use for the buildings can be reinstated it is thought that the building is suitable for a sympathetic conversion to either residential or office use, with limited potential for new additions to the rear. The District Council will work closely with Worcestershire County Council to find a use for the building which ensures its long term future and maintains it as a heritage asset for the Town Centre. Any development will be required to provide landscaping inline with the public realm strategy identified in TC4, tree planting may be required along Market Street to continue the reinstatement of the historic lime avenue.

Delivery

7.25 The site is in public ownership and available for redevelopment. Although it is seen as a considerable challenge, due to the requirement for any proposals to preserve the heritage value of the building, it is envisaged that this site will be brought forward in the medium term of the plan (5-10 years)

TC11 Parkside Middle School

TC11.1 The former Parkside Middle School is a Grade II Listed Building and therefore would have to undergo sympathetic conversion for development potential to be realised.

The following development principles will apply

- A. Residential or office conversion is considered to be the most suitable use, although other uses may be acceptable.**
- B. Full regard to the buildings listed status will be essential for all proposals.**
- C. Development will be required to contribute to the reinstatement of the avenue of lime trees on Market Street.**

TC11 At A Glance

Retains existing former school building, with office and residential accommodation judged to be most suitable conversion options.

Public Consultation response:

Some respondents requested that the school not to be demolished.

- *Town Centre Objectives:*
- *Retailing and the local economy*
- *Living and working in Bromsgrove*
- *Public Realm and Open Spaces*

Sustainability Appraisal:

The policy performs strongly against the social and environmental objectives as it adds to the local distinctiveness and enhances the historic heritage of the District. Converting the building into offices/ housing can create employment for or meet the housing needs of local people.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well being*

Town Centre Health Check 2010:

Poor image of town centre to pass-by traffic is identified as a weakness of the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS5 Planning for Historic Environment*

TC12 School Drive



The Site

7.26 The site occupies an area of 1.6 Hectares. It is located on the east side of School Drive and runs from the junction with Stratford Road up to North Bromsgrove High School. The area opposite the site is predominantly residential. School Drive continues north towards the Artrix and NEW College and the proposed site for a new Fire and Police station.

The Opportunity

7.27 The Dolphin Centre is approaching the end of its useful life and with this comes an opportunity to replace it with a modern facility that more successfully meets the needs of the residents on a reconfigured site. The possible relocation of public sector facilities could also form part of a dual use building.

7.28 The proposed development of a new Leisure Centre supports the Council's objectives for its sports and leisure facilities, particularly:

- Health improvement through sport and other forms of active recreation
- Reduced crime and anti social behaviour using sport as an effective diversion
- Higher educational achievement by virtue of regular exercise
- Cleaner and greener environment by modern, well maintained and energy efficient sports facilities.

7.29 The Council's objectives in reviewing proposals for a new Leisure Centre are to:

- Increase participation in sports and active recreation
- Improve the range and quality of facilities
- Improve the quality of teaching and coaching available
- Increase the number and capacity of voluntary sector clubs

7.30 The scoping of a new multisport and fitness complex for the residents of Bromsgrove District required a consultation exercise to establish the leisure habits and needs of the

community. This process has assisted in establishing the size of the site, to be incorporated within the AAP. The Bromsgrove Leisure consultation occurred during the summer of 2010 received 866 completed questionnaires and determined current and future customer demand, travel habits, linked trips, and preferred location for a new leisure centre. The results were cross-examined with Dolphin Centre usage statistics and findings of other surveys.

7.31 The public's responses suggest there is demand for a small – medium sized Leisure Centre located in the Town Centre and consisting of:

- Main Swimming Pool
- Teaching Pool
- Gymnasium
- Sports Hall
- Dance Studio
- Cycle (Spinning) room
- Café

7.32 The Council believes the current Dolphin Centre site offers the most scope for a new leisure centre although with a reconfigured layout including revised car parking arrangements. Other uses such as residential or ancillary retail units may also be acceptable.

7.33 The consolidation of the public assets in and around the Town Centre could mean the relocation of a number of public sector offices including those provided/required by the District Council on to the School Drive site. The Windsor street site could also provide new public sector facilities in tandem with the new leisure centre which would ensure that public services in Bromsgrove are accommodated in a modern sustainable building in an accessible location, ensuring the public sector buildings minimise their impact on the environment.

Design Requirements

7.34 The scale of the new Leisure Centre must also be in keeping with its surroundings including any new development proposed on the Windsor Road site as outlined in policy TC13. The level changes across the site must be fully considered in the proposals with developments sensitively addressing the distant views of this site from other areas of the Town.

7.35 The current layout of the site with the street level car park at the front of the site and the Dolphin Centre to the rear fails to address its prominent location as a key gateway into the Town Centre. Design proposals must address this feature with development fronting onto the pavements, and where possible should also look to enhance both the visual and the physical connectivity of the Artrix and the rest of School Drive with the Town Centre.

7.36 The site is located on the main route into Bromsgrove from Redditch and so the location of a car park here is consistent with the TC3 Town Centre Movement Strategy, which aims to provide parking for traffic as it enters the town. Innovative parking solutions will be considered to maximise the development potential of the site. School Drive is on National Cycle Route 45 and the protection and enhancement of this route will be required as part of development proposals.

Delivery

7.37 The site is predominantly in public ownership and the location of the Methodist Church along Stratford Road may constrain the development of this site. If this is the case the Council will explore possible Town Centre relocation opportunities with the Methodist Church. The limited life of the Dolphin Centre makes this development an early priority for the AAP.

TC12 School Drive

TC12.1 The School Drive site is a major leisure development opportunity site within the Town Centre, which has an important role to play in integrating the Artrix, Bromsgrove North High School, NEW College and the proposed replacement Fire and Police station into the Town Centre community.

The following development principles will apply

- A. A leisure centre with associated parking and complementary uses including possible new public sector facilities will be the predominant use on site.**
- B. Residential development is considered acceptable at the northern edge of the site.**
- C. The new leisure centre should contain, a swimming pool, fitness suite, multifunctional studios, sports hall facilities and ancillary uses such as café/restaurant will also be acceptable.**
- D. Other small scale retail and commercial development could also be acceptable as part of a comprehensive scheme.**
- E. All buildings must have a frontage onto School Drive and where possible Station Road.**
- F. Proposals must be considered in tandem with other major development proposals on Windsor Street, and contribute positively to creating clear functional links between the Town Centre and uses further along School Drive.**

TC12 At A Glance

Site for new reconfigured leisure centre on the car park of existing Dolphin Centre, other uses also acceptable are ancillary retail, residential and new public sector offices.

Public Consultation response:

42% of the respondents supported that the Leisure Centre must be in Bromsgrove town centre. Almost a third of people currently visit Bromsgrove to use the Dolphin Centre.

Town Centre Objectives:

- Retailing and the local economy
- Living and working in Bromsgrove
- Accessible and efficient public services in Bromsgrove town centre
- Transport, movement and accessibility

Sustainability Appraisal:

The policy has particular advantages to the health and well-being of population as its main emphasis is on leisure development. By combining the leisure centre development with small scale retail, commercial and residential development, the quality of and equitable access to local services and facilities will be improved.

Bromsgrove Council Priorities:

- CO1 Regeneration – Economic Development, Town Centre
- CO3 One Community - Housing
- CO4 Environment – Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013:

- Communities that are safe and feel safe
- Economic success that is shared by all
- Meeting the needs of children and young people
- Stronger communities
- A better environment for today and tomorrow
- Improving health and well being

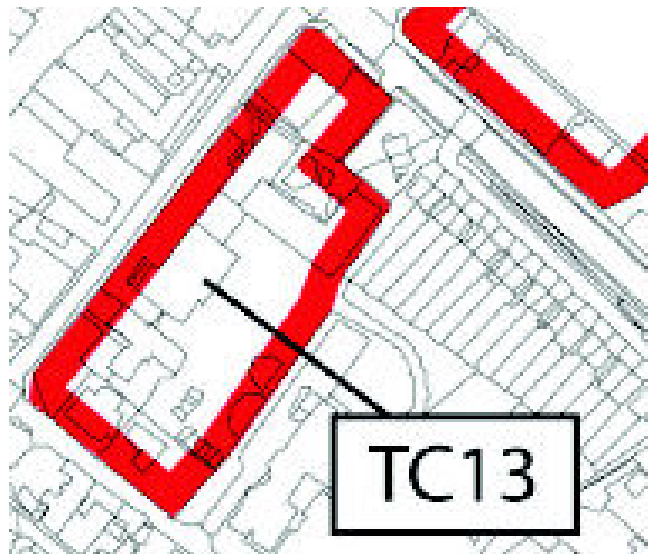
Town Centre Health Check 2010:

Limited retail and food offer, insufficient short stay car parking, poor facilities for cyclists, limited natural surveillance at night time are identified as weaknesses of the town centre.

Policy Context:

- PPS1 Delivering Sustainable Development
- PPS3 Housing
- PPS4 Planning for Sustainable Economic Growth
- PPG17 Planning for Open Space, Sport and Recreation

TC 13 Windsor Street



The Site

7.38 Windsor Street runs parallel to the High Street and is open to 2-way traffic. The site occupies an area of 0.8 hectares. It runs along the East side of Windsor Street to the North of its junction with Chapel Lane. The site currently houses public sector offices, the Fire Station and the Library. Under private ownership is the Tyre Depot which is located on the corner of Windsor Street and Stratford Road.

The Opportunity

7.39 Windsor Street has been identified primarily as a retail led mixed-use opportunity. The site can be developed to provide 3 or 4 larger retail units of around 1000 square meters, although office development may be considered, including public sector offices particularly on upper floors. The current site contains the public library which, if redeveloped, could be relocated to another area on Windsor street or may form part of a public sector development on the School Drive site or other suitable site within the Town Centre.

7.40 As identified in policy TC2 the Town Centre currently suffers from a lack of larger retail units which some high street retailers' desire. It is felt that the site on Windsor street can offer these types of units, complementing the offer from retailers on the High Street rather than competing with them.

Design

7.41 The scale of development on Windsor Street must reflect its prominence as a potential gateway into the Town, whilst also respecting its proximity to the High Street and the role the High Street has within the Town Centre. Any new development must not dominate either the built form or the functionality of the High Street which must remain as the

retail focus in the Town Centre. Development must also have regard to any emerging leisure centre proposals on the School Drive site as outlined in policy TC12

7.42 Developments will be required to provide a street frontage to Windsor Street and Stratford Road, although a courtyard development may be considered to allow for efficient use of the land behind the current Fire Station, and to provide for pedestrian access to the day centre at the rear of the site.

7.43 Windsor Street is easily accessible by car, with a junction on a key route into the Town Centre at each end: Stratford Road, which carries Redditch traffic at the north, and with New Road, which carries the Railway Station traffic and some Kidderminster traffic at the south. Windsor Street is popular as a method of moving between these important routes and also for avoiding the congested Market Street, traffic calming on Windsor Street is likely to be required as retail development at this location would increase the number of pedestrians accessing this area.

7.44 Pedestrian movements onto Windsor Street are currently limited to those at each end or via its link into the High Street along Chapel Lane. This link is important as it leads through to Housman Square at the centre of the shopping area. Any proposals for development on Windsor Street must enhance this route into the High Street and be consistent with the public realm as proposed in policy TC4. Chapel Lane is on one of the main cycle routes in Bromsgrove and as such the junction with Windsor Street has been identified as a location for enhanced secure cycle parking.

Delivery

7.45 The majority of the site is in public ownership and its availability will be largely enabled by the planned relocation of the Fire Station. The actual size of the redevelopment site will be determined by the prospects for relocating the Library. The necessity for other occupiers to be relocated before this site is available for development means that it is envisaged that this site offers a medium term development opportunity.

TC13 Windsor Street

TC13.1 The Windsor Street site is a major mixed use development opportunity which has the ability to enhance and expand the Towns Retail offer.

- A. The northern end of the Windsor Street will be developed as a retail led mixed use scheme.**
- B. All development must respect the function, scale and massing of buildings on the High Street in order to complement rather than dominate the Town Centre's retail focus.**
- C. All development at ground level will contain active retail frontages onto Windsor Street and Station Road**

- D. Individual Retail floorspace footprints will need to be a minimum of 1000 m² to compensate for the lack of larger footprint buildings on the High Street**
- E. Other uses such as office and residential will be encouraged on upper floors.**
- F. Proposals must be considered in tandem with other major development proposals on School Drive.**

TC13 At A Glance

New retail opportunity on site of the current fire station and public sector offices. Larger retail premises new public sector accommodation could form part of redeveloped site.

Public Consultation response:

Respondents suggested Windsor Street for small scale employment uses as part of new mixed use development, several supported to introduce a one-way system there and the suggestion of moving the bus stop to Windsor was not popular.

Town Centre Objectives:

- *Retailing and the local economy*
- *Accessible and efficient public services in Bromsgrove town centre*
- *Transport, movement and accessibility*

Sustainability Appraisal:

The policy can meet a number of social, environmental and economic objectives. The mixed use development will enhance and expand the retail on offer, contribute to meet both local employment needs, reduce the need to travel to more distant service centres and active frontages will provide natural surveillance.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*

Town Centre Health Check 2010:

Limited retail and food offer, poor rear view and function of High Street, increasing number of criminal damage, drug offences, fraud & forgery, anti-social behaviour and limited natural surveillance at night time are identified as weaknesses of the town centre. Efficient use of rear areas of main shopping areas and more attraction of more high quality shops to meet

the potential demand of the relatively high income residents and to build on the strong services growth in the region are identified as opportunities for the town centre.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*

TC14 Birmingham Road Retail Park



The Site

7.46 The site occupies an area of approximately 1.7 hectares with its frontage along Birmingham Road near to its junction with The Strand and the rear of the site bordering the Spadesbourne Brook. The site is currently home to 3 warehouse style retail premises consisting of a furniture showroom, a supermarket and a DIY store all situated towards the rear of the site. There is a considerable street level car park in front and a petrol filling station which occupies a more prominent location at the southern end of the site. There are 2 listed buildings, which provide a limited street frontage along Birmingham Road.

The Opportunity

7.47 The site currently has planning permission for a single Sainsbury's supermarket, which could become part of an extended Primary Shopping Zone. The Council fully supports the decision of Sainsbury's to locate in Bromsgrove Town Centre and will continue to work with them to bring forward the development of their store.

Design

7.48 The development will be required to reinstate the street frontage along Birmingham Road, and include the existing listed buildings. The frontage should contain active uses and which play a functional part of the primary shopping zone.

7.49 Birmingham Road is a busy road, providing a linkage from the Town Centre onto the A38 and which leads to M42 and M5 junctions with Bromsgrove. Vehicular access to the site from the Town Centre requires passage across the congested Parkside Crossroads, a re-engineering of the crossroads to increase its efficiency and capacity will be required. It is expected that the improvements to provide for additional capacity will be implemented via a Section 278 legal agreement.

7.50 Pedestrian linkage with the Town Centre is essential and as such the development will be expected to contribute to public realm improvements in Birmingham Road, the Strand and High Street North. This will facilitate the extension of the Primary Shopping Zone to the new supermarket by ensuring a common public realm from the centre of town to the store. Walking and cycling measures linking the store, the centre of Town and the National Cycle Route on School Drive are to be included. Contributions to the introduction of improved public transport will be required.

7.51 Development landscaping will be required to provide hard and soft landscaping inline with the wider public realm strategy. Tree planting will be required along Birmingham Road and Market Street to continue the reinstatement of the historic lime avenue. The naturalisation of the Spadesbourne Brook at the rear of the site will contribute to the network of green infrastructure within the Town Centre.

Delivery

7.52 The site currently has planning permission and the Council will continue to work with Sainsbury's to ensure that this permission is implemented.

TC14 Birmingham Road Retail Park

TC14. 1 The site which is already subject of a development proposal has significant potential for substantial supermarket style retail development.

The following principles will apply

- A. The site will be reconfirmed as a retail site within the Town Centre, which will become part of an extended Primary Shopping Zone.**
- B. Development must be brought forward onto Birmingham Road to reinstate the active street frontage to this important gateway into the Town Centre.**
- C. The listed buildings on Birmingham Road must be retained in their current form and any development proposals must respect the scale of these buildings**
- D. Improved pedestrian and landscaping links with the core of the Town Centre must form part of any comprehensive development proposals.**
- E. Open space to the rear of the existing store will be retained and form part of the enhanced Spadesbourne Brook.**
- F. Improvements will also be required to the road infrastructure at the junction of Stourbridge Road, Birmingham Road, Market Street and the Strand.**

TC14 At A Glance

Sets out the detailed framework for the redevelopment of the site at Birmingham Road Retail Park for use by major food retail operator.

Public Consultation response:

- 51% of respondents felt there was a very poor and 32% a poor range of retail outlets on offer in the town centre
- 26% of respondents wanted the designation of larger sites for employment with the Birmingham Road Retail Park mentioned on numerous occasions

Town Centre Objectives:

- Retailing and the local economy
- Public Realm and Open Spaces
- Transport, movement and accessibility

Sustainability Appraisal:

The redevelopment of the retail park will deliver a number of social benefits. The introduction of a large retail store would increase the range of retail facilities on offer in the town providing choice for residents. The development will reinstate a street frontage which would increase activity in the area which would provide natural surveillance that could potentially reduce the possibility of crime. The policy ensures that the development of the site will retain the character and setting of the listed buildings within the site therefore there should be a positive impact on the towns historic heritage. Environmental improvements will occur due to enhancement of the Spadesbourne Brook.

Bromsgrove Council Priorities:

- CO1 Regeneration – Economic Development, Town Centre
- CO4 Environment – Climate Change

Bromsgrove Sustainable Community Strategy 2010-2013:

- Communities that are safe and feel safe
- Economic success that is shared by all
- A better environment for today and tomorrow
- Improving health and well-being

Town Centre Health Check 2010:

The busy junction at Birmingham Road and Stourbridge Road is highlighted as a particular weakness of the town centre. The policy offers the opportunity to improve the retail offer as well as provide a new national supermarket which is viewed as a positive aspect of the town centre. The TCHC notes the opportunity to improve the Spadesbourne Brook and effectively use the rear of development areas.

Policy Context:

- PPS1 Delivering Sustainable Development
- PPS4 Planning for Sustainable Economic Growth
- PPS9 Biodiversity and Geological Conservation
- PPG13 Transport
- PPS25 Development and Flood Risk

TC15 Birmingham Road /Stourbridge Road Junction



Description of Site

7.53 This site occupies an area of 1.1 hectares. It is triangular in shape and located between the Birmingham Road and Stourbridge Road with a frontage onto each which join at the Parkside Crossroads. Some parts of the site are only accessed from Birmingham Road, with some having a sole entrance from Stourbridge Road. Part of the boundary of the site not bordered by a road is with Bromsgrove Rovers Football Club and private residential units.

7.54 The Stourbridge Road frontage is opposite the former Parkside Middle School. The Birmingham Road frontage is opposite Bromsgrove Retail Park. The site has multiple owners and currently consists of a converted former major car dealership, a former social club, a public car park and a second hand car dealer.

The Opportunity

7.55 This site will be considered for a variety of different uses, however the favoured approach would be a development which incorporates new office accommodation.

The Design

7.56 The site would be required to reinstate street frontages along Birmingham Road with high quality distinctive architecture at the strategically important Parkside Crossroads.

7.57 The scale of the large supermarket opposite the site will influence the scale of the development along Birmingham Road. The Stourbridge Road frontage would need to have regard to the listed Parkside School building opposite and tree planting will be required along Stourbridge Road and specifically on Birmingham Road to continue the reinstatement of the historic lime avenue.

7.58 The development will be expected to contribute to improved accessibility measures to link the site more effectively with other areas of the Town Centre. This may take the form of improved pedestrian crossing facilities and resurfacing of pavements in the vicinity. Measures to improve public transport, servicing of the site and the movement of traffic, generated by the development through the congested crossroads will also be required.

Delivery

7.59 The site has several different owners, which will require either the creation of a development consortium or comprehensive land assembly to enable a scheme for the whole site to be established. This site has therefore been designated as a long-term development opportunity site.

TC15 Birmingham Road /Stourbridge Road Junction

TC15.1 This site offers an opportunity for office- led mixed use development

The following development principles will apply

- A. A perimeter block arrangement will be encouraged to reinstate street frontages along Birmingham Road.**
- B. High quality distinctive architecture will be required to establish the Parkside Crossroads as a key gateway into the town.**
- C. The scale of the development on Birmingham Road would need to respect likely development taking place on the Birmingham Road Retail Park.**
- D. The Stourbridge Road frontage would need to have regard to the former Parkside School opposite.**

TC15 At A Glance

Identifies area around Parkside crossroads as a potential longer term development option, with high quality office accommodation being the most suitable use.

Public Consultation response:

- This junction was the second most highly rated option for improvement during the consultation with two thirds (61%) of respondents wanting improvements.*
- The main priority as far as amending road network is concerned.*
- Only one comment about possible redevelopment at the site.*

Town Centre Objectives:

- Living and Working in Bromsgrove*
- Transport, movement and accessibility*

Sustainability Appraisal:

The policy can meet a number of social, environmental and economic objectives. The mixed use development will enhance and expand the retail on offer, contribute to meet both local employment and housing needs, reduce the need to travel to more distant service centres and active frontages will provide natural surveillance. The policy ensures that the development of the site will retain the character and setting of the adjacent listed building therefore there should be a positive impact on the town's historic heritage.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

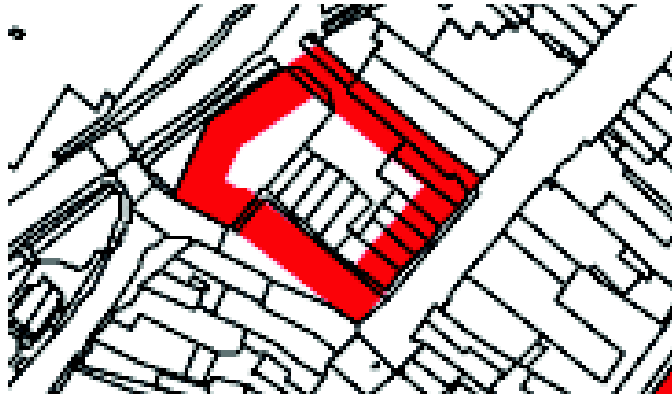
Town Centre Health Check 2010:

The busy junction at Birmingham Road and Stourbridge Road is highlighted as a particular weakness of the town centre. Another weakness is the busy and poor crossings to the main shopping area, which is particularly evident in this area.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPG5 Planning for the Historic Environment*

TC16 Mill Lane



The Site

7.60 The site occupies an area of 0.2 hectares and consists of several small shops which have a frontage on the High Street and along Mill Lane. The building line is set back from Mill lane with a wide privately owned pedestrian area between the Highway and shop fronts. The rear of the site borders the Spadesbourne Brook which is culverted in this section between the site and Market Street.

The Opportunity

7.61 This site functions as part of the Primary Shopping Zone and as such and redevelopment will be required to maintain retail uses on the ground floor, upper floors could be used for both residential and or office accommodation.

Design

7.62 This site currently contains one of the busiest pedestrian routes into the High Street. The route between Market Street and Bus Station into the High Street along Mill Lane is considered one of the key Town Centre gateway areas and as such development in this area should reflect this in the design of the public realm and the buildings that surround it. Proposals which include the junction of Mill Lane and High Street would require a development which reflects the role of this space as a 'town square'. The building line at the 'rear' of the site will need to be altered to allow for the naturalisation of the Spadesbourne Brook.

Deliverability

7.63 This site is in private ownership and the viability of the development will depend on retail performance and prevailing property values. Therefore this has been identified as likely to be a longer term development opportunity.

TC16 Mill Lane

TC16.1 This site offers a longer term opportunity for retail led mixed use development.

The following development principles will apply

- A. At ground floor level A1 retail uses are to be the predominant use with upper floors suitable for office and residential development.**
- B. The scale of retail development is to be determined although the scope to include larger retail spaces must be considered.**
- C. Proposals must include details of public realm improvement on Mill Lane and the creation of an enhanced public space.**
- D. Spaces to the rear of the current buildings which are adjacent to the Brook must have full regard to the enhanced environment created by the naturalised Spadesbourne Brook.**
- E. The current pedestrian thoroughfare along Mill Lane will be protected in any development proposals.**

TC16 At A Glance

Maintains existing retail requirement although with other uses acceptable above ground floor, site would be expected to help frame a new town square in this location.

Public Consultation response:

- *26% of respondents feel Mill Lane is in need of improvements*
- *Uneven paving and the general appearance of the area are particularly unappealing*
- *Better links through to the bus station and Asda*
- *Information boards along Mill Lane*

Town Centre Objectives:

- *Retailing and the local economy*
- *Public Realm and Open Spaces*
- *Transport, movement and accessibility*

Sustainability Appraisal:

The policy can meet a number of social, environmental and economic objectives. The mixed use development will enhance and expand the retail on offer, contribute to meet both local employment and housing needs, reduce the need to travel to more distant service centres and active frontages will provide natural surveillance. Improvements to the Spadesbourne Brook will enhance the environment around the area.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO3 One Community - Housing*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*
- *A better environment for today and tomorrow*
- *Improving health and well-being*

Town Centre Health Check 2010:

Weaknesses of the town centre include busy and poor crossings, which is apparent with Mill Lane and the bus station/Asda. There is also a limited retail and food offer in the town centre. The TCHC notes the opportunity to improve the Spadesbourne Brook and effectively use the rear of development areas.

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS3 Housing*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS9 Biodiversity and Geological Conservation*
- *PPS25 Development and Flood Risk*

TC17 Worcester Road Employment Area



The Site

7.64 The site is 2.3 hectares and situated at the southern extent of the Town Centre, with Worcester Road forming its main frontage with Sanders Road and defining its southern boundary. The site is currently zoned for employment uses which comprises a wide variety of different businesses and a small number of residential properties also make up part of the site. Part of the site bounded by the Spadesbourne Brook and may be at risk of flooding.

The Opportunity

7.65 The Council wishes to maintain a substantial element of employment opportunities in and around the Town Centre and as such the focus for any redevelopment of this site should be employment led. It is also acknowledged that flexibility needs to be introduced to enable businesses to operate in challenging economic circumstances such as those we currently face. Subject to the requirements of policy CP12 Existing Employment contained in the Bromsgrove Draft Core Strategy, other uses which support the Town Centre regeneration such as leisure, commercial or limited retail may be acceptable on this site. Adjacent properties to the north, which are currently part of the existing Town Centre zone, may also offer wider opportunities for redevelopment, along with any proposals for the site identified above.

Design

7.66 Any major redevelopment proposals should reflect the linear nature of the Town with active frontages along Worcester Road, although opportunities exist for a wide range and scale of design approaches on other areas of the site. The eastern edge bounded by the Spadesbourne Brook and Sanders Park must address these features and where possible look to use these features as a positive design element.

Delivery

7.67 It is understood that a number of private ownerships exists across the site. The Council will look to engage with owners of the site identified above and those adjacent to determine the development potential and impact this site can have on the wider regeneration. This opportunity is seen as a longer term development possibility.

TC17 Worcester Road Employment Area

TC17.1 Proposals for new employment uses will be supported within the exiting employment allocation. Subject to policy CP12 of the Bromsgrove Core Strategy other uses may be acceptable where it can be demonstrated that they support the wider enhancement of the Town Centre and do not compromise the existing retail core of the Town Centre.

TC 17 At A Glance

Supports current employment allocation, but allows for other non traditional employment uses which could support wider regeneration aims of the Town Centre.

Public Consultation response:

- *¾ of respondents support small scale employment uses in town centre to increase the number of people working in Bromsgrove.*

Town Centre Objectives:

- *Retailing and the local economy*
- *Living and working in Bromsgrove*
- *Public Realm and Open Spaces*
- *Transport, movement and accessibility*

Sustainability Appraisal:

The policy focuses on re-developing the existing employment area in the town centre and ensures that new developments are economically, socially and environmentally sustainable, such as requiring new developments to take into account of the economic challenges of businesses, flooding issues will need to be considered fully.

Bromsgrove Council Priorities:

- *CO1 Regeneration – Economic Development, Town Centre*
- *CO4 Environment – Climate Change*

Bromsgrove Sustainable Community Strategy 2010-2013:

- *Communities that are safe and feel safe*
- *Economic success that is shared by all*

- *A better environment for today and tomorrow*
- *Improving health and well-being*

Policy Context:

- *PPS1 Delivering Sustainable Development*
- *PPS4 Planning for Sustainable Economic Growth*
- *PPS9 Biodiversity and Geological Conservation*
- *PPS25 Development and Flood Risk*

8. Delivering the AAP

8.1 The Area Action Plan outlines a long and extensive programme of redevelopment for Bromsgrove, which will take many years to implement.

8.2 The exact timing and ordering of individual developments will depend on many different factors; legal; financial; the planning and regulatory processes; consultation etc. However, some proposals fall readily into short, medium and long-term categories:

- The delivery strategy does require an early upgrade of the public realm and the provision of new retail premises as a catalyst for attracting further investment into the Town, so these elements of the overall programme would be phased as early as possible.
- Some of the Infrastructure Improvements such as Highway works may need to be delivered upfront to facilitate developments.
- Some developments, such as Windsor Street, rely on a replacement facilities being constructed before redevelopment can begin. The progress of other projects will therefore determine the delivery timescales and push subsequent dependant redevelopments back to the medium term.
- The implementation of proposals in this AAP will create a climate to stimulate development, although without direct council control over all developments sites, those in private ownership have been classified as long term development opportunities and so phased towards the end of the programme.
- In some cases optimum land usage or development potential is not yet clear, and so these sites, by necessity, will also be long term opportunities and so have initially been phased towards the end of the programme;
- The timing of projects such as the Townscape Heritage Initiative and the Spadesbourne Brook Crown Close naturalisation project; may depend on successfully bidding for incredibly competitive National Lottery or other National Schemes.

Monitoring Framework

8.3 The measures given in this section will gauge whether the objectives of the AAP are being achieved, policies are effective, and positive changes are occurring in the Town Centre. They will be determined on a rolling basis to enable the success, quality and completion of the various proposals in the AAP.

Town Centre Health Check

8.4 Bromsgrove District Council undertakes an annual 'Town Centre Health Check' which is informed by PPS4 measures and this monitors the vitality and viability of Bromsgrove Town Centre. The findings will inform Town Centre policies, highlight change in the Town

Centre and any necessary action. Information will be collated from various sources, including the Office of National Statistics, West Midlands Regional Economic Assessment (Worcestershire), Place survey (conducted every two years), street surveys, pedestrian flow surveys, Goad plans, and local estate agents.

8.5 Examples of the data collected include economic activity and performance, population and workforce, the labour and property market, floorspace use, the number of empty shops, rents, footfall, accessibility and transport uses, crime and safety, and environmental factors e.g. pollution. This piece of work will provide many of the measures required to check progress of the AAP deliverables.

High Level Action Plan

8.6 As part of an established process across all theme groups, the bi-monthly Board Meetings of the Bromsgrove (Local Strategic) Partnership Board will review progress and exceptions against a High Level Action Plan for the Town Centre AAP. This will ensure that the plan is on schedule and that performance/activity and the potential for improvement and risk are being effectively managed.

Improvement Plan

8.7 Four priorities of the monthly Improvement Plan will review progress of the AAP; namely Economic Development, the Town Centre, One Community, and Housing. An Exception Report will show any actions that are red or amber to ensure that the Bromsgrove District Council Corporate Management Team is aware of any issues and / or slippage and authorise the necessary mitigations.

Other Sources

8.8 Other data will be collected from various business areas of Bromsgrove District Council to also assess the progress of the AAP. These include transport information such as bus and rail passenger numbers, car parking statistics, facility usage (Dolphin Centre), number of licensed taxis etc.

8.9 The Bromsgrove Town Centre Regeneration Programme Steering Group will have an ongoing role in ensuring the delivery of the AAP as the strategic framework for the Regeneration Programme. Progress and exceptions will be reported at the bi-monthly meetings and advice sought when mitigation is required.

8.10 A list of the measures has been compiled below and will be reviewed following the draft AAP Option consultation; these will be incorporated within the final adopted plan. The measures will also be refined during the lifetime of the AAP delivery as, for example, certain developments commence and programmes become available.

8.11 Performance will be disseminated to the public. This will ensure full transparency, enabling senior officers, politicians, the business community and the public to check progress and challenge slippage where necessary. Information will be communicated by the following methods; press releases and other public documents such as 'Together

Bromsgrove'; presentations at the Stakeholders Forum; publication on to the Bromsgrove District Council and Town Centre websites.

8.12 Furthermore, the progress of the Bromsgrove Town Centre AAP will be strategically reviewed following five years of implementation to ensure that the expected benefits are occurring within the Town Centre. This review will be reported to the Bromsgrove Town Centre Regeneration Programme Steering Group and will ensure that all strategies, policies and development briefs are still relevant. A list of 'lessons learnt' will also be agreed for best practice purposes.

The measures of each objective, the source and individual targets will now be given.

Key:

TCHC – Town Centre Health Check

HLAP – High Level Action Plan

IP – Improvement Plan

BDC – Bromsgrove District Council

WCC – Worcestershire County Council

Retailing and the local economy

Objective	Measure(s)	Source	Target
General	Footfall during the day	TCHC	Increase
	Footfall during the evening	TCHC	Increase
	Opening of Sainsbury's store	IP	When completed
	Number of Business Start Up grants offered	IP	Increase
	Number of chain stores	TCHC	Increase
Improved retail offer through the development of new sites and an extended Primary Shopping Zone	VAT registrations	TCHC	Increase
	VAT de-registrations	TCHC	Decrease
	Stock (at end of year)	TCHC	Increase
	Index of multiple deprivation (Ward rankings)	TCHC	Decrease
	Number of units in Town Centre	TCHC	Increase
	Number of vacant shops in Town Centre	TCHC	Decrease
	Number of vacant shops in PSZ	TCHC	Decrease
	Number of vacant shops in SSZ	TCHC	Decrease
	Number of vacant shops (elsewhere)	TCHC	Decrease
	Number of multiple retailers	TCHC	Increase
	Average retail rent	TCHC	Decrease
	Commercial yields	TCHC	Decrease
	Increased satisfaction within the High Street (Place Survey)	HLAP	Increase
	Amount of land developed for retail	TCHC	Increase
	Satisfaction to be gauged (via economic development survey and Place survey)	TCHC	Increase
Improved range and quality of evening economy uses within the Town Centre, including a choice of bars, cafes and restaurants	Number of restaurants and cafes (A3) and drinking establishment (A4) in Town Centre	TCHC	Increase
	Increased satisfaction within the Evening Economy (Place Survey)	HLAP	Increase
Number of employment sites for light industrial usage maintained	Number of employment sites for light industrial usage maintained	TCHC	Increase
Promoted local and niche shops in traditional High Street premises	Independent businesses in PSA	TCHC	Increase
	Independent businesses in SSA	TCHC	Increase
	Independent businesses (elsewhere)	TCHC	Increase
A regular high quality outdoor market in the High Street	Number of markets per week	BDC	No change
	Number of stalls	BDC	Increase
	Satisfaction with Street Market (economic development survey)	BDC	Increase
Instigation of an extended events programme	Number of events per year	BDC	Increase
	Launch of common events programme	BDC	When launched

PSZ – Primary Shopping Zone
SSZ – Secondary Shopping Zone

Living and Working in Bromsgrove

Objective	Measure(s)	Source	Target
General	Unemployment in Bromsgrove	TCHC	Decrease
	Percentage of people economically active	TCHC	Increase
	Percentage of people in employment	TCHC	Increase
	Qualifications (at least level 2)	TCHC	Increase
	Population	TCHC	Increase
	Average earnings	TCHC	Increase
	Overall / general satisfaction with local area	HLAP	Increase
To deliver new high quality housing which provides a mix of unit sizes and tenure	Identify public and privately owned sites suitable for affordable housing	IP	When completed
	Construction commenced	IP	When commenced
	Construction completed	IP	When completed
To ensure that residential unit numbers, densities and affordable housing provision is sufficient and appropriate for the local area	Number of private homes delivered (gross)	BDC	Increase
	Number of affordable homes delivered (gross)	HLAP	Increase
	Net additional homes provided	HLAP	Increase
Modern commercial office accommodation will be made available	Amount of land developed for office space	TCHC	Increase
	Office accommodation in PSZ	TCHC	Increase
	Office accommodation in SSZ	TCHC	Increase
	Office accommodation (elsewhere)	TCHC	Increase
Nascent technology businesses attracted as part of improved links with the technology park and A38 technology corridor	Number of nascent technology businesses	TCHC	Increase
	Growth rate of new nascent technology businesses after 12 months	BDC	Increase
The conversion of empty space above shops converted into flats	Number of residential dwellings above shops	TCHC	Increase
	Number of building conversions undertaken	IP	Increase
A Care Village in the Town Centre to meet the needs of Bromsgrove	Design approved	BDC	When approved
	Construction firm procured	BDC	When complete
	Commencement of Care Village construction	BDC	When commenced
	Completion of Care Village construction	BDC	When completed

PSZ – Primary Shopping Zone
SSZ – Secondary Shopping Zone

Environment and Open Spaces

Objective	Measure(s)	Source	Target
General	CO2 reduction from local authority operations	HLAP	Decrease
Upgrading the public realm and Primary Shopping Zone to a high quality including resurfacing and refurbishing the High Street	Architect's Brief devised	IP	When complete
	Architect procured	IP	When complete
	Consultation	IP	When complete
	Construction firm procured	IP	When complete
	Commencement of High Street / PSA renovation	IP	When complete
	Completion of the High Street / PSZ renovation	IP	When complete
	Square metres of open public space	BDC	Increase
Preserving and enhancing the Conservation Area's character and appearance	Increased satisfaction within the Conservation Area (Place Survey)	BDC	Increase
Wherever viable renovating, refurbishing, rejuvenating or redecorating the Town Centre's historic buildings	Number of frontages improved	IP	Increase
	Number of Frontage Improvement grants given	BDC	Increase
Utilising the natural assets in the Town Centre to provide enhanced green and open spaces including the Spadesbourne Brook and Recreation Ground	Spadesbourne Brook naturalisation agreed	BDC	When agreed
	Spadesbourne Brook naturalisation commenced	BDC	When commenced
	Spadesbourne Brook naturalisation completed	BDC	When completed
	Water Vole activity / colonisation recorded in Town Centre	BDC	When recorded
	Recreation Ground upgrade design agreed	BDC	When agreed
	Recreation Ground upgrade commenced	BDC	When commenced
	Recreation Ground upgrade completed	BDC	When completed
	Green Flag status awarded to the upgraded Recreation Ground	BDC	When awarded
	Designated Air Quality Management Areas in the Town Centre	TCHC	No change
Ensure a safe environment for all and a Town Centre enjoyable for everyone	Instances of crime	TCHC	Decrease
	Number of CCTV cameras	TCHC	No change
	Develop Anti Social Behaviour Strategy for Bromsgrove & Redditch	IP	When launched
	Dealing with local concerns about anti-social behaviour and crime by the local Council and the police	HLAP	Increase
	Number of people accessing shop mobility scheme	HLAP	Increase

Accessible and efficient public services in Bromsgrove Town Centre

Objective	Measure(s)	Source	Target
General	Satisfaction in refurbished or new public service facilities (from Place survey)	BDC	Increase
New Customer Service Centre and Civic Suite incorporating a review of public administration and library services	Replacement facility agreed	BDC	When approved
	Design approved	BDC	When complete
	Construction firm procured	BDC	When complete
	Commencement of refurbishment / build	BDC	When complete
	Completion of refurbishment / build	BDC	When complete
	Design approved		
New Leisure Centre	Usage	BDC	Increase
	Design approved	BDC	When approved
	Construction firm procured	BDC	When complete
	Commencement of Leisure Centre construction	BDC	When commenced
	Completion of Leisure Centre construction	BDC	When completed
New Joint Police and Fire Station	Planning Application received	IP	When submitted
	Disposal of Fire Station agreed	IP	When agreed
	Planning Consent granted	IP	When granted
	Construction commenced	IP	When commenced
	Construction completed	IP	When completed
New Health Centre	Opening of Health Centre	IP	When complete
New / Refurbished Public Toilets	Refurbishment of public toilets	IP	Completed

Transport, movement and accessibility

Objective	Measure(s)	Source	Target
An improved road network including the re-engineering of junctions and traffic flows	Parkside Junction improved	BDC	When completed
	Average journey time through Town Centre at peak time	WCC	Reduced
	Satisfaction to be gauged (via Place survey)	TCHC	Increase
	New vehicular signage	IP	When complete
Improved pedestrian priority, accessibility, permeability, linkages and mobility within and across the Town Centre for pedestrians and cyclists	Method of travel to work (Bicycle and on foot)	TCHC	Increase
	Resurfacing works (metres)	IP	Increase
	New cycle paths (metres)	IP	Increase
	New pedestrian signage	IP	When complete
	New cycle signage	IP	When complete
	New cycle stands / shelters	IP	Increase
	Access to services and facilities by public transport, walking and cycling	HLAP	Increase
Improved public transport infrastructure including the new or upgraded Bus Station, and new Town Centre bus routes	Method of travel to work (Bus, minibus or coach)	TCHC	Increase
	Expansion of the bus station	IP	When completed
	Access to services and facilities by public transport, walking and cycling	HLAP	Increase
	Positive feedback from Community Transport (BURT) users	HLAP	Increase
	Average bus departures per hour	WCC	Increase
	Bus passenger numbers	WCC	Increase
Improved pedestrian and cycle linkages between Bromsgrove Station and the Town Centre, and the promotion of shuttle bus services between the two destinations	Method of travel to work (Train)	TCHC	Increase
	New pedestrian signage	IP	When complete
	Access to services and facilities by public transport, walking and cycling	HLAP	Increase
	Rail passenger numbers	WCC	Increase
A restructuring of car parking provision in the Town Centre	Number of car parks	TCHC	Decrease
	Number of spaces	TCHC	No change
	Usage during the day	TCHC	Increase
	Usage during the evening	TCHC	Increase
	Number of short stay spaces	TCHC	No change
	Number of short long spaces	TCHC	No change
	Number of short disabled spaces	TCHC	No change
	Car Park tickets sold	HLAP	Increase
Length of stay			

Bromsgrove District Councils and Redditch Borough Councils response to the Third Draft Worcestershire Local Transport Plan (LTP 3)

1.0 Draft Local Transport Plan (Main Document)

- 1.1 Page 9 details the role of the Worcestershire Local Enterprise Partnership (LEP). The Worcestershire LEP has now emerged as successful; it is considered that a focus should be on how the LEP can play a significant role in transport development to allow the economic development of the county. There should be clarity on whether previously the delivery of the Plan was reliant on funding levered in by the LEP or not and if not now the LEP has been approved there are additional opportunities to implement more schemes, if so this needs to be managed carefully. Bromsgrove and Redditch also form part of the Birmingham LEP, opportunities should be explored to improve transport infrastructure between North Worcestershire and Birmingham. Officers question the implications this may have on LTP3 and if flexibility has been built into the plan to accommodate any potential future infrastructure as a result of the Birmingham LEP.
- 1.2 The LEP is mentioned on page 10 as the main vehicle for engaging in the dialogue between the Worcestershire Economic Strategy and transport, how much of a role will the LEP play and who will manage the dialogue gap between the LEP. It is questioned whether the dialogue, in particular with regard to the role of the LEP will be equal between all Districts and Boroughs and how this communication will be managed.
- 1.3 LTP3 should have more regard to the Draft Worcestershire LEP, with references to the County priorities of delivering strategic employment sites and related infrastructure (services, highways, access utilities, etc.), which are needed to secure sustainable economic growth and a low carbon economy. Existing and new businesses require the right infrastructure with better access to the businesses themselves and their supply chains with improvements to the motorway network and the east to west links. LTP3 fails to recognise the relationship with travel and employment areas.
- 1.4 Local Authorities would like to work closely with Worcestershire County Council (WCC) to determine what their infrastructure requirements are. If it is determined that growth figures are to be determined by local authorities a significant amount of work on how much influence infrastructure requirements will have on the growth figures will need to be completed. It would be helpful to determine whether infrastructure requirements will restrict the amount of growth put forward by the District/Borough. Joint working would be helpful to determine this figure.
- 1.5 Page 22 states the following *“considering permitting motorcycles to use bus lanes subject to any safety concerns being suitably mitigated”*. During the preparation stages of Redditch Borough Councils Core Strategy (Issues and Options May – June 2008) it was requested that bus only lanes were considered for opening up to the wider community traffic if it was deemed that additional community safety issues were present for example natural surveillance and vitality to the District Centres. This was

strongly opposed by WCC. Officers would like to seek a view on whether this can now be re-introduced into the Core Strategy with safety concerns being mitigated. Officers also question why Motorcycles are the only method of transport being considered for this.

- 1.6 Page 23 details the importance of services for example working from home, it may be useful to reference the emerging work being conducted at the WCC level and District levels within regard to infrastructure planning and how these two plans can support each other. In particular it may be worth highlighting the important role of this work in this paragraph.
- 1.7 Page 32 refers to the need to get developers to contribute towards transport infrastructure. This needs to be managed correctly through Development Control/ Management Officers at the District and Borough level as this is the main contact developers have when beginning negotiations and preparing Planning Applications.
- 1.8 Page 34 refers to climate change; it is considered that there should be co-ordination between the LTP and District/ Borough climate change strategies to ensure conformity and consistency with each other.
- 1.9 Page 43 states that a Strategic Environmental Assessment, a Health Impact Assessment and an Equality Impact Assessment has been completed, a Sustainability Appraisal is also needed for this document.
- 1.10 Page 47 the second of this paragraph should be 'deliver' not 'delivery'. Also the sentence regarding the Redditch Evening Bus service is not complete and does not state who provides the previous taxibus service currently. The Councils have been made aware that the transport subsidy from WCC is to be cut, what the effect of this cut will be on the Bus Service and how will there be consistency between the aims of LTP3 and budget cuts on the ground is not detailed, Officers have been informed that this cut will effect evening and weekend bus services. The Councils would like more detail on the effects of these cuts including when the effects are likely to be seen and whether consultation with the Councils can influence the way the cuts are managed i.e. can other arrangements be put in place to ensure services are not reduced. The point regarding the Alexandra Hospital does not specifically state what has been the result of the partnership working.
- 1.11 Page 48 details the Redditch Urban Package. It is questioned whether the intention of the Smarter Choice Programme is to promote an enhanced transport choice in Bromsgrove or Redditch, as this activity is listed under the Redditch package and also under the Bromsgrove package.
- 1.12 Redditch Borough Council strongly supports the delivery of the Redditch Town Centre package. Officers wish to work closely with WCC to ensure the delivery of this project.

- 1.13 Bromsgrove District Council Officers fully support the improvements highlighted as part of the North East Worcestershire Transport Strategy on page 48. This support is particularly endorsed on developments within Bromsgrove Town Centre, including; junction improvements and highway alterations to reduce the impacts of congestion; public realm enhancements; delivery of the Bromsgrove Rail Interchange and promotion of enhanced rail services. The links particularly by public transport between the Town Centre, Railway station and the proposed expansion sites to the north and west of the Town which have been highlighted as Bromsgrove's priorities by the District's LSP, emerging Core Strategy and Town centre AAP should be highlighted and prioritised more specifically in the LTP3.
- 1.14 The fourth bullet point in the North East Worcestershire Rural Package (Page 49) should include the 'District', instead of only mentioning the 'Borough'.
- 1.15 There is no clear link between the package detailed on page 48 and the map on page 49.

Transport Policies

2.0 Cycling Policy

- 2.1 Generally support the provisions of the cycling policies; however it would be helpful to have a clear delivery plan as to how the modal shift will be achieved in the county.
- 2.2 In terms of Policy C1 and C4, Officers support partnership working with Local Authorities to continue to develop a comprehensive cycling network, particularly regarding financial contributions from new developments.
- 2.3 As part of the emerging Bromsgrove Town Centre Area Action Plan, the Council will be aiming to provide adequate parking for bicycles and therefore support Policy C7.

3.0 Development Control (Transport) Policy

No comments

4.0 Integrated Passenger Transport Policy

- 4.1 Due to the rural nature of Bromsgrove District the need for reliable bus services is fundamental to the provision of sustainable and inclusive communities; therefore Officers recognise the importance of Policy IPTP15.
- 4.2 Although this policy document states (particularly para. 2.5.3) that most bus services are highly variable around the County, with most frequent services provided on key urban and inter-urban routes, more clarification should be made on how this problem is going to be tackled. There should be more policy depth on producing services that are reliable, with greater emphasis on rural areas as these account for a large

proportion of the District. Bromsgrove in particular has poor bus links to other parts of the County and this should be addressed within the LTP. Rural services across Bromsgrove are diminishing, instead of being enhanced, which is increasingly becoming a cause for concern, especially in regards to the provision of sustainable rural communities. LTP3 could make reference to the Worcestershire Local Enterprise Partnership, which addresses urban transport issues and rural connectivity, focusing on sustainable and affordable solutions.

- 4.3 As highlighted at 1.13 above Bromsgrove District Council's Draft Core Strategy and Town Centre AAP requires new bus routes to serve the Town Centre, linking both existing and new residential areas to key facilities such as the railway station using the Town Centre as the focal point of the network. LTP3 should make reference to these proposals to aid the delivery of such aspirations.
- 4.4 Bromsgrove District's Local Strategic Partnership (LSP) stated that funding for the 'Gold Standard' Bromsgrove bus station would need to be included in LTP3, but there is no reference to this. There is a clear lack of the mechanisms that will be used to deliver a number of elements of the LTP3, which need to be addressed. There are a number of funding implications that are highlighted within Bromsgrove's LSP that are not explained within LTP3. The document mentions a bus stop audit was commissioned as part of LTP2 but not how this will be enhanced in the next plan period. There should also be references to the funding streams needed for railway station improvements.
- 4.5 Officers want to ensure that both Bromsgrove and Redditch retain the level of bus service currently provided and that this is improved where appropriate, or officers are willing to work with the County Council and landowners/developers of key sites to progress developments that can assist with subsidised routes. This is essential for both Core Strategies and the delivery of LTP3 (see paragraph 1.10).

5.0 Intelligent Transport Systems Policy

- 5.1 There should be a focus of investment on the intelligent transport information provided at the Alexandra Hospital. This is a suitable location for potential future applications.

6.0 Motorcycling Policy

- 6.1 Please see comments above regarding opening bus lanes.

7.0 Multimodal Freight Policy

- 7.1 Officers would suggest that there needs to be some realism applied with regards to the encouragement for more sustainable freight transit. There are no details on the investment for this strategy and no reflection of areas where there is little opportunity for new rail or water related freight.

- 7.2 This would benefit from reference to the Hereford and Worcestershire Air Quality Strategy
- 7.3 The Policy to reallocate existing HGV parking away from urban areas needs to be implemented with caution. Any changes would need to ensure accessibility to HGV vehicles which is difficult in some areas.
- 7.4 Paragraph 2.11 does not define what freight consolidation centres are and therefore does not set out what the requirement is for this to enable provision.
- 7.5 Officers consider the multimodal freight policy will provide a comprehensive policy base to enable the delivery of schemes to enhance the efficient movement and operation of freight by all modes around the County. Making optimum use of the navigable waterways is supported to capitalise on the abundant opportunities that exist across Bromsgrove District.
- 7.6 Officers question whether there is an opportunity to link business rate to transport development to allow direct funding from those who benefit from improved services.

8.0 Smarter Choices Policy

- 8.1 The concept of Travel Plan Bonds (SCP12) is supported. Although more information on how the County Council intends to develop and implement the travel plan bond with its partners and at a local level is essential so that this concept can be reflected in the Borough, City and District Council's Local Development Framework. Any viability issues at a Borough/District scale would need to be considered in its implementation. The policy should provide greater detail on how these bonds are likely to be implemented.
- 8.2 Officers welcome the station travel plan concept and how this would be progressed.
- 8.3 Station Travel Plans (SCP13) would also be extremely beneficial to Bromsgrove and Redditch, particularly for the planned regeneration of Bromsgrove Railway Station and the expansion of the electrified line from Barnt Green and with regard to Redditch given planned regeneration of the train station area. Bromsgrove's LSP also specifically notes the desire for extra parking at Wythall railway station although this has yet to be demonstrated as being needed. Where parking provision is a major problem at the Districts stations SCP13 is supported as it may alleviate some of these pressures.
- 8.4 For the Residential travel plans (SCP16), there would be limited opportunity to implement this policy through County Council Development Control given that the majority of applications for residential development are processed at Borough, City and District level.

- 8.5 Support the provision of 'grey fleet' (Policy SCP15), it is considered that delivery should be carried out with employers to ensure reduction in the need to travel, for example Bromsgrove District Council and Redditch Borough Council now have a Single Senior Management Team and a number of 'shared services'. Officers consider that this has resulted in a significant increase in 'employee trips' between the two authorities. Therefore the provision of this policy, although supported should be approached with caution and with thought to delivery and the other priorities that are being implemented around the County for example sharing services.

9.0 Walking and Public Realm Policy

- 9.1 Officer's support the policies identified in this section as strong links can be made to Bromsgrove's Town Centre AAP. Close collaboration between Worcestershire County Council and Local Authorities as highlighted in W1 is supported as it maximises the potential of the walking network and public realm. Improvements to the public realm in particular (W4) are supported as this is an area that has been identified in need of attention throughout Bromsgrove.
- 9.2 There are a range of locally distinctive issues in Redditch that need to be considered when aiming to increase walking through LPT3. For example in Redditch the design of the amount of subways and indirect footpaths reduces the amount of people that walk. These design issues need to be addressed before the walking policy can be successful. This issue is addressed in Redditch's emerging Core Strategy.

10.0 Traffic and Parking Management Policy

- 10.1 Policy TMP1 - Redditch Borough Council has committed to a car parking review of Town Centre Parking provision and reference to this is required within this policy. It is considered that a range of innovative options should be considered when completing a car parking review which will meet the objectives of LTP3 for example employee parking options in the Town Centre.
- 10.2 Paragraph 2.2.1 lists a number of settlements across Worcestershire that have parking concerns and require tailored, strategic traffic management and parking plans. Officers are in agreement that parking is an area of concern in Bromsgrove and traffic management and parking plans are needed across the District, particularly the town centre.

11.0 Transport and Air Quality Policy

- 11.1 Figure 3.1 on page 10 would benefit from a key.
- 11.2 The mention of the Air Quality Management Areas (AQMAs) across Bromsgrove District is welcomed, along with the positive steps being taken to mitigate deteriorating air quality. The two new designations (Hagley and Stoke Heath) are supported as this

will lead to AQMA Action Plans which will subsequently improve the air quality in these areas.

12.0 Transport and Climate Change Policy

12.1 Officers agree with the overall aim of reducing congestion and the encouragement of walking, cycling and passenger transport. The emphasis on congested urban areas is commended as Bromsgrove District Council are also attempting to alleviate congestion in the Town Centre through the emerging Core Strategy and Bromsgrove Town Centre AAP.

12.2 Although references are made to flooding, more prominence can be made throughout this policy to ensure that main transport routes in Bromsgrove and Redditch (particularly Feckenham from Swans Brook) are not flooded and/or alternative (sustainable transport) routes are available during extreme weather.

13.0 Transport Safety Policy

13.1 Due to the rural nature of Bromsgrove District Policy TS4 regarding rural road speed limits is needed to ensure community safety.

14.0 Transport Asset Management Plan Policy

No comments

15.0 Transport Accessibility Policy

No comments

16.0 Other comments

16.1 Many motorway and/or railway verges are used by wildlife to move around, hence the importance of wildlife corridors. There is no mention of this topic throughout LTP3, which would be beneficial to Local Authority Green Infrastructure studies. There could also be specific regard given to the sub-regional Green Infrastructure Strategy.

16.2 Officers have received verbal confirmation previously from the County Council that the Bordesley by-pass would not be a deliverable infrastructure project that would be implemented. It would be helpful if this could be put in writing to both councils to form part of their Core Strategy Evidence Base.

16.3 Officers wish to ensure that the implications of future development on transport as evidenced in both Authorities Transport Assessments are fully incorporated into the provisions of LTP3 for example junction improvements where they are necessary.

- 16.4 Numerous policies and aspirations throughout LTP3 are 'subject to funding', yet the strategy does not explain what contingency plans will be used if the necessary funding is unavailable. As well as funding issues, there is a distinct lack of the delivery mechanisms that will be used to implement LTP3, more details should be explained throughout the report.
- 16.5 Overall, Officers commend the numerous references throughout LTP3 referring to collaborative working with Local Authorities and the private sector to successfully implement the plan, although more could be said in regards to specific areas. The 'Bromsgrove Urban Package' within the main document fails to reference the joint working needed with Bromsgrove District Council to create an integrated movement network around the Town Centre which links with a range of transport options in the wider area.

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