



BROMSGROVE DISTRICT COUNCIL

MEETING OF THE LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

MONDAY, 16TH MARCH 2009, AT 2.00 P.M.

COMMITTEE ROOM, THE COUNCIL HOUSE, BURCOT LANE, BROMSGROVE

MEMBERS: Councillors Mrs. J. Dyer M.B.E. (Chairman), P. J. Whittaker (Vice-Chairman), Mrs. M. Bunker, S. R. Colella, G. N. Denaro, Mrs. R. L. Dent, R. Hollingworth, Mrs. J. D. Luck, E. J. Murray, S. R. Peters, Mrs. M. A. Sherrey JP, E. C. Tibby and C. J. K. Wilson

AGENDA

1. To receive apologies for absence and notification of substitutes
2. Declarations of Interest
3. To confirm the accuracy of the minutes of the meeting of the Local Development Framework Working Party held on 23rd October 2008 (Pages 1 - 4)
4. Longbridge Area Action Plan - Adoption (Pages 5 - 156)
5. Draft Core Strategy - Consultation Strategy (Pages 157 - 162)
6. Bromsgrove Housing Market Assessment Summary (Pages 163 - 176)
7. Draft Strategic Housing Land Availability Assessment Update (Pages 177 - 182)
8. PPG17 Open Space Sport and Recreation Study (Pages 183 - 194)
9. Regional Spatial Strategy Phase 2 Revision Update (Pages 195 - 206)

10. 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

K. DICKS
Chief Executive

The Council House
Burcot Lane
BROMSGROVE
Worcestershire
B60 1AA

6th March 2009

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

THURSDAY, 23RD OCTOBER 2008, AT 4.00 P.M.

PRESENT: Councillors Mrs. J. Dyer M.B.E. (Chairman), Mrs. M. Bunker, S. R. Colella, Mrs. R. L. Dent, E. J. Murray, S. R. Peters, Mrs. M. A. Sherrey JP and C. J. K. Wilson

Officers: Mr. D. Hammond, Mr. M. Dunphy, Mrs. R. Williams, Mr. A. Fulford, Ms. S. Lai, Mr. A. Harvey and Ms. R. Cole.

22/08 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors G. N. Denaro, R. Hollingworth, Mrs. J. D. Luck, E. C. Tibby and P. J. Whittaker.

23/08 DECLARATIONS OF INTEREST

No declarations of interest were received.

24/08 MINUTES

The minutes of the meeting of the Local Development Framework Working Party held on 17th September 2008 were submitted.

RESOLVED that the minutes be approved as a correct record.

25/08 DEVELOPMENT OF OPTIONS FOR THE WEST MIDLANDS REGIONAL STRATEGY IN RESPONSE TO THE NATIONAL HOUSING AND PLANNING ADVICE UNIT REPORT

The Working Party considered a report which summarised the findings of a study prepared by Nathaniel Lichfield and Partners (NLP). The study, which had been commissioned by Government Office West Midlands (GOWM), had been prepared in response to concerns expressed by central government that the submitted preferred option Regional Spatial Strategy (RSS) review did not deliver the required amounts of housing as reported by the National Housing and Planning Advice Unit.

It was reported that GOWM would be using the findings of the study as a basis of their response to the RSS revision. The results of the study were not formal policy or proposals but solely independent evidence, setting out alternative choices for how the region might deliver additional housing to inform the Examination in Public on the Phase 2 RSS revision.

It was intended that this Authority's submissions on the RSS preferred option and possibly a separate submission on the NLP study would be submitted for approval by Members in accordance with the deadline for submission to the West Midlands Regional Assembly by 8th December 2008.

RESOLVED that the report be noted.

26/08 **REGIONAL SPATIAL STRATEGY SECOND STAGE REPORT**

Consideration was given to a report on the findings of the second stage "Study into the Future Growth Implications of Redditch".

Members were reminded that Worcestershire County Council, Bromsgrove District Council, Redditch Borough Council and Stratford District Council had originally commissioned consultants to undertake a "Joint Study into the Future Growth of Redditch Town to 2026" to support the preparation of the RSS. This study had been completed in December 2007.

It had subsequently been agreed by the Authorities involved that the Joint Study was insufficiently detailed to allow district level splits of Redditch Borough related housing growth to be identified. The same consultants had therefore been commissioned by the Authorities concerned and the West Midlands Regional Assembly to undertake the additional work required in order to augment the broad findings of the study.

The stage 2 study had been completed on 10th October 2008 and the general findings were set out in section 3.9 of the report. During the discussion on this item the Chairman referred to an invitation to the Working Party Members to attend a meeting of Redditch Borough Council's Planning Policy Advisory Group on 10th November 2008. This would enable an informal discussion to take place in relation to the issues contained in the study. It was also felt it would be helpful for Bromsgrove members to have the opportunity, prior to that meeting, to visit the sites close to the boundary of Redditch and Bromsgrove identified in the study as possible housing development sites.

It was reported that the study, together with the feedback from public consultation would be inform the responses to the West Midlands RSS and the NLP study referred to in the previous item.

RESOLVED that the conclusions of the study and the implications for Bromsgrove be noted at this stage.

27/08 **DRAFT CORE STRATEGY**

The Working Party considered a report on the final draft of the Core Strategy to be submitted for public consultation together with the associated documents. It was noted that changes had been made to reflect Members' previous comments. Following discussion it was

RESOLVED:

- (a) that the draft Core Strategy as set out in Appendix A to the report and the associated Sustainability Appraisal contained in Appendix C be approved for public consultation; and
- (b) that authority be delegated to the Head of Planning and Environment and the Portfolio Holder for Planning to approve any further essential revisions to the draft prior to publication.

The meeting closed at 5.15 p.m.

Chairman

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

16TH MARCH 2009

LONGBRIDGE AREA ACTION PLAN - ADOPTION

Responsible Portfolio Holder	Cllr Jill Dyer
Responsible Head of Service	Dave Hammond
Key Decision	

1. SUMMARY

- 1.1 The Longbridge Area Action Plan (LAAP) has been prepared in conjunction with Birmingham City Council, Worcestershire County Council and key stakeholders, including the landowners St Modwen Properties PLC, and Advantage West Midlands. The Secretary of State has now assessed the LAAP and found it sound, and can now be adopted by both Local Planning authorities.

2. RECOMMENDATION

- 2.1 The Longbridge Area Action Plan is formally adopted as the development plan for the former MG Rover Site.

3. BACKGROUND

- 3.1 As members are aware the former car maker MG rover collapsed on 8th April 2005. The immediate effects of the collapse was around 6500 jobs lost, on a site which resourced a supply chain of approximately 27,000 people and had an annual materials budget of £1.2 billion, a considerable amount of the supply chain was within the West Midlands region. The collapse also left a site of approximately 140 hectares / 350 acres of brownfield development land.
- 3.2 In October 2005 Bromsgrove District Council, and Birmingham City Council as the planning authorities formally agreed to work together, alongside key partners such as Worcester County Council, Advantage West Midlands and the principal landowners St Modwen Properties to prepare a Development Plan Document (The LAAP) to guide the regeneration of the former MG rover plant.
- 3.3 Since the agreement was made several reports have been submitted to members outlining the various stages in the production of the LAAP, this report is the final one which summarises the Examination in Public and subsequent inspectors report.

3.4 In March 2008 upon agreement from both councils the LAAP was submitted to the Secretary of State to undergo an Examination in Public (EIP). At the time the plan was proposing policies to create a sustainable community that showcased the highest standards of design. The aim was to deliver a mixed-use development with sustainable jobs in new technology based businesses, a high quality built environment, a leading edge approach to creating a mixed use local centre, well designed open spaces and river corridors and to break new ground in helping tackle climate change.

3.5 The plan specifically proposed within Birmingham

- A 25ha Regional Investment Site, for high technology businesses with some offices and supporting services,
- A new Local Centre including the following:
 - A retail quarter with up to 13,500 sq.m. Gross retail floorspace for convenience and comparison goods. Offices and residential uses on upper floors.
 - A learning quarter comprising a new college facility.
 - A mixed-use quarter with offices, service uses, an Austin Heritage centre, residential and other uses.
- An employment zone adjacent to the boundary with Nanjing comprising industrial and warehousing uses with some live/work units.
- Nanjing Automotive site to be retained for car manufacturing but with encouragement that should any of the site become surplus to requirements it be made available for other employment uses and uses which fit within the overall aims of the AAP and adjoining land uses
- Residential development with associated open space comprising around 350 dwellings adjacent to the Regional Investment site

3.6 And within Bromsgrove proposals were for

- Longbridge East Residential development
 - Residential - minimum 700 dwellings with a range of house types, styles, and tenures including 35% affordable. The River Arrow will be opened up through the site to provide green links to the open countryside and Public Open Space
 - Within the east works site small scale local facilities will be provided, including small scale retail with new community centre and library.
 - The main accesses to the site will be from Groveley Lane with a secondary route from the existing access point in Parsonage Drive. No access will be permitted from Cofton Church Lane.
- Cofton Centre Employment Development

- Employment (Use Class B1, B2 and B8 uses) suitable uses include light industry, general industry, warehousing, and Green Technology developments.

- As the Cofton Centre abuts the Green Belt, the opportunity to improve pedestrian and green links to the countryside will be investigated at the detailed design stage, the screening around the site will be protected, and enhanced where possible.

- 3.7 Upon submission the plan was then subjected to a further period of public consultation 113 separate representations were received from a range of people and organisations, these representations along with the AAP as a whole were to be considered by the EIP.
- 3.8 The Government appointed Jill Kingaby as the inspector for the plan and after a large amount of pre examination work the EIP formally opened on the 14th October, the EIP ran until the 4th December although this included 5 week adjournment in order to deal with issues that arose due the current financial situation, which had worsened considerably since the initial evidence was submitted in March 2009.
- 3.9 During the EIP relatively few people or organisations objected to the plan. Indeed there was an extremely positive and helpful discussion on all the key issues. These included housing, employment, transport, the local centre, delivery and implementation of the Plan and there was a high level of agreement between all the parties present on all the issues. This was largely due to the front loaded community involvement and extensive joint working between Bromsgrove District Council and Birmingham City Council that had underpinned the Plan. During the EIP officers recommended a number of minor changes to the Plan to the Inspector in response to some of the representations and to help clarify, update and interpret some of the policies.
- 3.10 The Inspector issued her report on 10th February 2009. In this report the Inspector is required by legislation to consider whether the LAAP meets the government's tests of soundness for Area Action Plans.
- 3.11 The Inspector concludes that the LAAP is sound. She states "In my view, the proposals for the future economy of Longbridge are founded on robust and credible evidence and will be effective, flexible and deliverable."
"Overall, I conclude that the LAAP should enable the economic transformation of Longbridge...developing a range of employment opportunities across the site and establishing a Regional Investment Site which is attractive to high profile investors."
- 3.12 She also supported the approach taken towards providing a new local centre at Longbridge stating, "... the Councils are taking a positive approach. They are planning for a new centre in an area which is expected

to grow significantly in terms of new housing and employment provision, and within an area where.. (there is)..a gap in local centre provision..... In addition, the community which has lost the MG Rover Works requires a new heart which a significant, well designed new shopping and service centre could provide.”

3.13 The Inspector also noted the commitment of all parties to implement the development at Longbridge “It is clear from the hearing sessions and written evidence that there has been continuing collaboration between the landowner/developers and Councils, and infrastructure providers, directed at delivering the plan.... Evidence on the ground, in the form of clearance of the old MG Rover sites and construction of new business premises at the Innovation Centre and Cofton Centre, demonstrate that an “action” plan is intended and not just a paper document”.

3.14 In her report the Inspector has accepted the plan largely unchanged, apart from supporting the minor changes put forward by the authorities and some other minor changes which were discussed at the EIP. She has not recommended adopting any of the major changes put forward by those objecting to the Plan. As such she has fully endorsed all of our work. The Inspector’s decision is attached as appendix 2 to this report.

3.15 The findings in the Inspector’s report are binding upon the Councils, and the LAAP must therefore be amended to incorporate all the changes required by the Inspector. The final LAAP (incorporating the Inspector’s changes) is attached as Appendix 1.

4. FINANCIAL IMPLICATIONS

4.1 There are no immediate financial implications of adopting the AAP. In the longer term the regeneration of the sites in Bromsgrove will generate funds from planning applications / planning obligations associated with the development, along with Council Tax and business rates once complete. Work is ongoing with Birmingham City Council and Worcestershire County council to ensure developer contributions secured using section 106 of the 1990 planning act and sections 38 and 278 of the highways act are managed and distribution to the relevant projects in each authority area.

5. LEGAL IMPLICATIONS

5.1 The Plan is a statutory development plan document and has been prepared under the Planning and Compulsory Purchase Act 2004, and in accordance with The Town and Country Planning (Local Development) (England) Regulations 2004 and subsequent updates. The Plan has been prepared jointly with Birmingham City Council.

5.2 Section 23 (5) of the act states that ‘A document is adopted for the purposes of this section if it is adopted by resolution of the authority.’ It is envisaged

The AAP will formally be adopted by the Council at its meeting on the 22nd April 2009

6. COUNCIL OBJECTIVES

6.1 Objective 1 Regeneration - Priorities Town Centre and Housing

It is clear the regeneration of the Former MG rover site will help the council to meet its objective of providing more and better housing choice within the district. Although the approximately 1450 new residential units to be provided at Longbridge will largely be meeting the needs of south Birmingham it is envisaged that it will also help to meet the needs of north Bromsgrove. The effects on the Town centre are hard to quantify but the influx of new people and business to Longbridge could have positive effects on the vitality and of the town centre. Many of the 10,000 new jobs would be provided in different employment sectors to those historically provided for at Longbridge, this change in the employment structure alongside improved road and rail links and regeneration in the Town centre itself could effect the economic performance of Bromsgrove Town Centre.

6.2 Objective 4 Environment - Priorities Clean Streets and Climate Change

It is intended that all new development at Longbridge should embrace the challenges presented by climate change and as such the long term aim is for the site to become an urban eco centre. Proposals must include details of how they minimise carbon emissions, minimise energy consumption, maximise the use of low carbon and renewable energy sources, meet an on site target of 15% renewable energy production and maximise energy efficiency. Development must also consider the impacts of flooding, water efficiency measure must be included alongside Sustainable Urban Drainage System (SUDS) within an overall flood prevention and compensation strategy. Further policies also include the protection, management and enhancement of all existing biodiversity, flora, and fauna across the site and comprehensive waste strategy to manage the collection and recycling of waste from homes and businesses.

7. RISK MANAGEMENT

7.1 The main risks associated with the details included in this report are:

The Longbridge Area Action Plan is challenged in the future

7.2 The risks will be managed as follows:

Risk Register: Planning and Environment

Key Objective Ref No: 6

Key Objective: Effective, efficient, and legally compliant Strategic planning Service

8. CUSTOMER IMPLICATIONS

- 8.1 Upon adoption there is a legal requirement to advertise the adoption of the plan in all the places previously used wherever possible. The plan will be placed in all libraries across the district as well as the CSC and planning reception it will also be available to view online. Formal press notices will also be placed. The primary customer affected by the plan are the developers St Modwen properties who have submitted planning applications for the redevelopment, ongoing discussions are taking place with regards to the planning applications.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

- 9.1 An Equalities Impact Needs Assessment has been carried out on the Longbridge AAP, in order to assess the potential Equalities and Diversity impacts of the development proposals.

10. OTHER IMPLICATIONS

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	The AAP creates the policy framework for the redevelopment of the Former MG Rover site.
Environmental	The AAP indicates the measures we will expect the developers of the site to include to lessen the impact of development on the environment.

11. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	No

Corporate Procurement Team	No
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12. WARDS AFFECTED

12.1 Primarily Hillside Beacon and Waseley although the wider effects of the development could impact across the district

13. APPENDICES

Appendix 1 Longbridge Area Action Plan
Appendix 2 Longbridge Area Action Plan Inspectors Report

14. BACKGROUND PAPERS

15.1 Around 200 documents have been published in relation to the preparation of the Longbridge AAP all can be viewed at www.bromsgrove.gov.uk/longbridge or obtained from the strategic planning manager

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Longbridge area action plan

april 2009



Birmingham City Council and Bromsgrove District Council **Local Development Frameworks**

Contents

Foreword	1	Section D: Delivery and Implementation	
Section A: Introduction		● Understanding Viability	45
● The Area Action Plan	2	● Ensuring a Sustainable Development	45
● The Challenge and Opportunity	2	● Longbridge Planning Contributions in Detail	47
● Location	3-5	● Development Phasing	52
● Spatial Strategy	6	● Planning Applications	53
● How the AAP has been prepared	7	● Partnerships and Co-ordination	53
Section B: Vision, Themes and Objectives – Delivering the Transformation of Longbridge		● Implementation, Delivery Mechanisms and Programme	54
● Vision	9	● Monitoring and Review	56
● Transformational Themes	9	Maps and Plans	
● Objectives	9-14	● Longbridge AAP Plan Area	4
Section C: Longbridge Site Plans and Proposals		● Context Plan	5
● Introduction	15	● Proposals Map	20-21
● Sustainability Strategy	15	● Environment, Open Space and Landscape Strategy Plan	40
● Design Strategy	18	Tables	
● Land Use Strategy	22	● 1. Anticipated S278 Scheme Requirements	46
● Movement Strategy	36	● 2. Anticipated Community Improvements	48
● Environment, Open Space and Landscape Strategy	41	● 3. Longbridge Infrastructure Tariff (LIT)	51
		● 4. Longbridge Housing Trajectory	52
		● 5. Summary Implementation Plan	54
		● 6. Longbridge AAP Monitoring Requirements	57
		Appendices	
		● 1. Policy Context	63
		● 2. Baseline and Technical Studies	64
		● 3. Car Parking Standards	65
		● 4. Glossary of Terms	66-72
		● 5. Other Sources of Funding	72

**** The AAP's Policies and Proposals are identified in this document by the use of italic text.***

Foreword

Longbridge – a new chapter

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

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

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

other organisations) was successful in minimising the impacts on the local community and regional economy and was commended by central government for its response.

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

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

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



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

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

Part A

Longbridge - an introduction

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

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

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

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

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

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

The Challenge and Opportunity

1.5 The regeneration challenge of Longbridge is simply immense:

- The biggest regeneration scheme in the West Midlands and one of the largest in England.
- Over 140 hectares/350 acres of development land.
- A major role in supporting and restructuring the West Midland's economy through securing technology based businesses linked to the Central Technology Belt (CTB) and traditional employment.
- A total jobs target of 10,000 for the whole development across a wide range of sectors.

➤ Contributing to Birmingham's growth agenda by providing quality new housing.

➤ A requirement for the very best in sustainable development with communities, buildings, green spaces and transport systems that have a strong focus upon minimising carbon footprints and addressing the challenges of climate change.

➤ Assisting the delivery of both Birmingham and Bromsgrove's Community Strategies including priorities focusing upon quality place-making, economic competitiveness, sustainable communities and developing the knowledge economy.

➤ Meeting and addressing local population needs and aspirations for facilities and services as well as training opportunities and jobs.

➤ Creating distinctive, interesting and well designed places with excellent public open spaces.

➤ Addressing specific physical, engineering and accessibility challenges of the site including the reopening of two major river corridors, and the provision of strategic transport infrastructure including a new park and ride facility and improved public transport access to Frankley.



Location

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

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

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

Midlands-South West line, and is an important cross-city commuter route.

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

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

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

1.12 An analysis of population and neighbourhood statistics, together with feedback raised during consultation, shows

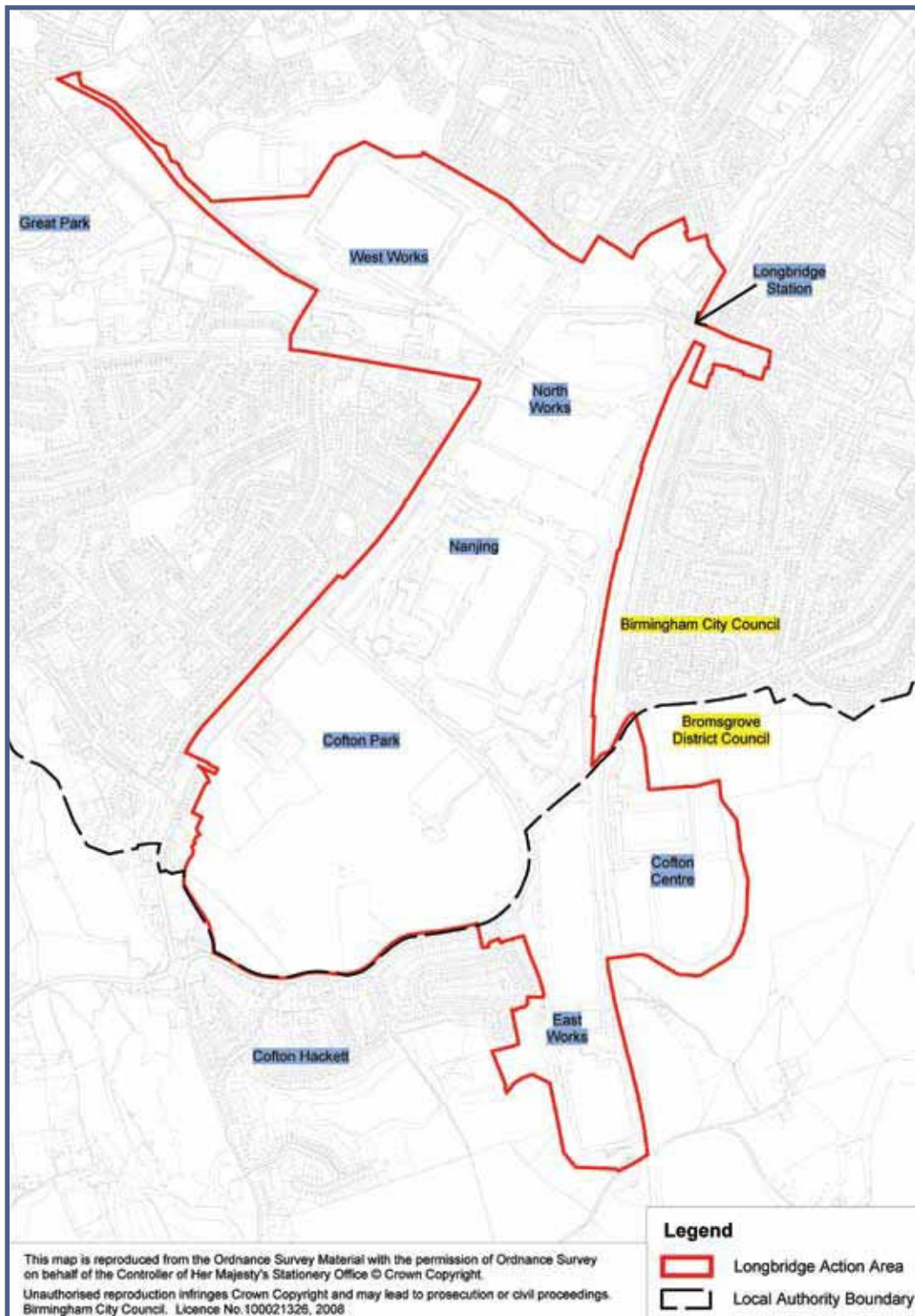
that the area around the AAP site faces a number of significant skills, economic, crime, health and local service issues which need to be addressed or considered in drawing up the AAP:

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



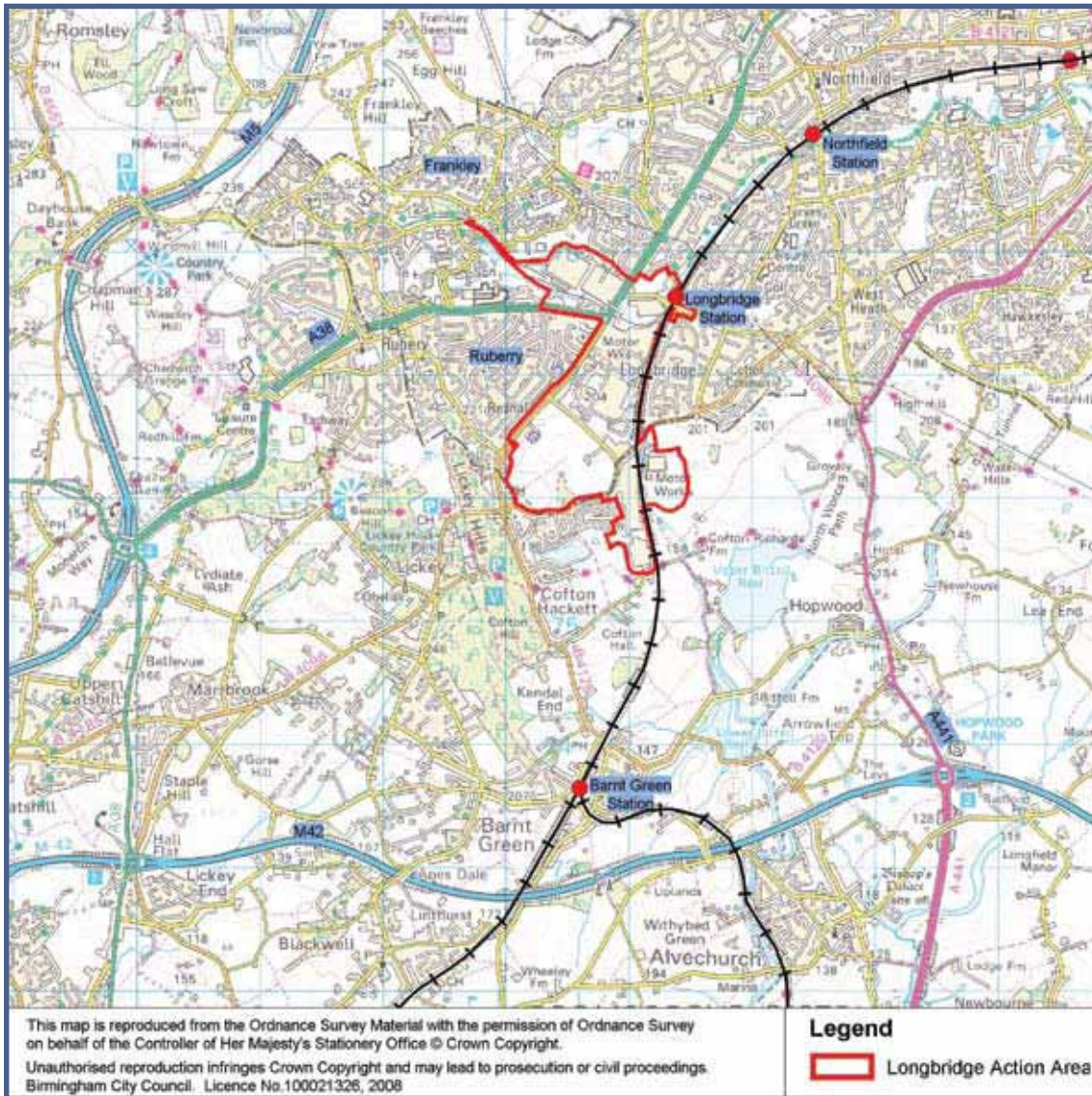
Plan 1

Longbridge AAP Plan Area



Plan 2

Context Plan





Spatial Strategy

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

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

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

1.16 Other key spatial drivers behind the plan include the important need to create new job opportunities, attract financial investment and help diversify the local and regional economy. The plan seeks to support the growth and development of the A38 Central Technology Corridor (a regional designation that seeks to capture inward investment in the higher technology business and innovation

sectors), through the identification of a Regional Investment Site (RIS) of 25 ha. This site provides a considerable opportunity to attract a range of high value jobs and scope to contribute to improving graduate retention rates.

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

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

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

1.20 Another key aspect of the Spatial Strategy ensures that the proposed development sits within and has good

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

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

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



How the AAP has been prepared

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

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

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

1.25 Overall consultation revealed that Options Two and Three (together with variations of them) were the most popular. This led to the development of the Preferred Option for Longbridge, which was based upon a modification of Option 2 (mixed-use employment led) but incorporating more housing and retailing than originally proposed. The Longbridge Area Action Plan Preferred Options Report

was published for consultation in February 2007. This Preferred Option has now been worked up into a detailed set of proposals and these are set out in this Submission Document.

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

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

1.27 During the course of the AAP's development over 25,000 residents, businesses and other stakeholders have been informed of the plan and a wide variety of community engagement techniques used to ensure that as many people and organisations as possible could make their views known. A conscious

attempt has also been made to gather the views of people who might normally feel excluded or do not normally get involved in these types of consultation exercises.

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

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

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

- www.birmingham.gov.uk/longbridgeaap
- www.bromsgrove.gov.uk/longbridge
- www.future4longbridge.co.uk

Part B

Vision, Themes and Objectives – Delivering the Transformation of Longbridge



“The area feels depressed since losing the Rover plant. With generations of my family working there, we were proud of it. We need to build an area to be proud of”

(Former car worker)

“We need jobs to offer a future for the area . . . prospects and training for the younger generation are desperately needed”

(Local resident)

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

(Local resident)



Vision

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

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

2.2 'Longbridge will undergo major transformational change redeveloping the former car plant and surrounding area into an exemplar sustainable, employment led mixed use development for the benefit of the local community, Birmingham, Bromsgrove, the region and beyond. It will deliver new jobs, houses, community, leisure and educational facilities as well as providing an identifiable and accessible new heart for the area.

All development will embody the principles of sustainability, sustainable communities and inclusiveness. At the heart of the vision is a commitment to high quality design that can create a real sense of place with a strong identity and distinctive character. All of this will make it a place where people will want to live, work, visit and invest and which provides a secure and positive future for local people'.

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

Transformational Themes

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

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

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

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

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

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

Theme 1: Sustainable Development

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

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



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

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

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

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

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

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





**Theme 2:
High Quality Places for All**

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

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

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

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

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

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

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

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



**Theme 3:
Economic Transformation**

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

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

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

3. The Nanjing Automotive Corporation is in the process of becoming part of the Shanghai Automotive Industry Corporation.

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

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

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

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

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

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

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



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

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

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

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

2.34 The Longbridge development has already made a positive step in supporting young and new technology-based businesses through the development of an Innovation Centre but there is a need for further measures to develop and support local enterprise, including affordable, flexible business space. This business objective is also supported through the WMES Strategic



Objectives 1.3 (Creating Economically Sustainable New Businesses) and 1.8 (Stimulating Innovation, Creativity and Knowledge Generation).

**Theme 4:
A New Heart for Longbridge**

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

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

2.37 Developing flourishing neighbourhoods where local people have

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

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

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



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

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

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



Theme 5: Homes for the Future

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

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

2.41 The AAP area has the potential to provide a minimum of 1450 units on a variety of sites each with significant potential to develop real communities and places of distinction. This means paying

particular attention to pedestrian, cycle and public transport; to high quality sustainable building design, open space, and integrated community facilities and infrastructure (including health, educational and leisure facilities).

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

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

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

Part C

Longbridge Site Plans and Proposals

INTRODUCTION

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

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

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

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

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

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



SUSTAINABILITY STRATEGY

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

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

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

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

Building Standards

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

Building Standards

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

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

Non-residential development will target BREEAM Excellent standards.

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

Supporting Strategies

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

Energy and Climate Change

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

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

- ➔ Identify and manage the carbon footprint of the whole development.

Water

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

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

Biodiversity, Flora and Fauna

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

Waste

3.13 A site wide strategy for waste management to address storage, collection, and recycling of waste from homes and businesses. This will also deal with proposals to reduce the wastage of materials during

construction. It will include targets and measures to ensure that development can exceed the local authorities recycling and composting performance targets and reduce the growth rate of household waste, promote re-use schemes and establish a commercial recycling scheme for businesses. It will include commercial recycling facilities in the local centre.

Materials

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

Community Infrastructure

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

Sustainability Assessment

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



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

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

AT A GLANCE

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

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

Policy Context and Justification

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





DESIGN STRATEGY

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

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

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

3.21 Policy DS1: Design Principles for all development
Development will be required to comply with the following design principles:

3.22 Overall principles

→ Sites to be laid out with a network of integrated, connected, walkable and cycleable streets and public spaces. This should create a hierarchy of primary and secondary streets to make up a linked network of routes to create high levels of permeability.

→ Where specified development to be laid out around high-density perimeter blocks that positively address road and other public spaces and frontages including the Rivers Rea and Arrow and public parks and spaces. Buildings should normally be located at the back of the footway.

→ A high degree of legibility to enable easy recognition of and access to key places and buildings within the local centre, such as the public transport interchange, the Austin Heritage Centre and public parks.

→ The vertical and horizontal integration of uses to provide a mix of uses within buildings as well as within streets.

3.23 Access hierarchy, parking and servicing

→ The layout of streets within the site will be designed to minimise the impact of vehicular traffic, give priority to pedestrians and cyclists and prevent inappropriate traffic through the site.

→ The majority of car and motorcycle parking in the local centre and Regional Investment Site will be in multi storey and decked car parks with other parking contained within internal landscaped courtyards.

→ Servicing will normally be to the rear of buildings, contained within internal courtyards, and screened from residential uses.

3.24 Building design and massing

→ Development will recognise gateway locations and create corner features in key locations.

→ In the local centre and Regional Investment Site, development will be a minimum of 3 storeys in height with elements of 4 to 5 storeys. At gateway locations additional storey heights of up to 7 storeys may be appropriate.

→ In the housing sites (Proposals H1 and H2) development should be 2-3 storeys with elements of 4 storeys where appropriate.

→ Building frontages will normally include active uses on the ground floor. Ground floor residential uses may be set back up to 2 metres to afford privacy to residents. Buildings will frame the streets and public spaces and be designed to overlook them and provide natural surveillance.

→ Large floorplate buildings where inactive frontages are likely (eg. superstore, car parks, leisure uses etc) will be 'wrapped' with smaller scale active frontage uses, particularly on the ground floor to provide activity and surveillance of the public realm.

→ Development to recognise key views of the site and the need to mitigate adverse impacts on views and integrate development into the landscape character of the wider area.

→ Development to address the effective consideration of micro-climate issues and opportunities to maximise natural light within new buildings and public areas.



3.25 Public realm and landscape

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

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

AT A GLANCE

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

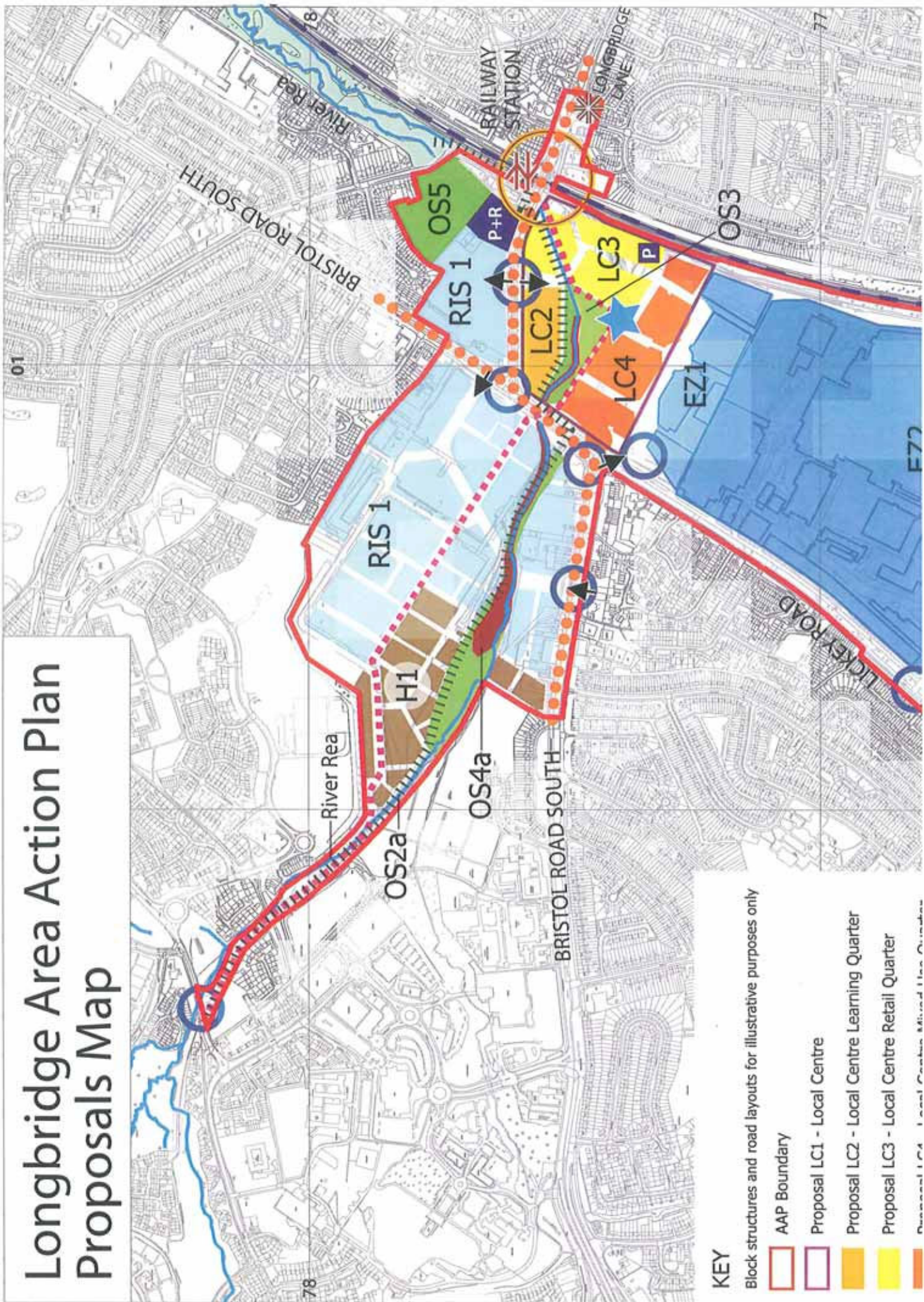
AAP Objectives - Supports Objectives 5 and 6.

Policy context and Justification

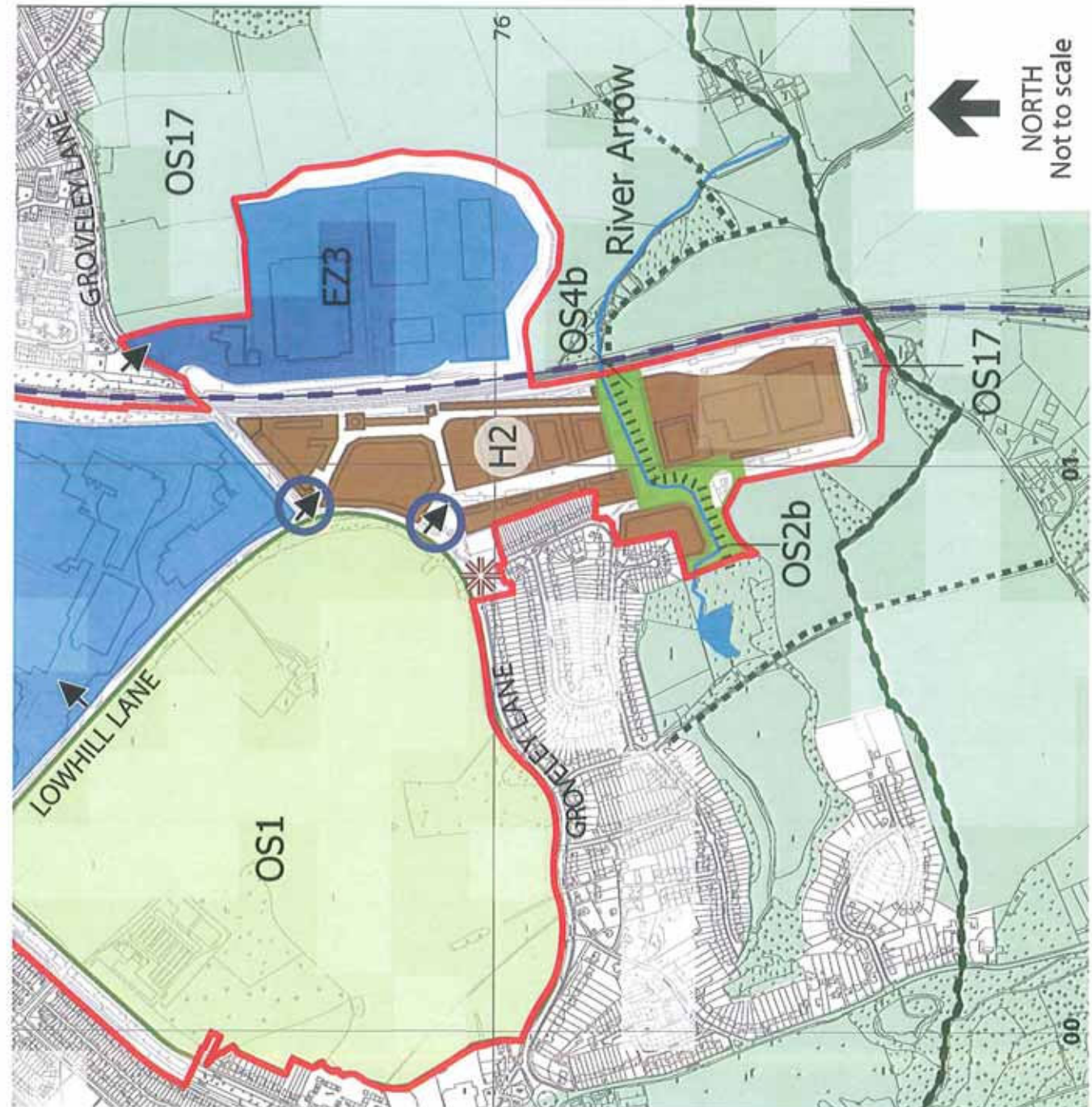
- ➔ **Regional Spatial Strategy** - Policies QE1 Conserving and Enhancing the Environment, QE2 Restoring Degraded Areas and Managing and Creating New High Quality Environments, and QE3 Creating a High Quality Built Environment for All.
- ➔ **Regional Spatial Strategy Phase 2 Revision** Policy SR2 Creating Sustainable Communities.
- ➔ **Birmingham Community Strategy** - Supports strategic themes – Safe City and A Green City.
- ➔ **Bromsgrove and Worcestershire Community Strategies** - Supports strategic theme – a better environment for today and for tomorrow.
- ➔ **Birmingham UDP** - The design of new development paras 3.14 to 3.14D.

- ➔ **Bromsgrove District Local Plan** - SPG1 Residential Design Guide.
- ➔ **Sustainability Appraisal for AAP** - Notes that these design principles will have a positive impact on sustainability.
- ➔ **Other relevant strategies include** - Places for Living, Places for All.

Longbridge Area Action Plan Proposals Map



- KEY**
- Block structures and road layouts for illustrative purposes only
 - AAP Boundary
 - Proposal LC1 - Local Centre
 - Proposal LC2 - Local Centre Learning Quarter
 - Proposal LC3 - Local Centre Retail Quarter
 - Proposal LC4 - Local Centre Mixed Use Quarter



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- Proposal E1 - Regional Investment Site
- Proposal E2 - Employment Zone
- Proposal E3 - Namjing
- Proposal E3 - Cofton Centre
- Proposal H1/H2 - Housing
- Proposal OS1 - Cofton Park
- Proposal OS2a/b - Linear Open Space Walkway
- Proposal OS3-OS5 Open Space & Recreational Areas
- Proposal OS7 - Neighbourhood Centre Improvements
- Proposal OS17 - Greenbelt
- North Works Path
- Railway Corridor
- Proposal T2 - Primary Movement Route
- Proposal T3 - Frankley Bus Route
- Proposal T5 - Longbridge Transport Interchange
- Proposal T6 - Longbridge Station Improvements
- Proposal T7 - Strategic Park & Ride
- Proposal T8 - Major Junction Improvements
- Proposal T9 - Multi-Storey Car Park
- Proposal T10 - Principal Site Access Points
- Austin Centre
- Footpaths
- River Course
- 1:100 Year Flood Plain



LAND USE STRATEGY

PROPOSALS LC1 to LC4- A NEW MIXED USE LOCAL CENTRE

Overview

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

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

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

- ➔ A **learning quarter** - focused around the development of a new college,
- ➔ A **retail quarter** - focused on a range of shop and service units including a new superstore, and
- ➔ A **mixed-use quarter** - establishing a broad range of uses appropriate to a suburban centre.

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

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

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

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

Local Centre Proposals

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

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

Land uses

3.34 The new local centre will comprise the following uses:

- Retail (Class A1) of up to 13,500 sq.m. gross comprising:
 - A superstore of up to 7,500 sq.m. gross floorspace (comprising up to 5,000 sq.m. convenience and up to 2,500 sq.m. comparison).
 - Additional comparison retail floorspace of up to 6,000 sq.m. gross. Non superstore units shall be of a mix of sizes including a minimum of 1500 sq.m. of smaller retail units (up to 200 sq.m.) of which up to 250 sq.m. should be convenience.
- Services comprising:
 - Financial and professional services including banks, building societies, estate agencies and other services (Class A2).
 - Restaurants and cafes, drinking establishments, hot food take-aways (Class A3, A4, A5).
 - Other services such as dentists and betting offices for visiting members of the public.
- Leisure uses of up to 5000 sq.m. (Class D2).
- A college/education facility of around 24,000 sq.m.
- 'The Austin' - a heritage and mixed use community building (including space for heritage, healthcare, community uses and social enterprises).

➤ A range of residential units (approximately 400 dwellings) to include a target of 35% affordable housing. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single, families, non-disabled or disabled.

➤ Live/work units based on a 50/50 floorspace split in addition to the 400 residential dwellings to host start-up and micro businesses.

➤ Office uses (Class B1a) of up to 10,000 sq.m.

➤ Other appropriate commercial uses (e.g. hotel), health centre/care, crèche, religious and cultural uses and residential institutions.

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

➤ The provision of flexible lease or rent small office units and incubator and/or grow-on business premises.

➤ Space within the Austin building for local social enterprises.

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

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

Movement

3.38 The development will provide a network of pedestrian and cycle routes (Proposal T1), a network of internal streets including a bus priority route (Proposal T3),

public transport interchange (Proposal T5), improvements to the A38 Bristol Road South and Longbridge Lane (Proposal T8), site access (Proposal T10) and a multi storey car park (Proposal T9). Other relevant proposals and policies in the Movement Strategy will also apply.

Environment, open space and landscape

3.39 The development will provide the re-opening of the River Rea across the majority of the site (Proposal OS2a), a new urban park (Proposal OS3), other open space and recreational facilities to serve the development on or off site (Proposal OS6), environmental enhancements within existing centre at Sunbury Road/Longbridge Lane (Proposal OS7). Other relevant proposals and policies in the Environment, Open Space and Landscape Strategy will also apply.

Design

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

Sustainability

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

Planning process, scheme implementation and management

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



Learning Quarter - Proposals

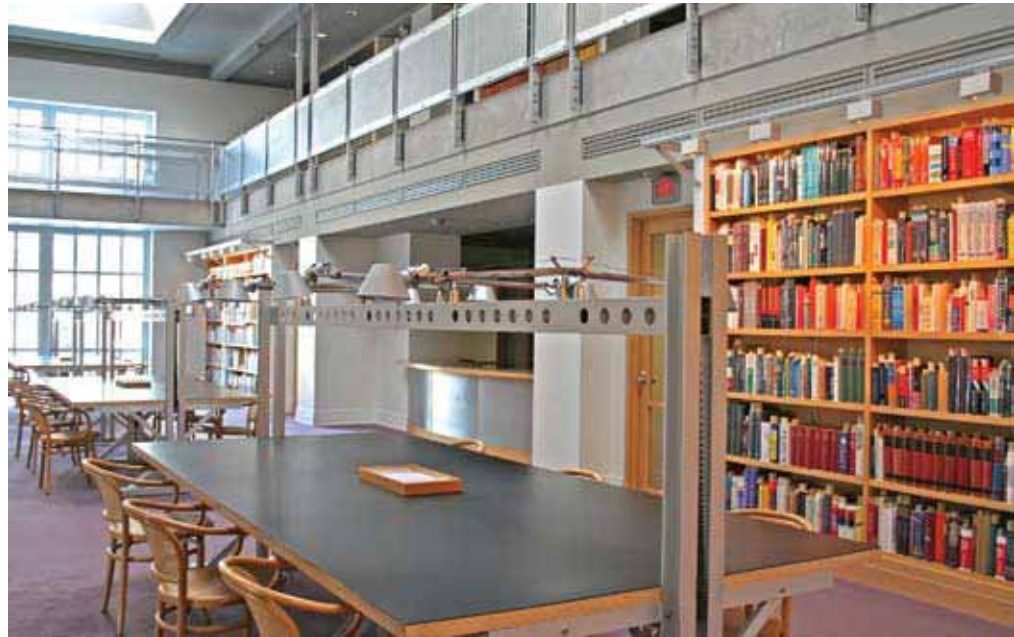
3.43 The new local centre presents an opportunity to develop a new college or other educational facility, which will act as a seat of learning and hub for the local community. Current proposals are for a new facility for Bournville College. This will be developed on a collaborative basis between Bournville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

3.44 The college development will deliver:

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

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

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



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

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

What people said about skills and learning

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

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

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

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

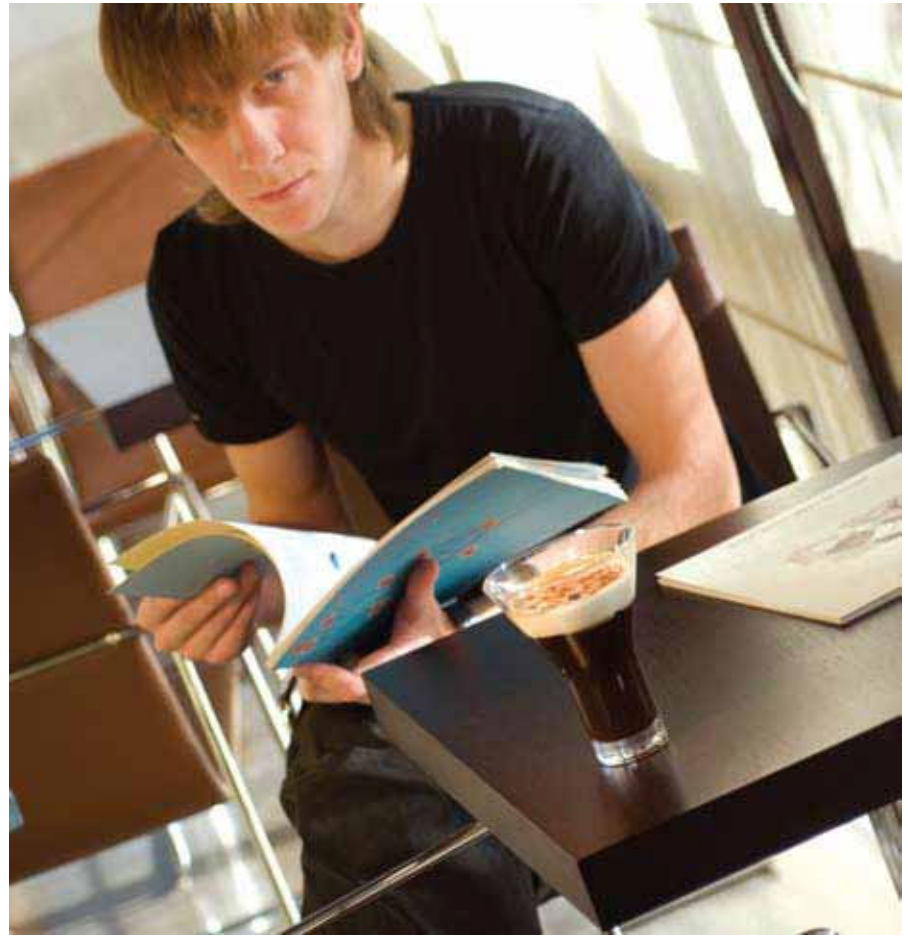
3.49 *The building will feature high quality design and materials marking a key entrance to the local centre. It will have active frontages on all sides and allow for internal activities to be viewed from the surrounding routes. It will include facilities accessible to the general public including a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

Retail Quarter - Proposals

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

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

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



What people said about shopping facilities

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

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

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

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

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

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

Mixed Use Quarter - Proposals

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

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

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

What people said about the range of uses

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

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

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

- ➔ Office uses (Class B1a).
- ➔ Financial and professional service uses (Class A2).

➔ Dwelling units including a mix of apartments, and town houses, with mews developments where appropriate.

➔ A limited number of restaurants, cafes, bars and public houses, (Class A3, 4, and 5) which will support the daytime and evening economy.

➔ The Austin - a high quality mixed-use building to accommodate cultural, community, health and public services. This will provide a visitor attraction and associated visitor facilities.

➔ Other appropriate uses are hotels, health centre/care, crèche, religious and cultural uses and residential institutions.

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

Local Centre - At a Glance

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

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

Policy Context and Justification

➔ **Regional Spatial Strategy** - Policies CF1 Housing within the Major Urban Areas, CF3 Levels and Distribution of Housing Development, CF4 The Reuse of Land and Buildings for Housing, CF5 Delivering Affordable Housing and Mixed Communities and CF6 Managing Housing Land Provision, PA4 Development Related to Higher/Further Education, PA11 Network of Town and City Centres, PA13 Out of Centre Retail Development, UR3 Enhancing the Role of City, District and Local Centres.

➔ **Regional Spatial Strategy Phase 2 Revision** PA11 Network of Town and City Centres, 12B Non-Strategic Centres, 13A Office Development Requirements, PA13B Large Scale Office Development Outside Strategic Centres.

➔ **Birmingham Community Strategy** Supports strategic themes - Flourishing Neighbourhoods, Prosperous City, Learning City, A Well Housed City, and City for Sport and Leisure.

➔ **Sustainability appraisal** notes mixed effect. There will be significant benefits particularly from economic growth and employment, provision of social and cultural facilities, improved education and skills, improved visual amenity and sustainable design measures etc. However, issue of traffic and air pollution will remain. Environmental issues raised in early SA stages addressed through other aspects of AAP.

➔ **Retail Baseline Study** shows local centre will serve area with a shortage of quality retail facilities and centre of size proposed can be supported.

➔ **Employment Baseline Study** - Addresses level of offices and mix of employment uses.

➔ **Public consultation** support for new centre and other uses including The Austin and new educational facility.

Future Options and Contingency

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



Proposal EZ1: An employment zone adjacent to the centre

Overview

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

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

What people said about employment uses

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

Site Proposals

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

3.63 Land uses

The employment quarter will comprise the following uses:

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



➔ Biomass plant or other sustainable energy facility.

➔ Recycling facility.

3.64 Design

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

3.65 Sustainability

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

3.66 Movement

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

3.67 Environment, Open Space and Landscape

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

3.68 Planning Process, Scheme Implementation and Management

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

AT A GLANCE

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

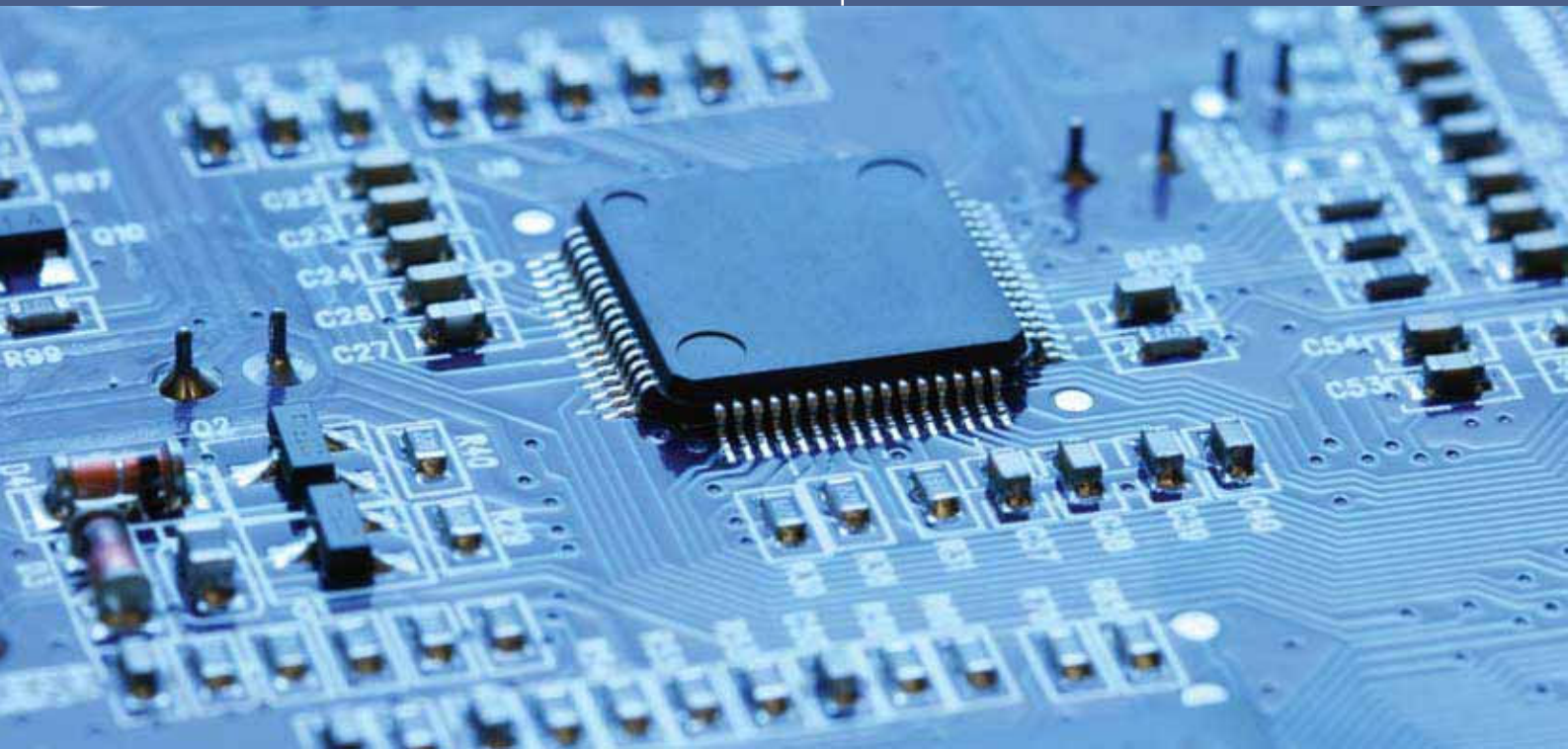
AAP Objectives - Supports objectives 1-6, 7,8,10, and 11.

Policy Context and Justification

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

Other options/contingency

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



Proposal RIS1: Longbridge Regional Investment Site

Overview

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

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

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

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

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

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

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

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

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

What people said about the RIS

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

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

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

Regional Investment Site Proposals

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

3.80 Land uses

The RIS will comprise the following:

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



3.81 Movement

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

3.82 Environment, Open Space and Landscape

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

3.83 Design requirements

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

3.84 Sustainability requirements

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

3.85 Planning Process, Site Implementation and Delivery

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

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

- Planning and phasing.
- Development of a business plan for the site including a scheme of management.
- Monitoring of take-up rates and sector compositions.
- Site identity and marketing to provide a unique and positive image for the site that will attract high quality investment.
- Occupier and business support services (including measures to ensure good access to supporting facilities for the workforce such as shops and leisure uses).
- Support for business innovation and technology development.

➤ Measures to ensure that work opportunities are available to all sectors of the community including links with training providers and provision of training programmes for those living in areas of need.

➤ Asset management including ongoing waste, energy, water and pollution audits.

➤ Public realm and landscape management.

➤ Site security and staff training.

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

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

AT A GLANCE

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

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

Policy Context and Justification

➤ **Regional Spatial Strategy** - Policies PA1 Prosperity for All, PA3-High Technology Corridors, PA6 Portfolio of Employment Land, PA7 Regional Investment Sites also RSS Review Preferred Option PA7-Regional Investment Sites, and Policy PA13B and para 7.34 and 7.35.

➤ **Birmingham Unitary Development Plan** - para 4.31 maintaining supply of industrial land and paras 4.32A to 4.32C A38 Corridor strategy.

➤ **Birmingham City Community Strategy** - Supports strategic themes of Prosperous City and National and International City.

➤ **West Midlands Regional Economic Strategy** - Supports business objectives.

➤ **Sustainability appraisal** notes mixed effect. There will be significant economic regeneration benefits, also improved visual amenity; a positive impact on social deprivation and exclusion. However traffic impacts and air pollution remain. Many of the negative effects associated with the proposal have been removed by adopting recommendations made in early stages of the SA.

➤ **Public consultation** support for employment led approach with 25ha RIS.

➤ **Existing planning consent** for a 15ha technology park and B2 uses establishes the principle of this use.

➤ **Employment land** baseline study sets out the justification for the floorspace limits and the mix of uses in the RIS.

3.89 Future Options and Contingency

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

Proposal H1: Housing Development adjacent to the RIS

Overview

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

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

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

What people said about housing

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

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

Housing Site Proposals

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

3.94 Land uses

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

3.95 Other appropriate uses will be:

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

3.96 Movement

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

3.97 Environment, Open Space and Landscape

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

3.98 Design requirements

All development to comply with the design principles set out in policy DS1.

3.99 Sustainability requirements

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

3.100 Planning Process

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

AT A GLANCE

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

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

Policy Context and Justification

- ➔ **Regional Spatial Strategy** - Policy CF1 Housing within the Major Urban Area, CF3 Levels and Distribution of Housing Development, CF4 The Re-use of Land and Buildings for Housing, CF5 Delivering Affordable Housing and Mixed Communities and CF6 Managing Housing Land Provision, **RSS Review Preferred Option** policies CF1, CF3- CF7.
- ➔ **Birmingham Unitary Development Plan** - Including paras 5.25,5.29-5.40.
- ➔ **Birmingham Community Strategy** - Supports strategic theme of securing a well-housed city.
- ➔ **Sustainability appraisal** notes mixed overall effect. Proposal delivers important benefits in terms of helping to deliver new housing and renew the local housing market, providing additional affordable homes in a sustainable location. However traffic impacts and air pollution remain a concern.
- ➔ **Public consultation** support for mixed use option including housing on this part of west works site.
- ➔ **AAP Housing report and Employment Report** set out the justification for housing use and loss of industrial/employment land.
- ➔ **AAP Community needs study** identifies requirements for community, education and other facilities to serve the development.

3.101 Other options/contingency

The use of part or the entire site as an employment site could help provide an increased number of jobs.



Proposal H2: Residential and associated development

Overview

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

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

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

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

3.106 Land uses

The site will be developed for the following uses:

→ Dwelling houses (Class C3) a minimum of 700 dwellings with a mix of sizes types and tenures across the site. A target of 35% of dwellings to be affordable. Density to be 40-50 dwellings per hectare across whole site but responding to the differing character across the site. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all; including young, old, single or in families, non-disabled or disabled.

→ An expanded neighbourhood centre to provide essential local services, including small scale shopping facilities. Land on Groveley Lane reserved for new library, community centre and public meeting rooms.

3.107 Other appropriate uses will be:

→ Residential institutions e.g. Nursing Homes, Extra Care Village/Extra Care Housing (Class C2).

→ Health centre, day nursery, place of worship (Class D1) to be located at northern end of site.

3.108 Movement

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

3.109 Environment, Open Space and Landscape

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



3.110 Design requirements

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

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

3.111 Sustainability requirements

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

3.112 Planning Process

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

AT A GLANCE

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

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

Policy Context and Justification

➤ **Regional Spatial Strategy** - Policies CF1 Housing within the Major Urban Areas, CF3 Levels and Distribution of Housing Development, CF4 The Reuse of Land and Buildings for Housing, CF 5 Delivering Affordable Housing and Mixed Communities and CF6 Managing Housing Land Provision. In line with RSS policies of focusing new housing within Major Urban Areas and will contribute to meeting Birmingham's population growth needs. Site is being treated as functionally part of the MUA. **RSS Review Preferred Option** policies CF1, CF3- CF7 and Para 6.13.

➤ **Bromsgrove District Local Plan** - S28 new and enhanced community facilities SPG1 Residential Design Guide, SPG11 Outdoor Play Space.

➤ **Bromsgrove Sustainable Community Strategy** - The regeneration of the former East Works site is one of the key aims of the Strategy.

➤ **Worcestershire community strategy** - supports theme a better environment for today and for our children.

➤ **Sustainability appraisal** - notes mixed overall effect. Proposal delivers important benefits in terms of helping to deliver new housing and renew the local housing market, providing additional affordable homes in a sustainable location. However traffic impacts and air pollution remain a concern.

➤ **Public consultation** support for a residential scheme on the former East Works site.

➤ **AAP Housing report and Employment Report** set out justifications for housing use and loss of industrial/employment land.

➤ **AAP Community needs study** identifies the requirements for community, education and other facilities to serve the development.



Proposal EZ2: Nanjing

Overview

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

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

3.115 Proposal EZ2: Nanjing

3.116 Land uses

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

3.117 Design and environmental requirements

➔ *Due to site topography, existing and new buildings will be visible over long distances. Unless otherwise agreed for arboricultural reasons, existing trees should be retained and new development should include proposals for tree planting to screen development. The choice and quality of materials and elevational treatment must minimise the visual impact of the development.*

➔ *New development on the Lickey Road and Groveley Lane frontages must provide a strong frontage and must be of an appropriate scale - around 4 storeys.*

➔ *New development should integrate with the development on site EZ1.*

3.118 Movement

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

3.119 Sustainability requirements -

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

3.120 Planning process

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

AT A GLANCE

Summary - Protection of site primarily for employment uses.

AAP Objectives - Supports objectives 7,8 and 10.

Policy Context and Justification

➔ **Regional Spatial Strategy** - Policy PA1 Prosperity for All, PA5 Employment Areas in need of Regeneration.

➔ **Sustainability Appraisal** - Notes mixed overall effect. There will be benefits for local employment. However air pollution and traffic are issues.

➔ **Birmingham Community Strategy** - Supports strategic theme Prosperous City.

➔ **Birmingham Unitary Development Plan** - Paragraph 4.31 maintaining supply of industrial land.



Proposal EZ3: Employment uses on the Cofton Centre site

Overview

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

3.122 Proposal EZ3: Cofton Centre

3.123 Land Uses

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

3.124 Movement

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

3.125 Environment, Open Space and Landscape

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

3.126 Sustainability requirements-

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

3.127 Planning process

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

AT A GLANCE

Summary - Protection of site for employment uses.

AAP Objectives - Supports objectives 7,9 and 10.

Policy Context and Justification

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



MOVEMENT STRATEGY

Overview

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

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

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

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

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

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

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

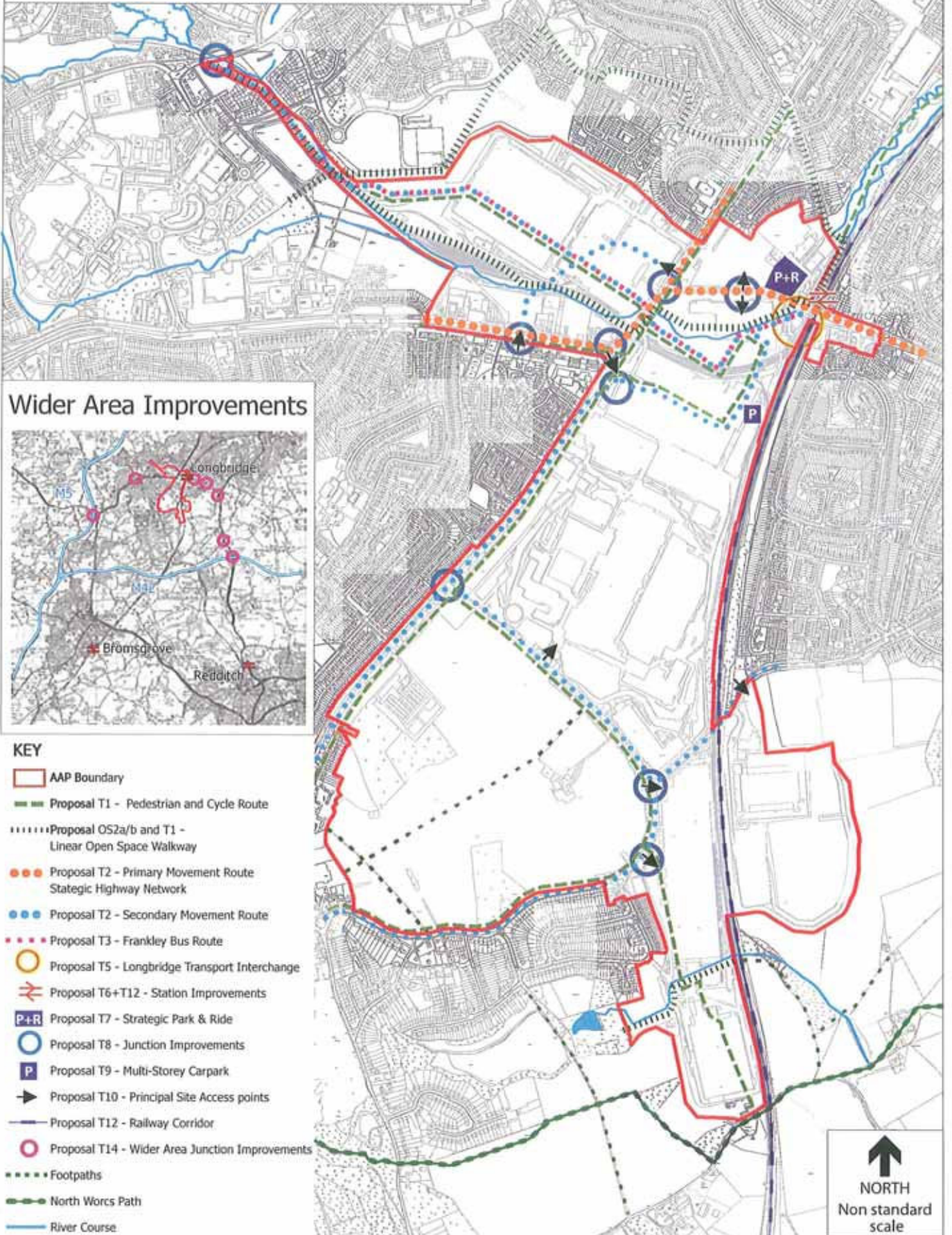
What people said about transportation

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

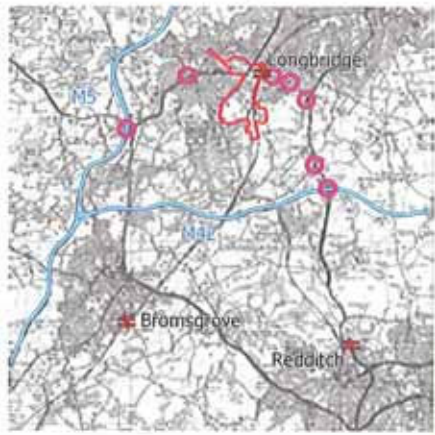
3.134 Movement Proposals

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

Longbridge Area Action Plan Movement Strategy Plan



Wider Area Improvements



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

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Proposals: Movement Strategy

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

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

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

- ➔ A dedicated bus route or bus priority route through the site linking Frankley with the public transport interchange. To incorporate a bus priority across the A38.
- ➔ A shopping street in the retail quarter linking the urban park with the public transport interchange and Longbridge station which is designed to meet the following principles:

- Priority given to pedestrians, cyclists and (where appropriate) buses on the main shopping street, restricting and reducing the dominance of road traffic throughout the local centre.
- Shared surfaces and investing in the public realm and spaces.
- Coordinated public transport and well designed pedestrian routes.
- Enabling street spaces to be used for different functions at different times of the day.

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

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

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

in accordance with the following principles/ to incorporate the following:

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

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

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

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

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





AT A GLANCE

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

AAP Objectives - Supports objectives 1 and 4.

Policy Context and Justification

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

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

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

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

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

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

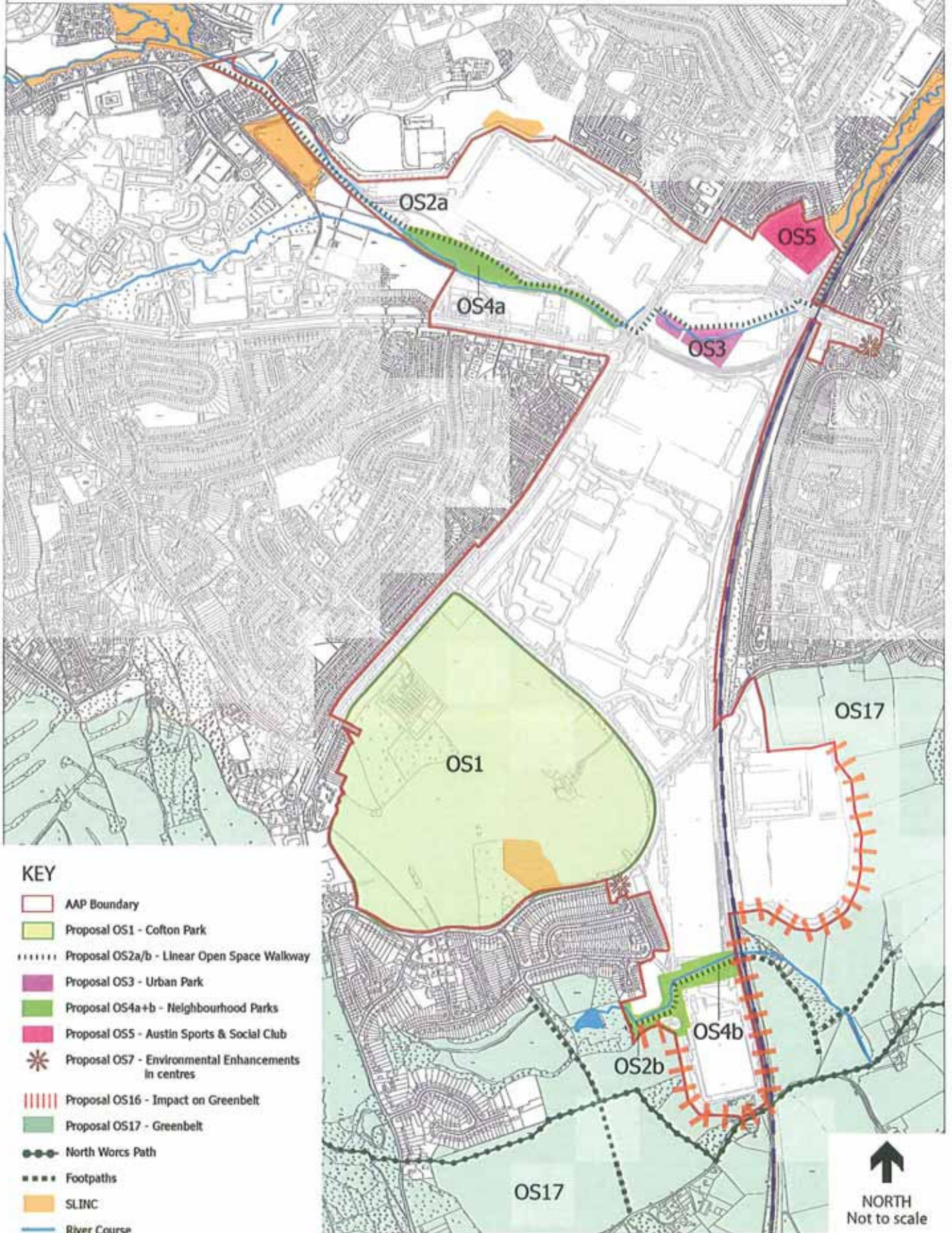
3.148 Proposal T13 - Highway improvements outside the AAP area at:

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

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

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

Longbridge Area Action Plan
Environment, Open Space and Landscape Strategy Plan



NORTH
Not to scale



ENVIRONMENT, OPEN SPACE AND LANDSCAPE STRATEGY

Overview

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

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

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

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

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

What people said about open space

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

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

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

What people said about Cofton Park

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

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



Site Proposals

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

Proposals

3.156 Proposal 0S1 Cofton Park -

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

- *The protection and enhancement of the Site of Local Importance for Nature Conservation and open spaces, including the effective management of existing vegetation and trees.*
- *Improvements to sports and recreational facilities including:*
 - *Upgrading and installing drainage across all sports pitches.*
 - *Enhancing and providing protective fencing to all cricket wickets.*
 - *The provision of improved changing rooms and accessible toilets.*
 - *Improvements to footpaths, seating, planting facilities for informal recreation and the need for additional play and sports facilities to serve the new development.*
- *Improvements to Cofton Nursery, to include the possible refurbishment or rebuild to the middle section of the nursery to include an educational area with small shop function for visitors and a space to house and display national plant collections.*

- *Enhancements to the Green Waste Facility to include the possible provision of additional space and services as well as an improved one-way traffic management system.*
- *The incorporation of privately owned land at the corner of Lowhill Lane and Lickey Road into the park facility.*

3.157 Proposal 0S2 - Development of two major linear open space walkways and cycleways through the site –opening up the River Rea and River Arrow, with associated enhancements to wildlife habitats, landscaping and the provision of cycle and pedestrian routes along the walkways and good quality links to the wider area. Proposals should create a recreational resource; contribute positively to biodiversity and recognise the historic and archaeological value. In detail this includes:

3.158 Proposal 0S2a River Rea - enhancement of the open channel including, improvements to the profile and beds. The River Rea through West Works will also continue to be protected and enhanced as a Site of Local Importance for Nature Conservation. A floodwater storage area within the new park to address flood risk associated with the River Rea.

Good quality attractive and safe landscaped/open space walkways and cycle routes to be provided alongside the whole length of the river including the link across the A38 to the local centre. North Works - Opening up the majority of the River Rea through the site and provision of a Walkway and Cycleway alongside river. This route to continue through the retail quarter to Daffodil Park via Tessall Lane. This, together with improvements in West Works, will provide a continuous route from Rubery Lane to Daffodil Park, completing a key missing link in the city's Linear Open space walkway network. This will also allow for the extension of the River Rea Heritage Trail.

3.159 Proposal 0S2b River Arrow - removal of much of the culverted section of the River Arrow through East Works site, allowing the creation of a natural and continuous river corridor with ecological and landscape features and open space. Laying out of Arrow Valley Walkway comprising an east west route along the River Arrow through the East Works site linking to the public footpath network in the wider area - including re-opening the footpath link under the railway.

3.160 Proposal 0S3 - The development of a new urban park acting as the focal point for the new local centre. In detail this will include:

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

3.161 Proposal 0S4 - Establishment of two major neighbourhood parks, namely:

3.162 Proposal 0S4a - West Works Neighbourhood Park - A public neighbourhood park either side of River Rea that meets national Green Flag standards of quality. It will include landscaped areas and usable open space that is large enough and suitable for a number of functions:

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

3.163 Proposal 0S4b - East Works Local Park - A public open space that meets national Green Flag standards of quality that has recreational value incorporating landscaped areas, good quality signage, pathways for walkers/dog walkers and cyclists, and if appropriate playing pitches and adventure play facilities appropriate for young children and teenage age ranges. It will be appropriate for the following functions:

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

3.164 Proposal 0S5 - Austin Sports and Social Club and its playing field will be protected. Appropriate car parking facilities retained or re-provided.

3.165 Proposal 0S6 - A network of small recreational neighbourhood parks and informal recreational areas to serve the development, including where appropriate open space within employment areas to meet the needs of employers and workers.

3.166 Proposal 0S7 - Environmental improvements (tree planting, paving) and traffic management along Groveley Lane, Lowhill Lane and other areas within vicinity of site e.g. Parsonage Drive. Environmental enhancements within existing centres at Longbridge Lane/Sunbury Road and Groveley Lane/Parsonage Drive.

3.167 Proposal 0S8 - The provision of, and or improvement to existing open space and facilities for sports, playing fields, multi use games areas and other recreational facilities to meet the needs of the development through improvements to existing open space in the vicinity- particularly Cofton Park and Cofton Community Park/Recreation Ground.

3.168 Proposal 0S9 - The following site wide landscape and biodiversity strategies and plans will be prepared:

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

3.169 Proposal 0S10 - A management plan will be required for all the parks, open spaces and public areas within the AAP area.

3.170 Proposal 0S11 - The local culture and history (including archaeology) will be considered in drawing up proposals for the environment and open space. In addition archaeological investigations and recording will be required prior to and during development to enable the study of significant archaeological remains within the site - particularly along the River Rea Corridor where there are significant palaeoenvironmental remains. Historic interpretation of the site in publicly accessible areas (e.g. interpretation boards) will also be required.



3.171 Proposal 0S12 - A public art strategy will be prepared for approval. This will address the provision of public art to add variety and interest to the visual environment and help to create sense of place. Public art should be an integral part of the public realm and buildings in key locations particularly in the new local centre, in the new parks and at the public transport interchange (including street furniture, bridges, art on buildings, lighting, sculpture, surface treatments etc.

3.172 Proposal 0S13 - Contamination and site remediation - Initial assessments of land contamination have been carried out for the Area Action Plan. Further full assessments will be required with any development proposal together with an appropriate strategy for treatment/ remediation of the site/site risk assessment and validation to return the site to the required quality for new uses.

3.173 Proposal 0S14 - Flooding - no development will be permitted on sites LC1-4, RIS1, H1 and EZ1 until measures are in place to prevent flooding associated with the River Rea. No development will be permitted in site H2 until appropriate measures have been put in place for the River Arrow. Flood risk modelling for both rivers indicates that flooding will be contained within the development proposals contained within the AAP to enhance the river corridors based upon a 1 in 100 flood event (plus climate change) scenario. Matters relating to minimising residual risk

associated with 1:1000 year events will be addressed fully at the planning application stage. The Proposals Map shows flood risk zones following implementation of development with measures in place to prevent flooding in the 1:100 flood event scenario.

3.174 Proposal 0S15 - Mitigation measures - measures to mitigate the impact of the development on the landscape, open space, recreation and nature conservation value of the area will be required. This will include off site enhancements to River Rea Corridor, enhancement to the pool adjoining the western boundary of site H2, measures to manage increased pressure on the countryside e.g. improvements to paths and pedestrian access, ecological mitigation and enhancements e.g. at Balaams wood, Rubery Hill.

3.175 Proposal 0S16 - Impact on Green Belt - The existing Landscape buffer around the site EZ3 and H2 will be protected. It will be managed and enhanced with native planting to maintain and enhance screening of the site, to ensure that developments protect and enhance the adjoining Green Belt and adjacent areas of landscape value.

3.176 Proposal 0S17 - Green Belt - Existing green belt area at the southern end of site H2 will be maintained as a landscape buffer. No land other than that identified on the proposals map shall be used for new development, encroachment into the green belt will not be permitted, other than for uses identified in PPG2 Green Belts.

AT A GLANCE

AAP Objectives - supports objectives 1, 3 and 6.

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

Policy Context and Justification

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

Part D

Delivery and Implementation

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

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

Understanding Viability

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

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

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

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

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

4.4a The development will require an element of public funding and further information on this is set out in table 5 and in Appendix 5.

In addition, the previously developed nature of the site, which requires substantial remediation and other abnormal costs, means that viability is likely to be an issue in times of difficult market conditions. In such circumstances a flexible approach to any negotiations at planning application stage will be required to ensure viability and that the delivery of an acceptable scheme on the ground is not constrained or delayed. The approach to such negotiations is set out in paragraph 4.22a below.

Ensuring a Sustainable Development

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

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

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

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

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

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

4.8 The planning contributions model also sits alongside a package of S278 and S38 agreements for the private sector and other stakeholder funding of works on local and strategic roads as required by proposals in the Movement Strategy. The S278 agreements provide a well tested financial

mechanism for ensuring delivery of mitigation works identified and determined as necessary for planning permission to be granted. Table 1 provides information on the key anticipated S278 requirements as part of the Longbridge AAP.

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

Table 1: Anticipated S278 Scheme Requirements

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

Longbridge Planning Contributions: In Detail

4.10 The planning contributions associated with the Longbridge AAP are split into traditionally negotiated agreements under Section 106, and a supporting Longbridge Infrastructure Tariff (LIT), which covers both residential and non-residential elements of the development. If the scheme is not viable at the time of submitting planning applications there will be a need for negotiations on the application, including the S106 and LIT elements, and taking account of the availability of public sector and other stakeholder funding. The approach to this is set out in para 4.22a below.

4.11 Section 106 Agreements

The elements of the scheme for negotiations include:

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



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

4.12 Longbridge Community Infrastructure Improvements

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

Table 2: Anticipated Community Infrastructure Improvements

Public Transport

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

Physical, Social, Recreational and Ecological Infrastructure

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

Physical, Social, Recreational and Ecological Infrastructure continued

THEMES AND COMPONENTS	RATIONALE	PHASING
<p>Other off-site open space enhancements, recreational improvements, walking / cycling routes and ecological mitigation</p>	<p>Community and baseline identified priorities supported under various AAP Environment, Open Space and Landscape Strategy proposals. To include:</p> <ul style="list-style-type: none"> - Improvements to Lickey Hills footpaths, pools, gardens, site interpretation, car parking and visitor centre. - Compensatory ecological mitigation and enhancement measures required to include improved access through Balaam’s Wood and woodland management, as well as the enhancement of the reservoir adjacent to the East Works site, including possible recreational improvements. - Improved access to and through Rubery Hill together with heathland restoration. - Woodland and open space management along River Rea and Callow Brook. - Multi-use games area in Allan’s Cross. - Multi-use games area and children’s play facilities in the Longbridge Area. - Development of a sustainable fishing venue at Rubery Balancing Lake. - Development of new enhanced Cofton Community Park and nearby play facilities within Bromsgrove District. - Surface, lighting and access improvements to River Rea Walkway and Cycle Route and other strategic cycling/ walking routes associated with the Longbridge site. - Measures to mitigate increased pressure on surrounding Green Belt/countryside including footpaths in the vicinity of Cofton Hackett and Bittell Reservoir. 	<p>Open space, recreational and ecological improvements link to delivery of housing. Works to coincide with completion of early phases of H1 and H2 Walking and cycling improvements link to delivery of local centre and throughout the scheme</p>

Social, Community, Economic and Transport Measures

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

Social, Community, Economic and Transport Measures continued

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

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

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

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

Residential and Non-Residential

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

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

Table 3: Longbridge Infrastructure Tariff (LIT)

Residential

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

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





Development Phasing

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

4.16a There is a diverse range of infrastructure improvements to deliver the requirements of the LAAP, ranging from key strategic transport infrastructure to those that deliver community and social benefits.

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

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

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

4.17 The key estimated development phases are detailed below:

Site Remediation

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

Highways Works, Transport Infrastructure and River Networks

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

Development Construction and Key Physical Community Infrastructure

- North Works Learning Quarter: Autumn 2009 - Autumn 2011
- North Works Retail Quarter: Autumn 2009 - Summer 2012
- North Works The Austin Building: Summer 2011 - Summer 2012
- North Works Mixed Use Quarter: Summer 2011 - Summer 2016

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

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

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

Table 4 Longbridge Housing Trajectory

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

Planning Applications

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

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

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

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

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

- ➔ Detailed planning applications for site remediation, earth works, servicing, infrastructure, River Rea re-profiling, A38 Highways works and site access covering both North and West Works.
- ➔ A detailed planning application for site remediation, earth works, servicing and infrastructure covering East Works.
- ➔ Detailed planning applications for Units 3 and 5 of the existing technology park.

➔ An outline application for North and West Works, supported with detailed masterplan for both areas, with supporting design codes, transport assessment, environmental statement, retail assessment, construction management plan and any other supporting information as required by the planning authority. Reserved matters to be signed off as the plan progresses.

➔ An outline application with supporting masterplan for East Works. Six phased detailed applications with supported design codes, transport assessments, construction management plans, sustainability assessment and supporting documentation to follow.

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

4.22a It is recognized that market conditions are subject to change, and that these can impact on the viability of development. If at the time planning applications are submitted, it can be shown through an open development appraisal, that a scheme may be unviable if the LAAP's policies have to be applied in full; then the Local Authorities will enter into detailed negotiations with the applicants to determine what may be acceptable to enable the scheme to proceed.

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

Partnerships and Co-ordination

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

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

These are briefly outlined below with principal responsibilities:

➔ Longbridge Implementation Group - day-to-day responsibility for the plan development, delivery plans, implementation and monitoring. Programmed to meet on a monthly basis with membership to include BCC, BDC, WCC, the developer and AWM as well as a range of other stakeholders.

➔ Longbridge Consultative Group - local stakeholder and resident partnership. Important supporting role in plan implementation and development. Key future role in conjunction with the Future Forum in project implementation. Meets on a bi-monthly basis and ensures links to LSPs and constituted authorities.

➔ Longbridge Future Forum - local resident group with key role in plan development and project implementation.

➔ Longbridge Skills and Employment Partnership (LSEP) - cross partnership organisation with no formal legal structure responsible for ensuring the delivery of local employment, training and skills targets; includes representatives from Job Centre Plus, Learning and Skills Council, BCC, AWM, further and higher education and specialised skills training and development organisations.

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

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

Implementation, Delivery Mechanisms and Programme

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

Table 5: Summary Implementation Plan

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

Summary Implementation Plan continued

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

Summary Implementation Plan continued

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

Monitoring and Review

4.28 The implementation of the Area Action Plan will be monitored on an annual basis against the plan's objectives detailed in Part B. This will help BCC and BDC keep track of progress during the lifespan of the plan. A number of Key Performance Indicators (KPIs) have been identified,

which will be refined over time and linked to appropriate targets. These targets will then be reported though the Annual Monitoring Report. The responsibility for the collection of the KPI information resides with both planning authorities. This will involve the collection of primary and secondary data from a variety of sources.

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

Table 6: Longbridge AAP Monitoring Requirements

Sustainable Development

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross References	Information Collection	Responsibility
Obj. 1- Sustainable Communities	S2, LC1, H1 and H2	KPI1: Percentage of people surveyed who feel that their local area is a place where people from different backgrounds get on well together	Home Office Quality of Life Indicator	Requires Community Survey	BCC/BDC
		KPI2: Extent of individuals' a) participation and b) active involvement in voluntary and community activities	Home Office Citizenship Survey	Requires Community Survey	BCC/BDC
		KPI3: Percentage of residents who feel 'fairly safe' or 'very safe' after dark while outside in the local area	SA Monitoring Framework/ONS BDC LDF Indicator/ Objective S05	Links to Community Survey	BCC/BDC
		KPI4: Socio-economic mix of the population	Census 2011/ WMRSS Headline Indicator	Collation of Census data	BCC/BDC
		KPI5: Numbers of social and community enterprises	SA Monitoring Framework/	Annual Business Survey	BCC/BDC
Obj. 2- Sustainable Buildings and Infrastructure	S2	KPI 9: Reduction in carbon dioxide (CO2) emissions produced in the AAP area	BCC Sustainable Community Strategy	Utilisation of assessment tool	BCC/BDC
		KPI10: Climate change adaptation measures in the AAP area	BCC Sustainable Community Strategy	Collection of information on projects	BCC/BDC
		KPI 11: Increase in the percentage of household waste sent for recycling	Links to Draft BCC Municipal Waste Management Strategy (BVPI 82a)	Waste collection data	BCC/BDC
		KPI 12: Reduction in the weight (in kilograms) of household waste collected per head of the population	Links to Draft BCC Municipal Waste Management Strategy (BVPI 84)	Waste collection data	BCC/BDC

Sustainable Development continued

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

Sustainable Development continued

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

High Quality Places

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

Economic Transformation

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

Economic Transformation continued

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

A New Heart for Longbridge

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

Homes for the Future

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

Appendix 1

Policy Context

The relationship of the AAP to other Key Strategies and Policies

5.0 Regional Spatial Strategy

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

5.1 Core Strategies

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

5.2 Birmingham Unitary Development Plan 2005

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

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

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

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

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

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

5.5 Other policies/proposals superseded

LTP policies

- ➔ Rail link to Frankley.

Appendix 2

Baseline and Technical Studies

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

Appendix 3

Car Parking Standards

The following standards are maximum levels.

7.0 Residential Parking

Private houses - 1.5 spaces per dwelling.

Town houses - 1 space per dwelling.

Flats - 0.7 spaces per dwelling.

Affordable houses - 1 space per dwelling.

Affordable flats - 0.5 spaces per dwelling.

7.1 Employment uses

Office uses including the Regional

Investment site 1 space per 50 sq.m. gross.

General Industry and Warehousing 1 space
per 60 sq.m. gross.

7.2 Retail uses

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

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

Appendix 4

Glossary of Terms

Term	Abbreviation	Meaning
Active Frontages		Active frontages are frontages with main doors and windows - including glazed store frontages- at street level adjoining the public realm and highways to allow activity, natural surveillance and overlooking.
Advantage West Midlands	AWM	The Regional Development Agency for the West Midlands.
Affordable Housing		Affordable housing to include the following: <ul style="list-style-type: none"> • social rented housing • shared ownership housing • intermediates rented housing • housing for discount sale • other arrangements where occupancy is open only to eligible households and the subsidy to be either maintained or recycled.
Allocation		The use assigned to a piece of land in a development plan document.
Area Action Plan		A type of Development Plan Document focused upon a specific location or an area subject to conservation or significant change (for example major regeneration).
Biodiversity		The whole variety of life encompassing all genetic, species and ecosystem variations.
BREEAM Excellent Standard		BRE Environmental Assessment Method (BREEAM) promoting high environmental standards.
Carbon Neutral		A carbon footprint is a “measure of the impact human activities have on the environment in terms of the amount of green house gases produced, measured in units of carbon dioxide”.
Central Technology Belt		Corridor of High Technology Development extending from the Aston Science Park along the A38 to Malvern Science Park and including the Pebble Mill University Science Park.
Centro		Centro is the corporate name of the West Midlands Passenger Transport Executive. It is responsible for promoting and developing public transport across the West Midlands metropolitan area.
Code for Sustainable Homes		A new national standard for sustainable design and construction of new homes launched in December 2006.
Community Strategy		Strategies for enhancing the quality of life of the local community which each local authority has a duty to prepare under the Local Government Act 2000. They will be developed and implemented by a local strategic partnership and should include: a long term vision; shared commitments to; and proposals for; implementation; and arrangements for monitoring and review.

Glossary of Terms continued

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

Glossary of Terms continued

Term	Abbreviation	Meaning
Employment Land		Land allocated in a Development Plan for business (B1), industrial (B2) and storage (B8) uses.
Environmental Impact Assessment	EIA	Procedure and management technique that the likely effects of new development on the environment are fully appraised and taken into account before the development is allowed to go ahead.
Equality Impact Needs Assessment	EINA	A process for assessing how a Council policy affects communities and ensuring that no group within the community is adversely affected by the policy.
Flood Plain		Land adjacent to a watercourse over which water flows, or would flow but for defences in place, in times of flood.
Government Office of the West Midlands	GOWM	Provide advice on Development Plan procedures, Government Policy, and the appropriate content of plans policies and proposals.
Green Belt		<p>A designation for land around certain cities and large built-up areas, which aims to keep this land permanently open or largely undeveloped. The purposes of the green belt is to:</p> <ul style="list-style-type: none"> • check the unrestricted sprawl of large built up areas • prevent neighbouring towns from merging • safeguard the countryside from encroachment • preserve the setting and special character of historic towns • assist urban regeneration by encouraging the recycling of derelict and other urban land
Gross Retail Floor Space		The area ascertained by the total internal measurement of the floor space, including all areas allocated for storage.
Growth Agenda		Intended to stimulate housing growth and renewal over a wide area and will support the development of growth proposals for Birmingham and the wider city-region.
Hi-tech (or High Tech) Industry		Advances manufacturing, computing or other state of the art industry (e.g. biotechnology)
High Technology Corridors	HTC's	Specific corridors identified, within which cluster development closely related to the regions critical research and development capabilities and advanced technologies, will be promoted.
Index Linked		An adjustment (to the sum of monies paid) in accordance with any proportional income in the Building Cost Information Service All in Tender Price Index published by the Royal Institution of Chartered Surveyors to be

Glossary of Terms continued

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

Glossary of Terms continued

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

Glossary of Terms continued

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

Glossary of Terms continued

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

Appendix 5 Other Sources of Funding

To ensure that all financial opportunities are explored to support the sustainable development of Longbridge, the local authorities, in conjunction with other key stakeholders, are pursuing other sources of funding than developer contributions. These monies could be used to add additional value to the delivery of community infrastructure projects and/or:

- bridge any scheme viability gap; and
- part-fund community infrastructure projects, which may not otherwise be fully delivered following a review of the viability of planning applications.

→ A project proposal has been submitted under the Regional Funding Advice (RFA) for £50m, which aims to deliver an integrated approach that covers housing and regeneration, economic development and transport activities.

→ Discussions are ongoing with English Partnerships element of the new Homes and Communities Agency regarding potentially part funding remediation, site infrastructure and servicing costs to assist in bridging the current scheme viability gap.

→ The Housing Corporation (HC) element of the Homes and Communities Agency has also indicated an interest in potentially funding the difference in construction costs between Code for Sustainable Homes Level 3 and Level 4 on affordable housing. HC funding may be available for meeting affordable housing targets beyond 35% depending on circumstances.

→ Monies may be available through existing transportation programmes of work to support transport improvements in the Longbridge

area. This could include contributions towards traffic management, junction and pedestrian signal upgrades, cycling improvements and public transport infrastructure.

→ There is a wide range of potential funding options (including Lottery and Central Government) which may be available to part fund or add value to community infrastructure provision. These types of funding options should be fully explored in the development of the delivery plan for Longbridge.

→ The existence of the AAP is likely to have a positive impact in providing a strategic focus for funding and attracting other types of investment including public sector contributions towards new buildings and major capital schemes, such as Bournville College.

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**Project Part-Financed
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**European Regional
Development Fund**

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Report to Birmingham City Council and Bromsgrove District Council

**by Jill Kingaby BSc(Econ)MSc
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Date 10 February 2009

PLANNING AND COMPULSORY PURCHASE ACT 2004

SECTION 20

REPORT ON THE EXAMINATION INTO THE LONGBRIDGE AREA ACTION PLAN

DEVELOPMENT PLAN DOCUMENT

Document submitted for examination on 28 March 2008

Examination hearings held between 14 & 22 October and on 4 December 2008

File Ref: LDF000893

1 Introduction and Overall Conclusion

- 1.1 Under the terms of Section 20(5) of the Planning & Compulsory Purchase Act 2004, the purpose of the independent examination of a development plan document (DPD) is to determine:
 - a) whether it satisfies the requirements of s19 and s24(1) of the 2004 Act, the regulations under s17(7), and any regulations under s36 relating to the preparation of the document;
 - b) whether it is sound.
- 1.2 This report contains my assessment of the Longbridge Area Action Plan DPD in terms of the above matters, along with my recommendations and the reasons for them, as required by s20(7) of the 2004 Act.
- 1.3 I am satisfied that the DPD meets the above-mentioned requirements of the Act and Regulations. My role is also to consider the soundness of the submitted Longbridge Area Action Plan (LAAP) against the tests of soundness set out in Planning Policy Statement 12 (PPS12). When the LAAP was submitted, PPS12: *Local Development Frameworks* 2004 was in force. However, it was replaced in Summer 2008 by PPS12: *Local Spatial Planning*. The examination was in progress prior to publication of the new PPS12, and representations were sought in terms of the tests of soundness set out in the early version, so that my assessment began with a consideration of the nine tests.
- 1.4 However, PPS12 (2008) paragraphs 4.51 & 4.52 provide that, to be "sound", a DPD should satisfy three tests; it should be justified, effective and consistent with national policy. Although the tests of soundness, which I must now consider, are presented in a different and more simple way, they cover the same matters as before. Justified means that a DPD should be founded on a robust and credible evidence base, and the most appropriate strategy when considered against the reasonable alternatives. Effective means that the DPD should be deliverable, flexible and able to be monitored. Spatial planning objectives for local areas should be aligned not only with national and regional plans, but also with shared local priorities set out in Sustainable Community Strategies. National policy emphasises the importance of spatial planning, requires local planning authorities (LPAs) to produce a Statement of Community Involvement and follow its approach, and to undertake proportionate sustainability appraisal. PPS12 (2008) confirms that the rigour of the examination process remains unchanged and Inspectors will be looking for the same quality of evidence and content as before.
- 1.5 In line with national policy, the starting point for the examination has been the assumption that the local authority has submitted what it considers to be a sound plan. The changes I have specified in this binding report are made only where there is a clear need to amend

the document in the light of the legal requirements and/or the tests of soundness in PPS12 (2008). None of these changes should materially alter the substance of the overall plan and its policies, or undermine the sustainability appraisal and participatory processes already undertaken.

- 1.6 My report firstly considers the legal requirements, and then deals with the relevant matters and issues considered during the examination in terms of testing justification, effectiveness and consistency with national policy. My overall conclusion is that the Longbridge Area Action Plan is sound, provided it is changed in the ways specified. The principal changes which are required are, in summary:
- Changes to phasing and timetabling to ensure that the plan is capable of delivery over the plan period, but with allowance for the current economic downturn;
 - Changes to the proposed "community infrastructure levy" to clarify that a tariff system consistent with ODPM Circular 05/2005: Planning Obligations (formulae and standard charges) is intended.
- 1.7 This report sets out all the detailed changes required, including those suggested by the Councils, to ensure that the plan meets the legal requirements and tests of soundness. Appendix 1 lists the changes in detail which are required to make the DPD sound, and Appendix 2 lists minor changes to which I do not object, and which would help to give greater accuracy and clarity. References in () refer to core documents in the examination library.

2 Legal Requirements

- 2.1 The LAAP is referenced within both Birmingham City Council's and Bromsgrove District Council's updated Local Development Schemes, as a strategy to guide the regeneration of the former MG Rover site and adjoining land. The schemes were approved in March 2008 (CDs 4.7 & 4.34) and show the LAAP as having a submission date of February or March 2008.
- 2.2 Bromsgrove District Council's Statement of Community Involvement (SCI) was found sound by the Secretary of State and was formally adopted by the Council in September 2006, before the examination began (CD4.1). Birmingham City Council's Statement of Community Involvement was adopted in April 2008, before the examination hearings took place (CD4.20). It is evident from the documents submitted by the Councils, including the Regulation 28, 31, 32 and 33 Statements and their Self Assessment Paper, that the Councils have met the requirements for consultation as set out in the Regulations.
- 2.3 The Councils' Position Statement No1 (CD8.25) details the consultation exercises which were conducted from the Issues and

Options stage onwards (Table 1). It is clear to me that these measures went far beyond the minimum requirements. The Councils described steps taken to target residents of Frankley and engage them in the consultation process. I have seen no substantive evidence that Frankley was disadvantaged or that interested persons were unable to obtain details of the emerging plan for Longbridge.

- 2.4 Alongside the preparation of the DPD it is clear that the Councils have carried out a parallel process of sustainability appraisal (CDs 1.4, 1.6, 2.9, 2.10, 2.14-2.16 refer).
- 2.5 A screening exercise, forming Stage 1 of a Habitats Regulations Assessment was undertaken, and this concluded that (i) any effects of development in the LAAP area would be unlikely to extend significantly beyond the LAAP boundary, and (ii) that the nearest European protected site is approximately 15kms away. I agree that, as a result of the screening exercise carried out (CD2.8), there is no need for an Appropriate Assessment [Habitats Directive].
- 2.6 The LAAP has been submitted before the Core Strategies for either Birmingham City Council or Bromsgrove District Council. The thrust of PPS12 is that Core Strategies should be produced by every local planning authority to define the overall vision and strategic objectives for their area as well as a delivery strategy. The Core Strategy should make clear spatial choices about where development should go in broad terms, so that the work of any subsequent DPD is reduced. Core Strategies should be produced in a timely fashion. In this case, the LAAP has been prepared ahead of the Core Strategies for either authority, and it seems to me that this is different from the plan-making process described in PPS12. However the sudden closure of the MG Rover plant in 2005 with the loss of 6,500 direct jobs and impact on a supply chain employing an estimated 27,000 people was a devastating blow for local people and the West Midlands' economy. I accept that these events required an immediate and positive response from the LPAs, in order to stimulate the regeneration of the area and address the needs of the local community. In these unusual circumstances, I consider that it was entirely appropriate to submit the LAAP as early as possible even though this preceded the Core Strategies. I am satisfied that the DPD has had regard to national planning policy on this point.
- 2.7 The West Midlands Regional Assembly has indicated that the DPD is in general conformity with the West Midlands Regional Spatial Strategy (RSS). Regional Spatial Strategy incorporating phase 1 was approved in January 2008, and Phase 2 Revision – Draft (Preferred Option) was published in December 2007. I consider that the LAAP is in general conformity with the approved RSS as well as the emerging Phase 2 changes (CD5.19 & CD5.24).

- 2.8 The LAAP makes a number of cross references to the Community Strategies for Bromsgrove, Worcestershire and Birmingham (eg. Pages 17, 19 and 27) and it is clear that the document has had regard for them (CDs4.10, 4.11, 4.18 & 4.21).
- 2.9 I am satisfied that the LAAP complies with the specific requirements of the 2004 Regulations including the publication of the prescribed documents; availability of them for inspection and local advertisement; notification of DPD bodies and provision of a list of superseded saved policies. Accordingly, the legal requirements have been met.

3 Justified, Effective and Consistent with National Policy Tests

Introduction

3.1 The main issues are

- 1 Whether the AAP can achieve the economic transformation of Longbridge which it seeks, developing a range of employment opportunities across the site and establishing a Regional Investment Site (RIS) which is attractive to high profile investors.
- 2 Whether the proposed new mixed use local centre is appropriate in terms of the prevailing pattern of shopping centres in South Birmingham and Bromsgrove, and whether it would provide a new heart for future residents and workers of the Longbridge area.
- 3 Whether the proposals for new housing provision are the most appropriate in the circumstances and are evidence based, and will lead to the creation of sustainable and mixed communities with high quality housing.
- 4 Whether the transportation strategy adequately supports the DPD's other proposals, represents the most appropriate in the circumstances, is founded on a robust credible evidence base and is likely to be effective.
- 5 Whether the AAP is sufficiently focused on implementation, sets out clear mechanisms for delivery and monitoring and is flexible enough to deal with change.

Issue 1 – The economic transformation of Longbridge

- 3.2 The LAAP explains that the MG Rover car plant was once the heart of a vibrant community, and that many local people wish Longbridge to recover its vibrancy. The vision for the area as stated in Part B of the LAAP begins "Longbridge will undergo major transformational change redeveloping the former car plant and surrounding area into an exemplar sustainable, employment led mixed use development for the benefit of the local community,

Birmingham, Bromsgrove, the region and beyond.....". Theme 3 of the LAAP is to achieve an economic transformation securing economic diversification and business growth which would provide 10,000 jobs and a long-term sustainable environment.

- 3.3 Draft Planning Policy Statement 4: Planning for Sustainable Economic Development (PPS4) states that local planning authorities should plan positively to encourage economic growth. They should aim to secure a good range of sites for economic development and mixed-use development, and a good supply of land and buildings for large and small businesses as well as start-up firms, with high quality and inclusive design. They should avoid or mitigate adverse impacts on the environment, and promote sustainable travel choices. The early construction of the Innovation Centre providing flexible space for businesses and new, larger units at the Cofton Centre demonstrate a willingness of the developers and public authorities to work together and be proactive in promoting economic development. I consider that the LAAP is consistent with emerging national policy in draft PPS4.
- 3.4 The approved RSS defines Major Urban Areas (MUA) as the main foci for development and investment. Three high technology corridors are identified in Policy PA3, and the proposed RIS at Longbridge would fit in the first corridor, the Birmingham to Worcestershire Central Technology Belt (CTB). The Longbridge site, within the Birmingham MUA, would satisfy the criteria in Policy PA7 of the RSS. Paragraph 7.38 of the emerging Phase 2 Revision to the RSS refers to the proposed RIS at Longbridge.
- 3.5 The Regional Development Agency (Advantage West Midlands) considers that the LAAP is in general conformity with the West Midlands Economic Strategy (WMES). I accept that the submitted LAAP should explain more fully the early contribution to economic regeneration made by the Rover Taskforce. This can be achieved by adding text to the Foreword of the LAAP. I agree that there are insufficient references to the WMES, an important strategic document, but this could be overcome by additional wording to Objectives 9, 10, 11 and 12 of the DPD. I recommend that these additions are made.
- 3.6 The target of 10,000 new jobs at Longbridge was initially set by the MG Rover Task Force in 2005. At Issues and Options stage, plan options were put forward which would have yielded more or fewer jobs, with different mixes of land uses. Following consultation and sustainability appraisal, the option in the submitted DPD emerged as the most suitable alternative. It is supported by both Councils and the other major stakeholders including the landowners. I have had regard for the argument that the allocations for the RIS and H1 housing area fail to make the most effective use of land and result in a minimum-sized RIS of 25has. An alternative configuration of land uses has been put forward for a larger RIS, but this would remove business uses from the section of Bristol Road South west

of Lickey Road. I accept that this provides an important gateway to Longbridge along which business uses rather than residential uses would be most appropriate. Neither the Government Office for the West Midlands nor the Regional Assembly has criticised the size of the intended RIS.

3.7 The Employment Land Baseline Study (CD3.7) provides evidence on employment land availability, market conditions, socio-economic factors and the local policy context for the LAAP. Assessments of the submitted AAP indicate that the target of 10,000 jobs could be achieved by some 5,200 jobs at the RIS, 1,200 at Nanjing, 1,400 on other employment sites and 2,300 in the local centre. Studies of employment density, masterplanning by St Modwen the principal landowner, and data from Nanjing Automobile Corporation (NAC) provide support for these figures and indicate that they are feasible. I conclude that the economic strategy is justified, being founded on a robust and credible evidence base and being the most appropriate when considered against the alternatives.

3.8 Turning to the likely effectiveness of the economic strategy, regeneration, especially in areas where manufacturing industry was dominant for many decades as in Longbridge, is never easy to secure. However, the LAAP includes a number of objectives and proposals which in my view should help to realise its ambition for an employment led, mixed use development. These include:

- Protecting land for general industrial use, notably on the NAC site and at the Cofton Centre;
- Developing a Regional Investment Site (RIS) attractive to high profile investors and high technology businesses;
- Accommodating a learning quarter for a college/educational facility (Bournville College) in order to help raise skill levels locally;
- Supporting a local culture of enterprise by, among other things, providing affordable flexible business space;
- Providing opportunities for a variety of long-term jobs in high technology, general industry (Proposal EZ1), office, leisure and retail activities.

3.9 The Regional Employment Land Study monitors the implementation of policies in the RSS. Development on RIS sites in the West Midlands varied between 2000 and 2007, with completions for the research and development/ high technology sector (Use Class B1b) slowing down in recent years. The Regional Employment Land Study noted that completions would need to increase in future years in order to achieve diversification of the economy. In the current economic climate, it may be difficult to attract suitable occupiers of a new Longbridge RIS in great numbers and as quickly as was first envisaged. However, with Birmingham Business Park substantially developed and with demand shifting in favour of sites which are close to shops and conference facilities, a new RIS with appropriate ancillary space at Longbridge should be attractive to new or re-locating businesses in the medium or longer term.

- 3.10 The West Midlands Economic Strategy identifies a range of existing business sectors exhibiting strong potential for future growth, advising that these are addressed by the region's "priority business clusters". However, Advantage West Midlands is content that the LAAP has not attached a specific theme or business cluster to the RIS; to have done so might have discouraged some potential investors. It argues that there should be more emphasis on the type and aspiration of the business or investor and less on the products of the company. Experience of delivery at the Major Investment Site in Ansty has shown that securing an anchor tenant in order to give identity, reality and credibility to the site, and not sub-dividing plots for speculative development, were among the factors critical to success. It seems to me that the LAAP would allow a similar approach to be followed at Longbridge.
- 3.11 Proposal RIS1 in the LAAP makes clear that the RIS should offer a prime location for technology led business (use classes B1b and B1c), but should permit some B1a and B2 uses, as well as space for services for staff and business use. I consider that the proposal correctly seeks to limit the amount of non B1b/c floorspace in order to ensure that high quality technology and research and development businesses are pre-eminent. B1a uses should only be supportive of the high technology activities and this is essential, in my view, to avoid conflict with RSS policies which seek to direct office floorspace away from out-of-centre locations and towards town and city centres. I accept that a maximum of 25,000 sqm of such office space, permissible under Proposal RIS1, would be proportionate. I am also content that up to 10,000 sqm of , meeting and conference, hotel, crèche, gym and small scale retail facilities would enhance the character of the RIS but would not undermine the proposed new local centre. Overall, the balance of land uses should enable a technology led business park to be secured whilst providing sufficient flexibility in a challenging market and having regard for the current economic downturn.
- 3.12 Continuing the work of the MG Rover Task Force, I am advised that there is a robust and well-resourced network of partnerships in South-west Birmingham dedicated to skills' programmes and business support for local people and businesses. The LAAP includes provision for a Learning Quarter, and Bournville College is on track to relocate to the site at Longbridge with an opening date in 2011 . The CTB, referenced in paragraph 1.22 and 3.85 of the LAAP, brings together key stakeholders including the Universities, Chambers of Commerce and Councils, which should assist in delivering the RIS. The main developers are supportive of the approach, and the Innovation Centre is already in operation. Table 6 of the LAAP (Pages 60-61) lists key performance indicators, information sources and responsible bodies for all the relevant proposals for employment, learning and economic development. I am satisfied that these are clear and thorough, and note that a number of these have been regularly used and tested for other

economic strategy documents. In my view, the proposals for the future economy of Longbridge are effective, meaning that they are deliverable, flexible and able to be monitored.

- 3.13 Overall, I conclude that the LAAP should enable the economic transformation of Longbridge which it seeks, developing a range of employment opportunities across the site and establishing a RIS which is attractive to high profile investors. The DPD is sound providing the following changes are made:

Page 1, Foreword – add new sentences to explain the origin, character and function of the MG Rover Task Force.

Extend the following in order to explain links to the West Midlands Economic Strategy, as detailed in Appendix 1:

Page 12, Objective 9, paragraph 2.27

Page 13, Objective 10, paragraph 2.31

Page 13, Objective 11, paragraph 2.34

Page 13, Objective 12, paragraph 2.36

Issue 2 – New Mixed Use Local Centre

- 3.14 Objective 12 of the LAAP is to create a sustainable mixed-use centre for Longbridge which meets local needs and establishes a distinctive sense of place and a heart for the community. Planning Policy Statement 6: Planning for Town Centres (PPS6) expects retail, leisure and related development to be focused in existing centres in order to strengthen and, where necessary, regenerate them. The network and hierarchy of centres should be considered by regional planning bodies and LPAs. At paragraphs 2.7 and 2.53-4, PPS6 acknowledges that new centres may be designated through the plan-making process, in areas of significant growth or where deficiencies are identified in the existing network. The document also states that LPAs should adopt a positive and proactive approach to planning for the future of all types of centres within their areas. I consider that the LAAP is consistent with national policy for town centres in that the Councils are taking a positive approach. They are planning for a new centre in an area which is expected to grow significantly in terms of new housing and employment provision, and within an area where Birmingham Local Centres Strategy, 2006 (CD4.25) indicated a gap in local centre provision.
- 3.15 The upper tiers of the network and hierarchy of centres are defined in the RSS as Birmingham city centre (tier 1) and Redditch (tier 4). Bromsgrove District Local Plan (CD4.15) sets out a hierarchy, with

Bromsgrove town as the "main shopping location". It is difficult to identify the hierarchy from Birmingham's UDP. The pattern and ranking for the city is more clearly set out in CD4.25. Although the latter does not form part of the adopted development plan, it has been adopted by a Council Cabinet. Its hierarchy is underpinned by studies of shopping and other services. Northfield represents a town centre, or very significant district centre in PPS6 terms, with Rubery and Cotteridge being other district centres. Local centres are located in Frankley, Rednal and West Heath.

- 3.16 The Councils in conjunction with major stakeholders commissioned a study which led to the 'Centre designation, retail and centre uses justification and evidential support' statement in 2006 (CD3.1). This reported on a detailed quantitative assessment of retail capacity for 4 options for Longbridge and was backed by a household survey of shopping behaviour in the wider area. Its conclusions, that the levels of convenience and comparison retail and leisure development over the plan period in the LAAP could be supported, attracted negligible criticism. An Update of Baseline Retail Analysis, November 2007 (CD3.22) confirmed the main conclusions of the earlier analysis.
- 3.17 PPS6 makes clear that new town centre development should be appropriate in scale, and I am mindful that the Government Office of the West Midlands was highly supportive of the Area Action Plan, but commented that the intended levels of office and retail floorspace were at the upper limit. Proposal LC1 would permit up to 8,500sqm gross of comparison retail floorspace (including comparison floorspace within the superstore), which would be below the threshold set in Policies PA11 and PA13 of the RSS for non-food retailing outside the strategic centres. Regarding impact on existing centres, and taking account of the proposal for a superstore of up to 7,500 sqm gross, the studies in CD3.1 and 3.22 suggest that the effect on the existing town/district centre at Northfield would not be significantly adverse. Neither would other district and local centres be harmed by the proposals for Longbridge, including Frankley, where the Councils provided information on independent, ongoing work to renovate the existing shopping centre.
- 3.18 Whilst the new local centre would have a relatively high level of impact on Morrisons' foodstore at Great Park, this lies outside a defined centre where planning policy would provide protection. Like other neighbouring foodstores, it is reported to be trading above its company average and would not therefore be likely to cease trading as a result of the new local centre at Longbridge.
- 3.19 The LAAP currently includes references to "supermarket" which, having regard to the use of terms in PPS6, Annex A, Table 3, should read "superstore". I recommend changes to achieve consistency with national policy.

- 3.20 Proposal LC1 would permit leisure uses up to 5,000 sqm and office (B1a) uses up to 10,000 sqm. Policy PA11 of the RSS would expect development of these sizes to be accommodated in the strategic centres (Birmingham City or Redditch). However, the Regional Assembly has raised no objection to the proposal, noting the support for the new local centre from Birmingham, Worcestershire and Bromsgrove Councils who are satisfied that the LAAP would not detract from the implementation of Policy PA11. The Regional Assembly also observed that Longbridge is highly accessible by public transport, a key factor for the location of new centres.
- 3.21 It seems to me that the relatively large scale of the proposed new local centre can also be justified on the grounds that a new centre would have to have the critical mass to appeal to new customers and establish itself within the current hierarchy of centres. In addition, the community which has lost the MG Rover Works requires a new heart which a significant, well designed new shopping and service centre could provide. Furthermore, within the context of the mixed use development, this proposal would assist economic regeneration, by enabling cross-subsidy for some less profitable uses and by creating some 2,300 new jobs.
- 3.22 Provision is also made in the LAAP for "The Austin" – described as "a heritage and mixed use community building (including space for heritage, healthcare, community uses and social enterprises)". The Councils recognise that further detailed work is required with the developers and local community to promote this facility. Some uses will need to generate income in order to cross-subsidise others which offer a community service. It seems to me that "The Austin" is an important element of the proposals for the local centre as it affords real opportunity for continuing community involvement, both in expressing preferences and in inclusive decision-taking, in order to meet community needs and achieve local distinctiveness.
- 3.23 I agree that attention should be given to the best mechanism to secure ongoing community involvement, and that a Community Development Trust (CDT) could assist in securing an empowered voice for local people, and greater self-reliance with independence from local authorities, agencies and other bodies. However, it seems to me that the LAAP should not impose a CDT, as its formation should be an initiative from local people. A CDT would then need to develop a role which would be consistent with existing community organisations. I am satisfied that the plan would not rule out the formation and development of a CDT in Longbridge. In these circumstances, Tables 5 and 6 need not refer to implementation and monitoring by a CDT.
- 3.24 Policy DS1 of the LAAP setting out design principles for all development is, in my opinion, essential if the development is to achieve high quality in terms of its appearance and compatibility with its context, and if it is to be sustainable in terms of improving access by non-car means and reducing the carbon footprint. I am

advised that some 30% of Birmingham's resident households do not own cars and in these circumstances the common assumption that "everyone shops by car" has to be questioned. From a journey along the A38 from the city centre to the junction with the M5, it is apparent that the major food retailers in the past have favoured a prominent site beside this main road, and have been less concerned with contributing to good urban design, an attractive streetscene or active frontages for passing pedestrians. The Proposals Map shows an area beside the railway and south of Longbridge Lane as the local centre retail quarter. I see no reason why a superstore of the expected size should not be highly visible in this location to passers-by, whilst achieving good design and complying with Policy DS1.

- 3.25 The employment zone, EZ1, would separate the local centre from the NAC site and provide a buffer to any nuisance from the automotive works. I consider that this, combined with attention to detailed design and layout, should secure a high quality centre. Policy DS1 reflects national policy in PPS1, especially paragraph 36 which exhorts authorities to prepare robust policies on design and access, and Planning for Town Centres: Guidance on Design and Implementation Tools. I consider that the policy requirements in the LAAP, especially for large floorplate buildings, should be kept, although an explanation of 'active frontages' in the glossary could improve the effectiveness of the policy.
- 3.26 The LAAP notes on Page 25 that the local community supports the protection /preservation of existing local centres and neighbourhood parades. One such group of shops exists at Rednal along the Bristol Road South. Permission for a new Aldi foodstore on the north side of this road was refused on appeal in February 2008 (App/P4605/A/07/2047819) (CD7.1). I consider that new retail development should be concentrated in the proposed new centre at Longbridge and fragmentation avoided. I see no need for the LAAP to provide for a new foodstore on this stretch of Bristol Road South.
- 3.27 The Government has signalled that it intends to make changes to PPS6, a consultation document having been published in July 2008. As yet, it is unclear exactly how national policy will be revised, but I have identified no serious conflict with the thrust of emerging changes. I conclude that the LAAP is consistent with national planning policy for town centres.
- 3.28 I conclude that the proposals for a new local centre in the AAP are underpinned by a robust evidence base and are justified. Table 5 presents a Summary Implementation Plan, and the Council advised that this programme for the local centre is being implemented, albeit there has been some slippage with start on site delayed to 2009. With minor changes to the phasing and timetable in Table 5, I am satisfied that the LAAP meets the test for effectiveness. I conclude that the proposed new mixed use local centre is appropriate in terms of the prevailing pattern of retail and district or

local centres in South Birmingham and Bromsgrove, and should provide a new heart for the Longbridge community.

3.29 The LAAP should be changed as follows to make it sound:

Policy DS1, paragraph 3.23, 5th bullet; paragraph 3.26, 2nd bullet; paragraph 3.52, 1st bullet and Table 3 – references to “supermarket (s)” should be deleted and replaced with “superstore.”

Appendix 4 – Glossary of terms – Add

- **“Superstore – Superstores are self-service stores selling mainly food, or food and non-food goods with more than 2,500sqm trading floorspace.”**
- **Active frontage – Active frontages are frontages with main doors and windows – including glazed store frontages – at street level adjoining the public realm and highways to allow activity, natural surveillance and overlooking.”**

Issue 3 – Housing

3.30 Planning Policy Statement 3: Housing (PPS3) seeks a step change in housing delivery, through a new more responsive approach to land supply at the local level. The LAAP seeks to achieve high quality housing and a mixed community. Housing would be provided on previously developed land at a variety of densities, all above the national indicative minimum of 30 dwellings per hectare. At Issues and Options stage (CD1.1), the Councils put forward alternative land use scenarios, the first of which would have resulted in no new housing but would have retained the plan area's former use for employment purposes. The submitted LAAP, however, reflects a strategy which would deliver a minimum of 1,450 new dwellings to help meet existing and future housing needs and create a sustainable, mixed use community (Objective 13 of the LAAP). New housing at Longbridge would have good accessibility to new jobs at the RIS and EZ sites, to community facilities in the new local centre, to enhanced infrastructure and services including public transport.

3.31 I have had regard to the fact that the H2 housing site would adjoin the Green Belt and countryside to the south. The land for future housing was previously occupied by car works, and sustainability appraisal has assessed the impact of the proposed change of use. The LAAP provides a number of objectives and proposals to protect open space and wildlife interests, and I am satisfied that pedestrian

access onto Cofton Church Lane and the North Worcestershire Path from the housing area would not be damaging. Moreover, it would be beneficial to future residents. The Councils have put forward a minor change to the wording of paragraph 3.105 of the LAAP to ensure that very high density development does not abut the open countryside. I consider this to be reasonable to protect the character and appearance of the wider area, and recommend that the change be made.

- 3.32 For reasons given in paragraph 3.6 above, I see no need for a reconfiguration of the H1 housing site. The Proposals Map shows that most of the housing would be set well back from Bristol Road South and would adjoin the new area of open space beside the River Rea. This should make it attractive to future occupiers.
- 3.33 Reasonable alternatives to the chosen strategy have been examined and I consider that the submitted AAP has pursued the most appropriate one. In addition, I consider that the thrust of the policies for housing provision is closely in line with PPS3.
- 3.34 The RSS seeks to move from the recent position of 2 houses built outside the Major Urban Areas (MUAs) to 1 within them, and to increase the level of housing development in MUAs. Development at Longbridge would count towards the total for Birmingham as the site has been and remains functionally part of the city, and would not be counted towards Bromsgrove's housing figures. The draft Phase 2 Revision to RSS clarifies this point. The Councils have put forward a minor change to emphasise this point which assists with justification, and I support it. The Regional Assembly commented that the H2 proposal does not conflict with Policy CF3(C) of the RSS; both local authorities are in agreement, and it represents a pragmatic example of 'good planning'.
- 3.35 The Longbridge development will make an important contribution to Birmingham and the Region's future housing provision, as set out in Table 1, and to Housing on Previously Developed Land, Table 3 of the RSS. There is evidence that the LAAP might realise more than 1,450 new dwellings. Clearly, if this could be achieved within the sites allocated for housing and without detriment to the quality of the environment or placing an undue strain on available infrastructure, this would be beneficial.
- 3.36 Studies of the accommodation needs of Gypsies and Travellers have been undertaken for Bromsgrove District, and jointly for Birmingham, Coventry and Solihull Councils. Longbridge is not seen as a suitable location for gypsy and traveller accommodation by these studies, and I see no conflict with RSS Policy CF5(F).
- 3.37 The housing trajectory (Table 4 of the LAAP) was prepared jointly with the principal landowner in late 2007, and following discussion with development experts. The rates are comparable with completions on other large housing schemes in the region.

However, given the recent downturn in the housing market, although clearance and remediation works are underway, the targets for 2009/10 now look uncertain. I consider that the trajectory should be altered to make allowance for this, and recommend accordingly.

- 3.38 Objective 14 of the LAAP aims for a mix of types, size and tenure of new homes including affordable housing. Proposals LC1, H1 and H2 seek to include 35% affordable housing. The RSS supports the provision of affordable housing through Policy CF5 but does not provide a numeric target. The draft Phase 2 Revision states that local authorities should aim, through their plans and strategies, to provide 6,000 affordable units (gross) each year. The indicative annual average figure for all housing in the Region is shown in Table 1 of the draft RSS, as 18,280. Whilst the target of 35% affordable housing was described by the Regional Assembly as within the same "ballpark" as figures in the draft RSS, I need to be satisfied that it is underpinned by robust evidence relating to housing need and to economic viability.
- 3.39 On housing need, the Housing Baseline Report (CD3.21) provides a useful overview of housing policy, housing condition and key issues for the LAAP. It also considers the housing market within SW Birmingham and N Worcestershire, informing that in every part of Birmingham, people on average earnings and with no existing housing equity, are unable to buy 'the average home' (without committing to potentially unsustainable mortgages). Modelling suggested that around 16,000 new affordable and social dwellings were required between 2004/5 and 2008/9.
- 3.40 Findings from a Strategic Housing Market Assessment 2007 for Birmingham were published in February 2008 (CD3.35). This concluded that there is a clear requirement for additional affordable homes with 4 or more bedrooms. There would be no need for smaller affordable units if these were delivered, but the study stated that this is most unlikely to happen. Taking a pragmatic approach and having regard to the Council's clearance programme, gross housing need for the next 5 years was calculated at 58,572 dwellings with a balance of 1, 2, 3 and 4+ bedroom properties required. Overall, the study concluded the City's future net housing requirement for the next 5 years to be 25% intermediate housing and 15% social rented housing (40% in total).
- 3.41 A Strategic Housing Market Assessment for the South Housing Market Area in 2007, which includes Bromsgrove District, recognised that Bromsgrove is one of the most expensive places to purchase housing within Worcestershire. Housing Vision, a Housing Market Assessment for the District, was completed in October 2008, confirming that there is a very high level of need for affordable housing. In particular, 71% of single person households of people under 35 years of age would be unlikely to afford owner occupation.

- 3.42 Although the above studies may not have informed early stages of preparation of the LAAP, I consider that their conclusions provide support on grounds of local need for a target of 35% affordable housing at Longbridge.
- 3.43 PPS3 paragraph 29 expects Local Development Documents to set an overall planwide target for affordable housing which, among other things, reflects an assessment of the likely economic viability of land for housing within the area, taking account of risks to delivery and drawing on informed assessments of the likely levels of finance available for affordable housing.
- 3.44 The 35% target is consistent with that of an early Affordable Housing SPG (2001) from Birmingham City Council and its Unitary Development Plan (UDP) (CD4.2). The latter defined targets for two types of affordable housing: A - for housing provided by an organisation such as a registered social landlord or local authority which is allocated on the basis of need, a target of 25% applies; B – for low cost market housing available in perpetuity, a target of 10% applies. The UDP was adopted in 2005, and its definitions of affordable housing are very close to those in the more recent PPS3 for social rented and intermediate housing.
- 3.45 The Councils provided evidence from six sizeable sites in south-west Birmingham where affordable housing had been secured through s106 agreements since 2002. Four of the six sites had achieved 34% or 35% affordable housing, lending support to the notion that this target is achievable.
- 3.46 Birmingham City Council undertook a Strategic Housing Land Availability Assessment (SHLAA) in 2007. This included an examination of some 50 sites across the city, which were compared in terms of likely gross development value and development costs, in order to calculate residual values. The study classified sites according to ability to provide affordable housing, placing Longbridge within the “larger middle market sites” category. On these sites, 35% was judged to be appropriate subject to specific site considerations. Because of Longbridge’s large scale and the potential to raise the overall value of the area, it was considered that 35% should be attainable. Following viability modelling in Bromsgrove, the draft Core Strategy sets a target of 40% affordable housing for the District.
- 3.47 In addition, viability modelling work for the LAAP has been undertaken which includes assumptions that 35% of new housing would be affordable (CDs 3.20, 8.3-8.5). A modest assumption about funding from the Housing Corporation, modified to make allowance for meeting the construction costs to secure Level 4 rather than Level 3 of the Code for Sustainable Homes, was included. The model indicated that 35% affordable housing would be reasonable for Longbridge over the long term and based on normal market conditions. Sensitivity testing of the model showed

that varying market conditions, reduced grant and varying the proportions of social rented and intermediate housing would make a considerable difference to residual values. As the LAAP does not specify exactly how affordable housing (whether social rented or intermediate) is to be provided, it offers flexibility.

- 3.48 The Councils have proposed changes to emphasise that site specific characteristics and market conditions may affect the exact number of affordable houses that can be provided on each site. Negotiations not just the 35% target will determine the outcome. I consider that these changes are necessary to make the document sound and are consistent with Circular 05/2005: Planning Obligations. I am satisfied that the affordable housing target is adequately supported by appropriate economic viability assessment. Providing the following changes are made, I conclude that the housing proposals are the most appropriate, are evidence based and should foster sustainable and mixed communities with high quality housing.

Page 32, paragraph 3.102, add after the first sentence "The scheme is intended to help meet the housing needs of the Major Urban Area, and as such any residential development will be counted towards development targets for the MUA and not Bromsgrove."

Page 32, paragraph 3.105, third sentence should read "Density to be 40-50 dwellings per hectare across the whole site but responding to the differing character across the site."

Page 23 and subsequently, paragraphs 3.33, 3.93, 3.102, 3.105 and 4.11 – revised wording to state that 35% is a target (not a minimum or an absolute figure) for affordable housing.

Page 52, Table 4, Longbridge Housing Trajectory should be changed as detailed in Appendix 1.

Issue 4 – Transport

- 3.49 Planning Policy Guidance Note 13: Transport (PPG13) defines its objectives as to integrate planning and transport in order to promote more sustainable transport choices, to promote accessibility to jobs, shopping, leisure and other services by public transport, walking and cycling and reduce the need to travel especially by car. I consider that the LAAP achieves a high degree of integration between transport and land use/ other aspects of spatial planning, which stems from collaborative work from an early stage between the transport authorities, the Councils and the major landowners. The parties should be commended for their approach. Proposals T1–T4 outline a transport strategy which recognises the

importance of accessibility on foot, by bicycle and public transport, consistent with sustainable choices and PPG13.

- 3.50 The West Midlands Regional Assembly, Birmingham City Council, Worcestershire County Council and Centro confirmed that the plan is in general conformity with the RSS. Whilst some schemes identified in the West Midlands Local Transport Plan (2006) (CD5.27) are not promoted in the LAAP, these were assessed at the issues and options stage. Public consultation was carried out before decisions to exclude the schemes were taken. I consider this to have been reasonable.
- 3.51 The transport proposals in the LAAP are underpinned by a number of related technical studies which contribute to a robust evidence base. These include a Travel Demand Model (CD3.13), Traffic Modelling Report (CD3.11), Bus and Rail Strategies (CDs 3.14 & 3.15), Travel Management Strategy (CD3.12) and Infrastructure Strategy (CD3.16). Necessarily, these include a range of assumptions and variable data inputs, but I am satisfied that the methodologies and coverage were entirely appropriate. I consider that the studies provide a sound base for planning new infrastructure and transport improvements in the Longbridge area.
- 3.52 I have taken account of the criticism that public consultation was not sufficiently wide for all local people to understand the transport issues. In particular, it is suggested, they were unaware of the Bus and Rail Strategy documents until late in the process. However, I am satisfied that the requirements for consultation have been met in respect of the LAAP, and I am aware that relevant options for infrastructure were published in the Issues and Options Report dated Oct 2006. In addition, representations received at submission stage relating to the transport proposals reflect a good understanding of the issues.
- 3.53 Proposals T8, T10, T13 and T14 in the LAAP provide for improvements to the highway network to support future travel demand, in the context of pursuing a sustainable movement strategy. There was general agreement that, in principle, these improvements would be required. However, the leading developer expressed concern as to how the policies would be applied, and what new infrastructure would be deemed necessary to support specific developments. It was argued that extant travel demand from the existing use of the land for employment purposes; shifts in mode split and background traffic growth which could be different in practice from the assumptions used in modelling; and existing problems at some road junctions should be allowed for when developer funding was sought.
- 3.54 Table 1 in the LAAP includes various highway improvements and indicates that these will be provided by way of s278 agreements. The transport authorities acknowledged that a more detailed delivery programme would follow in due course, and that potential

public sector support for key infrastructure proposals such as realignment of the A38 (from the Regional Funding Allocation) may be forthcoming. Following an adjournment of the hearing sessions, more meetings between the Councils, transport agencies and the developer were held, and further work on viability modelling was carried out. This led to a re-assessment of transport schemes and agreement that some £10m could be cut from the sum of £58.65m for transport infrastructure which had first been estimated.

- 3.55 There are ongoing programmes of transportation works to support the West Midlands and Worcestershire Local Transport Plans, and it is estimated that some public investment will be available to cover schemes in the Longbridge area. However, it is difficult to be precise at this stage as to the full extent of public funding. It is commendable, in my view, that the LAAP has pinpointed the existing and likely future problems on the local highway network, looked at possible and preferred solutions and has estimated the costs of resolution. However, the precise level of contributions under s278 for individual developments cannot be realistically specified and I consider that change to the heading to Table 1, as proposed, would help to make this clear.
- 3.56 Proposal T14 promotes offsite improvements to the motorway network at M5 Junction 4 and where necessary at M42, Junctions 1 and 2. The Highways Agency has worked with the Councils to reach an agreed position, on the basis of traffic modelling and assessment, as to what mitigation measures will be needed to deal with traffic from a regenerated Longbridge on the motorways. The Highways Agency had to satisfy itself that, following implementation of the LAAP proposals, conditions on the motorways would not deteriorate so much that capacity would be exceeded and safety impaired. I support changes to the map on Page 37 and to the text to clarify the extent of works required by Proposal T14 as these should aid delivery of the plan. However, the LAAP need go no further in specifying the exact details of future mitigation measures. The Local Network Management Scheme is expected to deliver some improvement to the M5 Junction 4 in the near future, but I accept that the LAAP cannot be too precise about funding.
- 3.57 I consider that the options for improved public transport links between Frankley and Longbridge have been fully investigated in an objective way. I agree with the transport authorities that the advantages of a bus-based solution are considerable and outweigh the potential benefits of reinstating the rail link. The bus option offers better penetration of residential areas in Frankley and within the LAAP area than a rail service, with the scope to provide more stops; reduced capital cost and annual operating costs; minimum land take and less severance of the LAAP area; more certainty and more rapid delivery. In addition, emerging rail strategy favours improvements to the Cross City line corridor, with which reinstatement of the Frankley branchline would not be compatible. In my opinion, Proposal T4, which would enable a new high quality

bus service to and from Frankley, is not expedient and short-sighted but represents a positive element of the AAP which should improve communications with the Frankley area.

- 3.58 Proposals T5, T6 and T7 promote a new public transport interchange on Longbridge Lane, improvements to Longbridge rail station and a strategic park and ride site. I have considered whether these proposals are sufficiently ambitious and represent the best alternative to 'showcase' regeneration in the Longbridge area. The proposals reflect a holistic approach to provide a "Transport Hub" having had regard for all types of users, and emphasising the need for high quality, attractive and well-designed facilities. The proposed scale of facilities is underpinned by baseline transport studies. The Longbridge Strategic Park & Ride report (CD3.30) demonstrated that a maximum of 865 vehicles could be expected to use the site, which with 1,000 spaces available would give surplus capacity of 14%. However, it was suggested that experience of new car parks for park and ride at Selly Oak and Tame Bridge Parkway stations was that they soon became overcrowded. Modelling had not picked up these effects. Excessive demand for parking at Longbridge could be harmful, causing significant congestion and unwanted parking in the surrounding area. The Councils proposed a change to Proposal T7 which would allow more than 1,000 car parking spaces for Park & Ride, and I support it.
- 3.59 Paragraph 3.140 of the LAAP ensures that the feasibility of moving the park and ride site and the railway station to the south of Longbridge Lane will continue to be examined. Options for improving rail services were assessed in the Rail Strategy (CD3.15) which suggested that relocation of the rail station should be considered after 2019. Relocation would require significant capital expenditure, moving the entire signalling system which I am advised is most unlikely until after the end of the plan period, and realigning the tracks. Network Rail will be considering an extension of the 4 tracks south of Longbridge to Barnt Green in the longer term, and if that were found feasible, that might be the best time to review moving the station and park and ride facility. In these circumstances, I am satisfied that the approach in the LAAP is realistic and flexible.
- 3.60 The transport authorities contend that the future level of passenger demand for an additional rail station at Cofton Hackett would be unlikely to offset the associated costs, and I see no reason to disagree. The rail strategy does not recommend rail freight facilities to serve the NAC site, but it would not preclude their development alongside the cross city mainline.
- 3.61 Paragraph 2.13 declares that the AAP "sets ambitious targets to achieve a significantly higher proportion of journeys on foot, by cycle and by public transport". The desired mode shift will depend on the delivery of the good infrastructure, walking and

cycling networks and improved public transport services which the LAAP promotes. In addition, Proposal T11 provides for a package of measures and a Travel Co-ordinator to encourage changed behaviour and more sustainable travel. I am satisfied that regard has been had to experience elsewhere and best practice guidance on Travel Plans in drafting this proposal.

- 3.62 Proposal T9 describes car parking provision and Appendix 3 includes parking standards, which are more stringent (meaning that the maximum levels are lower) than those given in PPG13 but derived from a draft supplementary parking document of Birmingham City Council. PPG13 advises that LPAs may adopt more rigorous standards than those set out in its Annex D, and I consider that the LAAP is consistent with national policy on parking. The authorities' judgment is that the standards strike a balance between meeting parking demand and achieving the proposed mode shift target for Longbridge. I am satisfied that the plan through its baseline studies has had sufficient regard for the travel needs of staff and students at the proposed college.
- 3.63 This major mixed use development is certain to increase traffic levels locally (an additional 4,800 vehicle trips in the peak hours is expected), and Proposal T15 on traffic management could be very significant in safeguarding the environment of residents and rural areas from pollution or other traffic nuisance. The Councils have admitted that Lickey Road south of Lowhill Lane should not be classified as a Primary Movement Route. I agree and recommend that changes should be made to the Proposals Map and Movement Strategy Plan.
- 3.64 As to whether the LAAP is "effective" in PPS12 terms, it provides significant information regarding the delivery of the transport improvements, which have the support of all main transport authorities and operators. It is clear that preliminary work to secure implementation has been undertaken or is underway. For example, the West Midlands Passenger Transport Authority agreed in January 2008 to promote a 'busway' scheme to Frankley. Preliminary cost estimates for improvement works are given in the supporting Infrastructure Report (CD3.16). Tables 1 and 2 of the LAAP specify scheme requirements, phasing and funding mechanisms. These have been criticised as being too prescriptive and lacking necessary flexibility. Given recent economic changes which have affected financial markets and building programmes, I consider that it is realistic to revise the information on phasing in those tables to make the LAAP both deliverable and flexible. The necessary changes are detailed in Appendix 1.
- 3.65 I conclude that the transportation strategy more than adequately supports the DPD's other proposals, represents the most appropriate in the circumstances, and is founded on a robust and credible evidence base. Provided the following changes are made, it will also be effective.

Page 20-21 Proposals Map – change so as not to show Lickey Road as a Primary Movement Route

Page 46, Table 1 and paragraph 4.8 – change the heading to: “Anticipated s278 Scheme Requirements”, and delete dates for implementation from the table.

Page 37, Change the heading to: “Longbridge Area Action Plan Movement Strategy Plan”; Change Lickey Road to Secondary Movement Route; add “Groveley Lane/Lowhill Lane” to the T8-J Improvements; show J4 on M4 improvement and not M5/M42 J.

Paragraph 3.141, Proposal T7 – change first bullet to read “at least 1000 spaces for park and ride users only.”

Paragraph 3.148, Proposal T14 – delete “where necessary” and insert in its place “improvements to traffic signals at ...”

Issue 5 – Delivery

- 3.66 PPS12 explains that area action plans should deliver planned growth areas, stimulate regeneration and focus the delivery of area based regeneration initiatives, among other things. I consider that the LAAP has an appropriately strong emphasis on implementation and delivering necessary change at Longbridge. Part D of the LAAP is devoted to Delivery and Implementation. As the Councils pointed out, the emphasis on delivery in the plan exceeds that in many AAPs which have been adopted elsewhere. It is clear from the hearing sessions and written evidence that there has been continuing collaboration between the landowner/developers and Councils, as well as with infrastructure providers, directed at delivering the plan. Evidence on the ground, in the form of clearance of the old MG Rover sites and construction of new business premises at the Innovation Centre and Cofton Centre, demonstrate that an “action” plan is intended and not just a paper document.
- 3.67 Paragraph 4.9 of PPS12 describes the components of good infrastructure planning. Although this guidance is intended primarily for core strategies, it seems to me that the principles are equally relevant to the LAAP. Regarding infrastructure needs and costs, the Councils’ Viability and Baseline Study (CD3.20) itemised the infrastructure needs of the plan and attributed costs to them, which were derived from detailed and specialist baseline studies.
- 3.68 Viability work supporting planning applications and carried out by the developers post-dated this early work for the LAAP, took account of some actual costs and reflected more recent market conditions. New viability modelling was undertaken in November

2008 during an adjournment of the hearing sessions which incorporated new findings from the developers. Revised figures for construction works and infrastructure costs were input. The resultant figure for total outgoings was about 2% lower than the original figure in CD3.20, with costs for some elements (eg transport infrastructure) going down and others (eg pre-construction) going up. I consider that the approach to identifying infrastructure needs and costs was sound, and that this has been confirmed by the more recent review of the model.

- 3.69 Part D of the submitted LAAP contains a series of tables which indicate the phasing of development in terms of dates and linkage to other proposals. For example, proposed improvements to junctions on the motorway are phased for 2013-14 and linked to completion of the local centre. I consider that this reflects good practice to achieve "joined up" development and the delivery of necessary infrastructure at the most appropriate time. However, the recent downturn in the economy means that development is unlikely to occur in line with the specified dates. The LAAP is insufficiently flexible in the current economic climate and the presence of so many dates in the tables in Part D is unsound. The Councils have, however, put forward changes to the tables deleting or changing dates and making minor word changes. These, in my opinion, make the phasing more realistic and introduce the required level of flexibility to make the plan sound. I recommend that these changes to Tables 1,2,4 and 5 and to paragraph 4.17 be made.
- 3.70 The LAAP refers to a number of funding sources to deliver the regeneration and transformation of the area. As already described, s278 of the Highways Act 1980 and negotiations between the developers and highways authorities, would be used to secure funding for the schemes listed in Table 1 of the plan. Planning obligations under s106 should provide a range of community and infrastructure measures, notably affordable housing, as described in paragraphs 4.5-4.6 and elsewhere. The Councils proposed a late change to add a reference at the end of paragraph 4.6 to planning conditions. I support this change and consider it necessary, as it secures compliance with national policy on the use of conditions in preference to obligations, where possible.
- 3.71 The plan explains that planning contributions will be split into two elements: a traditionally negotiated s106 obligation and a Community Infrastructure Levy (CIL). The proposed CIL generated significant opposition from representors including key stakeholders. It had not been included in Issues and Options or Preferred Options reports for the LAAP, and its introduction at submission stage was seen as contrary to the spirit of "front loading". The Planning Bill introduced the concept of CIL, and PPS12 includes a reference at paragraph 4.12, but national policy has not yet clarified how it should operate; more information and regulations are expected in 2009. In view of these factors, I consider that the submitted LAAP is unsound in its references to use of a CIL.

- 3.72 However, a local area-based funding mechanism for Longbridge would help deliver the large scale infrastructure required for its successful regeneration. Use of standard charges would provide an element of certainty for developers, minimise the time spent on negotiating s106 obligations and improve equity and transparency in the funding process. Circular 5/2005 supports pooled contributions and formulae and standard charges. The Councils identified a number of other LPAs which had developed standard charge schemes, and I consider that the approach could usefully be employed to help deliver the LAAP. The Councils have proposed changes to the plan to avoid reference to the CIL, and rename it the Longbridge Infrastructure Tariff (LIT). I consider that this would overcome part of the unsoundness in the submitted document, and I recommend that the change is made.
- 3.73 Table 2 of the LAAP identifies a wide range of infrastructure schemes for funding from the LIT. Regarding the tests in Circular 05/2005, I am satisfied that these schemes are all reasonably related to securing the comprehensive redevelopment and regeneration of Longbridge. I see no reason why LIT contributions should not be used to realise them. The Councils have carried out a considerable amount of work to ensure that the LIT mechanism will work. A Memorandum of Understanding between the local authorities has been drafted to provide advice on planning applications. Much effort has gone into quantifying the total tariff which would be required to fund the schemes in Table 2, to considering a delivery plan and banking function, and into the timing and phasing of payments.
- 3.74 The land at Longbridge is largely owned and being developed by just two parties; these relatively unusual circumstances, in my opinion, mean that the arrangements to deliver the AAP should be practicable in this case, even if they cannot be replicated elsewhere. Change to paragraph 4.13 and a new 4.16a have been tabled to provide a fuller explanation of the delivery mechanisms. I endorse the changes as they contribute to the plan's effectiveness.
- 3.75 Table 3 of the LAAP shows how the LIT funds would be raised from the various elements of new development, based on a charge per new dwelling and the quantity of new floorspace for other uses. The Councils advised that they had compared the tariff rates with amounts negotiated through s106 agreements for other developments in the area to ensure that they were fair and reflected local experience. They had also reviewed similar schemes and tariff levels/charge rates developed by other English LPAs. The Councils emphasised that all developers would pay, whether their schemes came forward in years 1 or 15. They proposed a new paragraph 4.22a which would allow some variation of the tariffs and payments over time, in order to respond to market conditions. On the basis that this change is made, I consider that Table 3 is clear, transparent and fair and is sound.

- 3.76 Bournville College of Further Education saw the levy or tariff as a good mechanism in principle, but argued that it was inappropriate to apply the charges to a non-commercial college. I recognise its status as a registered charity, and accept that its relocation to Longbridge is to be funded largely from public resources. However, I consider that its staff and students will have an impact on the local area in terms of placing pressure on public transport, roads, open space and recreation facilities, heritage and cultural and local community safety services. It seems appropriate that it should be covered by the LIT. I am advised that other public sector funded projects in Birmingham have contributed towards the infrastructure and mitigation measures needed to support their development. It will always be difficult to set a tariff which will be fair to everyone, but as the rate for the College is at the lowest level in Table 3, I am satisfied that it is reasonable. As explained above, changes to the LAAP will enable all developers, including the College, to negotiate revised terms if the LAAP policies would make a scheme unviable.
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- 3.77 The Councils have tabled changes to paragraph 4.15, in response to concerns about the requirement that payment should be expected as soon as planning permission was granted. Permission does not mean that development will definitely take place, nor does it trigger the need for supporting infrastructure. I accept that, in the current economic climate, there may be delay between consent and implementation. For these reasons, I am satisfied that the change to paragraph 4.15 is needed in the interests of effectiveness.
- 3.78 Concerns were raised about the assumptions made in the original viability modelling exercise for public sector funding, in particular investment by Advantage West Midlands. In November 2008, following fresh discussions with the agency and St. Modwen, the model was re-run. This showed that based upon Net Present Values (NPV) approximately £30m additional public funding would be required. The Councils provided evidence of ongoing work to secure more public funding from a number of different sources (CD8.33). The plan runs for some 15 years and I accept that funding this far ahead can rarely be guaranteed. Given the overall scale and value of development and the significance to the region of regenerating Longbridge, I am satisfied that it should be possible to plug the apparent "gap", especially if the role of banker is extended to help identify new funding opportunities. Additional references to public sector funding in paragraphs 4.2, 4.3, new 4.4a,4.8, 4.10, Table 5 and a new appendix with information about some key sources, would help to make the plan sound on this important point.
- 3.79 The LAAP was prepared during a period of market buoyancy. As it is some 16 years since the country last faced such an economic downturn, it is perhaps unsurprising that the plan did not make allowance for the conditions which the development industry now faces. I agree that the LAAP should be assessed in terms of its

deliverability over the full plan period, and that the momentum of regeneration and development should be sustained by exercising some flexibility in the early years at planning application stage. Care needs to be exercised to ensure that the principles of the employment-based, mixed use strategy are not compromised, and that potential planning harm from development is satisfactorily mitigated. Nevertheless, I accept the need for flexibility to ensure that the plan is deliverable. I therefore support and recommend changes to the existing text, as well as a new paragraph 4.22a, which have been put forward by the Councils following discussions with the major stakeholders to inject more flexibility.

- 3.80 Table 5 of the LAAP identifies responsible bodies, delivery mechanisms and the sources of delivery funding. In my view, with amendments, this provides clear information as to the responsibilities for delivery of each of the main proposals in the plan. Table 6 sets out the monitoring requirements for each AAP Theme and Objective, identifying key performance indicators and information sources. I am satisfied that the arrangements are consistent with the requirements for monitoring core strategies outlined in PPS12. Since annual monitoring would enable any deviation from the plan to be quickly identified, I consider that the reference in paragraph 4.29 of the plan to a strategic review after 5 years is reasonable. Providing the following changes are made, I conclude that the AAP is sufficiently focused on implementation, sets out clear mechanisms for delivery and monitoring and is flexible enough to deal with change.

Page 45 onwards, paragraphs 4.2, 4.3, new 4.4a, 4.8, 4.10 and Table 5 and a new Appendix 5 – add references to public sector funding, or make clear that the public sector is included.

Page 45, paragraph 4.6, add a reference to refer to the use of planning conditions.

Add a new paragraph 4.16a describing a delivery plan, as detailed in Appendix 1.

Add a new paragraph 4.22a to explain that a flexible approach will be adopted to make allowance for market conditions, as detailed in Appendix 1.

Contents page, paragraphs 3.6, 3.16, 3.41, 3.67, 3.84, 3.99, 3.111, 3.119, 3.126, 4.7, 4.10, 4.11, 4.12, 4.14, Tables 2 and 3, and Glossary delete "Longbridge Community Infrastructure Levy (CIL)" and replace with "Longbridge Infrastructure Tariff (LIT)".

Pages 46 onwards, paragraph 4.17 and Tables 1,2,4,5 – change dates and descriptions as shown in Appendix 1.

Page 45 onwards, paragraphs 4.2, 4.3, 4.5, 4.6, 4.7, 4.10, 4.12, 4.13 and title to Table 2 – change wording to enable greater flexibility in the application of proposals.

Page 51, paragraph 4.13 – add text to refer to the banking function as detailed in Appendix 1.

Page 51, paragraph 4.15 – delete the figures for residential and non-residential payments and replace them with the figures shown in Appendix 1.

Other matters – water and flood risk

- 3.81 According to Planning Policy Statement 25: Development and flood risk (PPS25), LPAs should prepare and implement planning strategies that help to deliver sustainable development by appraising, managing and reducing flood risk. A risk-based approach should be used and flood risk assessment carried out to the appropriate degree at all levels of the planning process. There are two watercourses which cross the plan area, the River Rea to the north and River Arrow to the south. The LAAP refers to opening up both Rivers. A strategy to address water and flooding issues is described in 3.11, and Proposals OS2 and OS4 relate to the establishment of walkways/cycleways and new neighbourhood parks beside the Rivers.
- 3.82 Regarding the River Rea, the Environment Agency's indicative flood map puts parts of the Longbridge site within flood zones 2 and 3a where there would be a medium or high risk of flooding. Flood Risk Assessment was undertaken in connection with the 2003 and 2004 planning applications for Longbridge West car parks and for the Technology Park. That work pre-dated PPS25, although I was advised that the flow analysis and method of calculation complied with current standards. A full flood risk assessment (fluvial) was completed in 2008 by the two main developers (CD7.8a)
- 3.83 Although the work on flood risk assessment has not been carried out exactly in line with national policy, I was advised that a partnership approach had been taken with the developers, their technical advisors and the Environment Agency. The River Rea through Longbridge has been culverted for many years but the intention is to reinstate much of it and regrade the land after removal of the huge buildings and areas of hard surfacing, formerly associated with MG Rover. Once the majority of the River has been opened up, new areas of open space will be provided alongside, benefiting local people and ecology. Flood attenuation measures and SUDS are proposed in the LAAP, and it has been recommended that finished floor levels be set at least 600mm above the 100 year plus climate change flood level. The Environment Agency is

supportive of the development proposals which are expected to reduce the flood risk along this watercourse and create a more attractive environment.

- 3.84 For the River Arrow, the Environment Agency's indicative floodplain map showed no flooding through the AAP site. The site was shown within PPS25's flood zone 1 with less than a 1 in 1,000 annual probability of river flooding. A flood risk assessment accompanied the outline planning application for housing development (Proposal H2 in the LAAP) on the former East Works industrial site (CD7.10a). A strategic flood risk assessment has recently been carried out for Bromsgrove District Council. Results were not published at the time of the hearings although I was informed that the assessment showed no major flooding problems with the River Arrow. CD7.10a concluded that the proposed channel works would not result in any out of bank flooding through the site. It is unlikely that the proposed development would place itself or any other parts of the catchment at increased risk of flooding.
- 3.85 I have had regard for concerns that development at Longbridge and opening up the River Arrow could have a detrimental effect on the quantity and quality of water reaching the Upper Bittell reservoir. I recognise that the River is largely culverted from Cofton Reservoir to Upper Bittell and does not carry water all year round. It seems to me that the flow of water is largely a maintenance matter and need not be addressed further in the LAAP. The Environment Agency raises no objection and I have seen no evidence that the proposed development at Longbridge would be harmful to the reservoirs or this stretch of the River.
- 3.86 In conclusion, although the LAAP is not underpinned by its own flood risk assessment as expected by PPS25, I am satisfied that the plan would not increase the risk of flooding in the study area or more widely. It includes a site wide strategy to address water and flooding issues. The objective to open up the two Rivers is supported by the Environment Agency and should be beneficial to the environment. I consider that additional text in paragraph 3.172 would explain that the approach to flooding has been credible and robust. In line with PPS12, paragraph 8.1, the Proposals Map should show areas at risk of flooding (1:100 years), and I recommend that this is changed accordingly.

Other matters – sustainable development

- 3.87 Part C of the LAAP outlines a Sustainability Strategy setting out standards and principles to be achieved. Longbridge is to become an "urban eco-centre". I consider that the thrust of the approach is consistent with PPS1. The Council has proposed some additions to the text to clarify that the zero carbon target is set for 2016 and subsequent dates, and that energy demand assessments should accompany the site-wide strategies under Proposal S2. A new section heading and paragraph covering sustainability appraisal

would refer to the West Midlands Sustainable Planning Checklist. Changes to Table 6 are also proposed in order to aid future monitoring of sustainability. I consider that these changes would reinforce the strategy, making it more compliant with regional policy, and should be made to improve the LAAP's effectiveness.

Other matters – Policing

- 3.88 West Midlands Police Authority argued that the Area Action Plan's Table 2 should be more specific than merely summarising measures to secure safer communities, and should refer to "the capital costs of policing". At the hearing, the Police Authority sought to go further stating that it sought commitment in the LAAP for the provision of a police base funded by the intended new development. I was advised that the Police Authority had been a statutory consultee for the plan, so that I would have expected it to have made the case for capital funding more precisely and at a much earlier stage in plan preparation. Relevant planning policy documents including the RSS, Birmingham Sustainable Community Strategy and Birmingham's emerging Core Strategy - Issues and Options recognise the need for a safer city and crime reduction. However, they do not require a new police base at Longbridge.
- 3.89 Table 2 of the plan refers to the roll out of local anti-crime and disorder projects, and neighbourhood policing. It does not therefore rule out support for enhanced police facilities. The Councils pointed out that the local centre will provide a full range of community facilities and services, and a police base could be considered for inclusion in the Austin Centre. Moreover, Table 2 does not differentiate between capital and revenue funding. I consider that there is no need to provide additional details of the community projects nor the mechanisms which should attract funding, such as neighbourhood policing. I conclude that the LAAP provides appropriately for safer communities and neighbourhood policing, and no changes are required in respect of this matter.
- 3.90 In conclusion, the following changes are needed to make the LAAP sound:

**Page 16, paragraph 3.10, bullet point 7, amend as follows:
"Include an energy statement, energy demand assessment, and associated data on CO2 emissions"**

Page 16, after paragraph 3.15, add new Proposal DS2 on Sustainability Assessment, as detailed in Appendix 1.

Table 6 should include monitoring requirements for Objective 2, Sustainable Buildings & Infrastructure – see Appendix 1.

Pages 20-21, The Proposals Map should be changed to show areas at risk of flooding (1:100 years).

Page 44, proposal OS14, paragraph 3.172 – extend the text to provide additional information on flood risk, as detailed in Appendix 1.

Page 15, paragraph 3.4, add to the end of the first sentence "...by 2016 and beyond in subsequent phases."

Page 16, paragraph 3.10, first bullet, add "...low carbon development with a target of zero carbon by 2016 and beyond in subsequent phases."

Minor Changes

3.91 The Councils wish to make several minor changes to the submitted DPD in order to clarify, correct and update various parts of the text. Although these changes do not address key aspects of soundness, I endorse them on a general basis in the interests of clarity and accuracy. These changes are shown in Appendix 2. I am also content for any very minor alterations relating to typographical errors or paragraph/page numbering to be made.

4 Overall Conclusions

4.1 I conclude that, with the amendments I recommend, the Longbridge Area Action Plan satisfies the requirements of s20(5) of the 2004 Act and meets the tests of soundness in PPS12.

Jill Kingaby

INSPECTOR

ABBREVIATIONS

AAP	Area action plan
(CD)	Core document – in the examination library
CDT	Community development trust
CTB	Central technology belt
DPD	Development plan document
LAAP	Longbridge Area Action Plan
LDF	Local development framework
LPA	Local planning authority
MUA	Major urban area
NAC	Nanjing Automobile Corporation
NPV	Net Present Value
PPS	Planning policy statement (issued by the Government)
RIS	Regional investment site
RSS	Regional spatial strategy
WMES	West Midlands Economic Strategy

APPENDIX 1

The following changes are required to make the Longbridge Area Action Plan sound.

Foreword

Information Sources (exam docs)	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (New Text is Underlined)
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/002	Foreword section of AAP- Page 1. New sentence to be added to end of the third paragraph		<p><u>In the aftermath of the closure, the MG Rover Task Force was set up and allocated a £170m support package targeted at former MG Rover employees, suppliers and dealers and the wider community. The Task Force (a strong partnership of key organisations including Advantage West Midlands, Birmingham City Council, LSC, Job Centre Plus, GOWM, DTI, trades union, local MPs and a number of community groups and other organisations) was successful in minimising the impacts on the local community and regional economy and was commended by central government for its response.</u></p>

PART B: Vision, Themes and Objectives

Information Sources	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (New Text is Underlined)
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/001	Objective 9 - Paragraph 2.27 (p.12)	This objective is in line with policy in the Regional Spatial Strategy to provide a RIS in the A38 High Technology Corridor.	This objective is in line with <u>the West Midlands Economic Strategy (WMES) Objectives 2.1 (Birmingham Competing as a Global City) and 2.3 (Sustainable Management and Utilisation of Land and Property Assets) as well as policy in the Regional Spatial Strategy to provide a RIS in the A38 High Technology Corridor.</u>
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/001	Objective 10 – Paragraph 2.31 (p. 13). New sentence to be added to the end of the paragraph.		<u>At a strategic level, this objective is also supported through a number of WMES Strategic Objectives, including 3.3 (Driving up Ambition and Aspiration), 3.4 (Skills for Employment & Enterprise) and 1.6 (Stimulating Employer Investment in Skills & Training).</u>
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/001	Objective 11 – Paragraph 2.34 (p.13). New sentence to be added to end of the paragraph.		<u>This business objective is also supported through the WMES Strategic Objectives 1.3 (Creating Economically Sustainable New Businesses) and 1.8 (Stimulating Innovation, Creativity and Knowledge Generation).</u>

<p>Schedule of Minor Changes October 2008 -Additional Supporting Material Advantage West Midlands 24/001</p>	<p>Objective 12 – Paragraph 2.36 (p.13). New sentence to be added to the end of the paragraph.</p>		<p><u>This Objective is also supported through various strategic objectives in the WMES including 2.5 (Developing Sustainable Communities) and 2.6 (Regenerating our Most Deprived Communities).</u></p>
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Part C, D and Appendices

Information Sources	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (New Text is Underlined / PreviousText Scored Through)
Schedule of Minor Changes October 2008 - Minor amendments and corrections	References to Longbridge Community Infrastructure Levy: Contents page and paras: 3.6, 3.16, 3.41, 3.67, 3.84, 3.99, 3.111, 3.119, 3.126, 4.7, 4.10, 4.11, 4.12, 4.14, Table 2 sub-heading, Table3 heading, Glossary of terms to be amended to clarify terms	Longbridge Community Infrastructure Levy CIL	Longbridge Community Infrastructure Levy (CIL) <u>Longbridge Infrastructure Tariff (LIT)</u>

PART C: LONGBRIDGE SITE PLANS AND PROPOSALS

Information Sources	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (Changes are underlined / Previous Text Scored Through)
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/003	Paragraph 3.4 (p.15)	Longbridge will become an 'urban eco-centre'- an exemplar quality development that targets zero carbon	Longbridge will become an 'urban eco-centre' – an exemplar, quality development that targets zero carbon <u>by 2016 and beyond in subsequent phases.</u>
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/003	Paragraph 3.10 – Energy and Climate Change (p.16). First Bullet point	Minimise carbon emissions and achieve a site-wide low carbon development.	Minimise carbon emissions and achieve a site-wide low carbon development <u>with a target of zero carbon by 2016 and beyond in subsequent phases.</u>
Schedule of Minor Changes October 2008 - Additional Supporting Material Advantage West Midlands 24/004	Paragraph 3.10 – Energy and Climate Change (p.16). Bullet point 7	Include an energy statement, and data on CO2 emissions generated by new and existing developments and ongoing management and monitoring arrangements.	Include an energy statement, <u>energy demand assessment and associated</u> data on CO2 emissions generated by new and existing developments and ongoing management and monitoring arrangements.

<p>Schedule of Minor Changes October 2008 – Additional Supporting Material Advantage West Midlands 24/004</p>	<p>Proposal DS1 after para 3.15 (p.16) – New Section Heading and Paragraph (Subsequent renumbering of paragraphs also required)</p>		<p><u>'Sustainability Assessment'</u></p> <p><u>3.16 The submission of a sustainability assessment with the first outline planning applications based upon the West Midlands Sustainable Planning Checklist. This on-line tool helps developers and others assess to what extent site proposals will deliver a wide range of economic, social and environmental sustainability priorities. The checklist has been developed by the West Midlands Regional Assembly with a range of regional and national partners (including Advantage West Midlands) and can be accessed at www.checklistwestmidlands.co.uk.</u></p>
<p>Schedule of Minor Changes October 2008 - Representation no 12/006 RPS o.b.o ASDA stores</p>	<p>Policy DS1 Para 3.23 (p.18). 5th bullet point</p>	<p>Large floorplate buildings where inactive frontages are likely (e.g. supermarkets, car parks, leisure uses etc)</p>	<p>Large floorplate buildings where inactive frontages are likely (e.g. <u>supermarkets superstore</u>, car parks, leisure uses etc).</p>
<p>Schedule of Minor Changes October 2008 - Representation no 12/006 RPS o.b.o ASDA stores</p>	<p>Para 3.26 (p.22) 2nd bullet point</p>	<p>A retail quarter focussed on a range of shop and service units including a new supermarket.</p>	<p>A retail quarter focussed on a range of shop and service units including a new <u>supermarket superstore</u>.</p>
<p>Affordable Housing Minor Changes Paper – 14 October 2008</p>	<p>Paragraph 3.33, 6th bullet point (p.23)</p>	<p>A range of residential units (approximately 400 dwellings) to include 35% affordable housing. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single, families, non-disabled or disabled.</p>	<p>A range of residential units (approximately 400 dwellings) to include <u>a target of 35%</u> affordable housing. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all including young, old, single, families, non-disabled or disabled.</p>

Schedule of Minor Changes October 2008 - Representation no 12/006 RPS o.b.o ASDA stores	Para 3.52 1 st bullet point (p.25)	Retail uses including a well designed supermarket or superstore and smaller units at the ground floor suitable for retail uses	Retail uses including a well designed supermarket or superstore and smaller units at the ground floor suitable for retail uses.
Affordable Housing Minor Changes Paper – 14 October 2008	Paragraph 3.93 (p.31)	The site (6 hectare) will be developed for a minimum of 350 dwelling houses (Class C3) comprising a mix of sizes, types and tenures. It will include 35% affordable housing of a mix of types and sizes. Affordable housing to be spread across the site. Density to be in the region of 50-60 dwellings per hectare. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all.	The site (6 hectare) will be developed for a minimum of 350 dwelling houses (Class C3) comprising a mix of sizes, types and tenures. It will include <u>a target of</u> 35% affordable housing of a mix of types and sizes. Affordable housing to be spread across the site. Density to be in the region of 50-60 dwellings per hectare. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all.
Affordable Housing Minor Changes Paper – 14 October 2008 / Schedule of Minor Changes to the AAP – October 2008 (Representation No. 516 / 009 CPRE)	Paragraph 3.102 (p.32)	The site presents an opportunity to provide a range of housing, which reflects projected demand including a minimum of 35% affordable housing. The existing neighbourhood centre and public transport facilities will be improved and enhanced to serve the development and new shops, services and community facilities provided.	The site presents an opportunity to provide a range of housing, which reflects projected demand including <u>a minimum of target of</u> 35% affordable housing. <u>The scheme is intended to help meet the housing needs from the Major Urban Area, and as such any residential development will be counted towards development targets for the MUA and not Bromsgrove.</u> The existing neighbourhood centre and public transport facilities will be improved and enhanced to serve the development and new shops, services and community facilities provided.

Affordable Housing Minor Changes Paper – 14 October 2008 / Schedule of Minor Changes to the AAP – October 2008 (Representation No. 516 / 011 CPRE)	Paragraph 3.105, 1 st bullet point / The third sentence of Paragraph 3.105 should be replaced (p.32)	Dwelling houses (Class C3) a minimum of 700 dwellings with a mix of sizes types and tenures across the site. 35% of dwellings to be affordable. Density to be a minimum of 40 dwellings per hectare across whole site but responding to the differing character across the site. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all; including young, old, single or in families, non-disabled or disabled.	Dwelling houses (Class C3) a minimum of 700 dwellings with a mix of sizes types and tenures across the site. <u>A target of 35% of dwellings to be affordable.</u> Density to be a minimum of 40 dwellings per hectare <u>Density to be 40-50 dwellings per hectare</u> across the whole site but responding to the differing character across the site. New homes will also be encouraged to meet the Lifetime Homes Standard, allowing homes to be accessible for all; including young, old, single or in families, non-disabled or disabled.
Schedule of Minor Changes October 2008 - Minor amendments and corrections	Movement Framework Plan (p.37) Amend title		Movement Framework The plan title should be <u>Movement Strategy Plan</u>
Additional Minor Changes to the AAP relating to Transportation – November 2008	Movement Framework Plan (p.37)	Plan shows Lickey Road as part of Primary Movement Route/Strategic Highway Network	Change Lickey Road to Secondary Movement Route.
Minor Schedule of Changes October 2008 - Minor amendments and corrections	Movement Framework Plan (p.37)		The plan should include the proposed Junction Improvement access point at the intersection of Groveley Lane and Lowhill Lane; this is an error in the current figure.

Minor Schedule of Changes – October 2008 Minor amendments and corrections	Movement Framework Plan (p.37) Inset Plan on Wider Area Improvements Proposal T14		Delete improvement shown at junction of M5/M42 and show improvement at M4/Junction 4. Use different symbol to distinguish for these improvements and add reference to them in key.
Additional Minor Changes to the AAP relating to Transportation – November 2008	Paragraph 3.141 - Proposal T7 (p.38)	Strategic Park and Ride north of Longbridge Lane-this will be designed in accordance with the following principles; - up to 1000 spaces for park and ride users only - an attractive direct, safe.....	Strategic Park and Ride north of Longbridge Lane-this will be designed in accordance with the following principles; - up to <u>at least</u> 1000 spaces for park and ride users only - an attractive direct, safe.....
Schedule of Minor Changes – October 2008 (Representation no 516/002 and 516/006 CPRE)	Paragraph 3.148 - Proposal T14 (p.39)	Offsite improvements to the Motorway network- including: turning and junction improvements at M5 Junction 4 and where necessary M42 Junctions 1 and 2".	Offsite improvements to the Motorway network- including: turning and junction improvements at M5 Junction 4; and where necessary <u>improvements to traffic signal systems at M42 Junction 1 and 2.</u>

<p>Additional Minor Changes Relating to the Proposals Map and Flood Risk – 2 December 2008</p>	<p>Paragraph 3.172- Proposal OS14 (p.44)</p>	<p>Flooding – no development will be permitted on sites LC1-4, RIS1, H1 and EZ1 until measures are in place to prevent flooding associated with the River Rea. No development will be permitted in site H2 until appropriate measures have been put in place for the River Arrow.</p>	<p>Flooding – no development will be permitted on sites LC1-4, RIS1, H1 and EZ1 until measures are in place to prevent flooding associated with the River Rea. No development will be permitted in site H2 until appropriate measures have been put in place for the River Arrow. <u>Flood risk modelling for both rivers indicates that flooding will be contained within the development proposals contained within the AAP to enhance the river corridors based upon a 1 in 100 flood event (plus climate change) scenario. Matters relating to minimising residual risk associated with 1:1000 year events will be addressed fully at the planning application stage. The Proposals Map shows flood risk zones following implementation of development with measures in place to prevent flooding in the 1:100 flood event scenario.</u></p>
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PART D: DELIVERY AND IMPLEMENTATION

Table 1: Anticipated s.278 Scheme Requirements

(Source: Schedule of Minor Changes – October 2008)

Item	Existing AAP wording	Proposed AAP wording
A38 Road Improvements	Links with River Rea Re-profiling 2009-2011	Links with River Rea Re-profiling 2009 —2011
Longbridge Lane	2010- 2012	2010—2012 Links to development of North and West Works
Groveley Lane	2009- 2010 Links to early phase of East Works redevelopment	2009—2010 Links to early phase of East Works redevelopment
Tessell Lane	2009-2011 to tie in with A38	2009—2011 Links in with A38
Lickey Road and Lowhill Lane	2010- 2012 links to completion of East Works 1 st phase	2010—2012 Links to completion of East Works 1 st phase
Parsonage Drive Area	2010 –2012 Links to completion of East Works 1st phase	2010—2012 Links to completion of East Works 1st phase
M5 Junction 4 and M42 Junction 1 & 2	2013-2014 Links to completion of local centre	2013—2014 Links to completion of local centre
A441 Hopwood	2010- 2012 Links to completion of East Works 1st phase	2010—2012 Links to completion of East Works 1st phase
Public Transport Interchange/Longbridge Lane	2010- 2012 to tie in with other Longbridge Lane improvements	2010—2012 to tie in with Links with other Longbridge Lane improvements

Table 2: Anticipated Community Infrastructure Improvements

(Source: Schedule of Minor Changes October 2008)

Themes and Components	Phasing Existing AAP wording	Phasing Suggested AAP wording
Longbridge Railway Station	2010 -2012 Link to Longbridge Lane improvements	2010—2012-Link to Longbridge Lane improvements
Rail service and infrastructure improvements – Longbridge/ Bromsgrove and Redditch	Spring 2013 to Spring 2015 to tie in with completion of local centre and early phases of RIS	Spring 2013 to Spring 2015 to tie in with <u>Links</u> with completion of local centre and early phases of RIS
Bus Service Improvements	Introduced for summer 2011. Timetable to include early trial of Buzz Bus network	Introduced for Summer 2011. <u>Links with commencement of local centre and early phases of RIS.</u> Timetable to include early trial of Buzz Bus network.
Education and childcare – Nursery, Creche, Primary and Secondary Schools	New facilities from Spring 2010	New facilities from Spring 2010. <u>Links to delivery of housing. New facilities to be available on completion of first phases of new housing</u>
Public Art	From Spring 2009 to coincide with highway works.	From Spring 2009 to coincide with highway works. Phased throughout development of highway works
Cofton Park- open space, recreational, community and visitor facilities	Spring 2009- 2011 to partly coincide with opening of first release of east works housing.	Spring 2009– 2011 to partly coincide with opening of first release of east works housing. <u>Links to delivery of housing. Works to coincide with completion of early phases of H1 and H2.</u>
Other off site open space enhancements, recreational improvements, walking / cycling routes and ecological mitigation	Links to delivery of housing. Works to coincide with completion of early phases of H1 and H2.	Links to delivery of housing. Works to coincide with completion of early phases of H1 and H2. <u>Open space, recreational and ecological improvements link to delivery of housing. Works to coincide with completion of early phases of H1 and H2</u> <u>Walking cycling improvements link to delivery of local centre and throughout the scheme.</u>
Local Employment and Training Agreements	Autumn 2008 Linked to approval of first planning applications for construction works.	Autumn 2008 Linked to approval of first planning applications for construction works.

Enterprise and Business Support	Spring 2010. Linked to start of works on mixed use and employment quarters.	Spring 2010. Linked to start of works on mixed use and employment quarters.
Safer Communities	To start 2010. Programme Timetable linked to early residential developments.	To start 2010. Programme Timetable linked to early residential developments.
Healthy living and sports development	To start with Spring 2010. Programme timetable linked to outreach work ahead of new centre opening.	To start with Spring 2010. Programme timetable linked to outreach work ahead of new centre opening.
Lifelong Learning	To start with Spring 2010. Programme timetable linked to opening of new library at east works	To start with Spring 2010. Programme timetable linked to opening of new Cofton library at east works.
Community Cohesion and Inclusion	To start with Spring 2009 programme	To start with Spring 2009 programme. <u>Throughout development, starting on completion of early phases of development.</u>
Heritage and Culture	To start with Spring 2009 programme. Strong links with development of new library at east works and the Austin building.	To start with Spring 2009 programme. Strong Links with development of new library and The Austin building.
Sustainable transport and off-site mitigation	Coordinator to be introduced by 2010. Other improvements as scheme progresses.	Coordinator to be introduced by 2010. Other improvements as scheme progresses. <u>Linked to requirements of Site Wide Travel Plan and more detailed travel plans for specific users.</u>
S.106 and Community Infrastructure Levy Administration	Autumn 2008 onwards linked to first approved planning permissions	Autumn 2008 <u>January 2009</u> onwards linked to first approved planning permissions.

Paragraph 4.17 – Development Phasing (Source: Schedule of Minor Changes October 2008)

Paragraph 4.17 existing AAP wording	Paragraph 4.17 suggested AAP wording
<p><i>Site Remediation</i></p> <p>North and West Works Site; Spring 2008 – Summer 2009</p> <p>East Works; Spring 2008 – Summer 2009</p>	<p><i>Site Remediation</i></p> <p>North and West Works Site; Spring 2008 – Summer <u>Autumn</u> 2009</p> <p>East Works; Spring 2008 – Summer 2009 <u>Autumn 2009 – Autumn 2010</u></p>

Highways works, Transport Infrastructure and River Networks;	Highways works, Transport Infrastructure and River Networks;
<p>A38 Road Improvements and River Rea Profiling 2009 – 2011 River Arrow Profiling Spring 2009 – Spring 2010 other improvements see above tables</p>	<p>A38 Road improvements and River Rea Profiling 2009 – 2011 River Arrow Profiling Spring 2009-2010 – Spring 2010 <u>2011</u> other improvements see above tables</p>
<p>Development Construction and Key Physical Community Infrastructure</p> <p>North Works Learning Quarter Spring 2009 – Summer 2011</p> <p>North Works Retail Quarter – Spring 2009 – Autumn 2011</p> <p>North Works The Austin Building– Summer 2010 – Summer 2011</p> <p>North Works Mixed use Quarter – Summer 2010 - Summer 2015</p> <p>North Works Employment Quarter– Spring 2010 – Summer 2016</p> <p>East Works residential phase 1 – Spring 2009 – Spring 2012</p> <p>East Works Library /Community Building: Spring 2009 – Spring 2010</p> <p>East Works residential phase 2 – Spring 2012- Spring 2015</p>	<p>Development Construction and Key Physical Community Infrastructure</p> <p>North Works Learning Quarter Spring <u>Autumn</u> 2009 – Summer <u>Autumn</u> 2011</p> <p>North Works Retail Quarter – Spring <u>Autumn</u> 2009 – Autumn <u>Summer</u> 2011 <u>2012</u></p> <p>North Works The Austin Building – Summer 2010 <u>2011</u> – Summer 2011<u>2012</u></p> <p>North Works Mixed use Quarter – Summer 2010 <u>2011</u> - Summer 2015 <u>2016</u></p> <p>North Works Employment Zone– Spring <u>Summer</u> 2010 <u>2011</u> – Summer 2016<u>2017</u></p> <p>East Works residential phase 1 – Spring-2009 <u>Autumn 2010</u> – Spring 2012 <u>Summer 2011</u></p> <p>East Works Library /Community Building: Spring-2009 <u>Autumn 2010</u> – Spring-2010<u>Autumn 2011</u></p> <p>East Works residential phase 2 – Spring-2012 <u>Summer 2011</u> – Spring 2015 <u>Summer 2012</u></p>

West Works Housing – Spring 2010 – Spring 2014	West Works Housing – Spring 2010 <u>2011</u> – Spring 2014 <u>2015</u>
West Works RIS Phase 1 – Spring 2010 – Spring 2012	West Works RIS Phase 1 – Spring 2010 <u>2011</u> – Spring 2012 <u>2013</u>
West Works RIS Phase 2 – Spring 2012 – Spring 2017	West Works RIS Phase 2 – Spring 2012 <u>2013</u> – Spring 2017 <u>2018</u>
West Works RIS Phase 3 – Spring 2018+	West Works RIS Phase 3 – Spring 2018+ <u>2019+</u>
Cofton Park Improvements – 2009- 2011	Cofton Park Improvements – 2009–2011 <u>2011 – 2013</u>
Other Open Space and recreational – Spring 2009- Spring 2012	Other Open Space and recreational – Spring 2009–Spring 2012 <u>2011 – 2014</u>
	<u>Delivery will however be dependent on market conditions at the time of the Development.</u>

Table 4 Longbridge Housing Trajectory (Source: Schedule of Minor Changes October 2008)

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

Information Source	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (New text is underlined)
Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Paragraph 4.2 (p.45)	<p>The implementation of the Longbridge AAP will be very dependent upon:</p> <ul style="list-style-type: none"> • Commercial interest in the types and mix of land uses proposed. • The levels of on site constraints and development costs. • Financial returns on remediated land and packaged sites. • The viability of schemes at the time planning applications are submitted 	<p>The implementation of the Longbridge AAP <u>over the life of the plan</u> will be very dependent upon:</p> <ul style="list-style-type: none"> • Commercial interest in the types and mix of land uses proposed. • The levels of on site constraints and development costs. • Financial returns on remediated land and packaged sites. • The viability of schemes at the time planning applications are submitted. • <u>Implementation of public sector initiatives and availability of public sector and other stakeholder funding, including co-funding or gap funding, as necessary.</u>

<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>Paragraph 4.3 (p.45)</p>	<p>A detailed viability model has been established for the Longbridge AAP, which underpins and supports the proposals established in this document. An 'open book' approach has been taken with the main developer to broadly agree the variables within the model. The model has enabled the local authorities to:</p> <ul style="list-style-type: none"> • Establish the principal costs associated with the development and better understand end scheme values and site phasing. • Take into consideration the development costs of the sustainability standards detailed in the Sustainability Strategy. • Build in major major infrastructure requirements and mitigation measures. • Balance overall costs against return and identify break even. • Look at options for improving cash flow within the lifespan of the scheme. 	<p>A detailed viability model has been established for the Longbridge AAP, which underpins and supports the proposals established in this document. An 'open book' approach has been taken with the main developer to broadly agree the variables within the model. The model has enabled the local authorities to:</p> <ul style="list-style-type: none"> • Establish the principal costs associated with the development and better understand end<u>end-potential</u> scheme values and site phasing. • Take into consideration the development costs of the sustainability standards detailed in the Sustainability Strategy. • Build in major infrastructure requirements and mitigation measures. • Balance overall costs against return and identify break even. • Look at options for improving cash flow within the lifespan of the scheme <u>including public funding.</u>
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<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>4.4a (p.45) New paragraphs.</p>		<p><u>The development will require an element of public funding and further information on this is set out in table 5 and in Appendix 5.</u></p> <p><u>In addition, the previously developed nature of the site, which requires substantial remediation and other abnormal costs, means that viability is likely to be an issue in times of difficult market conditions. In such circumstances a flexible approach to any negotiations at planning application stage will be required to ensure viability and that the delivery of an acceptable scheme on the ground is not constrained or delayed. The approach to such negotiations is set out in paragraph 4.22a below.</u></p>
<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>Paragraph 4.5 to be amended (p.45)</p>	<p>The redevelopment of Longbridge will result in 10,000 jobs, a minimum of 1,450 new dwellings and approximately 3,500 new residents. This creates a need for a range of essential physical and community infrastructure and other measures, without which:</p> <ul style="list-style-type: none"> • There will be a detrimental effect on local amenity and the quality of the environment. • New developments will not be able to operate efficiently. • Opportunities to make a positive contribution towards meeting the day-to-day needs of the population may be lost. 	<p>The redevelopment of Longbridge will result in 10,000 jobs, a minimum of 1,450 new dwellings and approximately 3,500 new residents. This creates a need for a range of essential physical and community infrastructure and other measures, without which:</p> <ul style="list-style-type: none"> • There will <u>may be</u> a detrimental effect on local amenity and the quality of the environment. • New developments will not be able to operate efficiently. • Opportunities to make a positive contribution towards meeting the day-to-day needs of the population may be lost.

Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Paragraph 4.6 to be amended (p.45)	In terms of planning obligations, these may require the developer to carry out certain prescribed works to provide the appropriate infrastructure and measures (e.g. requiring that a certain proportion of housing is affordable); compensate for loss or damage created by the development (e.g. loss of open space) and/or mitigate the negative impacts of a development and to ensure that it makes a positive contribution to the communities within which it is situated (e.g. through increased public transport provision). These types of obligations, which are in line with Planning Obligations Circular 05/05 are identified in the site-specific proposals in Section C of the Plan and Tables 1 and 2 below.	In terms of planning obligations, these may require the developer to carry out certain prescribed works to provide the appropriate infrastructure and measures (e.g. requiring that a certain proportion of housing is affordable); compensate for loss or damage created by the development (e.g. loss of open space) and/or mitigate the negative impacts of a development and to ensure that it makes a positive contribution to the communities within which it is situated (e.g. through <u>environmental mitigation measures and</u> increased public transport provision). These types of obligations, which are in line with Planning Obligations Circular 05/05 are identified in the site-specific proposals in Section C of the Plan and Tables 1 and 2 below.
Schedule of Minor Changes October 2008 - Representation no 14/016 St Modwen	Paragraph 4.6 to be amended by adding new sentence at end (p.45)		<u>Where appropriate, planning conditions will also be used to secure infrastructure and other measures.</u>

<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>Paragraph 4.7 to be amended (p.45)</p>	<p>The local authorities involved in producing the Longbridge AAP have agreed a planning contributions model, which consists of both traditionally negotiated S106 elements, such as affordable housing, and a simple Longbridge Community Infrastructure Levy (CIL) to support the development of the area. This approach has several advantages including:</p> <ul style="list-style-type: none"> • Providing clarity and certainty for developers over the scale of planning contribution requirements. • Providing certainty for existing local residents and businesses that new development will make a fair contribution towards minimising the detrimental impact of schemes on local amenity and the quality of the environment. • Providing the opportunity for strategic and joined-up thinking that connects spatial planning with site phasing, delivery plans and business planning. • Providing a range of essential infrastructure at the right time in the implementation of the development. 	<p>The local authorities involved in producing the Longbridge AAP have agreed a planning contributions model, which consists of both traditionally negotiated S106 elements, such as affordable housing, and a simple Longbridge Community Infrastructure Levy (CIL)-Tariff (LIT) to support the development of the area. This approach <u>could have</u> has several advantages including:</p> <ul style="list-style-type: none"> • Providing clarity and certainty for developers over the scale of planning contribution requirements. • Providing certainty for existing local residents and businesses that new development will make a fair contribution towards minimising the detrimental impact of schemes on local amenity and the quality of the environment. • Providing the opportunity for strategic and joined-up thinking that connects spatial planning with site phasing, delivery plans and business planning. • Providing a range of essential infrastructure at the right time in the implementation of the development
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Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Paragraph 4.8 amendments (p.45)	The planning contributions model also sits alongside a package of Section 278 and S38 agreements for the private sector funding of works on local and strategic roads as required by the proposals in the Movement Strategy. The S278 Agreements provide a well tested financial mechanism for ensuring delivery of mitigation works identified and determined as necessary for planning permission to be granted. Table 1 provides information on the key S278 requirements as part of the Longbridge AAP.	The planning contributions model also sits alongside a package of Section 278 and S38 agreements for the private sector <u>and other stakeholder</u> funding of works on local and strategic roads as required by the proposals in the Movement Strategy. The S278 Agreements provide a well tested financial mechanism for ensuring delivery of mitigation works identified and determined as necessary for planning permission to be granted. Table 1 provides information on the key <u>anticipated</u> S278 requirements as part of the Longbridge AAP.
Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Table 1 Title (p.46)	S278 scheme requirements	<u>Anticipated</u> S278 scheme requirements

<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>Paragraph 4.10 amendments (p.47)</p>	<p>The planning contributions associated with the Longbridge AAP are split into traditionally negotiated agreements and a supporting Longbridge Community Infrastructure Levy (CIL), which covers both residential and non-residential elements of the development.</p>	<p>The planning contributions associated with the Longbridge AAP are split into traditionally negotiated agreements <u>under Section 106</u>, and a supporting Longbridge Community Infrastructure Levy (CIL) <u>Tariff (LIT)</u>, which covers both residential and non-residential elements of the development. <u>If the scheme is not viable at the time of submitting planning applications there will be a need for negotiations on the application, including the S106 and LIT elements, and taking account of the availability of public sector and other stakeholder funding. The approach to this is set out in para 4.22a below.</u></p>
<p>Affordable Housing Minor Changes Paper – 14 October 2008</p>	<p>Paragraph 4.11, 1st bullet point (p.47)</p>	<p>Establishing 35% affordable housing across the site.</p>	<p>Establishing A target of 35% affordable housing across the site.</p>

Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Paragraph 4.12 (p.47)	<p>Longbridge Community Infrastructure Levy</p> <p>With regard to the CIL, community infrastructure has been defined by the joint charging authorities (Bromsgrove District Council and Birmingham City Council) as 'infrastructure of local and strategic importance to the delivery of sustainable developments'. Table 2 summarises a broad schedule of community infrastructure requirements, required to support the Longbridge AAP. Further information on the community infrastructure requirements including outline costs, information sources and methods of calculation are included in the Longbridge Viability and Deliverability Technical Baseline report.</p>	<p>Longbridge Community Infrastructure Levy Improvements</p> <p>With regard to the CIL <u>LIT</u>, community infrastructure has been defined by the joint charging authorities (Bromsgrove District Council and Birmingham City Council) as 'infrastructure of local and strategic importance to the delivery of sustainable developments'. Table 2 summarises a broad schedule of <u>anticipated</u> community infrastructure requirements, required to <u>improvements</u> to support the Longbridge AAP. Further information on the community infrastructure requirements including outline costs, information sources and methods of calculation are included in the Longbridge Viability and Deliverability Technical Baseline report.</p>
Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Table 2 Title (p.48)	Longbridge Community Infrastructure Requirements	<u>Anticipated</u> Longbridge Community Infrastructure Requirements Improvements

Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Paragraph 4.13 amendments (p.51)	A significant number of the Community Infrastructure requirements will need to be delivered upfront and at certain phased intervals in the overall development schedule. This means that the planning contributions model will require a degree of forward funding to support regeneration and development. The role of banker is essential to fund infrastructure and bridge the cash flow gap between scheme expenditure and income. Income from the development will be obtained through the application of a levy on residential and non-residential development.	<p>Some A significant number of the Community Infrastructure improvements requirements will <u>may</u> need to be delivered upfront and at certain phased intervals in the overall development schedule. This means that the planning contributions model will require a degree of forward funding to support regeneration and development. <u>The role of the Accountable Body and its banking role will therefore be essential in this respect. The banker and other stakeholders will be expected to demonstrate that all reasonable endeavours have been undertaken to minimize unnecessary expenditure and to identify funding where there is a gap between scheme expenditure and income.</u></p> <p><u>Footnotes</u> <u>1. The banking function will be administered in accordance with local authority accounting regulations and principles,</u> <u>2. The banker may provide deficit funding to the LIT Fund to enable essential development works to take place in advance of receipts, subject to certain financial limits. All costs incurred under the banking function will be charged against the LIT Fund.</u></p>
Fact Check Report – Minor Change	Table 3 2 nd tariff element	A1 Supermarket	<u>A1 Supermarket Superstore</u>

<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>Paragraph 4.15 amendments (p.51)</p>	<p>Residential</p> <ul style="list-style-type: none"> • 10% upon implementable planning consent • 15% on commencement on site • 75% on a quarterly basis after the first completion is sold <p>Non-residential</p> <ul style="list-style-type: none"> • 25% on commencement on site • 25% before completion of each unit • 50% prior to the occupation of each unit. 	<p>Residential</p> <ul style="list-style-type: none"> • 10% upon implementable planning consent • 15% on commencement on site • 75% on a quarterly basis after the first completion is sold <p>Non-residential</p> <ul style="list-style-type: none"> • 25% on commencement on site • 25% before completion of each unit • 50% prior to the occupation of each unit <p>Residential and Non-Residential</p> <ul style="list-style-type: none"> • <u>25% on commencement on site</u> • <u>25% before completion of each unit</u> • <u>50% prior to the occupation of each unit</u>
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<p>Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008</p>	<p>Add new paragraph 4.16a (p.52)</p>		<p><u>There is a diverse range of infrastructure improvements to deliver the requirements of the LAAP, ranging from key strategic transport infrastructure to those that deliver community and social benefits.</u></p> <p><u>The expenditure of infrastructure monies will need to be spent against a detailed delivery plan, which sets out:</u></p> <ul style="list-style-type: none"> • <u>The various roles and responsibilities of organizations and stakeholders;</u> • <u>A construction schedule linked to tariff triggers and prioritised expenditure items;</u> • <u>A detailed delivery programme</u> • <u>A business case, appraisal and sign-off process for tariff expenditure components;</u> • <u>Agreed project milestones, outputs and outcomes;</u> • <u>Delivery agreements with lead organizations, and</u> • <u>A monitoring framework linked to LAAP monitoring and review requirements.</u> <p><u>The delivery plan will also be reviewed regularly in light of planning application submissions, viability assessments and changing infrastructure costs, tariff income and expenditure profiles.</u></p>
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	Para 4.22a	New paragraph	<p><u>It is recognized that market conditions are subject to change, and that these can impact on the viability of development. If at the time planning applications are submitted, it can be shown through an open development appraisal, that a scheme may be unviable if the LAAP's policies have to be applied in full; then the Local Authorities will enter into detailed negotiations with the applicants to determine what may be acceptable to enable the scheme to proceed.</u></p> <p><u>In such cases, the planning obligations that have not delivered the full tariff levels set out in table 3 will include mechanisms to allow the scale of obligations to be increased if it can be demonstrated that market conditions improve at the time the development is implemented. e.g. through linking the tariff payments to phases of the development.</u></p>
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Table 5: Summary Implementation Plan (p.54-56) (Source: Note on Funding - 27th November 2008)

AAP Policy / Paragraph	Existing AAP Text	Proposed Changes (underlined)	Existing AAP Text	Proposed Changes (underlined)
AAP Proposals and Policy	Delivery Funding	Delivery Funding	Phasing and Timetabling	Phasing and Timetabling
Proposals S1 – Sustainability Building Standards	Private Sector	Private Sector <u>and Homes and Communities Agency (HCA)</u>		
Proposal S2 – Site Wide Sustainability Criteria	Private Sector	Private Sector <u>and Lottery Funding RFA</u>		
Proposal LC1 and LC2 Learning Quarter			Start on site 2008 following completion of remediation works. Completion 2010.	Start on site 2008 <u>2009</u> following completion of remediation works. Completion 2010 <u>2011</u> .
Proposal LC1 and LC3 Retail Quarter			Start on site 2008 following completion of remediation works. Completion 2011 onwards.	Start on site 2008 <u>2009</u> following completion of remediation works. Completion from 2011 <u>2012</u> onwards.
Proposal LC1 and LC4 – Mixed use quarter inc hsing, heritage building, offices	Private Sector RSL	Private Sector RSL <u>Lottery Funding</u>	Start on site 2008 following completion of remediation works.	Start on site <u>2011</u> . site 2008 following completion of remediation works.
Proposal EZ1	Private Sector	Private Sector <u>RFA HCA</u>	Start on site 2008 following completion of remediation works.	Start on site <u>2011</u> . 2008 following completion of remediation works.
Proposal RIS1	Private Sector AWM CTB	Private Sector <u>RFA HCA</u>	First phase start on site 2010.	First phase start on site 2010 <u>2011</u> .
Proposal H1 – Housing on West Works			Start on site 2010.	Start on site 2010 <u>2011</u> .
Proposal H2 – East Works Housing			Start on site 2009.	Start on site 2009 <u>2010</u> .
Transport and Movement Strategy (OS1-17)	Private Sector Local Authorities Funding Programmes	Private Sector Local Authorities <u>Stakeholders Funding Programmes</u>	Start on site 2008.	Start on site 2008 <u>2009</u> .
Environment Open Space and Landscape Strategy (OS1-17)	Private Sector Local Authorities Funding Programmes	Private Sector Local Authorities <u>Stakeholders Funding Programmes</u>	Start 2008 following completion of remediation works.	Start 2008 <u>2009</u> following completion of remediation works.

Table 6: Longbridge AAP Monitoring Requirements (p.57-62) (Source: Schedule of Minor Changes – October 2008 / Additional Supporting Material Advantage West Midlands 24/005)

New Table Entry

AAP Themes and Objectives	AAP Proposals and Policy	Key Performance Indicators (KPI)	Indicator Cross Reference	Information Source	Responsibility
<u>Obj. 2 – Sustainable Buildings and Infrastructure</u>	<u>S2</u>	<u>KPI 9: Reduction in carbon dioxide (CO2) emissions produced in the AAP area</u>	<u>BCC Sustainable Community Strategy</u>	<u>Utilisation of assessment tool</u>	<u>BCC / BDC</u>
		<u>KPI10: Climate change adaptation measures in the AAP area</u>	<u>BCC Sustainable Community Strategy</u>	<u>Collection of information on projects</u>	<u>BCC / BDC</u>
		<u>KPI 11: Increase in the percentage of household waste sent for recycling</u>	<u>Links to Draft BCC Municipal Waste Management Strategy (BVPI 82a)</u>	<u>Waste collection data</u>	<u>BCC / BDC</u>
		<u>KPI 12: Reduction in the weight (in kilograms) of household waste collected per head of the population</u>	<u>Links to Draft BCC Municipal Waste Management Strategy (BVPI 84)</u>	<u>Waste collection data</u>	<u>BCC / BDC</u>

APPENDICES

EXISTING APPENDICES

APPENDIX 4 Glossary of Terms (p.66-72)

Information Source	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (Changes are underlined)
Schedule of Minor Changes October 2008 - Representation no 12/002 RPS o.b.o ASDA stores	Appendix 4 Glossary of terms to be amended by adding definition of active frontage		<p><u>Active Frontages</u></p> <p><u>Active frontages are frontages with main doors and windows-including glazed store frontages-at street level adjoining the public realm and highways to allow activity natural surveillance and overlooking.</u></p>
Schedule of Minor Changes October 2008- Representation no 12/006 RPS o.b.o ASDA stores	Appendix 4 Glossary of terms to be amended by adding definition of superstore		<p><u>Superstores</u></p> <p><u>Superstores are self-service stores selling mainly food, or food and non-food goods with more than 2,500sq.m. trading floorspace.</u></p>

NEW APPENDIX

APPENDIX 5: OTHER SOURCES OF FUNDING (source: Note on Funding – 27th November 2008)

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

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

PROPOSALS MAP

- 1 Flood Risk Amendment: Show the area subject to a 1:100 year flood risk alongside the River Rea, to which Proposal OS14 relates
- 2 Delete Lickey Road from the "Primary Movement Route".

APPENDIX 2

The following minor changes have been put forward by the Councils, and should be made in the interests of clarification.

LPAs' Information Source	AAP proposal / paragraph	Existing AAP text	Proposed change(s) (Changes are underlined)
Schedule of Minor Changes to the AAP – October 2008 (Representation No. 516 / 008 CPRE)	Paragraph 3.52 Proposal LC3 Additional pullet point to be added (p.25)		<u>Services for visiting members of the public (e.g. dentists, launderettes, betting offices) where these do not impinge on the viability of the centre.</u>
Schedule of Minor Changes October 2008 - Representation no 22/001- Sport England	Paragraph 3.48 3rd sentence to be amended (p.24).	It will include facilities accessible to the general/public including a library and recreational/sports facilities/resources	It will include facilities accessible to the general/public including a library and recreational/sports facilities/resources, <u>which will be achieved through appropriate legal agreements.</u>
Schedule of Minor Changes October 2008 - Minor amendments and corrections. Also CPRE Representation 516/014	Paragraph 3.106 second bullet (p.32)	Health centre, day nursery, place of worship (Class D2) to be located at the northern end of the site.	Health centre, day nursery, place of worship (Class <u>D2 D1</u>) to be located at the northern end of the site.
Additional Minor Changes to the AAP relating to Transportation – November 2008	Paragraph 3.142 - Proposal T8 (p.39)	Highway improvements in the Area Action Plan area- comprising highway and/or junction improvements on the A38 Bristol Road south, Lickey Road, Lowhill Lane, Longbridge Lane, and Groveley Lane. These measures will include signal controlled junctions, bus priority measures, access points, bridge work, landscaping, tree planting, pedestrian, bus and cycle facilities as appropriate.	Highway improvements in the Area Action Plan area- comprising highway and/or junction improvements on the A38 Bristol Road south, Lickey Road, Lowhill Lane, Longbridge Lane, and Groveley Lane. These measures will include signal controlled junctions, bus priority measures, access points, bridge work, landscaping, tree planting, pedestrian, bus and cycle facilities as appropriate. <u>All improvements will be designed to be attractive to pedestrians and cyclists.</u>

<p>Additional Minor Changes to the AAP relating to Transportation – November 2008</p>	<p>Paragraph 3.143 - Proposal T9 (p.39)</p>	<p>Car parking- A multi storey car park is proposed to serve the local centre. The car park to be well designed with attractive elevations wherever possible and measures to minimise impact on nearby residents. The majority of the parking spaces for the Regional Investment Site are to be located in multi-storey car parks. Across the AAP area there will be no site extensive surface car parking and parking should not normally be visible from the public realm. Car parking standards are set out in Appendix 3. Birmingham City Council's Car Park Design Guide will apply. Car park management plans to be prepared to promote shared use of car parking to include appropriate charges to encourage modal shift.</p>	<p>Car parking- A multi storey car park is proposed to serve the local centre. The car park to be well designed with attractive elevations wherever possible and measures to minimise impact on nearby residents. The majority of the parking spaces for the Regional Investment Site are to be located in multi-storey car parks. Across the AAP area there will be no site extensive surface car parking and parking should not normally be visible from the public realm. Car parking standards are set out in Appendix 3. Birmingham City Council's Car Park Design Guide will apply. <u>Planning conditions will require car park management plans to be prepared to promote shared use of car parking to include appropriate charges to encourage modal shift.</u></p>
<p>Schedule of Minor Changes - October 2008 Representations- No 516/005 CPRE No 552/001 Nanjing Automobile Corporation, No 335/001 Roger King (Road Haulage Associaton)</p>	<p>Paragraph 3.144- Proposal T10 (p.39)</p>	<p>Access points –the main road access points into the new development are shown on the Movement Strategy Plan and will be constructed to an appropriate standard. An adoption regime will be agreed.</p>	<p><u>Access points –the main road access points into the new development are shown on the Movement Strategy Plan and will be constructed to an appropriate standard. Further 'minor road access' points will also be required. An adoption regime will be agreed.</u></p>
<p>Schedule of Minor Changes – October 2008 (Representation no 516/002 and 516/006 CPRE)</p>	<p>Paragraph 3.149 - Proposal T15 (p.39)</p>	<p>Traffic management measures, residents' parking zones, outside the AAP areas needed as a result of the development</p>	<p><u>Traffic management measures, residents' parking zones, and other measures such as signage outside the AAP areas needed as a result of the development."</u></p>

Schedule of Minor Changes October 2008 - Minor amendments and corrections	Open space map (p.40) Title		Open Space Map The plan title should be <u>Environment, Open Space and Landscape Strategy Plan</u>
Additional Minor Changes to the AAP Relating to Delivery and Implementation – 26 November 2008	Paragraph 4.11 Heading (p.47)	Negotiated Elements	Negotiated Elements <u>Section 106 Agreements</u>
Affordable Housing Minor Changes Paper – 14 October 2008	Paragraph 4.11 (p.47)	The key negotiated elements of the scheme to include:	The key negotiated elements of the scheme <u>elements of the scheme for negotiations to include:</u>
Affordable Housing Minor Changes Paper – 14 October 2008	Glossary of terms Definition Affordable Housing 1 st line (p.66)	There is a range of affordable housing including	There is a range of affordable housing including <u>Affordable housing to include the following:</u>

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

16TH MARCH 2009

DRAFT CORE STRATEGY

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non-Key Decision	

1. SUMMARY

- 1.1 The purpose of this report is to update Members on the current position in relation to the consultation carried out on the Draft Core Strategy.

2. RECOMMENDATIONS

- 2.1 That Members note progress on the consultation process in relation to the Draft Core Strategy.

3. BACKGROUND

- 3.1 Members will recall on the 23rd October 2008 the Draft Core Strategy was approved for consultation purposes.
- 3.2 To recap, the Draft Core Strategy is not the final document and is not a draft plan but rather, it provides the basis for consultation and is capable of being changed prior to submission. A final document will subsequently be prepared for submission to the Secretary of State for examination by an independent Inspector.
- 3.3 Although proposed detailed wording of policies was not required at this stage, it was included in order to test them prior to Submission.

4.0 UPDATE

- 4.1 Consultation on the Draft Core Strategy commenced on the 31st October 2008 for a period of approximately 15 weeks until 16th February 2009. Two other documents were also specifically consulted upon during this period including the Sustainability Appraisal and the Consultation Report.
- 4.2 Letters and emails were sent to all consultees held on the LDF database which includes statutory consultees, organisations and individuals who had previously expressed a wish to be consulted. Statutory Consultees received hard copies of the document and other consultees received notification and a summary leaflet which also detailed where the full document could be viewed. The dedicated website contained information on the document itself, the consultation process, together with links to

other relevant documents and the evidence base. Offers of individual presentations on the Draft Core Strategy were sent to all Parish Councils. These offers were taken up by the Hagley and Alvechurch Parish Councils and also by CALC. Copies of the document were made available in the Customer Service Centre, local libraries and the reception at the Council House. A static exhibition was also prepared which, for the majority of the period, was displayed in the Customer Service Centre. Two “drop in” days were organised, one in conjunction with Redditch on the 6th January and one at Bromsgrove Council House on the 8th January. Bromsgrove’s “drop in” day was well attended with over 50 people participating in the event. The event had been advertised at the Customer Service Centre, on the website, in the individual letters/ emails, in Together Bromsgrove and in an advert which appeared in the local press.

- 4.3 Approximately 120 responses had been received by 17th February, either by post or email. 36% of responses were received from other statutory bodies and other similar organisations, 35% from the private sector and 28% from members of the public. The findings are that the consultation has been generally positive and helpful. Useful responses include for example, updates of information, suggestions for improvements and pointers on how to strengthen the evidence base. The results are currently being analysed in detail and appropriate officer responses are being formulated.
- 4.4 The Government Office for the West Midlands (GOWM) have also responded and have raised various concerns about the document, for example, that it considers that it “contains a number of criteria based development control policies, more appropriate to old style local plans”. It is also concerned about the treatment of cross boundary issues with Redditch. As it has similar concerns in relation to Redditch’s Draft Core Strategy, a joint meeting with both Councils has been requested. This is due to take place on 9th March and Members will therefore be verbally updated on the outcome at your meeting.
- 4.5 Joint Member meetings have also taken place between Stratford DC, Redditch BC and Bromsgrove DC to discuss the findings of the White Young Green Stage 2 Study and in order to establish a way forward. The results of these meetings are reported elsewhere on your agenda.
- 4.4 A letter has been received from the West Midlands Regional Assembly confirming that the document is in Regional Conformity with the Regional Spatial Strategy.

5. NEXT STEPS

- 5.1 The responses will be analysed in detail and systematically recorded. Officer’s responses to the representations will be prepared and changes recommended to the document(s) as appropriate. Such changes will be reported back to you in due course.

- 5.2 Following the outcome of the West Midlands Regional Spatial Strategy Examination in Public (WMRSS EiP), as discussed elsewhere on your agenda, it is proposed to allocate strategic sites, which will be indicated on a detailed Proposals Map and subject of further consultation prior to Submission.
- 5.3 Submission of the final document is unlikely to take place until the outcome of the WMRSS EiP is known. Secretary of State Proposed Changes are scheduled for "late 2009". Submission is therefore unlikely to occur until after this time. This is also being discussed with GOWM at the meeting on 9th March and similarly Members will be updated verbally on this aspect.

6. FINANCIAL IMPLICATIONS

There are no direct financial implications of receiving this report.

7. LEGAL IMPLICATIONS

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.

8. COUNCIL OBJECTIVES

8.1 Objective 1 Regeneration - Priorities, Town Centre and Housing

The Draft Core Strategy identifies the long term spatial vision for the district this includes key areas such as the regeneration of the town centre.

Furthermore, proposed policies within the Draft Core Strategy direct where and when new housing should be built across the district up to 2026, it looks at affordable housing, which will be supplemented by an Affordable Housing SPD which will aim to maximise affordable housing provision across the district.

8.2 Objective 3 Improvement- Priority, Sense of Community

Extensive consultation has been carried out at various stages during the preparation of the Draft Core Strategy and in the course of the preparation of the supporting evidence base. The Draft Core Strategy is a publicly available document that identifies the vision for the District up to 2026.

8.3 Objective 4 Environment- Priority, Clean Streets and Climate Change

The Draft Core Strategy sets out the long term spatial vision for the district and the strategic policies required in delivering that vision. It attempts to tackle social, economic and environmental issues affected by the implementation of various policies. Climate change is a central theme of the Draft Core Strategy and it contains specific policies which address this issue.

9. RISK MANAGEMENT

9.1 The main risks associated with the details included in this report are:

- Inability to produce development plan document which is judged to be sound by the planning inspectorate and therefore resulting in non legally compliant Strategic planning service

9.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
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 people's lives including living, working, shopping, leisure and education. Public consultation has been and will be extensively undertaken throughout the process.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

11.1 An equalities impact assessment will be carried out on the final submission version of the strategy, although attempts will be made to consult with all sections of society as the plan progresses towards completion.

12. VALUE FOR MONEY IMPLICATIONS

12.1 Whilst there are no direct value for money implications connected with this report, methods to provide value for money are continuously being explored, for instance via joint procurement for external consultancy work identified as a requirement to provide a robust evidence base for the Core Strategy and striving to carry out consultation on various documents concurrently thereby achieving cost savings.

13. OTHER IMPLICATIONS

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	The core strategy forms an essential part

	of the LDF and the policies contained within the core strategy will shape future development.
Environmental	Draft Core strategy contains policies in relation to the environment.

14. **OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	No
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

15. **WARDS AFFECTED**

All wards.

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

16TH MARCH 2009

HOUSING MARKET ASSESSMENT

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non Key Decision	

1. SUMMARY

1.1 The purpose of this report is to inform Members of the key findings of the Housing Market Assessment and the implications for the formulation of policies within the Draft Core Strategy.

2. RECOMMENDATION

2.1 That Members note the key findings of the Housing Market Assessment and how these findings have informed the formulation of the Draft Core Strategy.

3. BACKGROUND

3.1 The Housing Market Assessment (HMA) has been commissioned by Strategic Planning, Strategic Housing and the RSL Preferred Partners and was carried out by Housing Vision. It provides a detailed study of the housing market in Bromsgrove. It provides details of the current housing stock and existing trends, and predicts what housing will be required to meet the needs of the district up to 2026.

3.2 All planning documents need to be founded on robust and credible evidence. This study forms part of the evidence base for the Core Strategy and the key findings have been used to inform policies within the Draft Core Strategy.

4. Housing Market Assessment (HMA)

4.1 The executive summary of the HMA is attached as Appendix 1, the full study has been placed in the members room and is also available to view at www.bromsgrove.gov.uk/corestrategy. Members will recall that they were invited to a presentation of the HMA by Dr Richard Turkington (Housing Vision) on 24th November 2008. This report will briefly summarise the key findings of the HMA that are relevant to Strategic Planning and how these findings have been incorporated within the Draft Core Strategy.

4.2 The study identified that there are significant movements of people within the district on a daily basis, with almost 11,000 people commuting to Birmingham from Bromsgrove, and over 4,000 people moving in the other direction. There are also significant numbers of people that live in Bromsgrove and work in

Redditch (2,635), Dudley (1,982) and Solihull (1,957). The assessment was primarily commissioned to inform housing supply policies, but these high levels of out-commuting also need to be addressed through other policies within both local and Regional planning policy. For example this information has been used in the formulation of Core Policy 8: Distribution of New Employment Development and Core Policy 10: Sustainable Transport. CP8 aims to promote new technology opportunities and create skilled jobs at locations such as Longbridge and Bromsgrove Technology Park. This should enable more people to live and work within the District. Both of these policies encourage development in the most sustainable locations; this should also help to reduce commuting distances.

4.3 The HMA looked in detail at migration patterns over the past five years and found, that there have been significant levels of in-migration of families with young children, and to a lesser extent there have been consistent gains in the retirement population. There has been a net loss of 900 people aged 16-24 in the past 5 years. These patterns suggest that the availability of large detached properties in an attractive setting has enticed wealthy families from the Major Urban Area (MUA). On the other hand the lack of smaller, more affordable accommodation has pushed young adults towards the MUA where housing is generally more affordable. Birmingham and the MUA has a range of other factors that attract younger people such as improved social and employment opportunities. Whilst it is recognised that it is not possible to compete with Birmingham more can be done in Bromsgrove to retain young adults. Core Policy 9: Retail and Town Centre Regeneration supports the regeneration and expansion of Bromsgrove Town Centre. Improved retail facilities and improved nightlife may help to retain young people coupled with the creation of more skilled jobs through the previously mentioned employment policy.

4.4 Part of the study focuses on the composition of the existing housing stock and identifies that only 11% of properties are social rented. This compares with an average of around 20% in the West Midlands. There is other compelling evidence that suggests that there is a lack of affordable housing as the council waiting list has grown by 30% since 2002. In addition it has been identified 47% of single income households and 64% of joint income households are unable to access market housing, and therefore require a form of affordable housing. Core Policy 16: Affordable Housing aims to deliver a greater level of affordable housing across the district.

4.5 As part of the HMA financial modelling work was carried out on a variety of potential housing sites that have differing characteristics such as size, location and whether brownfield or Greenfield. The model factored in considerations such as build costs, fees, land valuations and profit and concluded that a 40% affordable housing was viable and achievable for the private sector. This information was used to set a target for affordable housing within Core Policy 16. A high court decision on the Blythe Valley Core strategy quashed their affordable housing policy, as it was not deemed to have been supported by the evidence required by Para 29 of PPS3 which indicates that any target for affordable housing *'should also reflect an assessment of the likely economic viability of land for housing within the area, taking account of risks to delivery and drawing on informed assessments of the likely levels of finance available for affordable housing,*

including public subsidy and the level of developer contribution that can reasonably be secured. It is believed that as this work has been done the core strategy has taken into account this high court ruling, and its affordable housing policy will be judged sound. Further work may be required closer to submission of the strategy to take into account the financial situation of the house building industry at that time. (The financial modelling work is attached to the copy of full the HMA in the members room)

4.6 A significant section of the assessment focuses on modelling household change and predicting growth. It has been identified that there will be an increase of approximately 8,000 households by 2026. The housing requirements arising from household growth will be:

- 850 two bed general needs properties
- 4,800 two bed properties for people of retirement age
- 1,575 properties suitable for the older elderly
- 125 three bedroom houses

It must be stressed that this modelling provides a good indication of the housing needs across the district, although it is impossible to identify all potential sources of demand for housing, and as such certain assumptions have been made about future needs based on past trends.

4.7 This data has been used to inform Core Policy 12: Size, Type and Tenure of Housing. The policy identifies that there needs to be a dramatic shift in house building patterns across the district with a much greater focus on two and three bedroom properties and also properties that are suitable for the elderly. It is important that new housing meets the needs of people in the district and reduces the levels of migration from the MUA, by no longer providing only large new properties that can generally only be afforded by those outside the district.

4.8 In conclusion it is clear that information contained within the Housing Market Assessment has helped to inform a number of policies within the Draft Core Strategy. The HMA has provided evidence for not only detailed housing policies but also supports transport and employment policies that focus on delivering sustainable development. The HMA is therefore an essential part of the evidence base for the Draft Core Strategy.

5. TIMESCALES

5.1 None

6. NEXT STEPS

6.1 Continue to use the HMA as part of the evidence base as the Draft Core Strategy evolves.

7. FINANCIAL IMPLICATIONS

7.1 The Housing Market Assessment (HMA) has been procured by Strategic Planning, Strategic Housing and RSL Preferred Partners. Splitting the costs between the different departments/companies has resulted in cost savings.

8. COUNCIL OBJECTIVES

8.1 Objective 1 Regeneration - Priority Housing

The HMA provides evidence for a number of policies within the Draft Core Strategy. In particular it forms a number of housing policies including maximising the delivery of affordable housing.

9. LEGAL IMPLICATIONS

9.1 The HMA is a required piece of evidence that is needed to inform the Core Strategy. Once adopted the Core Strategy 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) Regulations 2004.

10. RISK MANAGEMENT

10.1 The main risks associated with the details included in this report are:

- Inability to produce development plan document which is judged to be sound by the planning inspectorate and therefore resulting in non legally compliant Strategic planning service

10.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
Key Objective: Effective, efficient, and legally compliant Strategic planning Service

11. CUSTOMER IMPLICATIONS

11.1 Information within the HMA will be used to maximise the delivery of affordable housing through the Core Strategy. The delivery of suitable housing for the local community could have a significant impact on people's lives.

12. EQUALITIES AND DIVERSITY IMPLICATIONS

12.1 None

13. VALUE FOR MONEY IMPLICATIONS

13.1 The Housing Market Assessment (HMA) has been procured by Strategic Planning, Strategic Housing and RSL Preferred Partners. Splitting the costs between the different departments/companies has resulted in cost savings.

14. OTHER IMPLICATIONS

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	The HMA will inform future policy decisions in the Core Strategy. The Core Strategy forms an essential part of the LDF and the policies contained within the core strategy will shape future development.
Environmental	None

15. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	No
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

16. WARDS AFFECTED

All wards.

17. Appendices

Appendix 1 - Bromsgrove District Housing Market Assessment Executive Summary.

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EXECUTIVE SUMMARY

ES1.0 Introduction

ES1.1 This report provides a district level Housing Market Assessment for the Bromsgrove District Council area and focuses on five questions:

- how can we define the Housing Market Area for Bromsgrove?
- who lives in the Bromsgrove area? How might this change, and what are the implications for determining the future need and demand for housing in the area?
- what choices do consumers have in the local housing market? What are the gaps in the pattern of supply and how affordable is local housing?
- what is the projected future need for housing in Bromsgrove?
- what are the implications of this analysis for intervening in the local housing market?

ES2.0 How Can Bromsgrove's Housing Market Area be Defined?

ES2.1 There are significant movements of people in either direction between local authorities, including:

- Almost 11,000 commuting to Birmingham and over 4,000 in the opposite direction;
- Almost 2,600 commuting to Redditch and almost 2,800 in the opposite direction;
- Almost 2,000 commuting to Dudley and over 1,500 in the opposite direction;
- Over 1,500 commuting to Wychavon and almost 1,500 in the opposite direction.

ES2.2 Further research is required to identify the extent to which this level of cross-commuting could be reduced by better matching of housing to households.

ES2.3 Analysis of live: work and home move patterns, and interviews with property agents confirm that the Bromsgrove District housing market has a wide reach and that its Housing Market Area consists of concentric inner, middle and outer rings as follows:

- An Inner Ring extending from Bromsgrove north to Rubery/Rednal; east to Redditch; west to Kidderminster; and south to Droitwich;
- A Middle Ring which extends to:
 - Birmingham;

Bromsgrove: **Housing Market Assessment**

- Dudley;
 - Solihull;
 - Wychavon; and
 - Wyre Forest.
-
- An Outer Ring which extends to:
 - Sandwell
 - Worcester; and
 - Stratford-on-Avon.

ES3.0 Social and Demographic Trends Affecting the Need and Demand for Housing

ES3.1 The total number of households in the District is projected to increase by 8,000 between 2006 and 2026, a trend which implies a strong locally generated growth in the need and demand for housing.

ES3.2 There is likely to be relative stability in the locally generated need and demand for housing from the younger and working age populations, but very large increases in the need and demand for housing with care from older people, especially from the oldest elderly whose numbers will almost double.

ES3.3 Using NHS patient registration data, we can identify that over the past five years, Bromsgrove has gained population from in particular, Birmingham (+4,820), Dudley (+920) and Sandwell (+630); and, has continued to lose population to Wychavon (-770), Wyre Forest (-240) and Stratford (-190).

ES3.4 There have been very large gains through migration in families with young children, and to a lesser extent consistent gains in the retirement population. There has been a net loss of 900 people aged 16-24 in the past five years, some of which may be due to housing problems.

ES3.5 There has been a recent increase in the number of registered migrant workers in the district since 2004, especially from A8 Accession countries including Poland and the Slovak Republic. This trend requires close monitoring in terms of the impact on the housing market, and of the extent of longer term settlement in the District.

ES4.0 Choice in the Local Housing Market

ES4.1 In the context of demographic projections which imply a large increase in the need and demand for smaller homes, Bromsgrove's property profile is heavily skewed towards family housing and home ownership, with only a very limited supply of affordable homes available.

Bromsgrove: **Housing Market Assessment**

- ES4.2 The effect of new completions against right to buy sales during the past five years is a net loss of 134 affordable homes.
- ES4.3 The number of new social sector tenancies increased in the previous two years, reaching 284 in 2006-07, which is equivalent to a turnover rate of 7.8%.
- ES4.4 On the basis of applicant to lettings ratios, the stronger demand is for smaller homes, especially one bed bungalows, two bed houses and one bed flats; and there is lower demand for three bed family homes and two bed flats.
- ES4.5 Local property agents identified a vigorous rental market, with a strong demand for two and three bed properties.
- ES4.6 There were 27 shared ownership sales in Bromsgrove in 2007-08 and 42 in 2006-07 of which 12 were re-sales; and over the same period, there were 75 applications for housing in the Bromsgrove area, of which only 11 were successful.
- ES4.7 Reflecting the overall profile of properties in the district, most sales (40%) were of larger detached or semi-detached properties (38%); smaller terraced houses made up less than 20% of sales and flats only 4%.
- ES4.8 There are two trajectories of prices with a bunching of sales (44%) especially of semi-detached and terraced houses at £100-£150k, and of detached properties at £200-£300k.
- ES4.9 Confirming the pattern for all 2007-08 sales, the current re-sale market is dominated by family housing, with only one in four properties either one or two bed.
- ES4.10 Most new homes sold in Bromsgrove are detached or semi-detached houses, with less than one quarter smaller flats.

We would estimate at August 2008 that lower values achievable are in the region of £2,500 per square metre, higher values in the region of £4,000 per square metre, and that £3,300 per square metre represents the average value achievable.

- ES4.11 Unsurprisingly, local estate agents identified both price reductions and a slowdown in sales rates compared with last year. There is evidence of an oversupply of larger family homes and of an associated shortage of smaller and more financially accessible properties.

ES5.0 Affordability in the Bromsgrove Housing Market

ES5.1 To provide a context for our analysis, the latest 'Difficulty of Access to Owner Occupation Indicator' published by DCLG in October 2006 but using 2004 property price data, identifies that 70.9% of Bromsgrove households headed by a person under 35 will have difficulty accessing owner occupation.

ES5.2 We would estimate that 53% of single households are able to get into the housing market, and that 36% are able to move on in the housing market;

ES5.3 By implication, 47% of single income and 64% of joint income households would require other forms of affordable housing;

ES5.4 The provision of New Build HomeBuy options would improve access to two bed properties but would not improve access to three bed properties.

ES6.0 Consultation with Local residents and Stakeholders

ES6.1 107 face-to-face and telephone interviews were undertaken by The Bridge Group in June 2008 with young people (aged up to 30), one group living or working in Bromsgrove district and another on the Council's Housing Register; older people (aged over 60) on the Council's Housing Register or who were owner occupiers or private renters, and agencies and individuals with knowledge of black, minority ethnic and migrant housing needs.

ES6.2 Findings for younger people show a need to develop flexible 'housing pathways' that reflect younger people's incomes and aspirations as much as possible.

ES6.3 The low awareness of and caution about shared ownership suggests that HomeBuy options need to be more effectively publicised and promoted to younger people.

ES6.4 More generally, young people need more information and opportunity to consider and decide on their housing options from school age onwards. This needs to include a stronger focus on the role and identity of housing associations.

ES6.5 Findings for older people identify the need to develop more aspirational, two-bedroom products and options aimed and marketed at older people and equity release schemes;

ES6.6 The active promotion of shared ownership and support to help older people understand and manage the process of using this approach;

ES6.7 The development of 'retirement villages', incorporating a range of options with tailored care and support;

ES6.8 Extra care accommodation, including shared equity options – around 290 homes of this sort are already being developed within the district;

ES6.9 Increased and expanded incentives for older people in large, family homes to downsize and release their property for younger households. Incentives will need to become more valuable and creative to offset the potential for inertia created by care and support being available to people in their existing homes; and

ES6.10 General, ongoing education and information about what's realistically available in a green belt area.

ES6.11 Even among equality agencies, evidence about the housing needs of black, ethnic minority and migrant people in Bromsgrove tended to be anecdotal because of the very small numbers involved. Most of the agencies said that they had only experienced a few cases of non-white UK people presenting particular housing needs in the district and found it hard to identify patterns or trends.

ES6.12 Where people from black, ethnic minority and migrant groups have moved into the district (for example, Asian taxi drivers and those employed in the food/restaurant trades), these tend not to stay and quickly move onto the nearby urban centres.

ES6.13 There is evidence of professional people from non-white groups buying homes in areas like Hagley and Barnt Green. But overall, the district (and particularly the town centre) is perceived as lacking diversity and the vibrancy that this can sometimes create.

ES6.14 Growing numbers of young, dual heritage, Afro-Caribbean/white households are a significant development in the local population. Although the Housing Trust's lettings records do not suggest that this group is yet accessing local social housing in any great numbers, the particular needs of this group should be considered.

ES7.0 The Future Requirement for Housing

ES7.1 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.

ES7.2 These estimates imply the need for a dramatic change in house building in the district towards providing many more two bed homes for all age groups.

Bromsgrove: **Housing Market Assessment**

Failure to provide alternatives for the rapidly increasing pensioner 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.

ES7.3 Modelling identifies a requirement for 70 affordable housing units over each of the next ten years.

There is evidence that local young people who are working in Bromsgrove but whose incomes are insufficient to buy a home in the district are having to move to neighbouring lower cost areas, commute in to work each day and are not accounted for in determining the local requirement for affordable housing.

ES8.0 Dynamics and Drivers in the Bromsgrove Housing Market

ES8.1 There are powerful drivers at work shaping both the choice of housing in Bromsgrove and the future profile of the population to the extent that the housing market is increasingly unable to meet the requirements of the resident population.

ES8.2 From our analysis of the challenges facing the district in creating a more balanced housing market - especially to improve the choice of housing for local people - the priorities for intervention are:

1. to increase the supply of affordable and financially accessible housing across the tenures, from low cost 'starter homes'; through shared ownership and shared equity options to sub-market and social rental properties. We would strongly advise developing - with key strategic partners - an affordable housing strategy which identifies those products which best fit Bromsgrove's changing population, local incomes and housing market dynamics, and which identifies how a combination of capital receipts, subsidy and planning policy can improve the supply of affordable homes across all the housing stock.
2. to increase the supply of one and two bed homes in all sectors. In the social sector, this might be achieved by transferring some properties from Category 1 or 2 to general needs use. In the owner occupied sector, there is growing evidence, including that from local estate agents, of declining demand for one bed flats, and we would strongly advise against building such properties, including for shared ownership, unless there is clear evidence of demand. In the market sector, the challenge is to develop affordable, aspirational and viable two bed products. In the context of the tendency for developers and house builders to build larger family homes, this priority will need to be reflected in planning policy and practice.
3. to stimulate the supply of private sector homes, for example, through bringing empty properties back into use and by developing flats over

Bromsgrove: **Housing Market Assessment**

shops, including giving consideration to making Private Sector grants and loans directly to landlords to stimulate such activity.

4. to encourage the development of good quality and aspirational homes for older people, especially in the market sector, providing mainly two bed properties, and including consideration of encouraging mixed tenure retirement communities and/or villages providing a full range of housing and care options. In the social sector, the development of attractive options for older people has the additional advantage of increasing the supply of currently under-occupied family houses.

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

16TH MARCH 2009

DRAFT STRATEGIC HOUSING LAND AVAILABILITY ASSESSMENT (SHLAA)

Responsible Portfolio Holder	Councillor Mrs J Dyer
Responsible Head of Service	Dave Hammond, Head of Planning & Environment Services
Non Key Decision	

1. SUMMARY

1.1 The purpose of this report is to inform Members on progress regarding the preparation of the draft Strategic Housing Land Availability Assessment (SHLAA).

2. RECOMMENDATION

2.1 That Members note progress on the preparation of the draft SHLAA.

3. BACKGROUND

3.1 SHLAAs are a key component of the evidence base to support the delivery of sufficient land for housing. These assessments are required by national planning policy, set out in Planning Policy Statement 3: Housing (PPS3). The draft findings have been used to inform the Draft Core Strategy, in particular policies such as Core Policy 2: Distribution of Housing and Core Policy 14: The Scale of New Housing. The document will also inform any future Land Allocations Development Plan Document (DPD). The document itself does not allocate sites for development and simply includes sites that may be suitable for housing development.

3.2 The primary role of the SHLAA is to first identify sites with potential for housing, then assess their potential capacity and finally assess when the sites are likely to be developed. As a minimum a SHLAA should aim to identify sufficient specific sites for the first 10 years of the plan of the plan period and ideally beyond 15 years.

4. DRAFT STRATEGIC HOUSING LAND AVAILABILITY ASSESSMENT (SHLAA)

4.1 The draft SHLAA is 115 pages long and contains many colour maps and tables, as such a full colour copy has been placed in the members rooms or is available electronically from the strategic planning section. Work began on the SHLAA in early 2008 when a methodology was drafted after consultation with the Home Builders Federation (HBF). To give interested parties the opportunity to submit potential housing sites an advert was placed in the local paper and letters

were sent to major land owners and developers in the district. There was a high level of interest and approximately 150 sites were put forward to be assessed.

4.2 A site assessment form was drafted in consultation with Redditch BC to ensure both authorities were assessing sites in the same manner, this is particularly important when addressing the cross boundary issues of Redditch growth. All submitted sites were assessed on site using the site assessment form to assess factors such as sustainability, flood risk, physical constraints and planning policy. To have potential for housing sites must be suitable, available and developable at some point during the plan period.

4.3 A forum was set up that contained a number of key stakeholders including developers, Housing Associations, HBF, land owners and members of the public. The purpose of the forum meeting was to assess a varied selection of potential housing sites and discuss characteristics that make sites suitable for housing and also identify constraints that make housing development inappropriate. The findings of this meeting were then applied to the remaining sites to ensure that sites were assessed in a consistent manner.

4.4 In the draft document it was difficult to determine how many housing sites to include due to the uncertainty over the emerging Regional Spatial Strategy (RSS). The preferred option document only identified 2100 for the district between 2006 and 2026. However there seemed little purpose in just identifying 2100 dwellings as potentially the eventual allocation could be much higher. It was important to identify how many homes could be delivered in sustainable locations without making significant alterations to Green Belt boundaries.

4.5 Table 1 summarises the amount of housing that could be provided throughout the remainder of the plan period till 2026. As well as 31 new sites the table also includes existing commitments. In total it is believed that approximately a further 3,600 could be delivered throughout the remainder of the plan period. In the first 2 years of the plan period (2006-2008) 411 homes were delivered meaning across the full 20 year plan period approximately 4000 homes could be delivered. This information was used in the Council's response to the RSS where we asked for an increased total allocation of up to 4,000 units.

Table 1 – Summary of Housing Potential

	Under Construction	Extant Permissions	Potential Housing Sites	Totals
0-5 years	125	222	355	702
6-10 years	0	0	2143 (2293)	2143 (2293)
11-18 years	0	0	781	781
Total Potential Yield				3623 (3776)

4.6 The number in brackets includes an additional 150 units that could be delivered by extending the Norton Farm Area of Development Restraint (ADR) on Birmingham Road, Bromsgrove. An extension to this site would provide a relief road across the Barnsley Hall Hospital site linking Barnsley Hall Road and Birmingham Road. This would potentially reduce the amount of through traffic in Bromsgrove Town Centre. The remainder of the Barnsley Hall Hospital site

would be turned into a country park that would provide significant benefits for the local population by providing opportunities for outdoor recreation.

4.7 Figure 2 considers the types of sites that were deemed to have potential for housing. The majority of sites included are brownfield, however these sites are small and could not on their own deliver sufficient housing, therefore some Greenfield sites will need to be used. In many cases the most appropriate Greenfield locations for development are some of the existing ADRs that are identified in the Bromsgrove District Local Plan.

Figure 2: Breakdown of Potential Housing Sites by Land Types

Type of Site	Number of Sites	Site Area	Available
Brownfield Urban	17	11.33	306
Part Brownfield Urban/Part Greenfield Urban	1	2.33	100
Part Brownfield Urban/Part Green Belt	1	0.248	12
ADR/Greenfield	12	110.56	2861

5. TIMESCALES

5.1 The draft SHLAA underwent a period of consultation which ended on the 2nd of March a number of responses were received, a verbal update will be given on the responses at the working party meeting.

6. NEXT STEPS

6.1 The SHLAA will be updated on an annual basis with details regarding the progress of sites as sites gain planning permission and construction begins. Sites will be re-assessed to check whether they are suitable and available for development and whether constraints can be overcome on sites that have previously been discounted. It will also be important to consider whether there are any new sites available that would be suitable for inclusion within the SHLAA.

7. FINANCIAL IMPLICATIONS

7.1 There are no direct financial implications in the development of the SHLAA. This document forms part of evidence base for the Core Strategy and has been written in house. A budget currently exists for the Core Strategy and its associated documents but there are no direct implications of receiving this update.

8. COUNCIL OBJECTIVES

8.1 Objective 1 Regeneration - Priority Housing

The SHLAA has identified potential housing sites and the findings have been used to draft the housing related policies within the Core Strategy.

Policies within the core strategy will direct where and when new housing should be built across the district up to 2026, it will also look at affordable housing and be supplemented by an Affordable Housing SPD which will look to maximise affordable housing provision across the district.

9. LEGAL IMPLICATIONS

9.1 The SHLAA is an essential piece of evidence that is needed to inform the Core Strategy. Once adopted the Core Strategy 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) Regulations 2004.

10. RISK MANAGEMENT

10.1 The main risks associated with the details included in this report are:

- Inability to produce development plan document which is judged to be sound by the planning inspectorate and therefore resulting in non legally compliant Strategic planning service

10.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
Key Objective: Effective, efficient, and legally compliant Strategic planning Service

11. CUSTOMER IMPLICATIONS

11.1 The SHLAA identifies potential housing sites that will be delivered through the Core Strategy. The delivery of suitable housing for the local community could have a significant impact on people's lives.

12. EQUALITIES AND DIVERSITY IMPLICATIONS

12.1 None

13. VALUE FOR MONEY IMPLICATIONS

13.1 The SHLAA has been written in-house without the use of external consultants and has therefore ensured the minimisation of costs.

14. OTHER IMPLICATIONS

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	SHLAA informs the core strategy which will shape future development in the district.
Environmental	

15. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	No
Executive Director - Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

16. WARDS AFFECTED

All wards.

17. BACKGROUND PAPERS

Draft Strategic Housing Land Availability Assessment, (a full colour version has been placed in the members room or is available electronically)

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

16TH MARCH 2009

PPG 17 OPEN SPACE SPORT AND RECREATION STUDY

Responsible Portfolio Holder	Councillor Jill Dyer
Responsible Head of Service	Dave Hammond
Non Key Decision	

1. SUMMARY

1.1 This report summarises the findings of the Open Space, Recreation and Sports Needs Study carried out to inform both the LDF and in particular the Core Strategy and also help the Street Scene and Community services formulate long term strategies for open space, sport and recreation needs across the district.

2. RECOMMENDATION

2.1 That Members note the conclusions of the study, the implications for Bromsgrove and its influence on the Draft Core Strategy.

3. BACKGROUND

3.1 The planning system stresses that a strong evidence base is needed to support the production of development plan documents, such as the Core Strategy. The Council has therefore commissioned a study on open space sport and recreation which has informed the draft core strategy specifically Core Policy 11: Open Space and Recreation. The study has been carried out by PMP Consultants on behalf of both the Planning and Environment Services and the Street Scene and Community Services.

3.2 The Planning Policy Guidance 17: Planning for open space, sport and recreation (PPG17) states that well designed and implemented planning policies for open space, sport and recreation are fundamental to delivering broader Government objectives, like supporting an urban renaissance, rural renewal, promotion of social inclusion and community cohesion, health and well being and promoting more sustainable development. To achieve this, local authorities should undertake robust assessments of the existing and future needs of their communities for open space, sport and recreation facilities and by referring to this information, to set locally derived standards for the area. This study is therefore undertaken in accordance with PPG17 and the guiding principles in its companion guide: Assessing needs and opportunities. The assessment is an essential part of the evidence base

which underpins the core strategy, some of the first core strategies to be developed were found to be unsound as they didn't have a fully compliant PPG17 assessment to justify policies on open space.

- 3.3 The Regional Spatial Strategy (RSS) for the West Midlands (Jan 08) highlights that the region looks forward to improving people's quality of life, having successful rural renaissance, being recognised for its high quality natural and built environment, having an efficient network of integrated transport facilities and services in the most sustainable way. In accordance with PPG17, Policy QE4 Greenery, Urban Greenspace and Public Spaces of the RSS also states that local authorities should undertake assessments of local need and audits of provision to ensure there is adequate provision of accessible, high quality urban greenspace in the district. The open space study can contribute to meet these aspirations and requirements. Also, the findings could be used to influence the regional recreation provision, which will be looked at in the RSS Phase 3 revision.
- 3.4 The study covers 10 types of open space, sport and recreation facilities within Bromsgrove. They are:
- 1) *Parks and gardens* – areas that provide informal recreation and community events such as Sander's Park
 - 2) *Natural and semi-natural green spaces* – areas for wildlife conservation, biodiversity environmental education and awareness, such as Sycamore Drive Local Nature Area
 - 3) *Amenity green space* - green spaces providing informal activities close to home or work, children's play and enhancement of the appearance of residential or other areas. Example includes the amenity green space on Barnsley Hall Road.
 - 4) *Provision for children* - areas for play and social interaction involving children under 12, such as Barnt Green Parish Council Park play area.
 - 5) *Provision for young people* – areas for play and social interaction involving young people aged 12 or above, such as Stoke Prior Parish Playing Field Basketball Court
 - 6) *Outdoor sports facilities* – formal sports facilities like tennis courts and playing fields (including school playing fields). Example includes Wythall Park Bowling Green.
 - 7) *Allotments* – such as Hewell Road allotments
 - 8) *Cemeteries & churchyards* - place for burial and quiet contemplation, such as St. Laurence Parish Church
 - 9) *Green corridors* – areas for walking, cycling, horse-riding, leisure, travel or wildlife migration such as towpaths along canals, rights of way
 - 10) *Civic spaces* – places for community events and setting for civic buildings, these are hard surfaced areas usually located within town centre. Example includes Wythall War Memorial.

- 3.5 This study follows the PPG17 Companion Guide five-step process for local assessment and step 1 and 2 were undertaken simultaneously.
- 3.6 Step 1: Identifying needs
A series of local consultations were carried out across Bromsgrove. These include the *Household Survey* by which 5000 questionnaires to a geographically representative sample were sent to households across the District. The questionnaire provides an opportunity for residents to comment on the quality, quantity and accessibility of existing open space provision as well as identifying their aspirations for future provision. 481 postal surveys were returned, providing a statistically sound sample. Other consultations include *neighbourhood 'drop in' sessions* which was held in five locations, *internet survey for children and young people* where 314 responses were received, *external agencies questionnaire*, *internal council officers consultation* with 16 responses received, *parish council and elected members questionnaires*, *sports clubs survey* and *user group workshops* such as allotment users and older residents. The results of the survey have been used to inform the various elements of the study more feedback from the surveys can be seen in appendix G of the study (due to the lengthy nature of the PPG17 assessment a copy has been placed in the members room and not reproduced full on this summary report)
- 3.7 Step 2: Auditing local provision
PPG17 states that audits of provision should encompass all existing open space, sport and recreation facilities, irrespective of ownership and the extent of public access as all forms of provision can contribute to meeting local needs. 305 sites were identified during the audit and they were all classified by their primary purpose into one of the ten typologies listed above. Sites were assessed against accessibility, quality and wider benefits.
- 3.8 Step 3 and 4: Setting and apply provision standards
PPG17 recommends that local authorities use information gained from the assessment of needs and opportunities (stage 1) to set locally derived standards.
- 3.9 *Quantity Standard*: the quantity standard is used to define the amount of each of the various open space types the district should be providing in different locations. At first, the current standard was measured against the existing population. Then by referring to the projected population growth up to 2026 and the level of satisfaction displayed in the household survey and other consultations listed in step 1, the recommended quantity standard is set. For example, if the satisfaction level is above 50%, the recommended standard will remain the same as the current standard. However, if the satisfaction level falls in between 40% to 49%, a 2% increase in the current standard will be suggested for the standard. Similarly, a 5% and 10% increase in the recommended standard will apply if the satisfaction level falls between 30% to 39% and 20% to 29% respectively. The percentage

increases have been derived from best practice of the consultants who have completed more than 60 similar studies for other organisations.

3.10 *Accessibility standard*: the aim of the accessibility standards is to identify how accessible sites are and how far people willing to travel to access open space. From the findings of the household survey and other consultations listed in step 1, the most popular expected travel mode and maximum travel time are recommended as the accessibility standard. This standard is then applied across the district to identify areas where the accessibility to open space needs to be improved.

3.11 *Quality standards*: in order to assess the quality, all sites were visited and assessed by the consultant. Each site was scored against four areas: cleanliness and maintenance, security and safety, vegetation, and ancillary accommodation. A weighting system is then applied to these scores to reflect the most important element of each site. Once this analysis has been done it is possible to see where quality can be improved.

3.12 Step 5: Drafting policies – recommendations and strategic priorities

The application of local standards enables the identification of deficiencies in terms of accessibility, quality and quantity and also enables analysis of the spatial distribution of unmet need.

3.13 As open space, sport and recreation facilities make a major contribution to the quality of life, the main role of the planning system is therefore to ensure that these facilities are sufficient, in the right place, of high quality and well maintained. The following summarises the main findings and their implications to the Local Development Frameworks

Priorities for the Local Development Frameworks

3.14 *Parks and Gardens*

Applying the quantity standard shows that there is a current shortfall of 0.21 hectares which will increase to 2.86 hectares in 2026. As, the overall shortfall is relatively small combined with the difficulties of providing formal parks and gardens it is suggested that new provision is unlikely to be required. Applying the walk time standard shows that the majority of residents in Bromsgrove East, North East, North and West are outside the catchment area, whereas the application of drive time standard shows that all residents can reach a park. The quality standard shows that cleanliness and maintenance are most important.

3.15 To meet the future shortfall, it is important to protect parks from development and consider the designation of pocket parks within settlements outside the catchment of a park such as Hagley. To improve the accessibility, a network of 'green linkages' as sustainable transport links is recommended.

3.16 *Natural and Semi Natural Open Space (NSN)*

Quantitatively, the current provision is insufficient to meet the needs of residents and the shortfall by 2026 is expected to reach 5.38 hectares. However, by its very nature, natural open space is difficult to create. For accessibility, all areas, particularly Bromsgrove East and North East have accessibility deficiencies. The quality of this typology is regarded as average and vegetation is regarded as the most important factor. For example, Newton Road NSN and Falcony Centre NSN are identified in need for improvement. It is also mentioned that consideration should be given to biodiversity conservation and promotion should opportunities arise.

- 3.17 Given the already existed provision shortfall, it is important to protect sites from development. Qualitatively, apart from enhancing the recreation values of the sites, opportunities for wildlife and habitats enhancement should be sought. Lastly, to meet demand effectively, maximising access to these sites should be a priority. Provision in Bromsgrove North East and in Stoke Prior is recommended.

Amenity green space (AGS)

- 3.18 Apart from Bromsgrove East and North East, the provision of other areas is insufficient to meet current and future demand. For example, settlements like Hagley which fall outside the catchments of a park and amenity space will need increased provision if possible. Accessibility is important in maximising usage. 61% of residents would expect to walk to amenity green spaces. This reflects that people considered amenity green space as local resources. The quality of sites is average and assessments reveal that a number of sites are in need of significant improvement such as Long Meadows Road AGS and Sharps Close AGS. Local consultation shows that only high quality and functional sites are valued.

- 3.19 To address quantity deficiencies, development of the amenity spaces into a network of green corridors and increased provision in smaller villages are recommended. It is also reminded that settlements with over 500 residents would require local access to amenity green space.

Provision for children and young people

- 3.20 Although current provision for children is sufficient and overlapping catchments can be found, application of the quantity standard indicates that there will be a shortfall of 0.26 hectares by 2026. In terms of quality, cleanliness and maintenance is considered as the most important factor. Almost half of the respondents of the household survey considered the quality of facilities to be good.
- 3.21 Apart from Bromsgrove Central, provision for young people is insufficient to meet current and future needs. Similar to provision for children, priority of provision should be given to areas without open space that can play the offsetting role, such as Hagley and Clent parishes. For quality, safety and security is considered very important. Many existing sites were criticised for their range of facilities and lack of innovative and exciting play equipment.

3.22 To help reduce deficiencies, re-structuring sites serving overlapping catchments and re-profiling sites serving indistinct catchments are recommended. For areas identified as devoid in provision, provision for new facilities should be sought.

Outdoor sports facilities

3.23 Apart from Bromsgrove East, existing provision is insufficient to meet future needs which will result in 19.59 hectares of shortfall by 2026. Applying the accessibility standard, all residents are found to have access to at least one outdoor sports facilities. Cleanliness and maintenance are considered the most important determinant of quality. The householder survey shows that 40% of respondents considered the quality of sports facilities as average and 30% considered that as poor.

3.24 Due to the quantitative and qualitative deficiencies, the protection and quality improvement of all outdoor sports facilities are recommended. Improving the accessibility to school-based STP facilities is also considered necessary to help meeting the local needs. It is also recommended that all sites should meet the National Governing Body criteria.

Allotments

3.25 There is currently a shortfall of 1.41 hectares and the deficiencies will increase to 3.35 hectares by 2026. Only Bromsgrove Central and West have sufficient provision to meet the current and future needs. Walking to allotments is preferred and applying the standard shows that no residents in Bromsgrove North East have access to an allotment. For Bromsgrove East, North and West, the majority of residents are outside the recommended accessibility catchment. Site visits suggest the quality of allotment is good overall. Security and safety is considered as the most important quality determinant.

3.26 Whilst protection of allotments is recommended, provision in areas of deficiencies is recommended. For areas currently without allotments, provision is recommended if evaluation of demand shows such needs.

Cemeteries and churchyard

3.27 PPG17 Annex states "As churchyards can only exist where there is a church, the only form of provision standard which will be required is a qualitative one", whereas for cemeteries "every individual cemetery has a finite capacity and therefore there is a steady need for more of them". The council's cemeteries and churchyards officer indicates that there is sufficient burial capacity for the foreseeable future. There is no definitive national or local accessibility standards available and hence no realistic requirement to set catchments. Because very few people identified cemeteries and churchyards as their favourite open space, there was too few response to set a sound quality standard. But among the responses received, cleanliness, maintenance and perceived safety were considered most important.

3.28 The lack of standards means it is inappropriate to state areas of deficiency. Apart from protecting the current cemeteries and churchyard, the Council should ensure there is continued and sustainable land provision for cemeteries. In areas of limited open space provision, enhancement to accessibility and quality of cemeteries and churchyards should be prioritised.

Civic space

3.29 PPG17 suggests that it is not realistic to set a quantity and accessibility standards for civic spaces due to their specialist nature. Residents highlighted that cleanliness, maintenance and perceived safety are the most important quality determinants. Infrastructure (such as bins and seats) should also be provided.

3.30 It is recommended that new development should take into account the demand for new civic spaces from local residents. Creating green linkages to neighbourhoods will improve accessibility.

Green corridors

3.31 The Annex A of PPG17 states that “the need for Green Corridors arises from the need to promote environmentally sustainable forms of transport... This means that there is no sensible way of stating a provision standard”. Vegetation is considered as the most important contributing factor to quality. There is no accessibility standard available.

3.32 The lack of standards means it is inappropriate to identify areas of deficiency. But the aim of provision should be to provide opportunities for informal recreation, alternate means of transport and resources for wildlife. Protection and enhancement of the existing network (including the Public Rights of Way network) through the creation of additional linkages can help alleviating other open space deficiencies.

3.33 The recommended quantity, quality and accessibility standards in the study are summarised as follow:

Typology	Quantity standard (per 1000 population)		Quality standard (most important feature)	Accessibility standard
	Current	Proposed		
Parks and gardens	0.26ha	0.26ha	Cleanliness and maintenance	Urban: 15 min walk Rural: 15 min drive
Natural and semi-natural green spaces	0.43ha	0.44ha	Vegetation	15 min walk
Amenity green space	0.40ha	0.42ha	Cleanliness and maintenance	10 min walk
Provision for children	0.027ha	0.027ha	Cleanliness and maintenance	10 min walk
Provision for young people	0.026ha	0.03ha	Security and safety	15 min walk

Typology	Quantity standard (per 1000 population)		Quality standard (most important feature)	Accessibility standard
	Current	Proposed		
Outdoor sports facilities	1.64ha	1.67ha (0.81ha for community pitches)	Cleanliness and maintenance	Grass pitches - 10 min walk Tennis/Bowling - 15 min drive/ public transport Synthetic pitches/Golf - 20 min drive/ public transport
Allotments	0.17ha	0.19ha	Security and safety	15 min walk
Cemeteries and churchyards	Sufficient burial capacity for foreseeable future		Insufficient response for standard setting	No realistic requirement as locations not dependant on population's location
Civic spaces	Not realistic to set due to its specialist nature		Cleanliness and maintenance	No realistic requirement as provision will not be appropriate in every environment
Green corridors	No sensible way to set as its provision arises from the need to promote sustainable form of transport		Vegetation	No requirement.

Conclusion

3.34 To sum up, the open space, sport and recreation facilities should be protected from development and only facilities serving overlapped catchments could be developed. But this must result in improvement in accessibility to and quality of the nearby site. An improvement in the green corridors network will improve the health of residents, address nearby deficiencies and promote sustainable transport. Also, apart from the recreational value, the biodiversity value of sites should be enhanced. To do so, planning contributions from developers must be maximised.

3.35 It is important to note that if the housing numbers proposed in RSS change (i.e. more than 2100 houses from 2006 to 2026), then the quantity standard recommended in the study may need revising.

4. FINANCIAL IMPLICATIONS

4.1 The study was commissioned by Planning and Environment Services and Street Scene and Community services, from within existing budgets

5. LEGAL IMPLICATIONS

5.1 Under PPS12, the examination of a development plan document will involve the legal compliance check and an assessment against three tests of soundness: 1) justified; 2) effective; 3) consistent with national policy. This PPG17 study is done in accordance with the principles stated in PPG17

Companion Guide as well as policy QE4 of RSS. This study therefore will assist the Core Strategy in passing the soundness test in examination.

6. **COUNCIL OBJECTIVES**

Council Objective (CO)	Regeneration	Council Priority (CP)	1. Town centre 2. Housing
Impacts			
Sufficient open space provision will make a place more attractive and hence assist in regeneration.			

Council Objective (CO)	Improvement	Council Priority (CP)	
Impacts			
No impact			

Council Objective (CO)	Sense of Community and Well Being	Council Priority (CP)	4. Sense of community
Impacts			
Local standards on the provision of open space, sport and recreation facilities will meet the needs and aspirations of local residents and will therefore enhance the sense of community and well being.			

Council Objective (CO)	Environment	Council Priority (CP)	5. Clean streets and climate change
Impacts			
Facilities such as waste bins and recycling bins in open space, sport and recreation facilities will encourage people to recycle and put rubbish in waste bins. This will contribute to clean streets and recycling. Improving the green linkages will encourage using sustainable transport and reduce emissions that contribute to climate change.			

7. **RISK MANAGEMENT**

7.1 The main risks associated with the details included in this report are:

The soundness of the Core Strategy is challenged in the future

7.2 The risks will be managed as follows:

Risk Register: Planning and Environment

Key Objective Ref No: 6

Key Objective: Effective, efficient, and legally compliant Strategic planning Service

8. CUSTOMER IMPLICATIONS

- 8.1 Incorporating the local standards recommended in the study, which was the result of extensive consultation with customers, will ensure customers' needs and aspirations in the district are met.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

- 9.1 As stated in paragraph 3.6, a series of consultations were carried out at the needs identification stage. The household survey, neighbourhood 'drop in' sessions and internet surveys for children and young people, for example, would have included residents from all backgrounds. Also, this study will form part of the evidence base to inform the Core Strategy and consultation will be carried out with all sections of the community as the plan progresses.

10. VALUE FOR MONEY IMPLICATIONS

- 10.1 This study was jointly commissioned by Planning and Environment Services and Street scene and Community, thereby using resources efficiently by spreading the costs between Services and carrying out a study of relevance to both Services.

11. OTHER IMPLICATIONS

Procurement Issues	None
Personnel Implications	None
Governance/Performance Management	None
Community Safety including Section 17 of Crime and Disorder Act 1998	None
Policy	The study will support the core strategy. The core strategy forms an essential part of the LDF and the policies contained within the core strategy will shape future development.
Environmental	The study will support the core strategy. Core strategy will contain policies in relation to the

	environment.
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12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships & Projects	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No
Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

13. WARDS AFFECTED

All wards.

14. BACKGROUND PAPERS

Open Space, Sport and Recreation Local Needs Survey (A copy has been placed in members room or available electronically from the strategic planning team)

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BROMSGROVE DISTRICT COUNCIL

LOCAL DEVELOPMENT FRAMEWORK WORKING PARTY

16TH MARCH 2009

REGIONAL SPATIAL STRATEGY PHASE 2 REVISION UPDATE

Responsible Portfolio Holder	Cllr Jillian Dyer
Responsible Head of Service	Dave Hammond
Key Decision	

1. **SUMMARY**

- 1.1 The following report update members on the Councils ongoing involvement in the RSS phase 2 revision

2. **RECOMMENDATION**

- 2.1 That members note the contents of the report and the ongoing work in respect of the RSS revision in particular the Examination in Public stage.

3. **BACKGROUND**

- 3.1 The Regional Spatial Strategy was published in June 2004. At that time, the Secretary of State supported the principles of the strategy but suggested several issues that needed to be developed further. The Revision process is being undertaken by the West Midlands Regional Assembly (WMRA) in three phases.

Phase 1 – the Black Country study, this phase was formally adopted in January 2008.

Phase 2 – Covers housing figures, employment land, town and city centres, transport, and waste, the preferred option of this phase is the subject of this report.

Phase 3 – covers critical rural services, culture/recreational provision, various regionally significant environmental issues and the provision of a framework for Gypsy and Traveller sites, and was launched on 27th November 2007.

The timeline below shows the various stages and significant events in the Phase 2 revision process, and where relevant the Councils involvement.

3.2 **November 2005 - Project Plan Launched**

The draft project plan was launched and technical work commenced, BDC was consulted on the project plan although it was felt there was no need to comment.

- 3.3 February - May 2006 - Strategic Advice**
Strategic Authorities are asked to advise the Regional Assembly primarily on sub regional housing and employment issues. Worcestershire CC is the Strategic Authority (also known as a Section 4.(4) authority) responsible for BDC. Officers provided technical advice to WCC, who co-ordinated and submitted to the WMRA
- 3.4 January 2007 - Spatial Options**
WMRA published its spatial options for the RSS revision, options included identifying significant levels of housing growth over and above locally generated need for both Bromsgrove and Redditch. Officers submitted a response expressing concern about the higher levels of growth being associated with the District but also pointed out the need for housing to begin to address the affordable housing needs of the district.
- 3.5 March 2007 - White Young Green (WYG) Phase 1 Study**
At the meeting of the LDFWP on the 28th March 2007 in response to the high levels of housing growth being associated with Redditch, members agreed to commission independent consultants to assess the implications of these levels of growth. WYG were appointed in May 2007 and published their findings in October. The general findings were that land to the north of Redditch in Bromsgrove would be the most suitable to take additional growth, although developing any land on the periphery of Redditch would be harmful to some extent.
- 3.6 March 2007 - December 2007 - Development of the Preferred Option**
During this period the WMRA were in the process of drawing up the preferred option. The council only had limited involvement in this process through the regional planning partnership, although concerns about the issues for Bromsgrove were expressed by the portfolio holder for planning at these meetings.
- 3.7 October 2007 - LDF Working Party**
At a meeting of the LDFWP on the 10th October 2007 members expressed further concern about the low levels of Bromsgrove related growth and the logic of Redditch developing its housing in Bromsgrove District. These housing numbers were about to be approved by the regional planning partnership and published in the form of the phase 2 revision preferred option document see 3.9 below.
- 3.8 December 2007 - LDF Working Party**
At a meeting of the LDFWP on the 13th December 2007 the following was recommended by members,
(a) that objections to the RSS be submitted in respect of the level of housing allocated to Bromsgrove and to the level of Redditch related housing and employment growth to be provided within Bromsgrove and/or Stratford in locations adjacent to Redditch town, when alternative more strategically viable sites within the district are available.

(b) that the Portfolio Holder for Planning be requested to write to the appropriate Officers at the Government Office for the West Midlands and the West Midlands Regional Assembly together with the local MP, expressing concern over the decision making process at the Regional Planning Partnership on 22nd October 2007.

3.9 **December 2007 - RSS Phase 2 Preferred Option Submission**

The RSS phase 2 revision was formally submitted to the Secretary of State on 21st December 2007. The submission was made up of the following documents,

- The Preferred Option
- An Overview Document
- Background Technical Studies
- The Implementation Plan
- The Consultation Statement
- The Sustainability Appraisal Report
- The Habitat Regulations Assessment
- A Summary Leaflet
- A Submission Letter

The revision contains many new and revised regional planning policies, the most significant to the Bromsgrove district are the housing allocations. For the period 2006 – 2026 the RSS identified only 2100 new units to be developed in Bromsgrove. This is considerably less than some previous regional planning regimes, in an attempt to reverse the trend of decentralisation of population away from the Major Urban Areas (MUA). Of this 2100, around 700 are already accounted for in either newly completed sites or those with valid planning permissions. The revision also allocated Redditch Borough 6600 units to be provided over the plan period, 3300 within Redditch and 3300 adjacent to Redditch in Bromsgrove, and or Stratford districts.

3.10 **January 2008 - Baroness Andrews Letter**

Following this formal submission, the West Midlands Regional Assembly received a letter from Baroness Andrews, Parliamentary Under-Secretary of State in the Department for Communities and Local Government. In her letter, dated 7th January 2008, the Minister expressed concern about the housing proposals put forward by the Assembly in light of the Government's agenda to increase house building across the country which was informed by the National Housing and Planning Advice Unit (NHPAU). In view of this, the Minister asked the Government Office for the West Midlands to commission further work to look at options which could deliver higher housing numbers. This work would then be considered as part of the Examination in Public (EIP).

3.11 **April 2008 - Nathaniel Lichfield and Partners (NLP) Appointed**

After failing to commission any consultants at the first time of asking the GOWM commissioned NLP in April to undertake the additional growth

Study. The delay in commissioning the work required the consultation period on the phase 2 revision to be extended to 8th of December 2008.

3.10 May 2008 - Leaders and senior officers meeting

A meeting took place on 19th of May attended by the Leaders, Chief Executives and Senior Planners of Bromsgrove, Redditch and Stratford Councils. At this meeting it was decided to commission WYG to undertake further work to provide more detailed technical evidence to inform the EIP.

3.11 June - September 2008 - NLP Study taking place

Officers attended various meetings and technical seminars with NLP to discuss various regional and sub regional matters. The issues of both location and scale of Redditch related growth and the size of the allocation for Bromsgrove were discussed at these meetings wherever possible.

3.12 October 2008 - NLP study published

NLP published their full report and associated evidence including a Sustainability Appraisal on 7th October 2008, the findings of the study were significant for Bromsgrove District. NLP identified three scenarios for meeting the additional growth levels across the region as suggested by the National Housing and Planning Advice Unit (NHPAU). Scenarios 1 and 2 suggested an additional 2500 new dwellings to both south Birmingham and Redditch, both of which would have to be provided as urban extensions into Bromsgrove. Scenario 3 suggested 2500 new dwellings as an extension to Redditch and 5000 new units as an extension to south Birmingham, all of these figures are in addition to the allocations contained in the RSS Preferred Option.

3.14 October 2008 - WYG second Stage report published

The findings of the second stage WYG study were presented to members at the LDFWP on 23rd October. The major conclusion of the study was that the urban capacity Redditch was less than previously estimated, and that the likely amount of new dwellings that could be developed in sustainable locations in Redditch is approximately 2300 leaving the balance 4300 to be provided in sustainable locations in Bromsgrove District. WYG suggested an urban extension at Bordesley park as the preferred location for new housing development.

3.13 November 2008 - LDF Coach Tour

On 6th November 2008 members of the LDFWP and Strategic Planning section visited all the sites on the periphery of Redditch in response to a request from the LDFWP on 23rd October.

3.14 December 2008 - Formal Responses submitted

A joint meeting was held between members of the LDFWP and the Planning Advisory Panel (PAP) of Redditch Borough Council to discuss potential areas of agreement in both districts responses to the RSS and NLP studies. Detailed representations on both the RSS preferred option and the NLP study were presented to Executive Cabinet and the Council

on 3rd December 2008. Approval was given to submit the representations to the GOWM and both were duly submitted and acknowledged as representations.

3.15 January 2009 - Joint members meeting

A further meeting was arranged for members of Bromsgrove, Redditch, and Stratford to discuss the findings of the WYG stage 2 study and discuss potential areas of agreement at the forthcoming RSS EIP. It was agreed a further meeting between Leaders, Chief Executives and Planning Officers was to be arranged to discuss further potential joint responses for the EIP.

3.16 January 2009 - RSS Examination in Public (EIP) preliminary meetings

The Panel appointed to hold the EIP published the draft matters, this is essentially a list of topics seen as the ones which require specific hearing sessions at the examination. Officers attended both preliminary meetings held on the 27th and 28th January. Following the preliminary meetings a response was submitted on 16th February to the draft matters. The response requested a seat at the table for the Council at all sub regional housing discussions involving Worcestershire (see appendix 1).

3.17 February 2009 - Further joint meeting of Leaders and Senior Officers

A further meeting was held on 27th February 2009, no political agreement was reached on the principle of Redditch expansion and the findings of the WYG stage 2 study. It was agreed the Leader of the Council would meet with relevant County Council officers to consider the rationale behind the allocation of 6600 new units to be provided in and around Redditch, between 2006 and 2026.

3.18 Next Steps

The RSS EIP has been scheduled to take place between 28th April and 26th June 2009, further details of those invited to attend will be published in due course. At the moment it is not clear how much of an active role the council will be able to play in the hearing element of the EIP. Any further information that can inform the EIP must be submitted by 12 noon on the 31st of March.

3.19 The process beyond the EIP sessions is as follows: in autumn 2009 the panel will publish its report. Once the report is published the Secretary of State will then aim to publish proposed changes to the RSS, which is envisaged to take place in spring 2010. These proposed changes undergo a period of public consultation and following the consultation period the final RSS incorporating the changes will be published. This is likely to be in the summer of 2010, although these dates are subject to change depending on the complexity of the issues discussed at the EIP hearing sessions and the subsequent Panel report.

4. FINANCIAL IMPLICATIONS

- 4.1 Whilst there are no direct implications of the RSS revision at the moment, the levels of income generated over longer periods could be affected depending on the scale and type of development taking place in the district.

5. LEGAL IMPLICATIONS

- 5.1 The RSS is the responsibility of the West Midlands Regional Assembly and is being prepared under the regulations and guidance of the Planning and Compulsory Purchase Act 2004 and PPS 11: Regional Spatial Strategies. The district council also has an obligation under the Act to prepare Local Development documents in general conformity with the RSS

6. COUNCIL OBJECTIVES

6.1 Objective One: Regeneration - Priorities: Housing and Town Centre

The impact of the RSS is fundamental to the meeting of these priorities. The current level of housing growth being focussed on the district whilst being significant, largely meets the needs of other districts. The outcome of the RSS revision will determine the future housing and planning policies up to 2026. Whilst the RSS does not mention Bromsgrove Town specifically as, there are policies in the RSS which encourage non strategic centres such as Bromsgrove Town to be proactive in attracting appropriate development to maintain and enhance their function within the regions retail economy

7. RISK MANAGEMENT

- 7.1 The main risks associated with the details included in this report are:

- Inability to influence the RSS to such an extent that, proposals in the adopted RSS limit the ability of the District Council to prepare Spatial Planning Documents which adequately address the identified needs, and opportunities the district possesses.

- 7.2 These risks are being managed as follows:

Risk Register: Planning and Environment
Key Objective Ref No: 6
Key Objective: Effective, efficient, and legally compliant Strategic planning Service

- 7.3 The District Council as the local planning authority has to prepare a development plan in the form of the Development Plan Documents (DPD) contained in the Local Development Framework. The planning system requires that all DPDs are in general conformity with those documents which are at a higher level in the cascade of planning policy. The highest level of policy being national Planning Policy Guidance and Planning Policy

statements. The RSS is the plan which guides development across the whole of the West Midlands region, and as such the policies in the Bromsgrove District Core Strategy have to be in general conformity with those in the RSS. The ability to address issues through planning could be severely restricted if the policies at a higher level do not contain sufficient flexibility in both housing, and employment allocations for Bromsgrove District.

8. CUSTOMER IMPLICATIONS

8.1 The impact of the RSS is wide ranging and it is difficult to say at this point in time what the exact implications on customers will be.

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 None

10. VALUE FOR MONEY IMPLICATIONS

10.1 None

11. OTHER IMPLICATIONS

Procurement Issues - None
Personnel Implications – None
Governance/Performance Management – None
Community Safety including Section 17 of Crime and Disorder Act 1998 – None
Policy - The policy decisions taken at a regional level directly affect the ability to generate local spatial planning policies.
Environmental - the policies included in the RSS wherever possible try to limit the impact on the environment, although it is inevitable when creating policies which are dealing with substantial levels of new growth that there will be adverse impacts on the environment. It is the responsibility of local planning authorities, and other agencies implementing the policies in the RSS to ensure that all environmental issues are fully considered in all new development proposals.

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	No
Chief Executive	No
Executive Director - Partnerships and Projects	No
Executive Director – Services	No
Assistant Chief Executive	No
Head of Service	Yes
Head of Financial Services	No

Head of Legal, Equalities & Democratic Services	No
Head of Organisational Development & HR	No
Corporate Procurement Team	No

13. WARDS AFFECTED

All Wards

14. APPENDICES

Appendix 1 Response to the Draft RSS EIP Matters

15. BACKGROUND PAPERS

- West Midlands RSS Phase 2 Revision Preferred Option
- Bromsgrove District Council formal Response to the RSS Phase 2 Revision Preferred Option.
- Bromsgrove District Council Formal Response to the NLP additional growth study.

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16th February 2009

Dear Panel Secretary

**Bromsgrove District Council response to West Midlands Regional Spatial Strategy
EIP Draft Matters and Participants - Respondent Number 492**

Bromsgrove District Council (BDC) wishes to submit the following comments in relation to the draft matters and participants document published on the 20th January 2009.

The current RSS revision as well as the evidence submitted by the GOWM based on the Nathaniel Lichfield and Partners (NLP) study have significant implications for Bromsgrove District. The Council has been involved in the formulation of the current revision through close working with Worcestershire County Council on preparing its advice as a section 4(4) authority. The Council has also submitted its own responses to both the RSS revision and the NLP study, and would welcome the opportunity to continue its involvement in the revision process by participation in the Examination in Public where necessary. The Council understands the strategic context in which the document operates, and as such is only requesting to be specifically involved in areas where it feels it can add to technical knowledge and understanding to the debate.

As the details of the likely discussions is still in formulation its not always possible to predict the amount of involvement the Council is likely to require, the wish to be involved in some sessions may change once more detailed information is produced. The information below highlights the councils current wishes to take an active part in selected elements of the EIP.

Matters 1-2

It appears that the discussion will remain at a regional level and therefore Bromsgrove do not expect to be able to add significantly to the debate. Although if discussion is likely to become more detailed and focus on sub regional issues, then Bromsgrove District Council would hope to be included in any sessions that focus on housing and employment growth related to Bromsgrove and Redditch/Stratford districts, and South Birmingham.

Matters 3, 4B, 5

Many of the proposed topics for discussion would have a direct impact on the district and the Council would welcome the opportunity to be able to participate in these sessions. Bromsgrove District is in a very complex position with regard to the RSS revision. It currently serves an important greenbelt function with 91% of the district being designated as green belt. Bromsgrove Technology Park also ensures it plays a key part in the Central Technology Belt. It is also a district which has always been subject to intense residential development pressure and shares its borders with the Birmingham / Black Country MUA to the North and Redditch to the South.

The council, in its submitted response to the RSS preferred option and NLP studies, has identified concerns about both the low levels of housing allocated to Bromsgrove, as well as the proposed expansion of Redditch and its possible designation as a Settlement of Significant Development. The potential for Birmingham related growth to be catered for in the Bromsgrove green belt is also a significant issue.

The district has been identified as having an acute need for affordable housing which will not be catered for under the current allocation of housing growth, recent housing market assessments confirm this fact.

The levels of development required at Redditch and any development proposed around South Birmingham also pose significant issues for the protection of the green belt with a possible land take of over 300 hectares, and potential coalescence of green belt settlements.

The Council has been working with other key stakeholders including Redditch Borough Council, Stratford District Council, Worcestershire County Council, and the West Midlands Regional Assembly to address the issue of potential Redditch expansion. A study carried out by White Young Green planning has been completed to assess the implications of the various levels of growth around Redditch.

Through the commissioning and subsequent discussions with White Young Green, and the considerable amount of work undertaken to support the Bromsgrove Draft Core strategy including a Strategic Housing Land Availability Assessment, Bromsgrove housing market assessment, employment land study, and a joint strategic flood risk assessment and water cycle study with Redditch Borough, as well as other studies and reports, we feel we have significant up to date knowledge and evidence which would benefit the EIP. Allowing the district to be actively involved would ensure different scenarios for housing development in and around Bromsgrove District would be considered fully.

It is not clear exactly what level of detail will be investigated at the EIP but the implications for Bromsgrove District are significant. It is suggested that sufficient time is scheduled to allow for all the issues to be discussed, and the panel to be sufficiently informed in order to successfully clarify Bromsgrove's position within the RSS. The Council in its formal response has requested that the RSS should clarify the position in terms of the exact levels housing and employment growth to attributed to Bromsgrove, Redditch and Stratford, this is a view shared by the three authorities as well as Worcestershire County Council, in order for this to happen we feel the full involvement of the District Councils in the EIP would be essential.

Matter 6A

BDC has expressed concerns about the levels and distribution of housing growth being associated with the district, which it has identified above. The Council hopes it will have the chance to discuss the issue further under matters 3, 4B, and 5. The amount of employment land to be associated with the eventual levels of housing growth is similarly an issue which the Council feels it could help clarify at the EIP.

Matters 6B,7,8,9

It is not envisaged at the moment that BDC will be able to contribute significantly to these matters. Matters 7 and 8 are primarily functions of the County Council and therefore the Council would expect to see Worcestershire County Council represented at these sessions.

I hope this information will help the panel to make further progress on the EIP sessions, If you require further information about any element of this letter please do not hesitate to contact me on 01527 881325 or m.dunphy@bromsgrove.gov.uk

Yours Sincerely



Mike Dunphy
Strategic Planning Manager
Bromsgrove District Council

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