

REDDITCH BOROUGH COUNCIL



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Development Plan Document



Preferred Draft Core Strategy Document

31 Oct 08 - 8 May 09

This and other Local Development Framework documents can be made available in large print, audio cassette, Braille or languages other than English. Call 01527 64252 x 3002

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Introduction to the Preferred Draft Core Strategy

This Preferred Draft Core Strategy gives you an opportunity to help us shape Redditch Borough's future through the spatial planning system. The Core Strategy Development Plan Document (DPD) will eventually replace many policies in the Borough of Redditch Local Plan No.3.

Previous consultation on an Issues and Options document presented alternative options for dealing with key Issues. The public and stakeholder comments received on this document have helped to shape this Preferred Draft Core Strategy. If you would like to see the responses to these comments, go online at:

http://redditch.whub.org.uk/home/rbcindex/rbc-planning-services/rbc-planning-services-development_plans_team/rbc-planning-services-consultationdocuments.htm

The Core Strategy DPD for Redditch Borough will set out how we want Redditch Borough to be by 2026 and how this will be achieved. It does not allocate land, but it is one of the most important planning documents at the local level, as it provides a framework approach for the spatial growth of the Borough.

This Preferred Draft Core Strategy should be read in conjunction with the Final Sustainability Appraisal (SA) Report and documents which provide evidence for the approach taken in the Core Strategy.

What is the Local Development Framework?

The Local Development Framework should be imagined as a folder containing different documents which deliver the spatial planning strategy for the area. Some of these documents such as the Core Strategy Development Plan Document (DPD) will form part of the statutory Development Plan along with the West Midlands Regional Spatial Strategy (WMRSS). The statutory Development Plan guides the determination of planning applications unless there are very good reasons to the contrary.

Why a Preferred Draft Core Strategy instead of a Preferred Options Document?

The Town and Country Planning (Local Development) (England) Amendment Regulations came out in June 2008. The Borough's Core Strategy preparation therefore needed to take into account the requirements of the transitional arrangements that were put in place. The new Regulation 25 refers to the need for 'public participation in the preparation of a development plan'. The regulations no longer required specific consultations on preferred options and the purpose of the new Regulation 25 is to give Local Planning Authorities

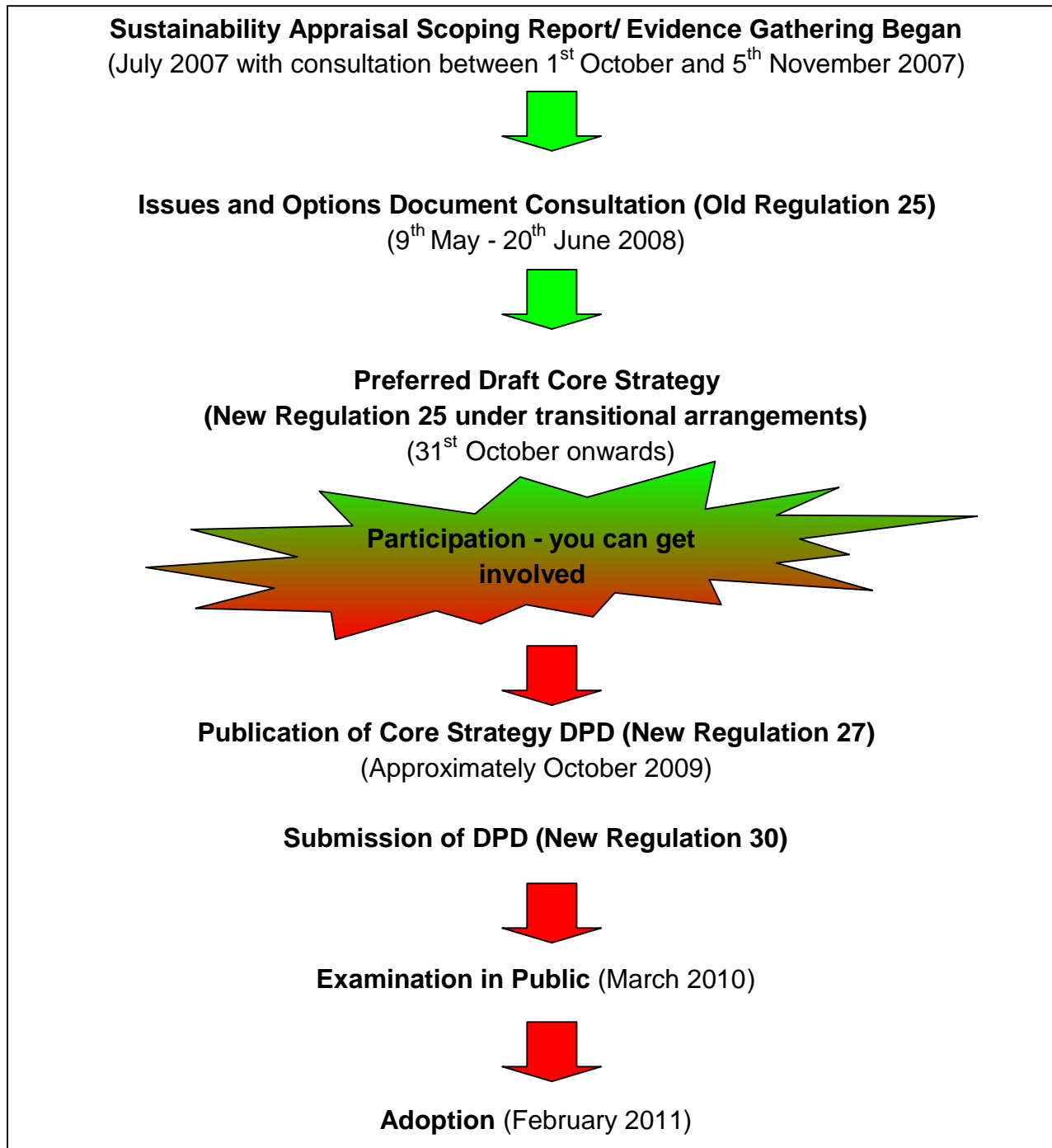
wider scope in engaging stakeholders and interested parties in the preparation of their DPDs.

The Borough Council has therefore opted to prepare a Preferred Draft Core Strategy to meet the requirements of the new Regulation 25. This draft will set out what the preferred options for spatial development are as well as giving some detail as to how this approach will be achieved by proposing policy wording which will be further established in the Published DPD. This approach has been taken so that meaningful and responsive discussion can continue with key stakeholders and the public.

During the preparation of this draft Core Strategy, all options presented in the Issues and Options Document have been evaluated and the most appropriate preferred option forms the basis of the policies presented in this Preferred Draft Core Strategy. This Preferred Draft Core Strategy will explain how the preferred options were selected, set out relevant draft policies and reasoned justifications, and give an explanation of the implementation and delivery of the policies and details on monitoring the policies.

Progress so Far

The preparation of the Core Strategy DPD has been progressing for some time but there are still a lot more opportunities for you to be involved in. The regulations governing the production of Core Strategies has recently changed, however the diagram below shows what we have done so far towards the Core Strategy and what is still left to do before the Core Strategy DPD is adopted.



Publication of the Core Strategy DPD is timetabled for October 2009 in the current Local Development Scheme for Redditch Borough; however this is subject to review. It is likely that this publication Core Strategy DPD will follow the receipt and assimilation of the report of the Examination in Public of the West Midlands Regional Spatial Strategy Phase Two Review.

Once submitted, the Core Strategy will be subject to independent examination to test the 'soundness' of the strategy. These tests are set out in Planning Policy Statement 12 Local Spatial Planning. It states that an inspector will check that the Core Strategy complies with the 'Planning and Compulsory Purchase Act 2004' legislation and determines whether the plan is "**JUSTIFIED, EFFECTIVE** and consistent with **NATIONAL POLICY**".

Local Challenges

Planning Policy Statement 12 - Local Spatial Planning (paragraph 2.1) states that one of the aims for spatial planning is to produce a vision for the future of places that respond to local challenges.

The key local challenges for Redditch Borough are:

- The high and challenging development requirements for the Borough, required through the West Midlands Regional Spatial Strategy Phase Two Preferred Option (December 2007) and the implications of Redditch being designated as a Settlement of Significant Development;
- Responding to the extensive local distinctiveness of the Borough in spatial planning terms.

The content of the Core Strategy Issues and Options document was influenced by these two challenges. Planning Policy Statement 12 makes it clear that the Core Strategy should provide clarity on the spatial choices it makes on where development should go in broad terms. There are however very few alternative spatial choices for development.

The study into 'The future growth implications of Redditch', second stage report concluded that the three previously designated ADRs of Redditch – the A435 corridor, Brockhill and Webheath are unsuitable for future development, and that there are other more sustainable locations outside the Borough. The WMRSS Phase Two Revision Preferred Option paragraph 3.9 (criterion d) states "retain the Green Belt but to allow an adjustment of boundaries, where exceptional circumstances can be demonstrated, either to support urban regeneration or to allow for the most sustainable form of development to deliver the specific housing proposals referred to within the sub-regional implications of the strategy". In accordance with the WMRSS and the findings of 'The future growth implications of Redditch' second stage report it is considered that the A435 corridor, Brockhill and Webheath have exceptional circumstances to demonstrate their allocation as Green Belt (please see Key Diagram, Page 19).

The contents of this Preferred Draft Core Strategy are formulated to respond to the two local challenges. These challenges have heavily influenced the vision and objectives set out later in this document and the content of the draft policies.

Cross-boundary Issues and Joint-working

This Core Strategy relates only to the administrative area of Redditch Borough; however there are many cross-boundary issues with neighbouring Bromsgrove District and Stratford-on-Avon District, as a result of planning policy at the Regional level.

The evidence base suggests that in addition to the individual District development requirements, Bromsgrove District Council, Redditch Borough Council and Stratford-on-Avon District Council must seek to accommodate the following cross boundary requirements:

Dwellings (and associated infrastructure) *	About 4,350
Rolling five year reservoir of employment land *	8ha
Indicative long-term requirement employment land provision *	24ha

* To be provided in Bromsgrove and/or Stratford-on-Avon Districts adjacent to Redditch Town

The requirements are set out in the WMRSS Phase Two Revision, Preferred Option (December 2007). Policy CF3 Level and Distribution of New Housing Development proposes a total of 6,600 dwellings for Redditch Borough (net) between 2006 and 2026, which includes 3,300 in Redditch Borough and 3,300 adjacent to Redditch town in Bromsgrove and/or Stratford-on-Avon Districts. Policy PA6A Employment Land Provision allocates Redditch a rolling five year reservoir of 17ha, of which 8ha will be provided within Bromsgrove and/or Stratford-on-Avon and an indicative long term requirement of 51ha of which 24ha will be provided within Bromsgrove and/or Stratford-on-Avon.

To inform the amount, distribution and location of this cross boundary growth, two studies have been carried out. The first, (Joint Study into the Future Growth Implications of Redditch Town to 2026, White Young Green, December 2007) considered the potential of the urban area of Redditch to accommodate housing and employment growth to 2026; the level of additional peripheral growth required to meet the housing and employment requirements; and the implications for accommodating the peripheral growth.

The study into 'The future growth implications of Redditch', second stage report has concluded that there are more sustainable locations outside of the Borough than the three previously designated ADRs of Redditch – the A435 corridor, Brockhill and Webheath. Redditch Borough is therefore not able to meet the 3,300 dwellings required by the WMRSS within its own boundaries. Redditch Borough is able to accommodate 2,243

within its own administrative boundaries leaving about 4,350 to be accommodated in Bromsgrove and/or Stratford-on-Avon Districts.

An Employment Land Review is currently being undertaken for Redditch Borough which, once completed, may identify additional sites for housing and/or employment development, which may impact upon the figures set out in the above policy.

Evidence in support of higher housing figures for the West Midlands Region entitled 'Development of Options for the West Midlands RSS in Response to the NHPAU Report' GOWM (October 2008) may have further implications on the figures for Cross Boundary Growth.

It is anticipated that these cross boundary targets will be split between Bromsgrove and Stratford-on-Avon Districts through the Examination in Public of the Phase Two Revision of the WMRSS as separate Core Strategies are being produced and there is no other mechanism therefore for splitting the target. This approach is being progressed in consultation with GOWM.

The future growth implications of Redditch, Second Stage report, 2008 states that the most suitable locations for future growth, outside but adjacent to Redditch Borough are:

- Bordesley Park
- Foxlydiate

For future employment growth outside but adjacent to Redditch Borough are:

- Winyates Green Triangle & Ravensbank

To consider the cross-boundary issues and to ensure that the implications of each Districts Strategy deliver the best possible planning framework, Redditch Borough Council, Bromsgrove District Council and Stratford-on-Avon District Council continue to closely liaise to prepare the Core Strategies for each District and collaborate, where necessary, on producing the evidence base. This approach is considered by PPS 12 to be the most suitable as it advocates that spatial planning should not be constrained by Local Authority boundaries.

Key Themes

Government guidance encourages Local Planning Authorities to prepare DPDs in line with the Sustainable Community Strategy for their local area. The Redditch Sustainable Community Strategy has the following set of overarching 'themes' (based on the themes of the Worcestershire Local Area Agreement) that guide decision-making:

- Communities that are safe and feel safe;
- A better environment for today and tomorrow;
- Economic success that is shared by all;
- Improving health and well-being;
- Meeting the needs of children and young people;

- Stronger communities

These Sustainable Community Strategy themes will be known as the 'Key Themes' throughout this Preferred Draft Core Strategy and as such policies have been developed under the themes to which they contribute towards. By aligning the Sustainable Community Strategy and the Core Strategy, the future of Redditch can be holistically delivered.

The Key Theme of 'Meeting the needs of children and young people' has no associated section in this Preferred Draft Core Strategy. There are not considered to be any relevant spatial planning matters relating to this theme exclusively; however there are policies which work towards achieving this Key Theme. There may be other DPDs in the future which form a part of Redditch's LDF which could contribute towards achieving the Key Theme of Meeting the Needs of Children and Young People.

What has influenced this Preferred Draft Core Strategy?

Redditch Borough Council cannot prepare a Core Strategy DPD in isolation. It is bound and influenced by other documents at a national level (Planning Policy Guidance and Planning Policy Statements), regional level (West Midlands Regional Spatial Strategy) and at a local level including documents produced by Worcestershire County Council as the Minerals and Waste Local Planning Authority. As already discussed, the matter of cohesion between the DPD and the aims of the Redditch Sustainable Community Strategy is very important. The LDF will be a key mechanism towards achieving the spatial planning elements in the Aims and Vision of the Redditch Sustainable Community Strategy.

The Core Strategy must not repeat policies covered in National or Regional planning guidance unless there is anything which might justify a different stance in Redditch Borough, in which case a locally distinctive policy would be appropriate.

The Regional Plan

At the regional level, the West Midlands Regional Spatial Strategy (WMRSS) forms part of the Development Plan for Redditch. The WMRSS including the emerging Phase Two Review provides Redditch with its indicative housing, employment, retail and office targets for the period from 2006 up to 2026. It is then the purpose of the LDF to suitably and sustainably plan for the appropriate level of development.

Sustainability Appraisal

A draft SA Report was available for consultation alongside the Issues and Options document. The comments received have helped to prepare the Final SA Report which is also available for consultation with this Preferred Draft Core Strategy.

Since the draft SA Report was completed, all of the alternative options to deal with issues have been assessed, weighted and scored to determine which of the alternative options would be the best to achieve maximum beneficial sustainability effects.

Engagement with Delivery Stakeholders

Redditch Borough Council has been undertaking discussions with key stakeholders and also those stakeholders with responsibilities to deliver infrastructure, and will continue to liaise with stakeholders in refining the contents of the Core Strategy; as this ensures that the options taken forward to resolve Redditch's local challenges are deliverable.

How can I get involved?

This stage of the Core Strategy, beginning on the 31st October 2008, is your opportunity to continually be involved in the evolution of the Core Strategy right up until its anticipated publication late in 2009. You can comment on anything in this draft and you can tell us if you have a preference for other options. You could comment on, for example, the wording of the policies or whether or not we have responded to the issues with the right options.

The Borough of Redditch Preferred Draft Core Strategy Development Plan Document is therefore available from 31st October 2008.

Redditch Borough Council will need to consider all of your comments before a published Core Strategy can be issued. If you have any comments they must be received by the Borough Council by 5pm on Friday 8th May 2009. In your response, please make it clear which part of this draft you are commenting on.

Please forward your comments to:

Development Plans
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Town Hall
Walter Stranz Square
Redditch
Worcestershire
B98 8AH

Email: devplans@redditchbc.gov.uk

Telephone: 01527 64252 Ext: 3034

Fax: 01527 65216

Spatial Portrait of Redditch Borough

Profile

Redditch Borough is within the County of Worcestershire and borders Warwickshire County to the east and southeast. It is surrounded by Bromsgrove District to the west and north, Stratford District to the east and southeast and Wychavon District to the southwest. The Borough is situated at the outer edge of the Green Belt boundary for the West Midlands. Redditch offers easy access to the countryside and prominent local areas, including culturally rich areas such as Stratford upon Avon and naturally rich areas such as the Cotswolds. The Borough lies 15 miles south of the Birmingham conurbation and Birmingham airport is approximately 25 minutes drive time away.

Redditch Borough consists of the main town of Redditch, the villages of Astwood Bank and Feckenham and several other hamlets. It covers an area of 5,435 hectares (13,430 acres) with a population of 78,813 (2001 census).

The Borough is split into the urban area of Redditch in the north, accounting for 50% of the area and 93% of the population; and the rural area to the south with 7% of the population. The rural area consists predominantly of Green Belt land, but also open countryside, as well as the villages of Astwood Bank and Feckenham.

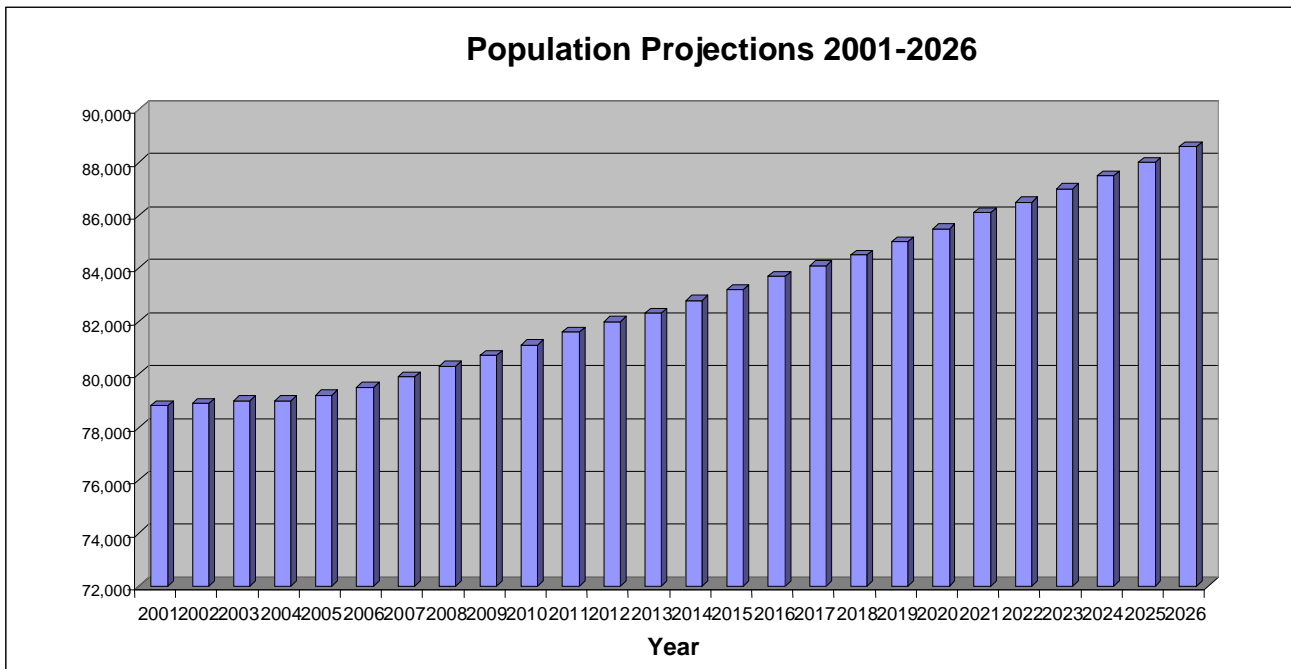
Redditch was formerly a market town until 1964 when it was designated as a New Town; a status it maintained up until 1985. During this period the Redditch Development Corporation was responsible for the growth of Redditch, predominantly to the east of the town.

People

Redditch Borough has a significant black and ethnic minority population (5.2% of the overall population) as well as a considerable Polish community. These groups contribute to the diversity and culture of Redditch.

Redditch Borough has low levels of crime in comparison to the national average of England and Wales (20.3 offences per 1000 population in Redditch, compared to England and Wales average of 24.9 in 2006), with the number of offences taking place in the Borough continually falling.

The current population of Redditch Borough is more than 78,000 (2001 census) and this is projected to rise to more than 88,000 by 2026. The graph below shows the Borough's projected population up to 2026 (based on figures from Worcestershire County Council).



Environment

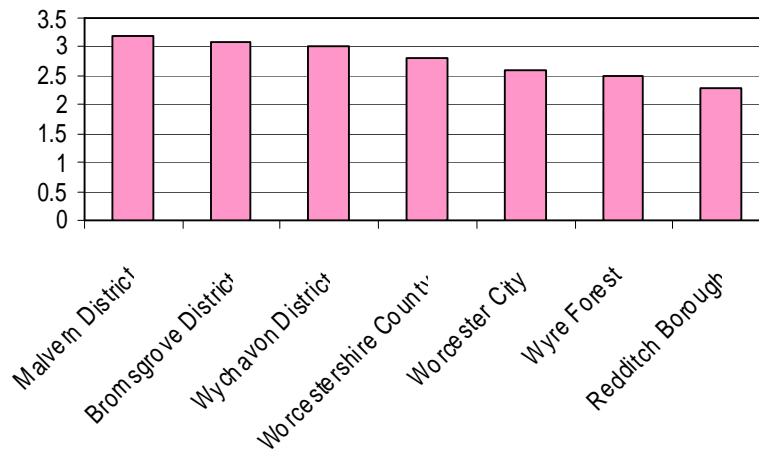
In terms of the environmental aspects of Redditch Borough, there are six Sites of Special Scientific Interest, amounting to 54.7 hectares; these are examples the country's very best wildlife and geological sites. The Borough has 26 Special Wildlife Sites (213 hectares) and there is also more than 87ha of land designated as Local Nature Reserves, comprising 5 separate sites of semi-natural ancient woodland. There are two areas of designated parkland, including Arrow Valley Park which follows the course of the River Arrow and Morton Stanley Park in the east of the urban area.

There are two conservation areas in Redditch Borough, one of which is located in Redditch town centre (Church Green) and the other in Feckenham village. The Church Green Conservation Area is focussed around the Church of St Stephen and an area of open amenity space surrounded by a number of statutory listed buildings. The Feckenham Conservation Area incorporates most of the historic village of Feckenham and includes the parish church, the village square, a Scheduled Ancient Monument and a number of residential buildings which date from the sixteenth century.

Redditch Borough takes an active and determined role in the fight against climate change. It boasts the first dwellings to have been assessed against the 'Code for Sustainable Homes' built to Code Level 3 and has committed to participation in the Nottingham Declaration, signed in 2006, as well as the Worcestershire Climate Change Pledge signed in March 2008. The use of renewable energy in the Borough continues to grow, with solar panels being installed on the roof of the Town Hall and the Countryside Centre which also boasts micro-wind turbines, solar hot water panels, and a wood-burning stove. Redditch has the lowest CO2 emissions per person amongst all other districts in Worcestershire, as is identified in the graph below. It also produces a considerably lower total amount of CO2

per year for the domestic sector (206 Kt) than the national average (384.6 Kt) (based on data from 2003).

Amount of CO₂ produced per person in 2003 (CO₂ Tonnes)



Redditch has established itself as a strong player in sustainable, environmentally-friendly development; a project which will be strengthened and continued. This development at Sillins Avenue is the first development of its kind in the UK and is the first to meet level 3 of the Code for Sustainable Homes.

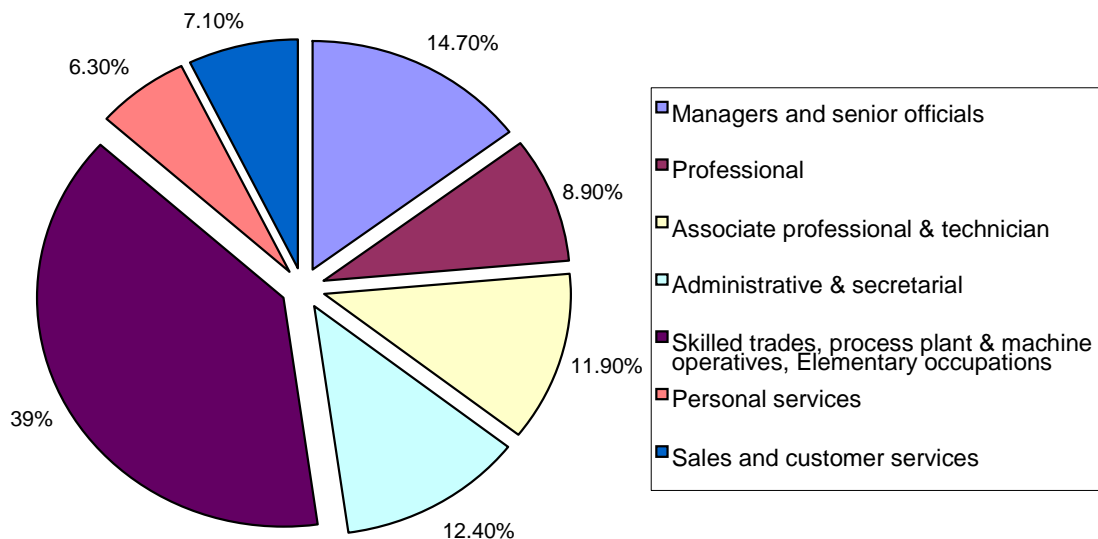
Transport

Redditch Borough has good transport links, with the M42 (Junction 3) located under 5 miles away and the M5 around 6 miles from Redditch town centre. There are segregated bus routes and a train line running services every 30 minutes to and from Birmingham New Street station and on to Lichfield. The urban area of Redditch generally enjoys free-flowing traffic and relatively little congestion. One key advantage for Redditch in terms of transport is its size. As the Borough is relatively small, distances covered travelling to work are low. Redditch has one train station that is very well used, two public transport interchanges in the Town Centre (bus and rail), bus-only lanes running through a number of the District Centres and a specific road hierarchy tailored to the New Town layout. These features contribute to the ease of travelling around the Borough. Redditch experiences one of the lowest rates of Road Traffic Collisions (RTCs) per 1,000 population in Worcestershire. In 2006-7, there were 159 RTCs within Redditch, a rate of 2 per 1,000 people.

Economy

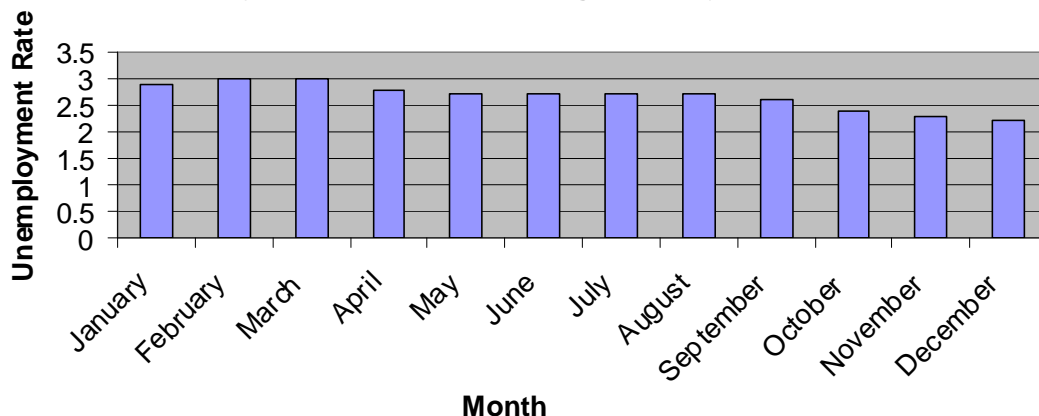
For the period June 2006 - June 2007 4.4% of Redditch Borough's economically active population was unemployed. This is higher than Worcestershire at 3.6% but lower than the average of 5.2% across Great Britain (source: Nomis Official Labour Market Statistics). All wards in the Borough saw a reduction in the number of unemployed people during 2007.

Employment by Occupation (2001 Census)



The most abundant employment sector in Redditch is manufacturing. There are a lower percentage of managers/senior officials, professional or associate professional & technician workers in Redditch Borough compared to Worcestershire and Great Britain but more than in the West Midlands. There are a higher percentage of process plant and machine operatives and elementary occupations in Redditch Borough compared to Worcestershire and Great Britain, but the figure is on a par with the West Midlands.

Unemployment in Redditch Borough January - December 2007



There are a number of overseas companies established in the Borough such as AT&T, Marubeni-Komatsu and UnoMedical and the headquarters of Halfords, GKN and the Law Society are located in Redditch.

Redditch Town Centre is the focus for shopping in the Borough and the surrounding area. There are a number of District Centres situated throughout the urban area as well as local parades of shops, groups of shops and corner shops. The Kingfisher shopping centre is

the 8th largest in the Country; boasting big name department stores, the flagship Debenhams store as well as a range of high street names and smaller, independently run shops.

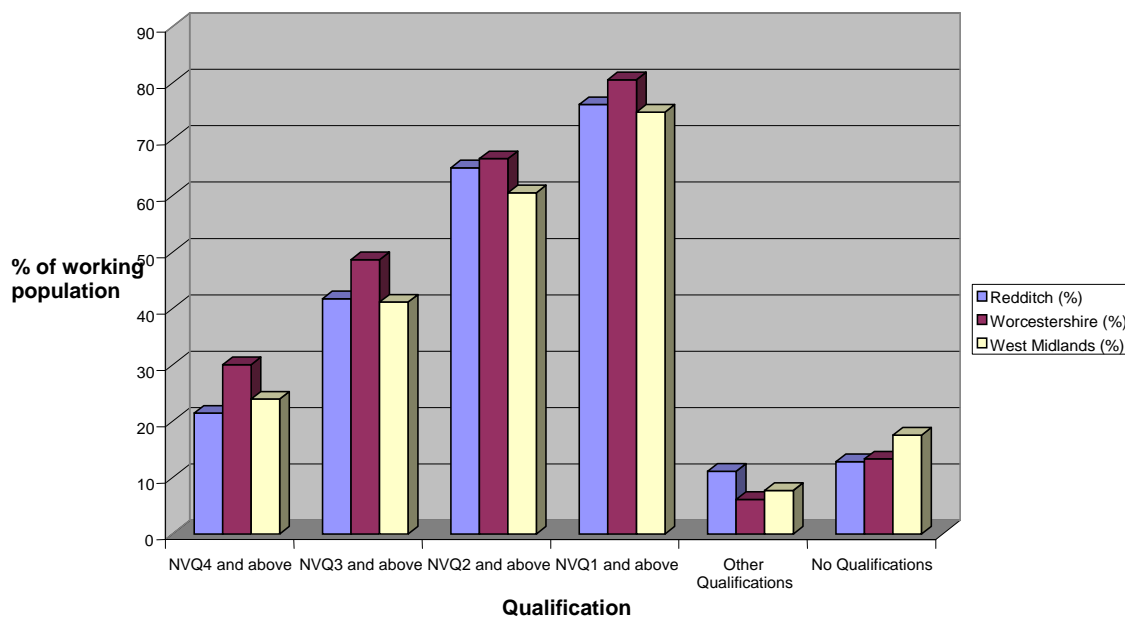
Education

Redditch follows a three tiered schooling system that sees pupils progress from first, middle to high school. Over thirty schools in Redditch conform to this system and cater for some 12,000 pupils.

Around 25% of the Borough's population is under the age of 19. Young people in Redditch are more likely to be in post-16 education than their peers nationally. Some 48% of students attending schools in Redditch reach the government benchmark of 5 A* - C grades at GCSE in 2005, compared to 56% at the national average.

The graph on the next page is constructed from annual samples of the population undertaken by Nomis.

Qualifications January 2006 - December 2006



It suggests that overall Redditch's working population has higher qualifications than the West Midlands but less than the rest of Worcestershire. Around 12% of Redditch's working population have no qualifications. It is important to maintain and improve the skills base of the community in order to secure continued economic development.

Housing

In 2006 (January to March 2006) the average house price in Redditch was £150,501, lower than both the average for Worcestershire (184,936) and the national average (£184,925).

As a percentage of housing stock, Redditch Borough has the highest amount of affordable housing (24%) in comparison to the neighbouring district of Bromsgrove (11%), the Worcestershire-wide average (16%), the West Midlands average (21%) and the UK (19%). However, supply still does not meet demand.

As Redditch Borough has a relatively young population, single pensioner households are lower than the Worcestershire average (11.1% in Redditch Borough and 13.7% for Worcestershire); however there are a high percentage of one person households (14.7% for Redditch Borough compared to 12.9% for Worcestershire).

With a young population and the growth in single person households nationally, this is a trend that is likely to continue, with a need for the market to respond accordingly, but also to produce housing that is sustainable and adaptable for the future changing population of Redditch.

Generally house prices in Redditch, as well as ownership levels, are lower than neighbouring districts. However, Redditch Borough does offer a vast amount of choice in terms of housing stock, with housing that covers every size, style and type of accommodation. Moreover, although geographically smaller than the neighbouring district of Bromsgrove, Redditch holds the same level of housing provision. Redditch Borough, through its varying type, style and location of housing, seeks to accommodate the needs of the whole of the Borough's population. This means that housing in Redditch Borough aims to be socially inclusive, building and providing for those who require it, including social housing, intermediate ownership housing, as well as elderly and single person households and private housing of different types in accordance with the Borough Council's Housing Needs Assessment. Whilst there is a travelling show peoples' site in the Borough, currently there is no provision for gypsies and travellers.

Health

The 'Health Profile for Redditch 2007' (NHS) suggests that the Borough generally has a very good health profile compared to national averages.

Redditch has the lowest amount of residents with limiting long term illnesses compared to all other Worcestershire districts; this may be attributed to Redditch's younger population profile. However, an ageing population is projected for the Borough. It is anticipated that the over-65 age group will account for around 15% of the total population by 2011.

Culture & Leisure

Cultural attractions within the Borough include the Forge Mill Needle Museum which explores the Borough's needle heritage, Bordesley Abbey which offers access to a medieval Cistercian Abbey, and Arrow Valley Park, which centres on the 12 hectare (30

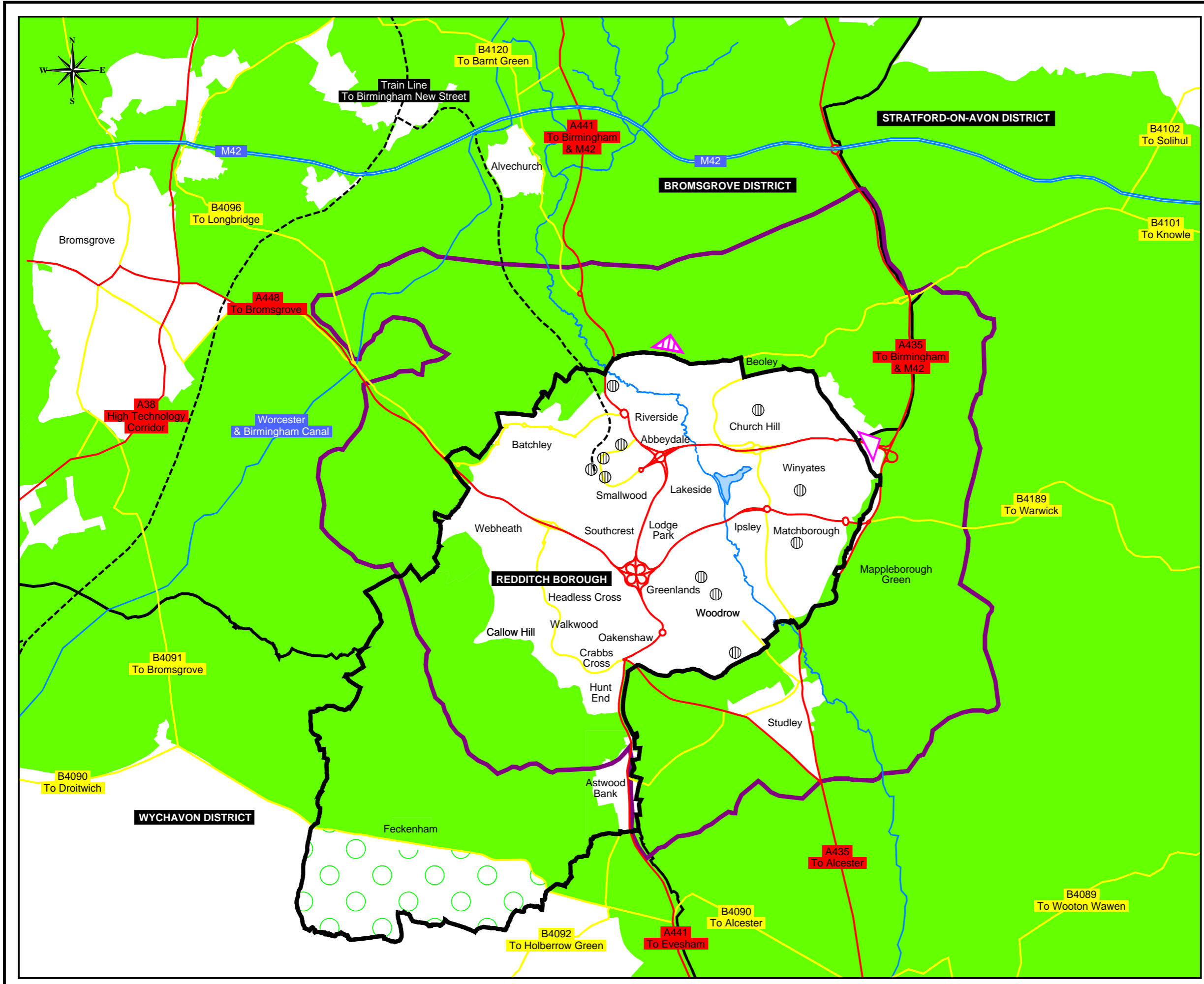
acre) lake and adjacent Countryside Centre. The Town Centre offers the 425 seat Palace Theatre as well as a multi-screen cinema located in the Kingfisher Shopping Centre.

The Borough has a rich local history evident in the 160 Grade II* and Grade II Statutory Listed Buildings and 8 Scheduled Ancient Monuments. There are also more than 30 buildings of 'local interest' which, although not statutorily listed, have features of architectural, historical or townscape significance to the Borough.

Sports facilities across the Borough cater for traditional pastimes such as football, swimming and lawn bowls, whilst a skate park encourages enthusiasts from further a field. The profile of Redditch Borough is dynamic and diverse. From its conception as a market town, Redditch has continued to evolve and adapt in all areas in line with the times. Changes in its profile have reflected changes in society and in the future Redditch will experience further change as it continues to evolve.

A full and detailed description of the distinctiveness of Redditch Borough is available in a document entitled 'Local Distinctiveness in Redditch Borough', produced by the Development Plans team and available on the Borough Council's website www.redditch.whub.org.uk.





Key

- Borough Boundary
- District Boundaries
- Outer Boundary of White Young Green Study Area (Dec 2007)
- Urban Area
- Watercourse/Lake
- Green Belt
- Open Countryside
- Strategic Sites
- Motorway
- A Class Road
- B Class Road
- Railway Line
- Direction of Future Growth
- Preferred Direction of Growth

Drawing:

**Borough of Redditch
Key Diagram**

Drawn: EEG	Scale: 1/6000 @ A3
Surveyed: N/A	Date: 31 Oct 2008

Drawing No: KD001

Planning Services
 Town Hall
 Walter Stranz Square
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 Worcs B98 8AH

REDDITCH BOROUGH COUNCIL

making a difference

www.redditchbc.gov.uk

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A Vision for the Core Strategy

An appropriate Spatial Vision needs to be included within the Core Strategy that will set out how we want Redditch to be in 2026. The Vision will apply to the whole of the Redditch LDF.

The Spatial Vision for the Core Strategy needs to take on board the vision of other relevant plans; one of which is the Redditch Sustainable Community Strategy which sets out the following vision:

"Redditch to be successful and vibrant with sustainable communities built on partnership and shared responsibility. We want people to be proud that they live or work in Redditch".

The Issues and Options document proposed a draft Spatial Vision and asked if it was ambitious enough, too ambitious or if changes should be added. Based on the comments you made on the draft Spatial Vision, a revised version is presented below.

"By 2026, Redditch Borough will be distinctively 'green'.

Its character, biodiversity, landscape and historic heritage will have been preserved and enhanced. It will be an enterprising Borough containing diverse employment areas, a skilled workforce, vibrant centres and attractive facilities. Redditch will have achieved regeneration and new growth will have been achieved in a sustainable way giving rise to high quality, low carbon communities which are attractive, safe, healthy and highly accessible. The balance between housing and employment will have been maintained and leisure provision improved.

All new residential areas in Redditch will be of a high quality and safe design and contribute towards creating places that reflect the local character and are tailored to the needs of the people that live in the Borough.

The Town Centre will be vital and vibrant, supported by regenerated District Centres at Church Hill, Matchborough, Winyates and Woodrow. In particular, the regeneration of the Town Centre will improve connectivity between key sites. Redditch Town will be the main settlement in the Borough and focus for development. Astwood Bank will be a sustainable settlement and Feckenham will cater for local needs. All development will make a positive contribution to the effects of climate change.







This vision will have been achieved through community engagement, the support of a wide range of partners and close working with the development industry."

Strategic Objectives

So that we can achieve the Spatial Vision for Redditch Borough we must develop a set of Strategic Objectives. These objectives should reflect what is aspired for Redditch in the Spatial Vision.

The Issues and Options document presented 11 draft Strategic Objectives. You suggested a number of modifications to the draft objectives and these have, where appropriate, been incorporated into the following revised Strategic Objectives.

1. To have high quality open spaces and the best open spaces to meet needs, a key component of Redditch Borough;
2. To ensure that all new development in Redditch Borough is carbon neutral;
3. To reduce the causes of, minimise the impacts of and adapt to climate change especially flood risk;
4. To protect, promote and where possible enhance the quality of the Boroughs natural, rural and built environment and its best distinctive features;
5. To encourage safer, sustainable travel patterns, improve accessibility and reduce the need to travel;
6. To enhance the visitor economy and Redditch's cultural and leisure opportunities;
7. Reduce crime and anti social behaviour and the fear of crime;
8. To improve the vitality and viability of Town and District Centres in the Borough by day and night;
9. To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations, including on Strategic Sites;
10. To have a strong, attractive, diverse and enterprising economic base with sufficient employment land, including Strategic Sites and employees with higher skills levels;
11. To maintain and support local landscape character and distinctiveness.

Key Theme	Objective
Communities that are safe and feel safe 	5. To encourage safer, sustainable travel patterns, improve accessibility and reduce the need to travel 7. Reduce crime and anti-social behaviour and the fear of crime
A better environment for today and tomorrow 	1. To have high quality open spaces and the best open spaces to meet needs, a key component of Redditch Borough 2. To ensure that all new development in Redditch Borough is carbon neutral 3. To reduce the causes of, minimise the impacts of and adapt to climate change especially flood risk 4. To protect, promote and where possible enhance the quality of the Boroughs natural, rural and built environment and its best distinctive features 9. To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations, including on Strategic Sites
Economic success that is shared by all 	6. To enhance the visitor economy and Redditch's cultural and leisure opportunities 8. To improve the vitality and viability of Town and District Centres in the Borough by day and night 10. To have a strong, attractive, diverse and enterprising economic base with sufficient employment land, including Strategic Sites and employees with higher skills levels
Improving health and well-being 	1. To have high quality open spaces and the best open spaces to meet needs, a key component of Redditch Borough 5. To encourage safer, sustainable travel patterns, improve accessibility and reduce the need to travel 6. To enhance the visitor economy and Redditch's cultural and leisure opportunities 7. Reduce crime and anti social behaviour and the fear of crime
Meeting the needs of children and young people 	1. To have high quality open spaces and the best open spaces to meet needs, a key component of Redditch Borough 6. To enhance the visitor economy and Redditch's cultural and leisure opportunities 8. To improve the vitality and viability of Town and District Centres in the Borough by day and night
Stronger communities 	1. To protect, promote and where possible enhance the quality of the Boroughs natural, rural and built environment and its best distinctive features 5. To encourage safer, sustainable travel patterns, improve accessibility and reduce the need to travel 6. To enhance the visitor economy and Redditch's cultural and leisure opportunities 7. Reduce crime and anti social behaviour and the fear of crime 8. To improve the vitality and viability of Town and District Centres in the Borough by day and night 9. To have sufficient homes meeting demographic needs, including affordable housing, providing for a range, mix, and type in the best locations

SPATIAL POLICIES

It is important that development in Redditch Borough occurs in the most sustainable locations at the appropriate time. This needs to be achieved whilst ensuring a continuous supply of land for housing and employment uses throughout the Core Strategy period. This reflects the requirements of the WMRSS Phase Two Revision Draft Preferred Option which stresses the importance of communities being allowed to grow and change whilst not undermining the urban renaissance of the Major Urban Areas.

The policies in this section aim to steer future development in the Borough in the most sustainable way. To achieve this, the Settlement Hierarchy guides the location of new development and the Development Strategy details what development can come forward, where and when. A series of general principles are provided, all forms of development should be achieving.

To aid the delivery of the aim of the Core Strategy a number of Strategic Sites have been identified. These sites will help to deliver significant amounts of the Borough's housing, employment and leisure requirements and the regeneration of the Town and District Centres.

Settlement Hierarchy

The Settlement Hierarchy categorises the Borough Settlements based upon their role and function, so that it is clear how all of Redditch Borough's Settlements are likely to be developed.

The Accessibility Study and Settlement Hierarchy has been used to determine which settlements within Redditch Borough should be considered as the main settlements, the sustainable settlements or the local needs settlements. Redditch town was excluded from the assessment parts of the Accessibility Study because of its regionally defined status in the WMRSS, making it automatically the most sustainable settlement. The study therefore considers the other two settlements in the Borough – Astwood Bank and Feckenham (there are other rural hamlets in the rural area of Redditch Borough but these hamlets do not have sufficient population or built form to be classed as settlements). The Accessibility Study assesses Astwood Bank and Feckenham against a series of key services, facilities and activities and allocates scores dependant on how accessible these are from the settlements.

The Accessibility Study and Settlement Hierarchy also defines the function of each settlement. Redditch town is the Main Settlement as it provides the highest level services/facilities provision and it is also designated as a Settlement of Significant Development, Local Regeneration area and Strategic Centre. Astwood Bank offers a range of services and facilities and is therefore a Sustainable Settlement and the lower level of facilities offered in Feckenham means it can only be considered as a Local Needs Settlement.

What did Issues and Options ask?

A draft idea of the Settlement Hierarchy for Redditch was presented in the Issues and Options document where Redditch would be the primary focus of development, Astwood Bank would be likely to be able to sustain development to meet its needs and Feckenham, as a less sustainable settlement was considered not likely to be a focus of development. Since then, an Accessibility Study and Settlement Hierarchy has been undertaken to confirm this general approach.

What you told us

Your comments on the Settlement Hierarchy of Redditch Borough suggested three alternative options, these were:


- Deliver sufficient housing in rural locations where housing delivery is lower and the problem of affordability is higher;

- Make exceptions to the settlement hierarchy for sites for 100% affordable housing adjacent to the settlement boundary necessary to address a demonstrated affordable housing need; and
- Feckenham could accommodate commercial development; thus reducing the need for residents to travel to Redditch and Astwood Bank

What the Sustainability Appraisal suggests

By continuing to present the Settlement Hierarchy as suggested, with Redditch as the focus for all development, seven SA objectives would be achieved. The alternative options suggested through consultation would also aid the achievement of two SA objectives. However the evidence from the Accessibility Study and Settlement Hierarchy advocates the Borough Councils preferred approach.

After considering all of these sources the most appropriate approach is presented in the form of the following draft policies.

Settlement Hierarchy 	
Policy SP.1	<p>The location and scale of new development should accord with the following settlement hierarchy and reflect the services present, accessibility and character of each settlement.</p> <p style="text-align: center;">Redditch, as the Main Settlement shall be the focus for development.</p> <p style="text-align: center;">Astwood Bank is a Sustainable Settlement and shall offer a range of services and facilities.</p> <p style="text-align: center;">Feckenham will provide for local needs only.</p>

Reasoned Justification

The 'Accessibility Study and Settlement Hierarchy' for Redditch Borough has determined the role and function of the three recognised settlements of the Borough: Redditch, Astwood Bank and Feckenham. The urban area and settlement of Redditch is the key service centre for the Borough and Redditch Town Centre is designated as a Tier 4 centre in the WMRSS. Astwood Bank District Centre forms part of the Borough's secondary level of shopping, meeting day to day needs. Feckenham is a significantly smaller settlement than Astwood Bank and offers limited services and facilities, making it suitable for development providing for local needs only.

Development Strategy

Building upon the Settlement Hierarchy for the Borough, the Development Strategy is a policy which details what development can come forward, where and when.

What did Issues and Options ask?

The Issues and Options document asked where you thought future development should be concentrated in Redditch Borough. The alternative options suggested included focusing development in the Town Centre, identifying areas in need of regeneration, prioritising development on urban brownfield land and rebuilding existing urban areas of poor quality. The Issues and Options document also asked you to give your opinion on the most appropriate approach to phasing development in order to ensure the most sustainable areas of the Borough are developed first.

What you told us

You told us that you would like to see future development focussed in the Town Centre, as the most sustainable location in the Borough and also in the urban area of Redditch in places which are in need of regeneration. Also linked to this Development Strategy, the approach to the phasing of development most favoured by you was that deliverable sites should be developed first and this is considered in Policy SC.7 Infrastructure.

What the Sustainability Appraisal suggests

The SA has determined that option 2, to focus development in areas in the urban area of Redditch in need of regeneration as the most sustainable option and this has been considered when determining the Strategic Sites. Option 1 which was to focus development in the Town Centre and Option 3 to concentrate development on brownfield land both also scored highly, and have been incorporated into the Development Strategy and other policies for Redditch Town Centre.

Related to this Development Strategy, the SA reported no perceived negative or positive effects directly related to the phasing of new development. Responses to the Issues and Options consultation which suggested not implementing a formal phasing policy and instead relying on the requirements in PPS3 would however have a negative impact upon a number of SA Objectives and relevant phasing has been incorporated into this Development Strategy.

After considering all of these sources the most appropriate approach is presented in the form of the following draft policies.

Development Strategy



Policy SP.2

All Strategic Sites for development can come forward immediately in accordance with the policies in the Development Plan.

With regard to residential development the most sustainable sites must be developed earlier in the Core Strategy period. Development will be favoured which is phased accordingly as follows:

- i. brownfield sites, within a defined settlement; followed by,**
- ii. greenfield sites within a defined settlement.**

In exceptional circumstances, when the options for locating development set out above, in sustainable locations, have been exhausted and where there exists a clear development need, consideration of locations adjacent to the Redditch urban area on land currently designated as Green Belt, but where the purposes for Green Belts were designated would not be compromised.

Reasoned Justification

The appropriate phasing of new residential development as set out in this Policy ensures that provision is made for the planned levels of new development at the right time, so as not to undermine the urban renaissance of the Major Urban Areas of the West Midlands. It also gives greater certainty to infrastructure providers and developers as to when facilities need to be in place and when developments would be likely to be favourably considered.

There is a need to ensure a continuous supply of land for development throughout the Core Strategy period. Should the required rates of housing delivery not be achieved, Supplementary Planning Documents may be produced by the Borough Council in order to bring forward sites.

The defined settlements in the Borough are the urban area of Redditch, and the settlements of Astwood Bank and Feckenham (Please refer to the information map, Page 44). Development within these locations will be required to be in accordance with the Settlement Hierarchy, as set out in Policy SP.1.


The Study into the Future Growth Implications of Redditch, Second Stage Report concluded that there are more sustainable locations outside of the Borough than the three previously designated ADRs of Redditch – the A435 corridor, Brockhill and Webheath. The WMRSS Phase Two Revision, Preferred Option paragraph 3.9 (criterion d) states “retain

the Green Belt but to allow an adjustment of boundaries, where exceptional circumstances can be demonstrated, either to support urban regeneration or to allow for the most sustainable form of development to deliver the specific housing proposals referred to within the sub-regional implications of the strategy”. Therefore in accordance with the WMRSS Preferred Option and the findings of the future growth implications of Redditch Second Stage Report it is considered that the A435 corridor, Brockhill and Webheath have exceptional circumstances to demonstrate their allocation as Green Belt (please see Key Diagram, page 19).

The alternative approach to the designation of Green Belt at A435 corridor, Brockhill and Webheath include using the land for development, meaning that the Core Strategy would be able to demonstrate that it can accommodate the WMRSS requirement of 3,300 dwellings.

Sustainability Principles

It was considered beneficial for the Preferred Draft Core Strategy to set out a series of general principles to which residential development and all other forms of development should be achieving. This was not presented as an issue in the Issues and Options document, however a general policy approach which reflects the SA Framework and its decision making criteria and targets and also other aspects presented in the Issues and Options document can be successfully incorporated into a general policy to ensure the delivery.

Sustainability Principles		
Policy SP.3	<p>The need for sustainable development is integral to the Core Strategy. In order to achieve this all proposals will be expected to:</p> <ul style="list-style-type: none"> i. seek to reduce the need to travel by private car and enable the necessary infrastructure to facilitate walking*, cycling and public transport to access homes, jobs, shops, education and other services and facilities; ii. incorporate waste management processes in accordance with the waste hierarchy (Reduce, Reuse, Recycle, Recover, Dispose); iii. demonstrate that the use of sustainable, locally sourced and recycled materials has been considered; iv. not increase the risk of flooding in the site or elsewhere, and where possible incorporate SUDS and other methods of water efficiency; v. incorporate sufficient renewable energy production facilities and principles of sustainable design and 	

- construction;**
- vi. protect and enhance the quality of natural resources including water, air, land, habitats and biodiversity;**
 - vii. remediate contaminated land, where appropriate; and**
 - viii. protect and enhance historic and cultural heritage and community assets of the Borough.**

***This includes infrastructure for wheelchairs and any other mobility disability.**

Reasoned Justification

i. The LDF needs to secure safe and effective access to developments, taking account of wider social and environmental issues. Policies SC.4 Sustainable Travel and Accessibility and SC.7 Infrastructure provides more detail on the transport and accessibility-related requirements for development proposals and requirements for infrastructure.

ii. In accordance with the Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire, opportunities for more sustainable waste management should be incorporated in proposals for development. This could be in the form of new and enhanced 'Bring Recycling Sites' to supplement kerbside collection schemes, the provision of home composters or the provision of sufficient space within new dwellings to accommodate recycling receptacles. The Borough Council supports the 'Waste Challenge' initiative which encourages waste minimisation by retaining waste at home.

iii. The Borough Council considers that waste arising from the construction of or demolition associated with new development should be put to good use. There are a number of ways in which construction waste can be reduced, reused, retained, reclaimed, recycled and composted. Wherever appropriate and practicable developers will be expected to demonstrate how they will deal with waste arising at the application stage.

iv. In accordance with Policy SR3 'Sustainable Design and Construction' of the WMRSS Phase Two Revision, Preferred Option (December 2007) the Borough Council will require that all new homes meet or exceed the water conservation standards in Level 4 of the Code for Sustainable Homes, that offices meet the BREEAM offices scale, and that other buildings achieve efficiency savings of at least 25%. Proposals should also be in accordance with Policy BE.2 Flood Risk and Water Management and take account of the Strategic Flood Assessment and Water Cycle Strategy for Redditch Borough. In particular regard should be had to the recommendations of the Water Cycle Strategy which states that due to the underlying geology of the Borough renders infiltration techniques for SUDs impractical.

v. New developments should seek, as a priority, to reduce their demand for energy by maximising the efficiency of the development. Policy BE.1 Climate Change of this Core Strategy sets out the standards expected of all new development to ensure long-term

viability in adapting to climate change and to work towards the achievement of carbon neutral developments. The Borough Council will encourage opportunities to generate electricity and create and store heat through the use of solar, wind, Combined Heat and Power (CHP), fuel cells or other means. There are a number of ways in which sustainable development can be achieved such as the use of green roofs, composting, siting and orientation and energy conservation measures.

vi/vii Proposals will be expected to maintain and enhance the built and natural environment of the Borough. There are a range of nationally and locally important sites of biodiversity within Redditch Borough which should be maintained and strengthened through the actions of local authorities and others. There are also a number of statutorily and locally listed buildings and two conservation areas within the Borough which will continue to be protected. Where contamination of a site is suspected, a site investigation and analysis will be required followed by the proper remediation of all hazardous materials on the site.

Where appropriate, planning applications should be submitted in accordance with the Borough Council's Validation Checklist.

Strategic Sites

PPS12 Local Spatial Plans states that Core Strategies can include locations for strategic development (paragraph 4.1) and these are referred to in this Core Strategy as Strategic Sites. Strategic Sites are those that are considered central to the achievement of the strategy and their location is indicated on the Key Diagram, Page 19.

What did Issues and Options ask?

The Issues and Options document suggested a number of strategic sites and asked if and where additional sites should be identified.

What you told us

There were no additional sites suggested during the Issues and Options consultation however a number of changes to the original suggested sites have arisen as a result of studies that have been undertaken and other considerations. Evidence in the Retail and Leisure Needs Assessment suggests that there is little need for the Town Centre to be a Strategic Site as a whole, with the exception of the Church Rd site and Car Park Number 4. Since the Issues and Options document was produced, the Abbey Stadium site has also been suggested as an addition to the list of strategic sites. Woodrow Strategic Site incorporates the site of the Auxerre Avenue SPD and the former Dingleside School which has been identified through the SHLAA. The Land to the Rear of the Alexandra Hospital Strategic Site has been extended from that presented in the Issues and Options

document. The ADRs were presented as Strategic Sites but are no longer considered appropriate.

What the Sustainability Appraisal suggests


The SA of Strategic Sites has concluded that there are a number of likely positive benefits from implementing each Strategic Site.

After considering all of these sources the most appropriate approach is presented in the form of the following draft policies.

Town Centre

In order to support the regeneration of Redditch Town Centre and to resolve accessibility concerns in and around the Town Centre, four parcels of land within and on the periphery of Redditch Town Centre have been identified and amalgamated for consideration as one Strategic Site. Three of the parcels of land including land at Prospect Hill, Edward Street and Church Road have each been the subject of a Supplementary Planning Document as individual sites. The fourth parcel of land is currently known as Car Park number 4 which serves Kingfisher Shopping Centre. Because there are opportunities to create linkages between these sites, they have been amalgamated to form one Strategic Site.

The draft policy below sets out broad criteria which could be expanded during any detailed masterplanning or future DPDs. Flexibility has been incorporated into the policy to enable any of the three parcels of land to come forward for development in advance of others, so that progress towards achieving this policy is not held up.

Regeneration for the Town Centre	
Policy SP.4	<div style="text-align: right;">  </div> <p>To deliver significant amounts of the Borough Councils residential, retail and office requirements whilst supporting the role and function of Redditch Town Centre, regeneration proposals for the Strategic Site should generally:</p> <ul style="list-style-type: none"> i. incorporate a mix of uses including residential, employment (B1), retail and leisure ii. promote excellent accessibility by a range of transport modes, incorporating any necessary infrastructure improvements; and iii. include safe and well designed buildings and places; <p>The following mix of uses should be applied to individual proposals:</p>

- i. **Church Road / North West Quadrant is the preferred location for convenience and comparison retail as part of a mixed-use development also incorporating food and drink and leisure developments;**
- ii. **Edward Street is appropriate for employment use (B1). Convenience retail uses are also appropriate if it can be demonstrated that convenience retail cannot be accommodated at Church Road / North West Quadrant;**
- iii. **Car Park Number 4 is suitable for retail use only;**
- iv. **Prospect Hill should provide a mixed-use development of Offices (B1) and residential uses.**

The Borough Council would not insist that all four parcels be redeveloped together. However individual proposals for each parcel should ensure that appropriate considerations have been made to the potential linkages between the sites and increased accessibility within the Town Centre and the Kingfisher Shopping Centre.

Reasoned Justification

Redditch Town Centre is within Tier 1 of the Hierarchy of Centres, as set out in Policy ES.5. As such, the Town Centre is the preferred location for retail, leisure, entertainment and cultural activities as well as other uses that attract large numbers of people.

This policy is to be applied to four parcels of land known as 'Prospect Hill', 'Edward Street', 'Car Park No.4' and 'Church Road / North West Quadrant' with the purpose of regenerating these locations in order to support the role and function of the Town Centre. These sites form one Strategic Site, as depicted on the Key Diagram.

The Church Road / North West Quadrant site measures approximately 5.35 Hectares in area. The site is located in the Abbey ward of Redditch and is bounded by Unicorn Hill to the south, the Ring Way to the north and west and Church Green west to the east. The site includes the temporary car park number 7, Smallwood Health Centre and the former bus depot which are all in need of redevelopment. The Retail and Leisure Needs Assessment for Redditch Borough (2008) recommends that this site, should be the preferred location for retail development. This should not be in the form of a new shopping centre as it is considered that the town is unlikely to be able to support two major shopping centres in the short to medium term in terms of retailer demand. Due to the overriding need for convenience goods floor space it is recommended that redevelopment of this site provides a food store as part of a mixed-use development incorporating food and drink and leisure needs. Proposals incorporating non-food retail units of varying sizes in order to meet the need for comparison floorspace would also be supported. Proposals should

ensure that strong pedestrian links are created throughout the site and these should link to other parts of the Town Centre and adjacent sites.

The Edward Street site is approximately 0.48 hectares in area and located adjacent to Redditch Train Station near to the western fringe of the Town Centre. It is bounded by the railway station and car parking to the east, residential units on the opposite side to Bromsgrove Road to the south and modern industrial units to the west and north. The site runs parallel to the railway line and consequently provides the first impression of Redditch for visitors arriving by train. The Retail and Leisure Needs Assessment for Redditch Borough considers that this site may have potential for future retail development in the long term but that there are constraints relating to lack of visibility and accessibility difficulties, making the Church Road / North West Quadrant more sustainable and therefore more preferable.

Car Park Number 4 which serves the Kingfisher Shopping Centre is located between Clarke Street and the Redditch Ringway. It has direct pedestrian access into the Kingfisher Centre. It currently contains a multi storey car park with 585 parking spaces, but is one of the least well used of the town centre car parking facilities. The Retail and Leisure Needs Assessment recommends that this site, along with the Edward Street site is suitable for long term retail development. Proposals should ensure that strong pedestrian links are created throughout the site and these should link to adjacent sites. An element of compensatory car parking provision should form part of any redevelopment scheme.

The site at Prospect Hill is located directly adjacent to the Town Centre on the northern side of the Redditch Ringway. It is some 1.3 Hectares in area and provides car parking provision for Grosvenor House and St Stephens House office units situated on the opposite side of the Redditch Ringway. At present the site is not used to its full capacity for car parking due to the steep gradient across the site and poor quality of surfacing material. As this site is surrounded by both residential and office-based developments a mix of B1 and residential development are the preferred uses.

District Centres

The District Centres in Redditch Borough were identified as a significant issue for the Core Strategy to consider, particularly in relation to the District Centres at Church Hill, Matchborough, Winyates and Woodrow, because at present their poor image, issues of anti-social behaviour and inappropriate design are making them suffer. It is important to ensure that new facilities and services are provided at an early stage of development to ensure sustainable communities.

What did Issues and Options ask?

The Issues and Options document asked how these District Centres could be improved, with six alternative options presented. The options included the regeneration of Church

Hill, Matchborough, Winyates and Woodrow District Centres, expanding the boundaries of the District Centres, protecting the District Centres as they currently are, allocating new District Centres where necessary, encouraging District Centres as community focal points with distinctive design and architecture, and setting a limit to the number of hot food takeaways in each District Centre.


What you told us

You told us that your preferred options were to redevelop and regenerate all District Centres built during the New Town era in order to provide for the needs of the existing and the likely future local communities. You also suggested that we set a limit to the number of hot food takeaways in each District Centre so that it continues to perform its role and function to provide variety and choice to communities.

What the Sustainability Appraisal suggests

The SA also determined that the most sustainable option is to redevelop and regenerate Church Hill, Matchborough, Winyates and Woodrow District Centres.

After considering all of these sources the most appropriate approach is presented in the form of the following draft policies. These draft policies are recommended as the most appropriate after considering all alternatives as part of the SA process and following consideration of the Evidence Base.

District Centre Redevelopment	
Policy SP.5	<div style="text-align: right;">  </div> <p>District Centres play an important role as foci for local needs shopping and community facilities. This policy relates to Church Hill, Winyates, Matchborough and Woodrow District Centres. Any redevelopment proposals must promote the vitality, viability and sustainability of these District Centres.</p> <p>Redevelopment proposals for Church Hill, Winyates, Matchborough and Woodrow District Centres must:</p> <ol style="list-style-type: none"> i. be consistent in scale and function with its role as a District Centre; ii. not result in the unacceptable loss of retail floorspace, recognising its primarily retailing role; iii. propose a scheme where the uses are compatible with one another; iv. have well designed buildings and spaces; v. propose a scheme that takes opportunities to design out crime and make the District Centre feel

- safer;**
- vi. **propose a scheme with good accessibility to and from the neighbouring residential areas particularly in terms of walking and cycling; and**
 - vii. **consider re-using vacant upper floors.**

Reasoned Justification



The New Town District Centres in Redditch i.e. Church Hill District Centre, Winyates District Centre, Matchborough District Centre and Woodrow District Centre are recognised as suffering because of a poorly designed inward layout, anti-social behaviour, unattractive to users and inward investment etc.

All District Centres have an important role to play in providing shopping and other facilities for their local population. The Council will look favourably on development proposals that will help revitalise and improve the shopping and community facilities of District Centres providing they are in keeping with their primarily retailing role and actively support the redevelopment of Church Hill, Matchborough, Winyates and Woodrow District Centres and their status as Strategic Sites. In relation to the types of shopping facilities they provide, District Centres in Redditch are equivalent to the definition of ‘Local Centres’ in PPS6.

Proposals for a mixed use redevelopment at a District Centre must ensure that the uses on the site are compatible with one another and that the development minimises any disruptive effects that may arise due to a mix of uses. Good quality design is also a focus of the policy, as this can help improve the vitality and viability of the District Centre. It also states that if dwellings are part of any proposal, it should be designed so that natural surveillance of the site is created. In terms of design, special consideration should also be given to how to clearly define public and private spaces.

Woodrow Strategic Site

A site which lies to the rear of properties 1-11 Auxerre Avenue, Greenlands was identified for residential development in both Local Plan No.2 and Local Plan No.3. The site was the subject of a SPD, adopted in March 2006, which allocated the site for 100% affordable housing. Also, the site of the former Dingleside School has been identified through the Strategic Housing Land Availability Assessment as appropriate for residential development and the boundary of this site lies adjacent to the Auxerre Avenue site. Together these two parcels of land form one Strategic Site.

Woodrow Strategic Site		 
Policy SP.6	<p>In order to deliver significant residential development, proposals for this site should:</p> <ul style="list-style-type: none"> i. incorporate a mix of housing types and provide the 	

- Borough Council's current standard of affordable housing provision;**
- ii. be accessible by a choice of modes of transport, incorporating any necessary infrastructure improvements and include a pedestrian link between Woodrow North and the linear park and Woodrow District Centre;**
- iii. work with and respect the topography of the site and avoid any excessive remodelling of land; and**
- iv. provide and enhance open space in line with the requirements set out in the Open Space Provision SPD.**

Reasoned Justification

This Strategic Site is capable of accommodating between 77-129 dwellings at a minimum density of between 30-50 dwellings per hectare. The Borough Council's current standards of affordable housing provision are set out in the Supplementary Planning Document 'Affordable Housing Provision', which requires sites of 15 dwellings or more to provide 40% affordable housing of which 65% will be socially rented and 35% intermediate ownership.

Proposals will be required to maximise opportunities for access on foot, by bicycle and by public transport and improvements to existing infrastructure will be sought. It is essential that any scheme on this site creates a safe and attractive pedestrian route to link Woodrow North and the linear Park; this should be alongside the vehicular access route. Woodrow District Centre provides for the local community's day-to-day needs and it is therefore important that provision is made for a pedestrian link to the District Centre from the development.

The part of this site which is to the rear of Auxerre Avenue rises steeply from north to south. The design should carefully consider the exposure of the highest parts of this site and seek the retention of some mature trees as visual screening. The retention of mature trees and hedgerows on and adjacent to the site will also be encouraged as far as possible.

Proposals will be required to be in accordance with the 'Open Space Provision' Supplementary Planning Document, which requires on-site provision of open space or contributions to off-site provision.

Abbey Stadium

Abbey Stadium



Policy SP.7 A Strategic Site incorporating the Abbey Stadium and adjoining lands, as shown on the draft Proposals Map, is appropriate for the following land uses:

- Assembly and leisure (D2);
- Hotels (C1);
- Ancillary Retail and Food & Drink Facilities (A1 and A3/4/5);
- Training and other facilities falling under Class D1 or C2.

Any proposals for development on the Abbey Stadium Strategic Site incorporating the above land uses, must accord with the following criteria:

- i. the predominant component of any mixed use development scheme must be for activities falling under use Class D2 (e) - Indoor and Outdoor Sporting and Recreational Facilities;
- ii. any distinct element of a proposed mixed use development that would serve a catchment wider than the Borough should demonstrate that it will be complementary to existing provision within that wider area;
- iii. the scale of development, its design and siting and proposed means of access, must not undermine the potential to accommodate development on lands to the west of the A441 or construction of the Bordesley Bypass;
- iv. proposals incorporating main Town Centre uses shall comply with the Hierarchy of Centres, as set out in Policy ES.5 and the requirements of Policy ES.6 (Retail). This criterion shall not apply to A1 and A3/4/5 uses where the combined gross floor area of those uses is less than 5% of the gross floor area of the entire development. In the application of the tests, as set out in PPS6 (Planning for Town Centres), applicants must consider the degree to which constituent parts of the development could be accommodated on more central sites;
- v. where existing facilities at the Abbey Stadium are not to be replaced on site, appropriate replacement facilities should be located elsewhere within the Borough in an accessible location and where the development would conform with other policies in the Development Plan unless full

- justification for not providing a replacement facility can be demonstrated;
- vi. the development must be accessible by a choice of modes of transport within the catchment area that the proposal seeks to serve. Developer contributions towards necessary off-site highway infrastructure works, improvements to the pedestrian and cycleway networks and public transport provision required to ensure maximum accessibility, will be secured through planning obligations or other means as appropriate.
 - vii. this is a prominent gateway site into Redditch and, as such, the proposals must be of appropriate architectural quality and must incorporate green architectural and engineering features, including sustainable drainage, within any scheme.
 - viii. appropriate measures will be required to protect and enhance the River Arrow, its associated ecological habitats and its floodplain. No built development will be permitted within the ecological corridor that is the River Arrow and its environs. Appropriate measures will be required for any development to ensure that the ecological value of the corridor and floodplain is not undermined. Applicants will be required to carry out flood risk assessment in accordance with advice in PPS25 (Development and flood risk) and will be required to fund all necessary mitigation works arising; and
 - ix. proposals must incorporate suitable boundary treatments, including landscaping, to ensure that the attractiveness of the adjoining Arrow Valley Country Park and the tranquillity of the adjoining cemetery/crematorium is not unduly harmed. Development on the land between the A441 and the crematorium on the teardrop shaped area of land south of the main Stadium site shall be of a low level and shall include significant landscaping. Development on land to the north of the River Arrow shall respect the setting of Bordesley Lodge Farmhouse.

The scale and nature of the proposed mixed use development on the Abbey Stadium site is likely to be significant enough to require an environmental

assessment under Schedule 2 of the Town and Country Planning (Environmental Impact Assessment) (England and Wales) Regulations 1999 (as amended).

The Abbey Stadium site is a leading gateway site into Redditch, located adjacent to the A441, which is one of the two main routes into the town from the M42.

The site can be described as out of centre, although due to the way that Redditch has grown, the site is only around 1.5 km from the Town Centre.

In both Local Plan No.2 and Local Plan No.3, the Abbey Stadium was earmarked to accommodate sports, community facilities and open space uses. No such development has occurred, largely as a result of the failure to generate a commercially viable mix of appropriate uses for the site.

The Council's Sports Strategy identifies a deficiency in the provision of sports, recreation and leisure facilities in the Borough, relative to identified requirements over the Core Strategy period and also identifies the potential for significant problems in securing adequate capital and revenue funding to improve sports, recreation and leisure facilities, and to maintain both current and new facilities in the future, through the public purse alone. The strategy therefore, envisages seeking a partnership arrangement with the private sector to ensure an improved range and choice of sports, leisure and recreation facilities available to the Borough's residents. In order to achieve a scheme which represents 'best value' in terms of public resources, a proposal which involves the cross financing of required sports and recreation facilities accessible to the public, through private leisure provision, falling under use class D1, is required.

The provision afforded by development at this site would also accord with wider strategic objectives of the Council to enhance the attraction of the town to future residents and to broaden the range of employment opportunities available to local people.

A combination of these factors has led the Council to identify the Abbey Stadium as a Strategic Site for the Core Strategy. The aim of the policy is to achieve a development which integrates a number of compatible land uses within a commercially viable scheme, and which would provide a new dimension to the range of sports, recreation, leisure and tourism related activities available within Redditch, in a single, accessible location. Reference should be made to the Borough Council's Assessment of Need which establishes the mix of facilities appropriate for this site.

However, the Council acknowledges that there are a number of important environmental constraints associated with this location and considerations relating to the protection and promotion of the vitality and viability of the town centre. In applying the principles of the Development Strategy contained in Policy SP.2, consideration will need to be given to the fact that parts of the allocation site are "greenfield". The implications of large scale development will therefore need careful scrutiny to ensure that any interests of

acknowledged importance are not harmed. To this end, the policy incorporates a range of criteria which any proposals will be expected to comply with.

Criterion i

It is intended to ensure that any mixed use development on this site is predominantly for indoor and outdoor sporting and recreational activity. This will be assessed in relation to the scale of the proposed floorspace (gross floor area) of any submitted applications.

Criterion ii

It is important that the distance that people have to travel to facilities is minimised. If an element of the Abbey Stadium development has a wider catchment than the Borough this needs to be considered alongside an analysis of the facilities on offer outside of the Borough. This will influence the acceptable level of development of particular leisure uses on the Abbey Stadium site.

Criterion iii

The intention of Criterion iii is to ensure that any proposals coming forward on the Abbey Stadium site will not materially harm the prospect of accommodating future development on the lands to the west of the A441. The key factors to consider in relation to the Abbey Stadium site development are the proposed access arrangements, the scale, massing and siting of the buildings, the level of noise emissions from activities proposed on the Abbey Stadium site and matters relating to boundary treatments and landscaping.

Criterion iv

The mix of uses on the allocation site is likely to incorporate retail and other main town centre uses. To ensure that A1/3/4/5 development that is genuinely ancillary does not have to be assessed against the test in PPS6, a 5% threshold has been imposed. In order to prevent a series of smaller applications being permitted without consideration of the appropriate tests, the Sequential Test should be applied to all proposals on the site which cumulatively exceed the 5% ancillary retail/food and drink threshold. The Council will seek to control the use of any retail floorspace through appropriate conditions relating to the range of goods that can be sold, sub-division or amalgamation of retail units and may also seek to control the change from A3 to A1 uses permitted under the GPDO, in order to further protect existing centres. Where the proposals incorporate leisure, entertainment or other evening uses, the implications for the evening economy of the town centre must also be considered.

Criterion v

The Abbey Stadium site currently contains a number of sports and recreation facilities. Should the redevelopment proposals be unable to incorporate the existing facilities of the Abbey Stadium site, then there is a requirement to replace the facilities lost in an accessible location or fully justify why replacement facilities are not needed. If required, this would be achieved through appropriate planning obligations.

Criterion vi

Since the proposed mixed use development on the Abbey Stadium site is intended to serve primarily the residents of the Borough, it is essential that the scheme is accessible to all of the Borough's residents, by offering a choice of modes of transport. Currently, the site is relatively poorly served by public transport and opportunities for access to the site by foot and by bicycle are limited. For reasons relating to social inclusion as well as accessibility, it is essential that any proposed development on the Abbey Stadium site maximises the opportunities for access on foot, by bicycle and by public transport. In addition, it is likely that certain elements of the proposed development may be attractive to a wider population catchment. It is therefore important to ensure that the development is also accessible by the private car and in that respect, the potential effects of the development on the local road network will require careful scrutiny. Depending on the scale of development and the nature of the proposed activities on the site and based on assessments of traffic generation and distribution flows, there will be a requirement for the development to make an appropriate contribution to the provision of the Bordesley Bypass. All necessary transportation related contributions will be secured through the use of planning obligations or other means as appropriate.

Criterion vii

It is recognised that the site is a gateway location. The site represents an opportunity to provide a key landmark building of the highest architectural quality and it is therefore important that any proposed buildings are designed with flair and imagination, without necessarily seeking to replicate any particular style of development already existing within the town. An assessment of the quality of the proposed development will include reference to its visibility.

Criterion viii

In recognition of the environmental sensitivity of the location, Criterion viii requires any applications to incorporate appropriate measures to protect and enhance the River Arrow and its associated ecological habitats.

No built development will be permitted within the ecological corridor that is the River Arrow and its environs and appropriate mitigation measures will be required from any development to ensure that the ecological value of the corridor is not undermined.

Part of the allocation site lies within the floodplain of the River Arrow. As such, matters relating to flooding are a material consideration, and developers will be required to comply with government policy in PPS25 (Development and flood risk) relating to the assessment of flood risk associated with any proposals for development on the site and the funding of provision and maintenance of flood defences that are required because of the development. The run-off implications of proposed development will also be assessed and controlled through the use of sustainable drainage systems.


It is likely that the scale and nature of the proposed mixed use development on the Abbey Stadium site will be sufficient to warrant the preparation of an environmental statement.

Criterion ix

It is a requirement that proposals respect the visual amenity of the Arrow Valley Country Park through the introduction of appropriate boundary treatments and landscaping, both within the development and where it abuts the Country Park. The site also adjoins an existing cemetery and crematorium where visitors should experience an appropriate degree of peace and tranquillity. The scale, type and siting of development on the boundaries with the existing crematorium/cemetery will require particularly sensitive consideration within any proposal and opportunities to retain and enhance the existing vegetation screens in this part of the allocation site should be fully exploited. Any development in the tear drop shaped area of land to the south of the Stadium should be low level. The bunding and vegetation along the A441 should be retained and enhanced. Any development north of the River Arrow shall respect the setting of Bordesley Lodge Farmhouse.

Land to the rear of the Alexandra Hospital

This Strategic Site is located to the rear of the Alexandra Hospital. The first part of this Strategic Site was identified in Local Plan No.3 as employment site IN 69 and is the subject of a SPD adopted in September 2007 to guide its development. The second part of the site was identified as suitable for employment purposes in the Urban Capacity Study that supported the preparation of Local Plan No.3. However, it was not subsequently identified as a Local Plan employment site because the strategic target at that time could already be accommodated on other sites in the Borough. The total area of the site is 8ha.

Land to the rear of the Alexandra Hospital 	
Policy SP.8	<p>To deliver significant employment land requirements, proposals for this site must:</p> <ul style="list-style-type: none"> i. include uses for Class B1 only development, which constitutes office (other than that classified in A2), research and development of products and processes and light industry; ii. include good accessibility by a range of transport modes, incorporating any necessary infrastructure improvements; iii. respect the natural features of the site including topography and biodiversity and extend the tree belt located on the boundaries, into the site; and iv. provide legibility and a central sense of place in its design.

Reasoned Justification

The site is located to the rear of the Alexandra Hospital and comprises 8 Ha of greenfield land. The site is predominantly within the ownership of the NHS Trust with some land in the ownership of Redditch Borough Council. Located in the Woodrow area of Redditch, which is predominately residential, the site is in close proximity to the hospital and Kingsley College.

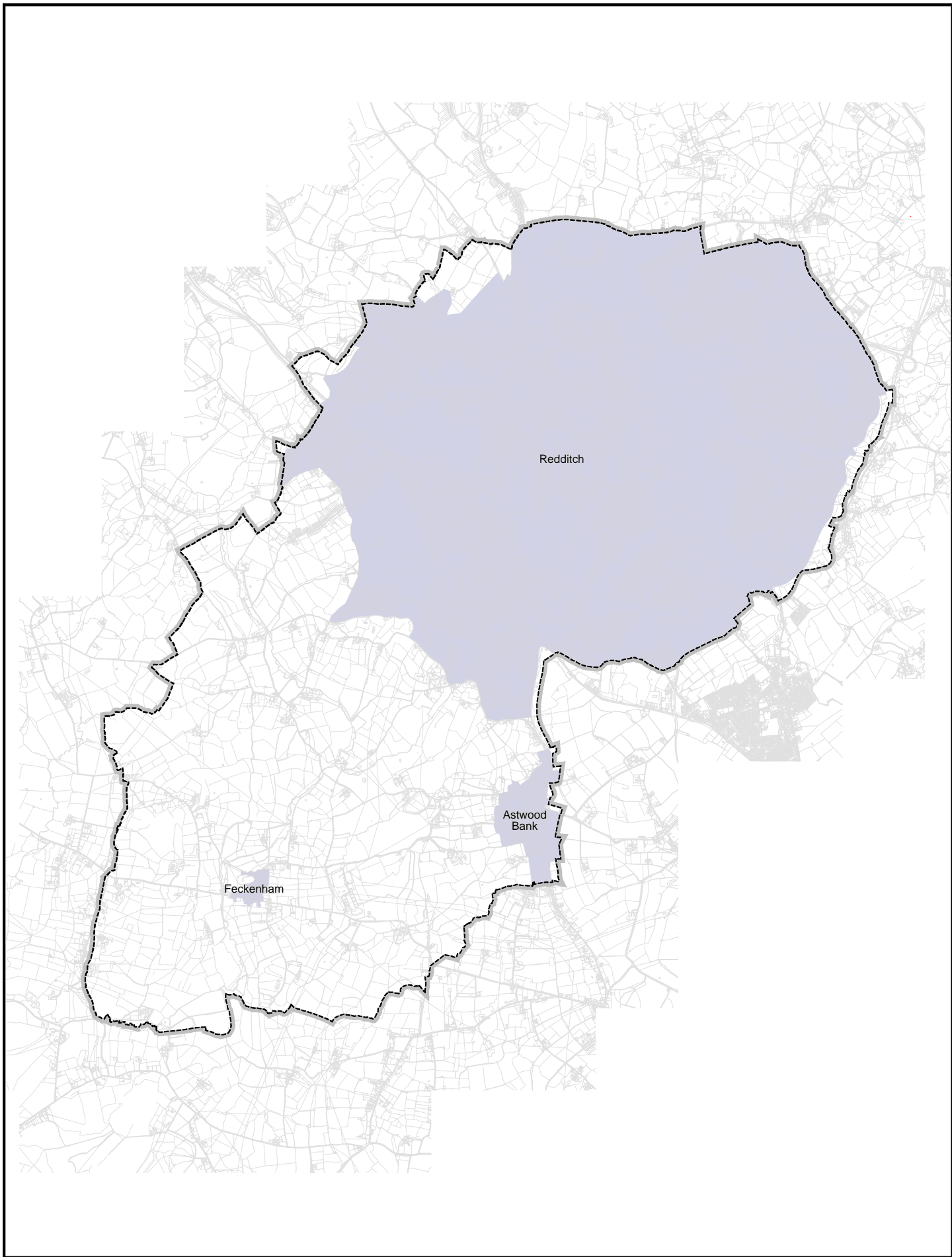
Part of this site was allocated for employment use (B1 only) in Local Plan No.3 and the Draft Employment Land Review considers B1 use suitable for this entire site. The Core Strategy continues with this use allocation because B1 use is considered more compatible with the adjacent hospital use.

Access to the site must be appropriate and be of high quality. All methods of access must be provided for the development to be sustainable. Vehicular access to the site would require modification to the road layout at Nine Days Lane as this has been established as the entry route to the site by Worcestershire County Council Highways Partnership Unit. Cycle ways and footpaths run adjacent to the site, and can be adapted and improved to directly link to the site. Currently, access for pedestrians to the public transport provision at the front of the Alexandra Hospital is poor. Proposals are expected to establish effective access to ensure that pedestrians from the site can easily and directly access public transport.

An 'Extended Phase 1 Assessment' of this site has been carried out by Worcestershire Wildlife Consultancy. This assessment has found that the area is classified as lowland meadows. The report details that any removal of hedgerows requires permission from the Local Planning Authority. It also recommends that surveys are undertaken to evaluate the importance of birds, badgers and reptiles with regard to the site. The site also lies adjacent to a Site of Special Scientific Interest.

Proposals for development should work with and respect the natural features of the site and aim to avoid any excess remodelling of the land. The design should carefully consider the exposure of the highest part of the highest parts of the site and seek the retention of some mature trees as visual screening. The retention of other mature trees and hedgerows, on and adjacent to the site, will also be encouraged as far as possible, with an aim of incorporating them into the built design process. Native species should be used where possible.

The layout of the buildings should be legible. There should be a main space, preferably evident upon arrival, to give a central sense of place to the development. Signage within the area will also be encouraged and promoted to increase legibility.



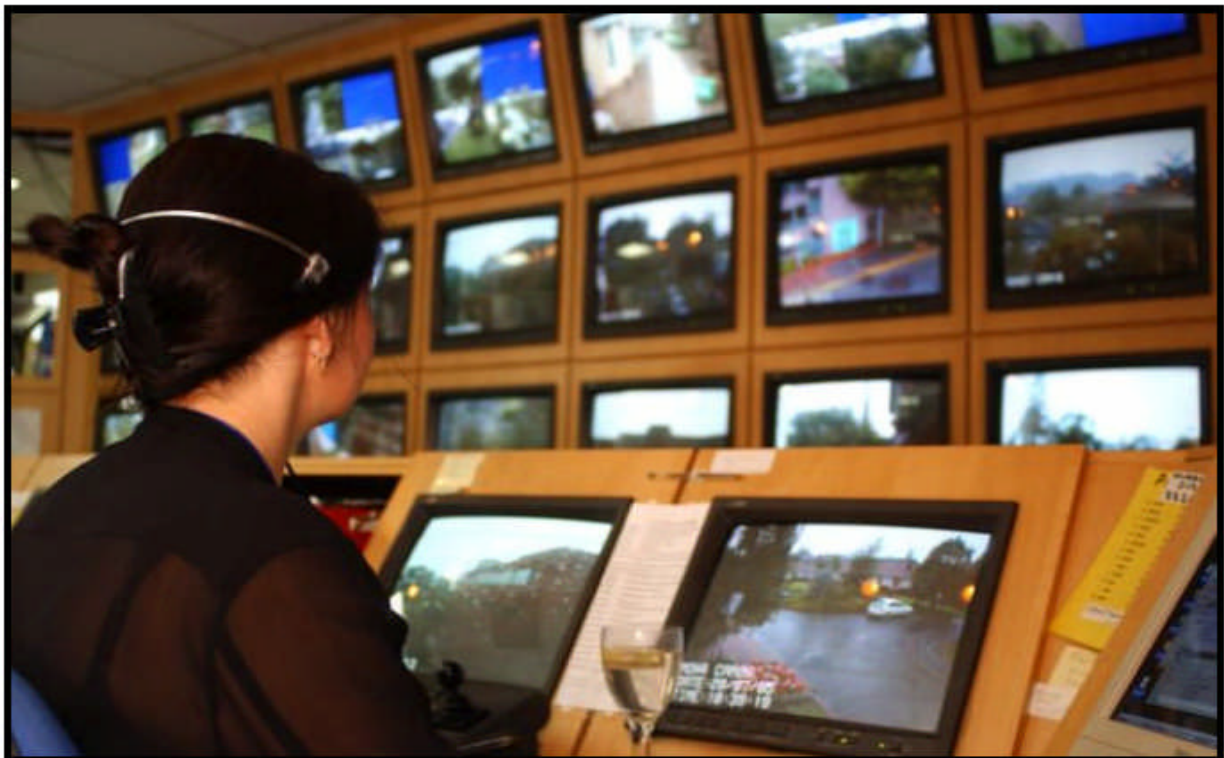
Settlement Information Map

- Key**
- Borough Boundary**
 - Settlement**

COMMUNITIES THAT ARE SAFE AND FEEL SAFE

Crime and the fear of crime can have a detrimental effect on the quality of people's lives. A well planned environment can help fight crime and the fear of crime by using good design as a tool to help remove opportunities to commit criminal activities and making potential targets less attractive. Planning has a major role to play in crime prevention as it can be used proactively to create an environment that decreases the vulnerability of people and buildings.

One of the key objectives of the theme is to reduce crime and anti social behaviour and the fear of crime therefore the High Quality and Safe Environments Policy aims to deliver this theme by ensuring that developments are appropriately designed and encompass suitable measures to help combat crime and the fear or crime.



High Quality and Safe Environments

Good design improves the local environment, helps it to fit in with its surroundings and creates a distinctive sense of place. In Redditch Borough it is also important that residents and visitors feel safe. Ensuring that places are designed to design out crime can make people feel safer and be safer.

What did Issues and Options ask?

In the Issues and Options document we asked you how places could be created that feel safe and are well designed. This focussed on the specific threat of terrorism. To create environments that are safe and secure is only part of ensuring places are well designed and attractive, therefore it is considered the most sustainable approach is to formulate a policy which advocates good design in Redditch Borough.

We also asked you your opinion on the need for tall buildings in Redditch Borough.

What you told us

You told us that you would like us to increase consultation with those with knowledge on the issue of terrorism.

You told us that you thought the best approach towards tall buildings would be to rely on National Planning Policy, English Heritage and CABA guidance rather than develop a local policy.

What the Sustainability Appraisal suggests

Your preferred approach to increase consultation was assessed against the SA and it suggests that this option would have limited benefits because of the small risk of terrorism and therefore this approach is no longer considered to be a realistic option to pursue.

The option to ensure developments must incorporate counter-terrorism measures and the option to formulate a check-list style approach detailing specific counter-terrorism measures that appropriate developments must include were considered by the SA to be suitable approaches in their own right; however combining these two options into one approach is the Borough Council's preferred option as it would maximise sustainability benefits.

The SA suggests that a policy which states that developments must incorporate, where appropriate, counter-terrorism measures' would be the most sustainable option, however progressing a local policy for tall buildings in the Town Centre would only reiterate other national guidance and therefore this approach is no longer considered to be a realistic

Communities that are Safe and Feel Safe

option to pursue. The Borough Council's preferred approach is to rely on other national guidance.

The West Midlands Regional Spatial Strategy Phase Two Preferred Option (December 2007) Policy SR3 'Sustainable Design and Construction (B) states that "...all new housing developments meet the CABE Building for Life 'good' standard, and that all medium and large scale developments (greater than 10 residential units) meet the 'very good' standard." This promotes an alternative option but due to the large amount of small sites Redditch has, a justified approach will be 5 residential units.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

High Quality and Safe Environments



Policy CS.1	All proposals should contribute to creating attractive, well designed, safe, high quality, successful places and spaces. Proposals therefore must demonstrate that they: <ol style="list-style-type: none">i. are of a high quality design and layout by meeting the CABE Building for Life 'good' standards, and that all medium and large scale developments (greater than 5 residential units) meet the 'very good' standard;ii. promote a mix of uses where appropriate;iii. respect and enhance the local context, by responding to the distinctive features of the site and integrating with the surrounding environment;iv. aid movement by ensuring accessibility, connectivity, permeability and legibility;v. are of an appropriate design and siting with distinctive corner buildings, landmarks, gateways and focal points at key junctions and other important locations;vi. protect and enhance key vistas to create visual links between places;vii. include where appropriate, public art that is well designed, integrated within the overall design and layout of the development, located where it can be easily observed, improves public outdoor space and legibility and creates landmarks;viii. encourage community safety and design out vulnerability to crime;ix. aim to adhere to the principles of the 'Secured by Design' award scheme will be looked upon
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- favourably; and
- x. incorporate the guidance presented within the Supplementary Planning Document 'Designing for Community Safety'.

Reasoned Justification

Development will be expected to improve the quality and appearance of the Borough by having regard to the context and local distinctiveness of the area, enhancing legibility, and by creating successful urban spaces, views, landmarks and other townscape features. As well as development, open space should be designed to feel safe, as this contributes the creation of successful places.

In Redditch Borough, people should feel as safe as possible. Good design and layout of schemes can deter crime. It is important that crime prevention is maximised in the planning of development and therefore the Council will seek to ensure that all new development addresses crime, the fear of crime, anti-social behaviour and disorder and achieves "Secured by Design" status, where relevant. Ensuring places are designed with safety in mind also contributes to creating high quality environments, this is particularly important due to Redditch Borough's New Town development history to ensure it is designed to be a safe and attractive place to live, work and visit.

Building for Life helps to ensure that this high standard is achieved. Building for Life is the national standard for well-designed homes and neighbourhoods. The 20 criteria are used to assess the quality of new housing schemes (<http://www.buildingforlife.org/>).

Legibility is the degree to which places can be easily understood. As identifiable visual landmarks, public art can have a considerable role to play improving the legibility and aiding orientation.

Public art has a significant role to play in brightening and enlivening the environment. Public art must be sited and designed so as to improve the quality of public outdoor space, to improve the legibility of the area and enhance local distinctiveness.

Applicants and designers should seek to enter into discussions with the Redditch Police Architectural Liaison Officer (ALO) in order discuss the most appropriate approach for achieving the requirements of this policy.

A BETTER ENVIRONMENT FOR TODAY AND TOMORROW

This section seeks to protect and enhance the natural environment and rural area of Redditch Borough and to ensure the adoption of good design principles in all new development. For the purposes of Redditch Borough's Local Development Framework, the Natural Environment is defined as trees, wildlife corridors, rivers, sites of national, regional or local importance and other sites of biodiversity importance.

A Climate Change policy has been included in order for new developments in the Borough to mitigate and adapt the effects of Climate Change. This will be achieved through the application of sustainable design and construction principles.

Many features of the natural environment are particularly sensitive to flood risk and pollution, the policies in this section seek to ensure any risks to the built and natural environment from these sources are minimised. Any changes that occur in the Borough should also aim to protect and enhance the landscape character of the Borough. Of particular importance is the abundance of trees which is distinctive to Redditch Borough.

As part of the natural environment of Redditch Borough, there are 6 Sites of Special Scientific Interest (SSSI) and 26 Special Wildlife Sites (SWS) which together make up a total of 267 hectares. A further 87 hectares of land is designated as Local Nature Reserves (LNR) which comprises 5 separate sites of semi-natural ancient woodland. SSSIs are Sites of National Wildlife Importance which are important for their wildlife, geological or physiographical features. Those within the Borough include a range of different and important habitats. Although not afforded particular protection there are other features of the Borough which can provide valuable wildlife habitats and biodiversity including trees, hedgerows, grassland, ponds, and other wetland habitats. Policy SR1 of the WMRSS Phase Two Revision Draft Preferred Option (December 2007) requires LDFs to enhance, link and extend natural habitats by requiring all new development to protect, conserve, manage and enhance environmental and natural assets. SSSIs, SWSs and LNRs are shown on the draft Proposals Map DPD.

The rural area of the Borough is predominantly situated to the south west of the town and contains the villages of Astwood Bank and Feckenham. The rural area makes up 50% of the area of the Borough and accounts for 7% of the population. One of the key objectives related to this theme is to protect, promote and where possible enhance the quality of the Boroughs rural environment and economy.

Climate Change

It is now accepted that the world's climate is changing. It is everybody's responsibility to make sure we all do as much as possible to protect the environment and reduce our contribution to climate change. We must protect future generations from the consequences of our actions. Redditch Borough Council is already committed to taking action against climate change by signing the Nottingham Declaration in 2006 and by being the first local authority in the UK to have a housing development assessed against the Code for Sustainable Homes. The Code for Sustainable Homes is a national standard which assesses the environmental performance of all new build homes and addresses issues including water conservation, biodiversity and energy-efficiency. The Code has 6 categories of sustainability, with Level 6 being the highest.

What did Issues and Options ask?

There were three climate change related issues presented in the Issues and Options document. The first of these asked how sensitive environments could be protected whilst as the same time making sure that the technology associated with renewable energy is compatible with its environment. The second issue asked how much renewable energy should be provided as part of new developments and the last issue asked what the required standards of new development should be.

What you told us

You support the idea of ensuring that all new developments are built to high standards and that any renewable energy produced on-site must not compromise environmental quality. You also told us that the standard request rate for a proportion of renewables to be provided on a site should be the same as that requested in the WMRSS Phase Two Revision Preferred Option Document (December 2007) (currently 10%). With regards to the standards to which all development should meet, you preferred to request Level 4 or above of the Code for Sustainable Homes in all new housing and at least a 'very-good' BREEAM rating for non-residential developments.

What the Sustainability Appraisal suggests

In relation to renewable energy and environmental quality, the SA suggests that the most sustainable approach would be for any applicants to demonstrate how their on-site renewable energy production does not compromise environmental quality, so it suggests that your preferred option is sustainable. When considering the proportion of renewable energy appropriate on a site, the SA suggests that the most sustainable approach would be to request the standard of renewable energy that is being sought regionally (currently 10%) so again this indicates that your preferred approach is sustainable. With regard to the standards of new development to be requested the SA suggests that the most suitable

approach should be in line with the WMRSS. This approach states that Redditch Borough Council should be requesting the standard that is being sought regionally (Option 2) and Option 4 to 'require all new non-residential developments to achieve at least a 'very good' BREEAM rating (a recognised independent assessment of the environmental performance of buildings)'. Both of these approaches can be merged to form one preferred approach in the Preferred Draft Core Strategy.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Climate Change



Policy BE.1

To achieve sustainability, new developments must have regard to the need to climate-proof. Proposals must be designed and constructed to the optimum possible environmental standards in order to ensure long-term viability in adapting to climate change and to work towards the achievement of carbon neutral developments. Therefore the following standards must be met:

- i. new residential development must meet the current regional standards contained within the Code for Sustainable Homes;**
- ii. offices and other non-domestic buildings should aim for 10% below the target emission rate of the current Building Regulations by 2016;**
- iii. the production of renewable energy should meet at least 10% of the development's residual energy demand (this applies to all new medium and large scale development (greater than 5 residential units or 1,000 square meters for non residential developments);**
- iv. proposals for medium and large-scale development (greater than 5 residential units or 1,000 square metres for non-residential developments) should be accompanied by a sustainability statement demonstrating that at least the 'good' standards, and wherever possible 'best practice' standards, as set out in the West Midlands Sustainability Checklist for Development, are achieved for each category in the Checklist;**
- v. the energy efficiency of the development has been maximised through its siting and orientation, through the adoption of energy conservation measures, including natural ventilation and lighting; and**

- vi. all development must protect, conserve, manage and enhance natural and built heritage assets; in particular schemes involving the production of renewable energy should enhance, link and extend natural habitats so that opportunities for species migration are not precluded.

Development generating energy from renewable resources i.e. large scale renewable energy projects must ensure that nationally designated sites are not compromised. Such projects will only be considered favourable following a thorough assessment of their environmental, social and economic effects.

Reasoned Justification

This policy provides a framework to ensure new development has regard for the need to mitigate and adapt to climate change. One mechanism to achieve this is through promoting and encouraging renewable and low-carbon energy production. Maximising the potential for decentralised energy systems such as combined heat and power and community heating systems based on renewable and low-carbon energy is one approach to providing the required renewable energy. Opportunities to generate electricity and create and store heat through the use of solar, wind, Combined Heat and Power (CHP), fuel cells or other means is encouraged.

The West Midlands Regional Spatial Strategy, Phase Two Revision Preferred Option (December 2007) Policy SR3 'Sustainable Design and Construction (D) states that all new medium and large scale development (greater than 10 residential units or 1,000 square meters) should incorporate renewable or low carbon energy equipment to meet at least 10% of the development's residual energy demand, and that Local Authorities may use lower thresholds for the size of developments. Due to the large number of small sites Redditch Borough is likely to accommodate a justified threshold for Redditch is 5 dwellings.

As well as renewable energy production, standards have been set which all new developments proposals must meet. As part of these standards, where appropriate residential dwellings delivered between 2008 and 2012 must meet the Code for Sustainable Homes (CSH) level 3 as a minimum; those delivered between 2013 and 2015 must meet CSH level 4 as a minimum; and those delivered from 2016 must meet CSH level 6 as a minimum (zero carbon). This is in accordance with the standards required in the West Midlands Regional Spatial Strategy Preferred Option Phase Two Revision (December 2007) Policy SR3 'Sustainable Design and Construction' for clarity these requirements are set out in the table below.

The West Midlands Regional Spatial Strategy Phase Two Revision Preferred Option (December 2007) Policy SR3 'Sustainable Design and Construction (A)' states that all planning applications for medium and large scale development (greater than 10 residential units or 1,000 square meters for non-residential developments) should be accompanied by a sustainability statement. This statement should demonstrate that at least the 'good' standards, and wherever possible 'best practice' standards, as set out in the West Midlands Sustainability Checklist for Development, are achieved for each category. Due to the large amount of small sites Redditch Borough is likely to accommodate, a justified threshold for Redditch is 5 dwellings.

New development should seek, as a priority, to reduce their demand for energy by maximising the efficiency of the development. Renewable energy systems should then be used to supply 10% of the energy demand remaining (the residual energy demand).

The Sustainability Checklist for the West Midlands is an online tool that identifies a range of different economic, social and environmental sustainability issues covered in National Guidance and the West Midlands Regional Spatial Strategy. The tool enables users to assess to what extent a development site proposal will deliver on the different aspects of sustainability. Applicants are encouraged to use this tool to consider the sustainability of their proposal. The tool can be found at <http://www.checklistwestmidlands.co.uk/>.

Natural ventilation is one way of ensuring the efficiency of a building; it means the process of supplying and removing air through an indoor space by natural means.

Flood Risk

What did Issues and Options ask?

At the time when the Issues and Options document was published, issues regarding water and flood risk were not presented in the Issues and Options document because the results of the Strategic Flood Risk Assessment (SFRA) for Redditch Borough were not available and there was no other evidence to suggest that there were any spatial planning issues to consider. The SFRA has now been completed and has been used to inform the following policy approach.

What the Sustainability Appraisal suggests

The SA suggested that there was no evidence to necessitate any local circumstances to justify any deviation from national planning policy on flood risk as set out in Planning Policy Statement 25. However in order to ensure a locally distinctive policy approach which is based upon the findings of the SFRA, the inclusion of a flood policy in the Core Strategy is required. The Borough Council considered that there are no alternative options to this policy which reflects the advice based upon the evidence of the SFRA.

Flood Risk and Water Management



**Policy
BE.2**

A. Flood Risk

In considering all proposals for development, the following principles will be applied:

- i. the expectation that all development should fall within Flood Zone 1;**
- ii. where land in Flood Zones 2 or 3a is involved, a comprehensive Flood Risk Assessment will be required to be submitted by the applicant.**

Any development in areas subject to flood risk will need to demonstrate that there are no other reasonable options for development in accordance with the 'Sequential Approach' and 'Exception Test', if applicable, as set out in PPS25 (Development and flood risk).

Any development in areas subject to flood risk will need to demonstrate that adequate flood protection has been incorporated and that effects elsewhere have been fully assessed and mitigated against.

The Borough Council will seek opportunities to use developer contributions to fund flood risk management schemes where these are not provided directly by the developer.

B. Water Management

The Water Cycle Strategy identifies a need for sustainable water demand management techniques in the Borough. As such, every new development will require the inclusion of Sustainable Drainage Systems (SUDs) and, where appropriate, will be required to dispose of the collected surface runoff on site. Developments will also be expected to incorporate greywater recycling and rainwater harvesting where practicable.

Reasoned Justification

This policy should be read in conjunction with the Strategic Flood Risk Assessment for Redditch Borough (2008). This Level 1 SFRA maps all forms of flood risk and can be used to locate new development in low flood risk areas (Zone 1). Where development cannot be located in Flood Zone 1 the 'Sequential Test', as defined in PPS25: Development and Flood Risk, should be applied; the SFRA Flood Maps provide the basis for this.

If, once the Sequential Test has been applied, insufficient sites are identified the 'Exception Test' (as defined in PPS25) can be applied. This may, in certain circumstances, justify development taking place in Flood Zone 2 or Flood Zone 3. Applications for development should also be accompanied by a Flood Risk Assessment to demonstrate how flood risk from all sources of flooding to the development itself and flood risk to others would be managed by fully taking into account climate change impacts.

Should new flood defence measures be considered to be the only option for specific developments, they will be expected to be provided or paid for and also any future maintenance costs met by developers.

This policy should also be read in conjunction with the Water Cycle Strategy for Redditch Borough (2008). The Strategy provides more detail on the implementation of greywater recycling, rainwater harvesting and SUDs.

In accordance with Policy SR3 'Sustainable Design and Construction' of the WMRSS Phase Two Revision, Preferred Option (December 2007) the Borough Council will require that all new homes meet or exceed the water conservation standards in Level 4 of the Code for Sustainable Homes, that offices meet the BREEAM offices scale, and that other buildings achieve efficiency savings of at least 25%.

A Better Environment for Today and Tomorrow

A suitably designed drainage system will be necessary in order to mitigate the risk of surface water and overland flooding as well as the risk posed by the overloading of local sewers and watercourses. Consideration should be given to source control within the surface water drainage proposals, which can be achieved through a range of techniques. The Water Cycle Strategy has concluded that Redditch Borough suffers from negligible permeability due to the underlying geology. It will therefore not be possible to utilise infiltration based SUDs in the Borough and alternative techniques will therefore be needed. It is recommended that within the assessment of the feasibility of SUDs for a development site, that an infiltration test is conducted.



Landscape

Following the receipt of the Worcestershire County Council Landscape Character Assessment, all areas of Redditch Borough have been assessed and are considered as part of the draft policy below.

What did Issues and Options ask?

The Issues and Options document asked you which areas of Redditch Borough you thought deserved special protection for landscape purposes.

What you told us

You suggested areas to be protected which are located mostly within the urban areas of Redditch Borough. This approach was not considered to be appropriate because this would involve further characterisation of townscape, which the Worcestershire Landscape Character Assessment cannot provide.

What the Sustainability Appraisal suggests

The SA suggests that the Core Strategy should sets out a policy approach ensuring that the delivery of SA Objective 10 "Safeguard and strengthen landscape and townscape character and quality" is ensured. In addition, the Local Development Framework Scoping Report suggested a number of things to consider, which justifies the inclusion of a landscape protection policy.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Landscape Character	
Policy BE.3	Proposals for new development or change in land use / management must demonstrate that the Borough's distinctive landscape is protected, enhanced or restored and that they are informed by, and sympathetic to, the landscape character of the area in which they are proposed to take place.

Reasoned Justification

The Landscape Character Assessment for Worcestershire (www.worcestershire.gov.uk/lca) informs the evidence base for this Core Strategy. The

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Landscape Character Assessment describes the key characteristics that define landscapes, in addition to identifying the sensitivity of those landscapes to change. It will be used in the process of assessing the impact of proposals on the character of landscape, ensuring that landscape character and sensitivity are fully considered in the context of individual planning applications.

This policy will be particularly important in the landscapes surrounding the urban areas of Redditch where there may be increased pressure from development. Here, the Landscape Character Assessment will be particularly important in ensuring that development relates to the sensitivity of the location and is appropriate to the landscape character, strengthening and enhancing the character and local distinctiveness wherever possible.

Contributions will be sought from Developers in relation to landscaping, see Policy SC.7 for more information on infrastructure provision.

Pollution

All features of the natural environment are particularly sensitive to the pollution and contamination that certain developments or land uses may cause or contribute towards. A particular requirement of the WMRSS Phase Two Revision Draft Preferred Option is only to permit development where it is clearly demonstrated that it would not result in any significant increase in NOx emissions.

'Pollution' was not presented in the Issues and Options document because the requirements highlighted in national and regional planning policy were too detailed for the Issues and Options stage of Core Strategy production.

What the Sustainability Appraisal suggests

The incorporation of a policy on Pollution would aid the achievement of a number of SA Objectives.

The following draft policy is recommended as the most appropriate after considering the objectives of the Sustainability Appraisal and following consideration of the Evidence Base.

Pollution	
Policy BE.4	Any development proposals that are likely to lead to an unacceptable increase in pollution by virtue of the emissions of fumes, particles, effluent, radiation, smell, heat, light, noise or noxious substances will not be allowed.
	Proposals for development will be required to maintain air



quality standards and, where possible, an improvement in air quality will be sought.

Reasoned Justification

Any development proposals which would lead to an unacceptable increase in pollution will be resisted, particularly where it would harm the air quality of the Borough. The Borough Council will consult with the relevant agencies in determining the level of increase in pollution which will be unacceptable.

In accordance with the national Air Quality Strategy (DEFRA 2007) the Borough Council supports the objective of protecting and improving air quality. Proposals for development which would adversely impact upon air quality will be resisted. The maintenance of air quality will be required and, where possible, an improvement to air quality will be sought.

Trees

What did Issues and Options ask?

Trees in Redditch Borough are one of the features that distinguish it from other areas of the country. Large scale planting occurred during the development of the New Town, mainly for landscaping reasons and for screening purposes. The Issues and Options document asked if you think trees are an important feature of Redditch's distinctiveness which needs to be maintained and encouraged as a feature of Redditch for the future.

What you told us

You told us that that you think trees are an important feature of the Borough and many of you thought there should be more trees planted. (See Outcome of Issues and Options Consultation background paper for more details).

What the Sustainability Appraisal suggests

Adopting the approach suggested in the Issues and Options document of maintaining the current stock of trees and encouraging new planting as a feature of Redditch in the future would make a positive contribution to achieving a number of SA objectives.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Trees



Policy BE.5 Existing trees, woodlands and hedgerows should be retained and their appropriate management encouraged. Particular emphasis should be placed on the conservation of ancient semi-natural woodlands. Proposals should:

- i. conserve and increase the indigenous broadleaved cover in the Borough;
- ii. establish native woodlands in appropriate places, that expand and link ancient semi-natural woodland remnants;
- iii. restore native woodland of non-native plantations on ancient woodland sites in priority locations;
- iv. involve multi-purpose tree planting for nature conservation, amenity, landscape improvement and timber production;
- v. conserve veteran trees; and
- vi. respond to the Worcestershire Landscape Character Assessment.

Proposals should not cause damage or lead to the deterioration of existing habitats and features of biodiversity importance. They must achieve successful integration with landform.

Reasoned Justification

Trees, woodland and hedgerows are important in Redditch's landscape and provide patterns of features which give areas local distinctiveness. They are highly valued by local communities and Redditch's woodlands are often used for informal recreation. Trees and woodland are also often of historic value.

Landscaping proposals associated with new developments should seek to maximise woodland planting, wherever appropriate using indigenous species, and should aim to complement or enhance the landscape character of the particular area. Reference should be made to the Worcestershire Landscape Character Assessment to inform this.

Rural Area

The rural area of Redditch lies to the south west of the Borough and accounts for 50% of its total area. Ensuring the continued sustainability of this rural area involves the consideration of many environmental, economic and social factors, and those of relevance to Redditch Borough's rural area were presented within the Issues and Options document.

What did Issues and Options ask?

The Issues and Options document asked how the economy of the rural areas could be supported and it included options such as focussing on the reuse of buildings for economic purposes in preference to residential, encouraging farm diversification in appropriate circumstances, provision of holiday homes and the possible promotion of local shops and services in the village of Feckenham. The need for an improvement in services or facilities within the village of Feckenham relates more specifically to the Settlement Hierarchy in the Borough (see Policy SP.1).

What you told us

You told us that your preferred options for supporting the economy of the rural areas within Redditch Borough are to focus on the re-use of buildings for economic purposes in preference to residential and in appropriate circumstances to support farm diversification.

What the Sustainability Appraisal suggests

The SA also agreed with your preferred ways forward, suggesting that the most sustainable options would be to focus on the reuse of buildings for economic purposes in preference to residential and to support farm diversification in appropriate circumstances.

Paragraph 30 of PPS 7 states that diversification into non-agricultural activities is vital to the continuing viability of farm enterprises. In addition Policy PA 15 Agriculture and Farm Diversification in the WMRSS reiterates that we must develop positive policies to promote agriculture and farm diversification as long as development is appropriate in scale and nature to the environment and character of the locality.

The WMRSS states that development plans should support the sustainable diversification of and development of the Rural Economy through the growth of existing business and the creation of new enterprises therefore to fall in line with regional policy a preference over the reuse of building for economic purposes will be favoured over residential.

The provision of tourist accommodation such as static holiday and touring caravan parks and holiday chalet developments are included within the Tourism Policy. For further information please see Policy H.1 'Leisure and Tourism'.

PPS 3 requires Local Planning Authorities to meet the housing requirements of the whole community, including those in need of affordable housing. It states that a community's need for a mix of housing types, including affordable housing, is a material planning consideration which should be taken into account when formulating development plan policies. In accordance with PPS 3 (Housing) an Exception Site policy has been formulated to allow for specific local housing needs within the rural areas of Astwood Bank and Feckenham. The need for affordable housing may be considered as very special

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circumstance sufficient to override the normal presumption against development in the Green Belt.

After considering all of these sources the most appropriate approach is presented in the form of the following draft policies. These draft policies are recommended as the most appropriate after considering all alternatives as part of the SA process and following consideration of the Evidence Base.

Rural Economy	
Policy BE.6	<p>Sustainable rural economic development within the Borough will be promoted especially any proposals which deliver economic, social and environmental benefits for local communities.</p> <p>A. When considering a proposal for the change of use, re-use or conversion of a building in a rural area, priority will be given for employment purposes and will be permitted provided that:</p> <ul style="list-style-type: none">i. a building proposed to be reused is permanent and substantial and can be converted without major or complete reconstruction;ii. there are no detrimental effects of the proposal on the character, architectural or historical interest of the building and its setting;iii. there would be no potential impact on town or village vitality;iv. the extent to which the form, bulk and general design of the converted building is in keeping with its surroundings; andv. the proposal will not generate an unacceptable level of trips by heavy goods vehicles on unsuitable roads. <p>Proposals for conversion or change of use to residential use will be examined with particular care to ensure that it would not have an adverse impact on local economic activity and where this is likely, the proposal will not be permitted.</p> <p>B. Proposals for the diversification of agricultural units will be supported where they meet the requirements of other policies in the Local Development Framework and are, where possible, sited within the farm complex. Proposals</p>

for retail development on farm holdings will be permitted provided:

- i. the proposal would not have an unacceptable impact on Centres contained within the Hierarchy of Centres (see Policy ES.5) and the Borough Council is confident that non-local produce would not comprise the predominant element of any retail offer.

Reasoned Justification

This policy seeks to ensure that economic diversification in rural areas is maximised by prioritising conversion or the change of use of buildings for employment purposes in suitable locations whilst protecting the rural environment. PPS7 (Sustainable Development in Rural Areas) makes it clear that the reuse and adaptation of all existing rural buildings has an important role in meeting the needs of rural areas for commercial and industrial development, as well as for tourism, sport and recreation. Reuse and conversion can reduce the demand for new building in the countryside.

In the rural area, proposals for the change of use, reuse or conversion of buildings will be scrutinised to ensure that it is acceptable in terms of its scale and impact, that it does not undermine the sustainability objectives of the Development Plan, that there are no beneficial or harmful effects on town and village vitality, and that it does not undermine any other aspects of the rural economy. Particular attention will be paid to the likely impact of proposals for the conversion of industrial or commercial buildings for residential purposes.

The policy also allows for suitable existing built resources to be brought back into productive use. Proposals which are likely to result in a significant increase in transport journeys or length of journeys to work by car are unlikely to be acceptable since they would conflict with the aim of moving towards a sustainable pattern of development.

Examples of buildings which may be suitable for conversion under this policy include barns and other farm buildings. In order to promote road safety and protect local amenity, no proposals will be granted planning permission which would result in the use of heavy goods vehicles on unsuitable roads.

Exceptions Housing at Astwood Bank and Feckenham



**Policy
BE.7**

Exceptions housing will only be permitted adjacent to Astwood Bank or within or adjacent to Feckenham where:

- i. the scheme would meet an identified local need for affordable housing that otherwise would not be met;
and

- ii. **arrangements are in place through the use of planning conditions or planning obligations to ensure that the initial and subsequent occupiers have a demonstrated local need for affordable housing.**

Reasoned Justification

Any residential proposals under this policy must be able to meet local, affordable housing needs. Local affordable housing needs may be permitted within and adjacent to the Astwood Bank and Feckenham settlement boundaries in the Green Belt or Open Countryside, in exceptional circumstances. It will be for the applicant to demonstrate that there is a need for local affordable housing and those exceptional circumstances exist.

'Adjacent to' is to be taken to mean sites which are contiguous with the Astwood Bank and Feckenham settlement boundaries. However, where it is proven that there are no suitable sites immediately adjoining the Astwood Bank and Feckenham settlement boundaries consideration will be given to sites which do not immediately adjoin the Astwood Bank and Feckenham settlement boundaries. To be acceptable, proposals will need to demonstrate that they are closely related and sympathetic to the existing settlement pattern. It is not envisaged that settlement boundaries would subsequently be redrawn to include new development for affordable housing within the settlement.

General market housing, or mixed developments consisting of high-value housing used to cross-subsidise affordable housing on the same site, are inappropriate on exception sites.

This guidance does not alter the general presumption against inappropriate development in the Green Belt or Open Countryside. However, exceptionally very limited development of affordable housing within and adjoining existing rural settlements may be acceptable and consistent with the function of the Green Belt.

Where planning permission is granted for affordable housing on exception sites, the Borough Council must be satisfied that adequate arrangements are in place to reserve the housing in question for affordable local needs, both initially and in perpetuity. Both planning conditions and planning obligations may be used for this purpose. The inclusion of clauses in planning obligations which would enable lenders of private finance to dispose of property on the open market as a last resort if a borrower were to get into financial difficulties, are unacceptable in respect of housing schemes on exception sites.

ECONOMIC SUCCESS THAT IS SHARED BY ALL

This chapter is divided into two areas, these are Economy and Retail.

Economy

One of the key objectives related to delivering the theme of economic success that is shared by all is to have a strong, attractive, diverse and enterprising economic base with sufficient employment land, including Strategic Sites and employees with higher skills levels.

Existing Employment areas are coloured purple on the draft Proposals Map. Employment land is described as B1 (Business), B2 (General Industrial) and B8 (Storage or Distribution). One of the key roles of the planning system is to ensure that sufficient and attractive land is available for employment related development.

The requirements for new employment land in Redditch Borough are set out by the WMRSS. The LDF must identify a range of different types of employment sites to meet the requirement. The policies in this section guide new employment and office development to appropriate locations. It also encourages High Technology Development to ensure economic growth, diversity and higher skill levels within the Borough.

Retail

Existing retail areas lie predominantly within the Town Centre and District Centres. The Town Centre and Retail section deals with A1 (shops), A2 (Financial and Professional Services) and A3 (Food and Drink) and A5 (Hot Food Takeaways).

Redditch Town Centre is the focal point of the Borough and planning plays an important role in maintaining and enhancing its vitality and viability. Within the Town Centre, retail is the predominant land use, but the Centre also fulfils a commercial and administrative role and includes leisure activities.

The policies in this section aim to protect and strengthen the retail role of Redditch Town Centre and to encourage a wider range of services and facilities including employment, leisure, entertainment and housing. The Hierarchy of Centres ensures new retail development is guided to the appropriate level in the hierarchy based on its scale, role and function. The boundary of the Town Centre is shown on the Town Centre Information Map.

This section considers A5 Uses within District Centres. The Borough has seen an increase in hot food takeaways and it is important to maintain an appropriate balance of uses in the District Centres to maintain their vitality and viability, particularly during the day so that Centres continue to serve the retail and other needs of local communities.

Economy

As the economy is changing rapidly the Borough needs to adapt and remain competitive, so achieving economic growth within Redditch is a significant issue. Sufficient and attractive land needs to be available for employment-related development throughout the Core Strategy period. This is reflected in the Borough of Redditch Community Strategy which commits the Council to provide and protect a balanced portfolio of employment land (Para 5.4). The aim is for the LDF to provide a Borough-wide portfolio of employment land which is attractive to differing businesses, facilitating job creation which widens the Borough's economic base.

The LDF must therefore identify a range of different sorts of employment sites to meet the requirement for B1 (Offices, Research and Development and Light Industry), B2 (General Industry) and B8 (Storage and Distribution) uses.

The WMRSS looks to ensure that employment land is provided in the right amounts, of the right type, and in the right places. Redditch Borough Council, in the preparation of its LDF needs to ensure that the employment requirement in the WMRSS is appropriate for the Borough.

The WMRSS Preferred Option (Policy PA6A) specifies land requirements for employment uses for the Borough, comprising a continuing five-year reservoir of readily available employment land outside the Town Centre and a longer term employment land requirement up to 2026. From a baseline at 1st April 2006, Redditch Borough's indicative requirement to 2026 is 27ha to be provided within the Borough. This includes a 5 year rolling programme of 9 hectares.

The Borough Council is currently undertaking an Employment Land Review in accordance with the Government's 'Employment Land Reviews: Guidance Note'. This is an assessment of the demand for, and supply of, land for employment which feeds into the plan making process. Recent figures (see RBC documentation entitled 'Employment Commitments in Redditch Borough') indicate that there is sufficient land to meet the rolling 5-year requirement and the Redditch Borough longer term requirement (including Ravensbank) for up to 2026.

In addition to the 27ha B1, B2, B8 requirement for outside the Town Centre there is a B1a (Offices) requirement for within the Town Centre. For Redditch Town Centre this requirement is 45,000sq.m. Office developments can provide large numbers of high-quality jobs in a small area, and have a positive effect on making an area attractive to other such uses. The Regional Spatial Strategy states that they should primarily be located within or adjacent to the Town Centre and that any major developments elsewhere need to be justified through the Development Plan process. Policy PA13A states that Redditch should

plan for 45,000 sq.m gross office floor space in the period 2006-2026. Accordingly a new policy is needed to bring these requirements in effect.

What did Issues and Options ask?

To try and ensure that economic growth is achieved in a sustainable manner, the Core Strategy Issues and Options document asked a number of questions about where employment growth should be located and how the Borough should meet its employment land requirements.

What you told us

You told us that employment growth should be located in and around existing employment sites and that development should be concentrated along major transport routes. You also suggested a number of other locations and policy approaches; however these were not considered viable alternative options either because the necessary mechanisms do not exist in planning legislation to achieve the suggested policy approaches or because the suggestions would conflict with national guidance or with the WMRSS (see Outcome of Issues and Options Consultation background paper for more details).

Lastly you told us that the Borough should meet its employment land requirements by identifying small to medium sized locations for employment growth based on market forces.

What the Sustainability Appraisal suggests

The SA suggests that the most sustainable location for new employment land would be adjacent to new residential development where there is suitable infrastructure for industrial development. Development along main transport routes also scored positively in relation to sustainability. The SA also suggested that the Borough should meet its employment land requirements by using an Employment Land Review to identify the most appropriate approach.

Taking all sources of information into account, it is considered that new employment land should be sited close to main transport routes, within easy reach of existing residential areas and where market forces are likely to encourage development to proceed. The Employment Land Review should inform site selection based on these criteria and the requirements of the WMRSS.

Offices need to be concentrated in or adjacent to Redditch Town Centre and other locations should be generally discouraged except where there are special and specific circumstances which favour them.

In the rural area, the economic development priorities are to broaden the economic base, reduce over-reliance on traditional employment, and provide a wider range of job

opportunities. The emphasis should be on encouraging job opportunities appropriate in type and scale to the needs of the locality.

Location of New Employment



**Policy
ES.1**

A. Principal land allocations

Provision is made for the 9 hectares of land which are immediately available for employment uses to meet the rolling 5-year programme. Total provision for about 27 hectares is made within the Borough including land at Ravensbank in Bromsgrove District for the period up to 2026 as listed in the document entitled 'Employment Commitments in Redditch Borough'. This represents a 'balanced portfolio' of employment land.

B. Other employment sites

Sites other than those provided may come forward for development, redevelopment or change of use. Within the Redditch urban area these will be judged against the following criteria as applicable;

- i. close proximity to suitable transport routes, having regard to the scale and nature of the traffic likely to be generated;
- ii. within easy reach of existing residential land with or without the use of private transport, where amenity is not negatively affected.
- iii. in all cases, developments should be acceptable in terms of their impact on the local environment and demonstrate adequate infrastructure provision;
- iv. employment uses with a high land take in relation to the number of people employed will be limited to the proportions of all industrial types detailed in the Employment Land Review.

C. Special Locational Requirements

B8 use (Storage and Distribution) has particular site requirements, because of substantial heavy goods vehicle movements. These issues may also arise with some sui generis (unclassified) uses or with very large developments in other business classes.

Proposals for employment development which generate

substantial HGV movements will be restricted to locations which have suitable and proper access to a nearby primary distributor road.

Reasoned Justification

The availability of suitable land is crucial to the economic well-being and development of Redditch Borough. This policy seeks to ensure that land is available for such purposes and that developed business sites remain available and attractive for their primary purpose.

Government Research Paper 'Planning for Economic Development' (2004) recognises that employment land is frequently under threat from non-employment development, particularly residential and retail development. Once employment land has been lost to other uses it can be difficult to replace it.

This policy therefore seeks to protect land from non-employment development in an attempt to maintain a balance between employment and housing and to ensure that a sufficient supply and variety of sites are available to meet the economic and employment needs of the Borough. Further, the identification and protection of land for employment use also serves to give certainty to industrial and commercial developers and local communities about the types of development that will or will not be permitted in these areas PPG4 Industrial and Commercial Development and Small Firms (Para 3).

The sites making up the 27 hectares of B1, B2, and B8 land are identified in the document entitled 'Employment Commitments in Redditch Borough'.

In accordance with WMRSS Policies PA6 and PA6A, the Borough Council has prepared an Employment Land Review which re-assesses the existing employment land allocations and planning permissions for employment use. The identified sites have been selected because they represent new employment opportunities and also because they reflect a range of sites in accordance with these policies described above. The portfolio comprises a balance of sites in terms of greenfield, brownfield, size, location, vehicular and public transport access, sustainable access and environmental attractiveness.

Prior to the development of any of the sites included in the balanced portfolio of employment land, the traffic impact of the proposed development must be considered and the relevant authorities consulted.

It is important to the economic success of the Borough that development, usually B8, with a high land take in relation to the likely number of people employed, is limited to the aspirations of future employment types as detailed in the Employment Land Review and the emerging Borough wide Economic Strategy. This is because the number of jobs created needs to relate to the anticipated economically active population. If there is a high proportion of B8 development in relation to other industry types, then there is a risk that

Economic Success that is Shared by All

there will not be enough jobs in relation to the economically active population. This is considered to be unsustainable.

Proposals for developments such as warehouse and distribution centres can often generate considerable vehicle movements, in particular heavy goods vehicles. In order to reduce the impact of this on urban areas, such uses should be located where good access to road transport can be maximised. Reference should be made to the Transport section of the Core Strategy. Additional traffic generated by the proposals will need to be shown to be capable of accommodation safely on the road system without undue environmental consequences. In considering development proposals, the Borough Council will have regard to the appropriate mobility profile of the development and accessibility profile of the proposed location. Matching the development (in terms of movement) to the right location (in terms of accessibility) can be an effective traffic management tool and make the best use of the existing transport network.

In considering the impact of the loss of an employment site on the employment land supply in the Borough, regard will be had to the individual and cumulative impact of the loss on the quantitative and qualitative nature of the supply of land in the Borough. Where it is considered by Redditch Borough Council Economic Development Unit that the loss of the site to non employment uses would not have an unacceptable impact on the supply of employment land in the Borough, non employment development may be considered. However, in considering non employment uses, the applicant will also be expected to demonstrate, to the satisfaction of the Borough Council, that the site is not capable of being developed for employment use. Where appropriate, applicants may be expected to undertake an independent economic viability study and to actively market the site to a standard and for a period to the satisfaction of Redditch Borough Council Economic Development Unit.

Office Development



Policy ES.2

In the first instance, Offices should be located within or on the edge of Redditch Town Centre (see information map) where their accessibility is maximised, particularly by public transport. The Council aims to achieve at least 45,000 sq m of new office floorspace within the Town Centre by 2026.

Office development must be located within or on the edge of the Town Centre providing additional office floorspace, unless they would create unacceptable local environmental or infrastructure problems or contrary to other policies of the Local Development Framework or other material considerations. The Council will promote such developments by making the Town Centre attractive to investment.

Outside of the Town Centre, office developments will be allowed subject to the consideration of the following criteria as applicable;

- i. there are no other suitable locations in or on the edge of the defined Town Centre;**
- ii. the development is compatible with adjacent uses and compatible with other policies of this Core Strategy;**
- iii. where overriding benefits are perceived in respect of the Sustainable Community Strategy, the emerging Redditch Employment Strategy and the LDF vision or other policies in the Core Strategy such as the retention of a building or group of buildings of architectural or historic interest.**

In all circumstances the site should be readily accessible by a choice of modes of travel including public transport, walking or cycling.

Reasoned Justification

Offices generally provide a high-density and relatively high-quality source of employment. They generate little heavy vehicle traffic so direct access to major roads is unnecessary but to succeed they need to be in an attractive environment, ideally close to shops, refreshment places, public transport, parking etc. and with a substantial residential population close at hand. Redditch Town Centre is therefore ideal.

Accordingly the Council will seek to achieve the WMRSS requirement of 45,000 sq.m by 2026. This will be achieved by positive reactive and pro-active measures. Office development must be located within or on the edge of the Town Centre providing additional office floorspace unless the proposal would cause major local problems, such as severe impact on the amenity or viability of other important nearby uses or damage to a Conservation Area or historic building. The Council will monitor the demand for and supply of new offices and the potential for bringing other Town Centre sites and buildings forward. The promotion of offices will also be a benefit in terms of Town Centre enhancement and transport improvements.

High Technology Corridor and Economic Growth

The WMRSS has designated three High Technology Corridors (Policy PA3), one of which 'The Central Technology Belt', or 'Birmingham to Worcestershire Corridor' runs broadly along the A38 corridor from Birmingham through Worcestershire in close proximity to Redditch. This provides the Borough with an opportunity to integrate with the corridor and diversify the Borough's economy. The Issues and Options document reiterated this and asked if links with the High Technology Corridor should be encouraged.

What did Issues and Options ask?

The Issues and Options document suggested that Redditch Borough was not directly linked to the High Technology Corridor, however because the Borough is located within the sphere of influence, the document asked if links with the High Technology Corridor should be encouraged.

What you told us

You told us that the Borough Council should establish links with higher and further education institutions in order to tap into the High Technology Corridor and that this was your preferred option (see Outcome of Issues and Options Consultation background paper for more details).

What the Sustainability Appraisal suggests

The SA suggests that the most sustainable options are to actively encourage high technology industries into the Borough by promoting specific high technology employment zones, and also to establish links with higher and further education institutions to tap into the high technology industry, agreeing with your preferred option.

With these factors in view, it is considered that the Borough Council should seek to establish links with Higher Education establishments and to specify a location for high technology businesses. This should be towards the western side of Redditch Borough with good communication links with the Birmingham to Worcestershire Corridor. The environment should be accessible, with or without private transport, and have an attractive setting.

High Technology Developments

Policy ES.3

The Borough Council will seek to create links with local Higher Education Establishments and businesses to see how the employment opportunities can be enhanced by encouraging emerging high technology industries which

Economic Success that is Shared by All

foster innovation and help develop high technology and research clusters, particularly towards the western side of the Borough. These include:

- i. **healthcare, biomedical and biotechnology development;**
- ii. **higher education and related research institutes;**
- iii. **computer software and services;**
- iv. **telecommunications;**
- v. **other high technology clusters as they emerge.**

Reasoned Justification

The area of Worcestershire leading south from Birmingham to the west of Redditch has been identified as growth area for modern high technology businesses. These are acknowledged to grow best in clusters, as have developed in well-placed traditional industrial towns, such as Swindon, and academic centres, notably Cambridge. Redditch stands to benefit from such developments and already has established businesses within these sectors.



Existing Employment Areas

At the present time, the Borough has a large supply of existing employment stock so it is important for the Core Strategy to decide on the best approach for maintaining this stock.

What did Issues and Options ask?

The Issues and Options document asked you what you thought would be the best approach towards Redditch Borough's existing employment areas, with options to protect all existing sites, to encourage business participation and to prioritise areas for funding regimes,

What you told us

As a result of the consultation on the Issues and Options document, you told us that the best approach towards Redditch's employment areas is to protect all sites for employment purposes that can be demonstrated to have market attractiveness and viability, are physically suitable for employment and are served by high quality public transport (see Outcome of Issues and Options Consultation background paper for more details).

What the Sustainability Appraisal suggests

The SA suggests that the most sustainable option would be to prioritise areas for funding regimes, with areas in need of renewal being identified through the Employment Land Review. Your preferred option to protect all sites for employment also scored very positively in relation to sustainability.

After considering all of these sources the most appropriate approach is considered to be to protect ALL employment areas against activities or development that may detract from their primary purpose. This is presented in the following draft policy.

Development within Employment Areas



Policy ES.4

Within existing employment areas, as defined on the draft Proposals Map, development falling within Use Classes B1 (Business), B2 (General Industry), B8 (Storage and Distribution) and sui generis (business uses) will normally be permitted subject the nature of the location, the proposed use and its compatibility with the site and adjacent uses and within other relevant policies of the Local Development Framework. Development will not be permitted where it would restrict the current or future use or development of employment areas for employment

purposes or where the amenity of the new development itself would be compromised by its proximity to an employment area.

Other developments within these employment areas shown on the draft Proposals Map will not be permitted unless:

- i. such development would not cause or accentuate a significant shortage of land for employment use in the area concerned; and
- ii. the site is no longer appropriate for employment use because of at least one of the following reasons and these problems are incapable of resolution in the foreseeable future:
 - a) it impinges upon residential amenity;
 - b) it causes substantial highway or traffic problems;
 - c) it creates other adverse environmental effects; or
 - d) technical reasons such as land stability or fundamental infrastructure problems.

Reasoned Justification

The availability of suitable land is crucial to the economic well-being and development of Redditch. This policy seeks to ensure that land is available for such purposes and that developed business sites remain available and attractive for their primary purpose.

Land values for employment uses are generally lower than for retail, housing and certain entertainment activities so there is often pressure to develop for these other uses. Once such other activities intrude on an industrial or business area, they may deter further industrial development and impede existing premises because of potential complaints and by raising the prospect of further more lucrative alternative activities.

Town Centre and Retail

Redditch Town Centre plays an important role in supporting local economic growth, encouraging investment and providing a range of services and facilities for the population of Redditch and the wider area. The scope and benefits of further retail development in the Borough has been the subject of a 'Retail and Leisure Needs Assessment' commissioned by the Borough Council to help inform policies within the Local Development Framework.

Economic Success that is Shared by All

The Retail and Leisure Needs Assessment concluded that the requirement for additional comparison goods floorspace up to 2026 is between 62,000sqm (low growth scenario) and 172,000sqm (high growth scenario). The WMRSS Policy PA12A states that Redditch should plan for the construction of 30,000 sqm comparison retail floorspace between 2006 - 2021 and have regard to the requirement for a further 20,000 sqm of comparison retail floorspace between 2021 - 2026. The Assessment has therefore demonstrated that the additional gross floorspace set out in the WMRSS is needed and will be planned for in the LDF.

The WMRSS sets out a network of centres and identifies Redditch as a Strategic Centre in Tier 4. The principle centre in the Borough is the Town Centre which is the most preferable and sustainable centre in which to accommodate major retail development, large scale offices or other uses that may attract a number of visitors to the Town. However it is also important for services and facilities to be made available for local neighbourhoods. Planning Policy Statement 6: Planning for Town Centres, requires a Hierarchy of Centres as a framework to distribute development of retail and other key services and facilities to the appropriate centres in the Borough so that their role and function is maintained.

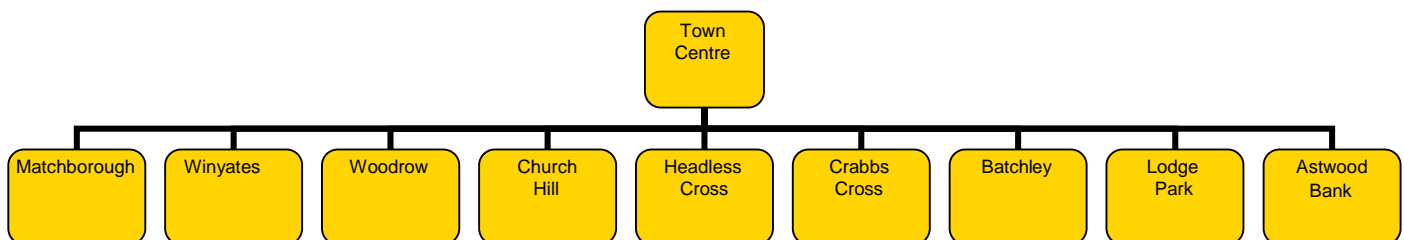
What did Issues and Options ask?

The Issues and Options document asked if you had any comments on the Hierarchy of Centres which presented the Town Centre at the top of the Hierarchy and all other District Centres in the Borough of equal status on the second tier of the hierarchy.

What you told us

You told us that Crabbs Cross should be included in the Hierarchy of Centres and this would be acceptable.

The Hierarchy of Town and District Centres to be used in the LDF is set out below;



The following draft policies are recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Hierarchy of Centres



Policy Tier 1 Town Centre - Redditch Town Centre should:

ES.5

- i. serve the Borough as a whole and be the preferred location for leisure, entertainment and cultural activities;
- ii. be the preferred location for major retail developments, large scale leisure, tourist, social and community venues and large scale office uses (Class B1a) , and other uses that attract large numbers of people.

Tier 2 District Centres – Matchborough, Winyates, Woodrow, Church Hill, Headless Cross, Crabbs Cross, Batchley, Lodge Park and Astwood Bank should:

- i. provide day to day needs, supported by a limited range of other shops and non-retail services serving their local communities;
- ii. be appropriate for environmental enhancements.

Reasoned Justification

All main Town Centre uses shall be focussed in Redditch Town Centre in accordance with Planning Policy Statement 6.

The Hierarchy of Centres directs proposals for Town Centre uses to the most appropriate Centre reflecting the need to maintain its role and function. The vitality and viability of these centres will be maintained and where appropriate enhanced.

For the purposes of this policy major retail developments are those where the comparison retail element exceeds 10,000 m² gross floorspace. Large scale office developments are considered to be those greater than 5,000 m² gross floorspace and large scale leisure developments are those greater than 10,000 m² gross floorspace.

Town Centre

The Kingfisher Shopping Centre is the location of the majority of the retail function of Redditch Town Centre and although the Town Centre is accessible, popular and attracts a number of visitors from outside the Borough there are still a number of spatial planning issues that need to be addressed in order for the Town Centre to remain vital and viable. These issues include the need for a balance of retail, housing, office and leisure, the possibility of implementing a live-work concept and improving the night time economy.

What did Issues and Options ask?

The Issues and Options document asked how the vitality and viability of the Town Centre could be maintained and how Redditch Town Centre's night time economy could be improved.

What you told us

You told us that the preferred option for maintaining the vitality and viability of Redditch Town Centre is to place the Town Centre at the top of the Hierarchy of Centres as the preferable location for major retail development and other uses that attract a large number of people.

What the Sustainability Appraisal suggests

The SA also suggested that the Town Centre's night time economy could be improved by keeping the Town Centre as the principle focus and the first centre in the hierarchy with all other Centres being under the second tier.

After considering all of these sources the most appropriate approach is presented in the form of the following draft policy. The draft policy is recommended as the most appropriate after considering all alternatives as part of the SA process and following consideration of the Evidence Base.

Retail	
Policy ES.6	<p>The Borough Council seeks to plan for approximately 30,000sqm of comparison floorspace for the period up until 2021 and aim to make provision for an additional 20,000sqm floorspace between 2021 and 2026. This will meet the needs of Redditch Borough and will incorporate regeneration opportunities.</p> <p>Proposals for main Town Centre uses must demonstrate that the relevant tests set out in national planning guidance, currently PPS6: Planning for Town Centres, have been followed.</p> <p>The Borough Council will seek to maintain and enhance the vitality and viability of Redditch Town Centre by;</p>

Economic Success that is Shared by All

- i. promoting the redevelopment and diversification of the Town Centre providing vibrant mixed use areas;**
- ii. promoting the appropriate re-use and redevelopment of land and existing floorspace within or immediately adjacent to the Town Centre;**
- iii. ensuring that all developments do not prejudice existing safe and sustainable access arrangements by walking, cycling or public transport and, where appropriate opportunities (arising from the development) will be taken to improve the quality and quantity of access routes into and within the Town Centre;**
- iv. promoting a vibrant and safe, high quality, evening economy comprising a mix of leisure and entertainment uses suitable and accessible for all members of the public; and**
- v. ensuring adequate provision of short stay car parking**

Reasoned Justification

The WMRSS sets out the requirement of 30,000sqm of comparison floorspace up to the period 2021 with a requirement to aim for an additional 20,000sqm of comparison retail floorspace between 2021 and 2026. Planning permission for developments intended to meet these requirements or applications which significantly vary these figures will not normally be permitted prior to 2016 unless they can be fully justified in line with other policies in the Development Plan.

To ensure the vitality and viability of Redditch Town Centre is maintained and enhanced a range of diverse and appropriate activities is encouraged.

Land uses such as offices, businesses, cultural and entertainment facilities, restaurants, public houses, housing, hotels and tourist attractions all have their role to play in creating a thriving Town Centre. In planning for the Town Centre, it is important to ensure that these different but complementary land uses can satisfactorily operate both during the day and evening. These can reinforce, rather than being in conflict with each other, and can serve to attract local residents and visitors to the Town Centre for shopping, leisure and cultural activities, at all times.

The quality and attractiveness of Redditch Town Centre relies upon a number of additional elements including a clean, secure and attractive environment designed for pedestrian use; convenient and well managed traffic access; parking close to the Centre; traditional activities such as markets; good access for pedestrians, cyclists and public transport.

A5 Uses within District Centres



**Policy
ES.7**

District Centres are primarily designed to fulfil a retailing role. Significant groupings of non-retail uses can be detrimental to the role of a District Centre.

Proposals for new or a change of use to Class A5 Uses (Hot Food Takeaways) will only be permitted where it will not result in the overall proportion of A5 uses exceeding 25% of the total percentage of units within that Centre.

Proposals for A5 Uses within local centres/parades of shops will only be considered where;

- i. the intensity of A5 Uses has not become too great**
- ii. where there are no negative effects on the environment**

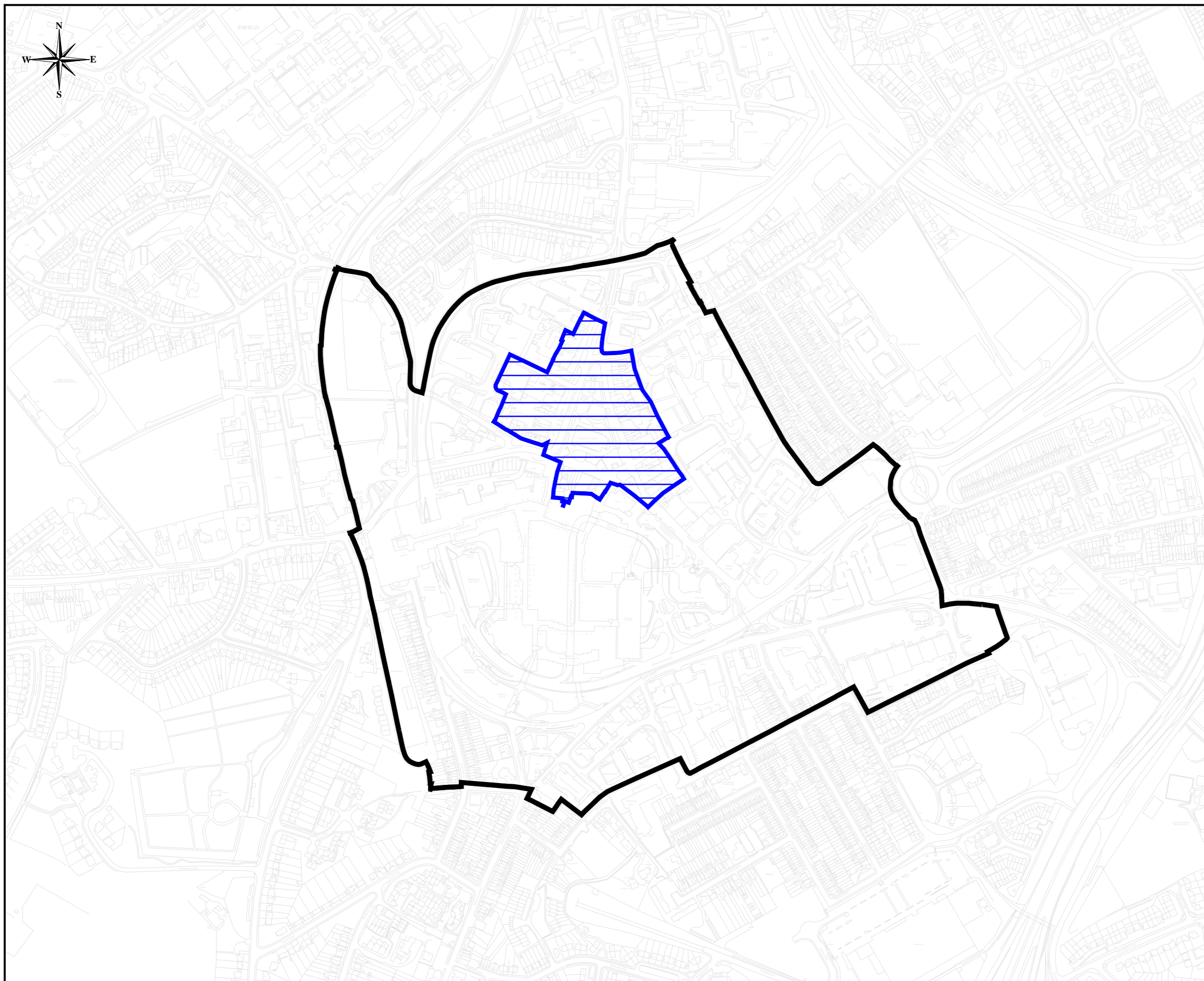
Reasoned Justification

To ensure the overall health of District Centres, they need to continue to maintain their strong retail role. Whilst other uses play a valuable role, there should not be an over-concentration of non-retail uses. It is important to maintain the appropriate balance of uses in the District Centres to maintain their vitality and viability, particularly during the day so that Centres continue to serve the retail and other needs of local communities.

There has been an increase in the number of hot food takeaways in many Centres in the Borough over recent years, many of which are only open during the evenings and serve the night time economy. This has led to an increase in closed and shuttered units during the day time. There has also been an increase in associated problems particularly of litter and anti social behaviour.

The policy limits the proportion of Class A5 Uses within each Centre to 25% of its total units. In some District Centres this 25% figure is already exceeded. Where this is the case, any proposals for new or a change of use to Class A5 would be resisted.

Proposals for A5 uses must have regard to other policies within the Development Plan, irrespective of its contribution towards the 25% limit.



Key

- Town Centre
- Designated Conservation Area

Date	Rev	Details

Town Centre Inset Map

NTS

Drawing No:

Planning Services
 Town Hall
 Walter Stranz Square
 Redditch
 Worcs B98 8AH



www.redditchbc.gov.uk

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IMPROVING HEALTH AND WELL-BEING

This section of the Preferred Draft Core Strategy contains policies on Leisure and Tourism, Open Space and Health. A Leisure and Tourism policy aims to enhance the visitor economy and the Borough's cultural and leisure opportunities. The planning of culture and recreational facilities in this way will help to deliver the aim of improving health and well-being.

Open space is an invaluable recreation facility and has a major bearing on the quality of people's lives. Not only can open spaces of all types meet a variety of formal and informal recreational needs for all the community, but open space is important in terms of visual amenity and local environmental quality. Open space is beneficial for nature conservation, leisure, providing wildlife habitats and wildlife corridors between habitats. Therefore, the Borough Council wishes to protect and enhance the open space provision within the Borough.

The highest concentration of key health facilities in Redditch Borough can be found at the Alexandra Hospital. There are however parts of Redditch Borough where distances from GPs are more than 2.5km which may be deemed excessive. A policy in this section guides the provision of new or improved primary health care facilities and related activities and seeks to protect the land within the curtilage of the Alexandra Hospital for genuine health related purposes in an effort to ensure that health and well-being is improved.



Leisure and Tourism

At present the Borough has a number of tourist attractions which include Forge Mill, The Needle Museum, Bordesley Abbey, Arrow Valley Country Park, Countryside Centre and the Palace Theatre.

Although these attractions exist, the number of visitors to the Borough is low in comparison to surrounding districts therefore this was felt an important issue for the Core Strategy to include.

What did Issues and Options ask?

The Issues and Options document asked how we should promote leisure and tourism in the Borough.

What you told us

As a result of the consultation you told us that your preferred option is to support existing tourist attractions within the Borough (i.e. Arrow Valley Park, Forge Mill Needle Museum) and encourage new visitor attractions.

What the Sustainability Appraisal suggests

The SA suggests that the most sustainable options for promoting leisure and tourism are to support existing tourist attractions (i.e. Arrow Valley Park, Forge Mill Needle Museum) and encourage new visitor attractions and to attract retail tourism to the Town Centre. These suggestions reflect what you considered to be the preferred option.

Leisure is included within the policy for a number of reasons; PPS 6 advises that provision should be made where appropriate for a range of leisure, cultural, tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes. The Retail and Leisure Needs Assessment concluded that on the whole the Borough has a reasonable range of leisure facilities however the majority of the facilities are located outside of the Town Centre. An on street survey also revealed that respondents considered that Redditch offered worse leisure facilities than other centres in the area. By protecting existing facilities and promoting a range of uses and new facilities these types of leisure can increase visitor numbers and may draw visitors to existing tourist facilities and improve the night time economy.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Leisure and Tourism



Policy H.1 Tourism and leisure proposals, including new build, extensions or additions to existing facilities will be promoted and supported where:

- i. they genuinely support sustainable tourism or leisure developments and benefit the economy of the Borough and enhance community facilities;
- ii. the proposal is located in places that are sustainable and accessible by a choice of transport modes and where additional visitor numbers can be accommodated without detriment to the local environment, principally Redditch Town Centre.

Any proposals for a large scale tourism or leisure should be accompanied by an overall master plan.

All tourism and leisure proposals must be in accordance with other policies in the Local Development Framework.

Reasoned Justification

Tourism facilities may include museums, visitor centres and also accommodation such as hotels or guest houses. For the purposes of this policy, leisure facilities include intensive sport and recreation uses, cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls, all of which are main Town Centre uses. Any proposals will therefore be required to comply with the relevant PPS6 tests and reference should be made to Core Strategy Policy ES.5 Hierarchy of Centres and ES.6 Retail.

It is important that new and existing tourism and leisure facilities are supported provided that they are sustainable and of benefit to the local economy and community.

In considering new proposals or extensions or additions to existing facilities, regard will be had to any environmental or transportation impacts that any new facility might create. Such considerations will include, for example, the means by which people will access and travel to the facility and any impact on nature conservation or landscapes.

Open Space

Improving Health and Well-Being

Open Space has a formal meaning within a planning context and is defined within the Town and Country Planning Act 1990 (Section 336) as 'land laid out as a public garden, public recreation area or a burial ground'.

PPG17 – Planning for Open Space, Sport and Recreation is concerned with the provision of sport and recreation in the built environment and emphasises the importance of open space in relation to residential areas. Paragraph 17 requires policies to protect and enhance the quality, character and amenity value of the countryside and urban areas as a whole with a high level of protection being given to the most valued townscapes and landscapes, wildlife habitats and natural resources.

In addition, it emphasises the importance of developing policies related to open space in the relevant Development Plan.

What did Issues and Options ask?

The key issue presented in the Issues and Options document concerned the level of Open Space provision within the Borough. At present Open Space within Redditch Borough is approximately three times higher than other Worcestershire Districts such as Bromsgrove, Malvern and Wyre Forest. With the continuing pressure for development and the housing requirement set in the WMRSS Phase Two Preferred Option, the issue was raised as to whether the high level of open space that contributes to the uniqueness of Redditch Borough should be sustained.

What did Issues and Options ask?

As a result of the consultation you told us that your preferred option would be to keep Redditch Borough distinctive by not building on any Open Space.

What the Sustainability Appraisal suggests

The SA determined that the most sustainable option would be to keep Redditch Borough distinctive, but some land on the periphery of Open Space or parkland could be used for development.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Primarily Open Space	
Policy H.2	Primarily Open Space and associated Green Infrastructure make an important and valued contribution to the Borough of Redditch and its distinctiveness.



Primarily Open Space will therefore be protected and, where appropriate, enhanced to improve their quality, value, multi-functionality and accessibility. Opportunities will be sought to improve the network of green spaces and corridors for the benefit of people, wildlife and the character and appearance of the Borough.

Proposals involving a loss or partial loss of Open Space will be assessed against the following criteria as applicable;

- i. the environmental and amenity value of the area;**
- ii. the merits of protecting the site for alternative open space uses;**
- iii. the location, size and environmental quality of the site;**
- iv. the relationship of the site to other open space areas in the locality and similar uses within the wider area;**
- v. whether the site provides a link between other open areas or a buffer between incompatible land uses;**
- vi. 'countryside features' which act as wildlife corridors, such as hedgerows, watercourse and other biodiversity features of importance.**

New areas of Primarily Open Space created by developments during the course of this Core Strategy period will warrant the same levels of protection as the Primarily Open Space identified on the Draft Proposals Map.

Reasoned Justification

Primarily Open Space and green infrastructure is of great importance for protecting the environment, meeting recreational needs, providing wildlife habitats and maintaining an attractive townscape. In line with PPG17, the Borough Council will protect Primarily Open Space of all types and further information on the strategy for specific typologies of Open Space is contained in the Borough Council's Open Space Provision Supplementary Planning Document (SPD). The Open Space Provision SPD recognises Open Space, sports and recreational facilities of high value which may need protecting and sets out local standards for the provision of Open Space, sports and recreational facilities. The SPD also makes reference to Playing Pitches and Children's Play Areas. Applicants are advised to consult this document prior to submitting any new proposals.

Improving Health and Well-Being

Green infrastructure includes the network of open spaces, woodlands, wildlife habitats, parks and other natural areas. These areas are important in enriching the quality of life of local communities, improving health, supporting regeneration and creating attractive environments. A level of protection also needs to be provided to the 'corridors' between sites such as hedgerows and watercourses. PPS9 (Nature conservation), refers to the importance of countryside features which act as wildlife corridors between habitats or act as 'stepping stones' between habitats, and to the value of these links in maintaining the range and diversity of flora and fauna. In considering proposals for development within these corridors, or for development that would potentially affect their function as a link in maintaining the flora and fauna of the Borough, the Borough Council will require the applicant to provide sufficient information to enable an assessment of the proposals likely impact.

The location of Primarily Open Space in the Borough can be seen on the Draft Proposals Map. Arrow Valley Park and Morton Stanley Park play a particularly valuable Primarily Open Space role providing opportunities for a variety of sporting and recreation activities for people of all ages. The Borough Council will consider applications for ancillary development on Primarily Open Space land that would enhance the existing open space use.

Due to a change in Ward Boundaries the Open Space Needs Assessment is being updated and will reassess open space provision in relation to strategic housing and employment land targets.



Health and Well Being

What did Issues and Options ask?

The issue presented in the Issues and Options document asked which locations within the Borough could be safeguarded for health-related purposes.

What you told us



Your preferred location to be safeguarded for health-related uses was the land within the curtilage of the Alexandra Hospital. You also suggested some alternative sites; however these were not considered appropriate locations to be safeguarded because they were part of a wider strategic site or area in which health-related uses would be acceptable. Also, where specific buildings were suggested, it would not be desirable to restrict the use of the building to a particular function.

What the Sustainability Appraisal suggests

The SA determined that the most sustainable option for the location of land to be safeguarded for health-related purposes would be Option 1, 'Within the curtilage of the Alexandra Hospital'. Also, the Borough of Redditch Local Plan No.3 included a policy protecting land within the curtilage of the Alexandra Hospital for health related purposes providing sound justification for this approach continuing. The alternative options to safeguard land in the Town Centre, District Centres and in areas currently furthest away from a GP surgery also scored positively in the SA, with the Town Centre being more preferable to be safeguarded than the District Centres.

The Local Development Framework Scoping Report suggested that consideration should be given to the need to support health services. Therefore this has been included in the suggested Policy

After considering all of these sources the most appropriate approach is presented in the form of the following draft policy. This draft policy is recommended as the most appropriate after considering all alternatives as part of the SA process and following consideration of the Evidence Base.

Health  	
Policy H.3	Support will be given to the principle of the provision of new or improved primary health care and related activities. These health facilities, for example GP premises, should be located where they are accessible and ideally within Redditch Town Centre or the District Centres in

Improving Health and Well-Being

accordance with the Hierarchy of Centres. Alternatively, health-related development can be located within the curtilage of the Alexandra Hospital.

The Borough Council will continue to safeguard land within the curtilage of the Alexandra Hospital for development which is intended for genuine health-related purposes.

Reasoned Justification

The Hierarchy of Centres, as set out in Policy ES.5 states that Redditch Town Centre, at Tier 1 of the hierarchy should be the main location for uses that attract large numbers of people and District Centres, at level 2 should serve a community's day to day needs. The Town and District Centres also represent areas of the town which are accessible by a range of modes of transport. However, there is an amount of surplus land within the curtilage of the Alexandra Hospital.

Irrespective of the criteria in this policy, proposals for health-related development must be in accordance with other policies in the Local Development Framework.

The Alexandra Hospital is the main provider of acute medical services in the Borough and is governed under the Worcestershire Acute Hospitals NHS Trust. The hospital resides in the south of the urban area of the Borough on a site currently dominated by healthcare and health-related facilities. This represents the highest concentration of key healthcare facilities in the Borough and is accessible by public transport. Genuine health related uses include both development directly related to the delivery of healthcare and necessary supporting uses that enable the proper functioning of the hospital.



STRONGER COMMUNITIES

Building strong and cohesive communities is important to residents and visitors. To ensure that communities in Redditch Borough are thriving this section provides policies relating to Housing, Transport, Gypsies, Travellers and Travelling Showpeople and Infrastructure Provision.

Ensuring that everyone has the opportunity to live in a decent home, which they can afford, in a community where they want to live, is a key goal of Government. The policies in this section seek to achieve this goal by ensuring provision of new housing, the efficient use of land and ensuring provision is made for affordable housing.

Redditch Borough must be accessible to and residents and visitors should be able to move around the Borough easily. A distinctive feature of the Borough is the established road hierarchy and the Borough Council will seek to continue this.

The Borough Council must ensure that the needs of Gypsies, Travellers and Travelling Showpeople are met. To this end, the policy in this section makes provision for these needs to be met.

Providing the appropriate Infrastructure at the right time is important. New development could have implications for existing infrastructure provision. To mitigate any adverse effects that may arise from new development, planning obligations will be sought.



Housing

New development in Redditch Borough, particularly new housing, can affect the character and sustainability of the environment of Redditch Borough and this is why various aspects of new residential development were consulted on in the Issues and Options document.

Sufficient dwellings need to be accommodated within the Borough to ensure everyone has access to a home that meets their needs.

Redditch Borough Council, as the Local Planning Authority has an important role to play in ensuring the efficient and sustainable release of land for development, this ensures that pressure for development on greenfield sites is reduced and those sites released first benefit from and maximises the use of existing and planned infrastructure.

Dwellings should also be supplied at the correct locations to ensure that the most deliverable and sustainable areas of the Borough are developed first. In order to ensure that everyone has access to housing in the Borough affordable housing delivery is critical.

What did Issues and Options ask?

We asked your opinion about the most suitable approach to delivering housing on Previously Developed Land and building on back gardens. The options presented included including or excluding back gardens when setting local targets for development on Previously Developed Land and whether or not all Previously Developed Land should be used for residential purposes.

The Issues and Options document also asked you what residential densities would be the most appropriate in the Borough with options to conform to the national standards of 30 dwellings per hectare and 70 dwellings per hectare in the Town and District Centres (Option 1), to request 50 dwellings per hectare in Astwood Bank and Feckenham (Option 2), to request between 30 and 50 dwellings per hectare in Redditch's urban area (Option 3), or to apply different densities for each District in Redditch depending on their character (Option 4).

The document also asked you to give your opinion on how to ensure that housing is flexible and adaptable to the different stages in people's lives (known as Lifetime Homes Standards).

What you told us

You told us that your preferred approach to delivering housing on Previously Developed Land would be to develop a local target for residential development on Previously Developed Land with a specific policy relating to the protection of back gardens.

You also told us that your preferred approach to delivering dwellings on Previously Developed Land would be to develop a local policy, in line with the WMRSS, which restricts development on back gardens where there is evidence of its impacts on the locality. This justification can only be provided by undertaking an assessment of the urban area of Redditch to determine which areas have special characteristics which would justify the protection of back gardens from development. This kind of assessment was not deemed to be necessary for an area such as Redditch.

You told us that your preferred approach to the density issue would be to develop different density standards for each district within Redditch Borough. However without the assessment determining the characteristics of the different Districts this approach is not considered to be viable.

New residential development should be designed to be flexible and adaptable to take account of the different stages of people's lives, for this reason we asked you how flexibility and adaptability of new housing could be improved. You thought the best approach would be to locate homes for the elderly in locations which are accessible to facilities, services and public transport. In considering the most suitable approach to achieve this, Officers consider that requiring new residential development to provide a proportion of home to meet the Lifetime Homes Standards, a number of the options that were presented are achieved.

What the Sustainability Appraisal suggests

The SA suggests that your preferred option to restrict the development on back gardens to require different densities for each district in the Borough and would be sustainable options. However as stated previously these options are not considered to be a viable alternatives for the Core Strategy to pursue.

The SA suggests that a combination of the options presented on Lifetime Homes Standards would present the most sustainable approach.

The following draft policies are recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Housing Provision	
Policy SC.1	<p>Provision is made for the supply of 2,243 dwellings to be delivered between 2006 and 2026 within Redditch Borough.</p> <p>When considering proposals for new residential development, consideration will be given to the extent that the proposed scheme reflects the current scale, density,</p>

mix and type of housing need outlined in the current Strategic Housing Market Area Assessment and Housing Needs Assessment. The Borough Council seeks to achieve a mix of housing types in terms of size, scale, density, tenure and cost.

In order to achieve a supply of housing that caters for long-term need in the Borough, new residential developments, including affordable housing will be expected to comply with the Lifetime Homes Standards.

Reasoned Justification

The West Midlands Regional Spatial Strategy Phase Two Revision – Draft Preferred Option (December 2007) Policy CF3 ‘Level and Distribution of New Housing Development’ proposes a target of 6,600 total (net) dwellings to be delivered between 2006 and 2026 to meet the needs of the population of Redditch Borough over that timescale.

3,300 of these 6,600 dwellings were allocated to be provided within the administrative boundary of Redditch Borough and 3,300 dwellings in locations adjacent to the Redditch Borough boundary, within the Districts of Bromsgrove and/or Stratford-on-Avon. This housing provision Policy relates solely to the provision of dwellings within the administrative boundary of Redditch Borough. The Strategic Housing Land Availability Assessment for Redditch Borough has identified land for the provision of 2,243 dwellings.

Sites with potential for residential development are identified in the Borough Council's Strategic Housing Land Availability Assessment. Additionally, some of the Strategic Sites in this Core Strategy (See Policies SP.4 to SP8) will contribute towards the Borough's residential requirements. It is estimated that these sites will yield approximately 2,243 dwellings. Any other proposals for residential development must be made in accordance with the Settlement Hierarchy (Policy SP.1) and the Development Strategy (Policy SP.2).

The 'Lifetime Homes Standards' seek to make homes more flexible, convenient, safe, adaptable and accessible to the changing needs of occupiers. The requirements for 'Lifetime Homes', builds upon the needs set out in the Older Persons Housing Strategy (a document currently in production by the Borough Council) and the Housing Needs Assessment.

Efficient use of Land



Policy SC.2 Efficient use of land must be sought in all new residential development.

The efficient use of land will be achieved in the following ways:

- i. the reuse and regeneration of Previously Developed Land is prioritised. A target of 25% of all new residential development in Redditch Borough will be located on Previously Developed Land;
- ii. densities of between 30 and 50 dwellings per hectare will be sought in Redditch Borough, and 70 dwellings per hectare will be sought on sites for residential development that are within or adjacent to Redditch Town Centre and the District Centres; and
- iii. higher densities will be sought in locations close to public transport interchanges. Lower densities will only be considered acceptable where it has been demonstrated that there would be a detrimental impact on the amenity, character and environmental quality of an area if the standard densities were to be pursued.

Reasoned Justification

Encouraging residential development to be located on Previously Developed Land allows maximum use to be made of vacant and previously developed sites; this reduces the pressure for development on greenfield sites and can maximise the use of existing infrastructure.

The 25% target for new residential development on Previously Developed Land is informed from a variety of sources. Firstly, the Borough Council's Strategic Housing Land Availability Assessment establishes that the national requirement for 60% of new housing development to be located on Previously Developed Land is unachievable in Redditch Borough; rather 25% is a target that can be realistically accommodated to ensure deliverability. This 25% target is the same target as requested through the saved Worcestershire County Structure Plan 1996-2011. Although it was anticipated by the Structure Plan that the percentage of housing development on previously developed land would have risen to 50% by 2011, the scope and potential for this in Redditch Borough remains limited.

PPS 3 'Housing' requires a minimum of 30 dwellings per hectare, with higher-densities being sought in Centres (PPS 6 Planning for Town Centres). It is considered that these densities ensure an efficient use of land within Redditch Borough.

Affordable Housing



Policy SC.3 Redditch Borough's target for affordable housing is 141 residential units to be delivered, as minima, per annum.

This target is subject to update following reviews of the

South Housing Market Area Assessment (2007) and the Borough Council's current Housing Needs Assessment (2006).

Proposals will also be expected to demonstrate how they have applied the following criteria:

- i. for residential development comprising 15 dwellings or more or on a site of 0.5 hectares or more in size, 40% affordable housing will be required. Of this 40%, 65% of the affordable housing delivered should be socially rented housing. The remaining 35% should be developed as intermediate housing, including shared ownership;**
- ii. proposals will be expected to reflect the guidance contained within the 'Affordable Housing SPD' unless evidence can be provided to show that the site cannot viably support such a requirement and that the development clearly meets a demonstrable need; and**
- iii. the size and type of the affordable housing should reflect the current need in the Borough, outlined in the South Housing Market Area Assessment and the Borough Council's Housing Needs Assessment.**

The Borough Council will seek to create sustainable communities that provide a mixture of dwellings with regard to type and size that reflect local housing need. Although Low cost market housing is not a form of affordable housing it can contribute to the creation of a sustainable housing market and therefore schemes which incorporate a portion of low cost market housing will be looked upon favourably.

Reasoned Justification

The definition of Affordable Housing adopted in this document reflects that contained within PPS 3 'Housing' and can be found in the Core Strategy Glossary and Abbreviations (Page 121).

A sufficient supply of intermediate affordable housing can help address the needs of key workers and those seeking to gain a first step on the housing ladder, reduce the call on social-rented housing, free up existing social-rented homes, provide wider choice for households and ensure that sites have a mix of tenures.

Transport

Successful, prosperous and healthy living in the Borough is dependent upon the sustainable, efficient and safe movement of people and goods. The LDF therefore needs to secure safe and effective access to land within development. This needs to be done in a way that takes account of wider environmental and social issues, principally the threat of global warming and the need for social inclusiveness so that everyone, with or without private transport, has access to jobs, shops, education, entertainment and travel.

The LDF will support the LTP by safeguarding land for specific transport use, by guiding the location of development and its structure and layout to encourage sustainable transport.

There has historically been a structured road hierarchy in Redditch, and this pattern of roads has been in place since the New Town Master Plan for Redditch in the 1960's. The principle of the road hierarchy is very distinctive for Redditch and it remains an effective efficient system and is a main contributor to Redditch Borough's low level of traffic congestion.

WMRSS Policy SR1 Climate Change specifically requires new developments to facilitate walking, cycling and public transport. Policy SR2 Creating Sustainable Communities requires local authorities to provide the necessary public transport infrastructure. This is particularly needed, and a real challenge, in Redditch Borough where its structure has been designed around catering for easy accessibility for private transport as part of the New Town expansion in the 1960's and 1970's. Wider policy requirements and the nature of the Borough therefore all point to the need to plan for the reduction of the need to travel and to improve the relative attractiveness of inclusive, low-pollution modes of travel.

What did Issues and Options ask?

The Issues and Options document presented five separate issues with the intention of improving accessibility within Redditch Borough. It asked how we could improve accessibility, where the most appropriate place for coach parking would be in Redditch Borough, what the key priorities are to create a sustainable transport network, whether the public transport routes should be opened to general traffic if a wider community benefit is proven and how the needs of cyclists can be best accommodated.

What you told us

You told us that public transport, walking and cycling provision should be a key priority and that new development should be accessible by all modes of transport, accompanied by a Transport Assessment. You thought that the Town Centre would be the most appropriate place to meet increased demand for coach parking and you also thought that the public

transport routes should be opened to general traffic if a wider community benefit is provided.

What the Sustainability Appraisal suggests

The SA suggests that a range of options would be sustainable including the provision of walking and cycling facilities and reducing the need to travel. Clearly, policies should therefore favour walking, cycling and public transport. This conforms with national planning policy in PPG13, with WMRSS.

The SA suggests that development should be accessible and that a Transport Assessment should accompany new development proposals, therefore agreeing with your preferred options.

The SA also suggests that the Arrow Valley Countryside Park would be the most sustainable location for coach parking however it is only preferable above the Town Centre because of the potential benefits to the quality of the open space at the park. Coach parking at the Countryside Park is anticipated in the near future and therefore other options can be explored. There are no sites which could be identified for coach parking within the Town Centre however the principle of coach parking would be supported.

With regard to the public transport routes being opened to general traffic if a wider community benefit is provided, the SA agreed with your preferred option and suggests that this would be the most sustainable approach.

The following draft policies are recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Sustainable Travel and Accessibility	
Policy SC.4	Transport will be co-ordinated to improve accessibility and mobility, so that sustainable means of travel, reducing the need to travel by car and increasing public transport use, cycling and walking should be implemented. This will be achieved by: <ul style="list-style-type: none">i. meeting development requirements in accessible locations and taking account of interactions between uses;ii. delivering a comprehensive network of routes for pedestrians and cyclists that is coherent, direct, safe, accessible and comfortable to use, building on, adapting and extending the network that exists;iii. ensuring that infrastructure for pedestrians and



cyclists is provided and that it facilitates walking, cycling and public transport. Proposals should incorporate appropriate, safe and convenient pedestrian and cycle access as an integral feature of the proposed design. Where appropriate, the provision or improvement of off-site cycle routes, footpath links and related infrastructure will be sought;

- iv. where proposals for development are likely to have an adverse impact on the network of footways, cycle routes or Primary Route Network, particularly on the National Cycle Network route, development will not normally be permitted, unless the impacts can be mitigated against; and**
- v. support the provision of coach parking where appropriate.**

Reasoned Justification

This policy reflects Policy T2 of the WMRSS (2004) and the aims of PPG 13 and provides the overarching framework for transport. At its heart is the importance of improving accessibility and mobility, whilst avoiding past trends of increased car traffic and longer journeys.

The various measures needed to deliver the objectives of the WMRSS, PPG13 and the LDF are set out to bring about behavioural change and create the right conditions for people to choose to live in close proximity to their workplace and to choose sustainable means of transport.

The Borough has a network of footpaths and cycleways but there are deficiencies and in some areas their surroundings are considered threatening and uninviting as they offer refuge for anti-social behaviour. The Borough Councils supports where appropriate the Safer Routes to School initiative and the Quiet Lanes initiative.

Fundamental to this approach is the need to view developments through the eyes of pedestrians, cyclists and public transport users. All measures should promote pedestrian and cycle priority, convenience and safety, including safer routes to school and cycleways as necessary. Reference should be made to the Designing for Community Safety SPD. In order for these measures to be effective, pedestrian routes should form an integral part of the development process, generating good quality access and meaningful links within and between developments. Therefore it is essential to integrate the provision of these facilities in the design stage of any new development, especially in those developments of significant size or journey generating capacity.

The Borough Council is committed to the protection of the existing cycle network in Redditch Borough, particularly the National Cycle Network route (See Transport Information Map). Where it is considered that a proposal has an adverse impact on the continued safety and convenience of the network, it will not normally be allowed.

A Transport Assessment would be required where development proposals impact on the Primary Route Network as set out in the WMRSS. This is to ensure that the function of the network is maintained. It should be noted that new accesses on the Primary Route Network will not be encouraged and should not inhibit the strategic function of these routes. For a map on the Primary Route Network see WMRSS Figure 9: Regional Primary Route Network.

Proposed access for cyclists in the design of new development should be well connected to the wider cycle network and be safe and convenient for the user, having due regard to 'Secured By Design'. The provision of cycle routes and facilities will be expected to be undertaken at the developers' expense, and where appropriate, contributions from the developer will be sought towards provision off-site.

Coach parking within close proximity to the town centre would ensure that Redditch Borough is accessible to visitors that choose to travel in a sustainable manner.

Road Hierarchy



Policy SC.5

The Borough Council will continue to endorse and pursue the principles of a structured road hierarchy and will seek to extend such principles to any new development. Due regard will be given, in the assessment of development proposals, to the traffic management objectives and design philosophy of the road hierarchy. Development proposals which do not accord with these objectives and philosophy will not normally be allowed.

Reasoned Justification

The current pattern of roads in the Borough has been inherited from two previous distinct phases of development. Despite their interdependence, both systems retain many of their individual features. The adopted hierarchy of this policy is that inherited from the Redditch Development Corporation and the New Town Master Plan. It is a structured hierarchy of highways with each level serving a well defined role. However, this hierarchy exists side by side with the roads within the older areas of Redditch which display no such clarity of purpose. While these roads have been continually maintained and upgraded by the Highways Authority, they remain noticeably different in style, structure and purpose to that of the New Town hierarchy.

The principle of the New Town road hierarchy remains an effective and efficient system. While the difficulties in attempting to apply such a hierarchy to the older areas of the Borough are recognised, the Borough Council nevertheless wishes to continue to adopt the principles of this hierarchy and to extend these principles to all new development in the Borough.

The roads in the hierarchy are shown on the Proposals Map down to Local Distributor level and are designated according to their intended use and design standard. The main principle of the Redditch road system is to create areas of high environmental quality and high pedestrian and cycle safety, within which there will be no vehicular traffic which is not servicing destinations within that area. Frontage development will be passed only by vehicles which are close to their origin or destination, so that there will be few of them and their speed will be low. As traffic volumes and speeds rise, so the traffic is kept further away from the places in which pedestrians will need or wish to be.

Roads in the urban area are divided into four classes: Primary Distributors, District Distributors, Local Distributors and Access Roads.

Primary Distributors convey traffic between separate districts of the town, and also serve as internal by-passes keeping through traffic clear of environmental areas. They will be free flowing so far as is economically possible, dual carriage-way where the traffic warrants this, and designed for a 70 mph speed limit wherever possible. No individual development, except on the largest scale, will be accessed directly from these and any such access will be by way of a junction of no lower standard than an at-grade roundabout.

District Distributors convey traffic between environmental areas and the Primary Distributors, with which they connect at high-capacity junctions. They will normally be at least 7.3 metres wide and designed for a 40 mph speed limit. Their alignment will be such as to discourage their use by traffic not originating or terminating in the area which they serve. There will be no frontage development on them, and the only junctions into them will be from Local Distributor Roads. Exceptionally, permission may be granted for a major development site to access a District Distributor. An at-grade roundabout will need to be provided in such circumstances.

The Primary and District Distributor Roads are intended to provide convenient routes of high speed and capacity, with little conflict with junction or turning movements, or with pedestrians. In this way, the maximum capacity can be obtained from a given width of road, with minimum delay, danger or environmental impact. Individual developers may wish to tap directly into this system, for their own convenience, but the preservation of its efficiency depends upon such attempts being resisted.

Local Distributors distribute traffic within environmental and residential areas, connecting into the District Distributors. They will be designed for 30 mph speed limits and will have

no frontage development except on sections which, in total, serve no more than 150 dwellings or their equivalent.

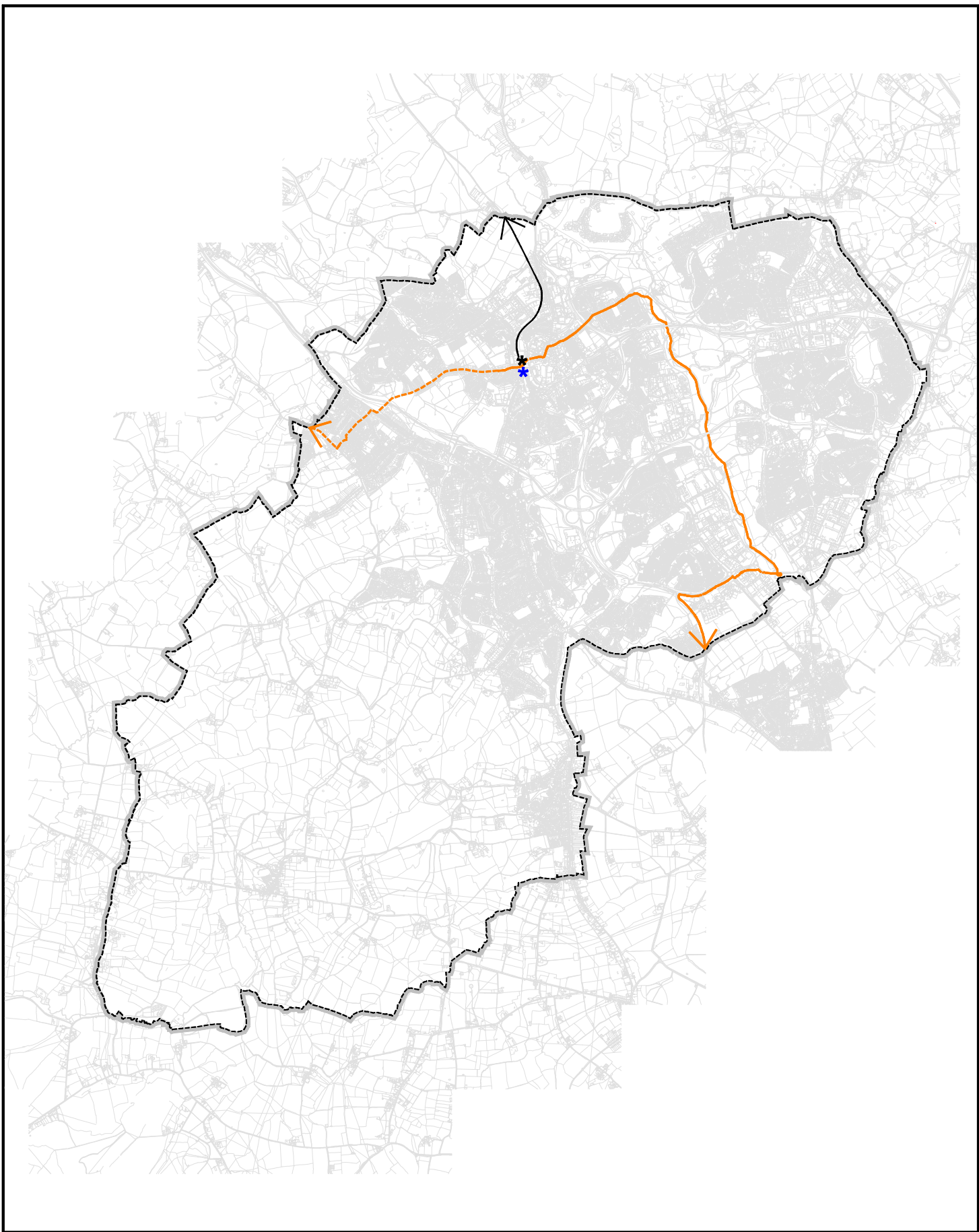
Housing Access Roads service frontage residential developments. They will never serve more than 300 dwellings and will normally serve no more than 150 dwellings. Other than in exceptional circumstances, they will be cul-de-sac and they will be appropriately designed for speed of 30 mph or less. Measures to give pedestrians priority will be appropriate in these roads, as will appropriate traffic calming measures.

Industrial Access Roads service industrial and commercial users, connecting into District Distributor Roads. They may be cul-de-sac or loops and will be designed for speed limits of 30 mph. They will serve industrial and commercial development directly, and will be so laid out as to discourage through traffic. Their character will be a combination of that of the Local Distributors and the Access Roads in residential areas, as appropriate.






The standards to be adopted for the dimensions of roads, junctions and other features, in respect of each of these classes of road, will be those laid down by, or agreed by the Highway Authority. However, the County Standards have to cover roads of all categories, including roads which have a combination of traffic flow and pedestrian exposure which are dangerous and environmentally unpleasant anywhere and which these policies do not permit in Redditch. It therefore does not follow that any road that complies with the County Standards must necessarily be acceptable in Redditch, if it fails to comply with the Redditch pattern described above. However the Borough Council does recognise that not all roads in the older part of the town, comply with the principles of the structured road hierarchy.

The Borough has a number of unmade roads within it, many of which are private roads. The Borough Council will ensure frontagers and others to undertake the necessary surfacing work to bring it up to an adopted road standard.





Transport Information Map

- Key**
-  **Railway Line**
 -  **National Cycle Network - Existing**
 -  **National Cycle Network - Proposed**
 -  **Major Interchange Site (Bus Station)**
 -  **Major Interchange Site (Railway Station)**

Gypsies, Travellers and Travelling Showpeople

National planning policy requires that all Local Authorities should be guided by a Gypsy, Traveller and Travelling Showpeople Accommodation Assessment. Redditch Borough is guided by an assessment which was carried out in 2008 for the South Housing Market Area and it recommends that an additional 'Showpeople' site should be provided for which is a minimum of 14 'yards'. The Assessment also recommends that a temporary stopping place of not less than 18 pitches should be provided and that the provision of this site may be located within Bromsgrove District, but adjacent to Redditch Borough. The need to meet these requirements will be set out in the West Midlands Regional Spatial Strategy Phase Three Revision which will identify the number of pitches required for Gypsies and Travellers and identify the plots required for travelling showpeople.

What did Issues and Options ask?

In order to provide for the identified need, a number of options were presented in the Issues and Options document giving you a choice of the broad criteria that could guide the location of sites including locating on Previously Developed Land, on established industrial or employment sites with spare land or anywhere in the urban area, subject to other planning considerations.

What you told us

You told us that all of the options presented should be incorporated as criteria forming part of a policy, in particular the criteria to require sites to be near to existing facilities and transport networks.

What the Sustainability Appraisal suggests

The SA indicates that two of the options were equally sustainable, including the drafting of criterion to ensure that new sites are near to existing facilities and transport networks and the option to require sites to be located on Previously Developed Land. These SA suggestions suggest that your preferred option is sustainable.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Gypsies, Travellers and Travelling Showpeople



- Policy SC.6** Provision will be made for new Gypsy, Traveller and Travelling Showpeople pitches, in line with the requirements of the Gypsy, Traveller and Travelling Showpeople Accommodation Assessment (2008). Proposals for new sites will be required to demonstrate that they:
- i. are located in close proximity to existing facilities and transport networks with satisfactory access and highway arrangements;
 - ii. where appropriate, are located on Previously Developed Land;
 - iii. are well screened and landscaped and will not cause unacceptable harm to the character and appearance of the surrounding area;
 - iv. will not result in disturbance or loss of amenity to any neighbouring residential properties; and
 - v. have a satisfactory water supply, sewerage and refuse disposal facilities.

There will be a presumption against proposals in the Green Belt, unless exceptional circumstances are demonstrated.

Reasoned Justification

The Gypsy, Traveller and Travelling Showpeople Accommodation Assessment for The South Housing Market Area of the West Midlands Area (2008) was commissioned by the South Housing Market Area Partnership. The purpose of the assessment is to provide information on the accommodation needs of Gypsies and Travellers for sub-regional and district level planning policy to set the appropriate number, type and distribution of additional pitches to be provided.

The Assessment recommends that an additional 'Showpeople' site should be provided for which is a minimum of 14 'yards'. 'Yards' can be anything from 100ft x 100ft up to 150ft by 200ft (Gypsy and Traveller Accommodation Assessment for The South Housing Market Area, March 2008). The Assessment also recommends that a temporary stopping place of not less than 18 pitches should be provided and that the provision of this site may be located within Bromsgrove District, but adjacent to Redditch Borough. The need to meet these requirements will be set out in the West Midlands Regional Spatial Strategy Phase Three Revision which will identify the number of pitches required for Gypsies and Travellers and identify the plots required for travelling showpeople.

A Landscape Character Assessment has been carried out for Worcestershire which considers the areas of the Borough that are most sensitive to development. It also details

mitigation measures for proposals with regard to surrounding landscape impact. Any proposals for future sites will be considered with this assessment in mind. Proposals must also consider the requirements of Policy SP.1 Settlement Hierarchy and Policy SP.2 Development Strategy.



Infrastructure

PPS1 Delivering Sustainable Development advises that Development Plans should promote development that creates socially inclusive communities and ensures that the impact of development on the social fabric of communities is considered and taken in to account. To achieve this, significant investment in existing and new infrastructure will be required. The WMRSS states that the provision of infrastructure will require actions from national, regional and local agencies, as well as the private and public voluntary sectors including direct public and private investment. To ensure this vision Redditch Borough Council will ensure that infrastructure and services are provided to support new and existing economic development and housing.

What did Issues and Options ask?

Community Infrastructure Levy is a new Government initiative which is largely aimed at replacing Section 106 agreements. It is a charge which local authorities will be able to levy on new development in order to fund infrastructure that may be required as a result of new development or to enhance existing infrastructure such as congested schools or oversubscribed roads. The Council must initially identify what infrastructure is needed hence issues and options sought your opinions as to what the Council should be receiving planning obligations/CIL for. As a result of the consultation you told us that in addition to the list set out in the issues and options document the Council should be seeking planning obligations/CIL towards Nursing Homes, the protection of existing and provision of Green Infrastructure and Flood Improvements.

What the Sustainability Appraisal suggests

The SA determined that there are no likely negative effects in relation to the issue, as Planning Obligations was a topic raised only to receive information as to whether there were any other things/ organisations/ sectors/ businesses / groups etc that the Borough Council could receive planning obligations for. However if the Preferred Draft Core Strategy were to present no policies on infrastructure delivery, none of the SA objectives would be achieved and there could be a potential negative effect on achieving the Objectives. Therefore the SA determined that a policy requiring developments to deliver necessary infrastructure where appropriate should be included within the Core Strategy and would meet a number of SA objectives.

The following draft policy is recommended as the most appropriate after considering all alternatives as part of the Sustainability Appraisal process and following consideration of the Evidence Base.

Infrastructure



Policy SC.7 The delivery of the necessary infrastructure to support future development requirements is dependant on the successful delivery of development schemes. The Borough Council will only permit proposals where:

- i. it has been demonstrated that the proposal places no additional pressure on the existing infrastructure capacity;
- ii. its impacts are minimised on the existing infrastructure required to support it; and
- iii. appropriate investment is secured either in the form of works or financial contributions to mitigate the cumulative impact on infrastructure.

Key Infrastructure requirements to deliver the objectives of the Core Strategy include, but are not limited to;

Schools

Open space and recreation

Enhancement to Redditch railway

Bordesley Bypass

Public Transport Routes

Green Infrastructure

Affordable Housing

Landscape Character

Biodiversity including habitat creation and local environmental improvements

Town Centre, Public Realm and Public Art

The Borough Council will work with providers and developers to ensure that all new development is served by the necessary infrastructure within a suitable time. Standard charges and/or standard formulae as appropriate will be imposed for the payment of financial contributions.

Reasoned Justification

Ensuring that new development is served by appropriate infrastructure is achieved by the provision of infrastructure in conjunction with development and by guiding development to places where there is existing capacity.

Future development in the Borough of Redditch could put pressure on infrastructure, services, resources, amenities and other assets including water supply and wastewater management, other utility services, transport, education, leisure and recreation, health, community facilities, etc. Therefore without appropriate investment, further development may be neither sustainable nor acceptable unless the criteria in this policy have been met.

The Borough Council will generally seek agreement on the form that such a contribution might take before the granting of planning permission for the development. Reference should be made to the Delivery Strategy (See Page 109)



Delivery Strategy

Redditch Borough Council produces an AMR every year, which is part of the LDF. The AMR is a public statement, setting out the progress the Borough Council has made in meeting the milestones set out in the Local Development Scheme (LDS). It also identifies the extent to which policies in Local Development Documents (LDD's) are being implemented and assesses if the implementation of these policies is having the intended effect of achieving set objectives.

The Delivery Strategy is a central part of the Core Strategy DPD. The Delivery Strategy can show how the policies in the Core Strategy will be met, when and by whom (PPS12: Local Spatial Planning). The Delivery Strategy contains each of the draft policies in this Preferred Draft Core Strategy. It then indicates the principal ways in which each policy is going to be delivered, who the key organisations or agencies are that will deliver it and the likely timescale when it will be delivered. It also proposes indicators of success with an appropriate target, and these are the ways in which the Borough Council can measure to what extent the policies are being implemented.

Some of the indicators of success in the Delivery strategy can be monitored and included in the Borough Councils AMR. All monitoring, whether they are Core Output indicators or local indicators in the AMR, monitoring of the delivery of policies, monitoring of the implementation of the objectives of the LDF, or monitoring of the Sustainability Appraisal Framework, helps to indicate where there may be problems towards achieving certain aims or objectives. This monitoring helps the Borough Council decide if it needs to review the Core Strategy, or any other LDD, either in part or as a whole. A review may also be triggered by a range of other factors including significant changes to national planning policy guidance, and/or regional planning policy.

The Borough Council recognises that the successful delivery and implementation of its planning strategy is dependant upon an effective partnership between the Borough Council and many other organisations, including Government agencies, the West Midlands Regional Assembly, Advantage West Midlands, Worcestershire County Council, the Highways Agency the public transport providers, Worcestershire Primary Care Trust, the water, electricity, gas and telecommunications industries, landowners and the development industry. Many such partnerships already exist, but the Borough Council intends to review the effectiveness of these arrangements and

put in place, where and when necessary, formal partnership arrangements to ensure that key projects, and particularly infrastructure projects, are delivered by the relevant public and private bodies in accordance with the Core Strategy.

	Core Strategy Policy	Principal Means of Implementation	Lead and key partners	Timescale	Indicators of success	Target
SPATIAL POLICIES						
SP.1	Settlement Hierarchy	More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
		Determination of planning applications	Redditch Borough Council, Private Sector	Up until 2026	Percentage of permissions complying with this policy	100%
SP.2	Development Strategy	More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
		Determination of planning applications	Redditch Borough Council, Private Sector	Up until 2026	Percentage of permissions complying with this policy	100%
SP.3	Sustainability Principles	Determination of planning applications	Redditch Borough Council, Private Sector	Up until 2026	Number of proposals which use sustainable, locally sourced and recycled materials	No target
					Percentage of permissions complying with this policy	100%
					Number of proposals which result in clean-up of contaminated sites	Where appropriate
SP.4	Regeneration for the Town Centre	Determination of planning applications	Redditch Borough Council, Private Sector, Landowners	On-going, but in line with phasing policy	Percentage of permissions complying with this policy	100%
					Development of a particular use: <ul style="list-style-type: none"> • Residential • Offices (B1) • Retail • Leisure 	n/a

SP.5	District Centre Redevelopment	Determination of planning applications	Redditch Borough Council, Private Sector	On-going, but in line with phasing policy	Percentage of permissions complying with this policy	100%
					Loss of retail floorspace (sq.m)	None
SP.6	Woodrow Strategic Site	Determination of planning applications	Worcestershire County Council, Redditch Borough Council, Private Sector	On-going, but in line with phasing policy	Percentage of permissions complying with this policy	100%
					Number of dwellings to be provided on-site	77-129 dwellings
					Provision of Open Space	Refer to open space requirements in the Open Space Provision SPD
SP.7	Abbey Stadium Strategic Site	Determination of planning applications	Redditch Borough Council	On-going, but in line with phasing policy	Percentage of permissions complying with this policy	100%
					Percentage of development incorporating Class D2 (e) – Indoor and Outdoor Sporting Activities	No specific target - but should be the predominant use
SP.8	Land to the rear of the Alexandra Hospital	Determination of planning applications	Redditch Borough Council, Private Sector, Worcestershire NHS Trust	On-going, but in line with phasing policy	Percentage of permissions complying with this policy	100%
					Percentage of B1 use, which constitutes office (other than that classified in A2), research and development of products and processes and light industry	100%

Delivery Strategy

	Core Strategy Policy	Principal Means of Implementation	Lead and key partners	Timescale	Indicators of success	Target
COMMUNITIES THAT ARE SAFE AND FEEL SAFE						
CS.1	High Quality and Safe Environments	Determination of planning applications	Redditch Borough Council, Redditch Police Architectural Liaison Officer (ALO), Architects and Designers	On-going	Developments gaining a 'Secured by Design' award	n/a
					Percentage of developments achieving the CABA 'Building for Life' 'good' standards	100%
					Percentage of medium and large scale developments (greater than 5 residential units) meeting the CABA 'very good' standard.	100%
					Number and percentage of applications permitted which incorporate crime prevention measures in their design	n/a

Delivery Strategy

	Core Strategy Policy	Principal Means of Implementation	Lead and key partners	Timescale	Indicators of success	Target
A BETTER ENVIRONMENT FOR TODAY AND TOMORROW						
BE.1	Climate Change	Determination of planning applications	Redditch Borough Council, Architects and Designers, Private Sector	Up until 2026	Percentage of new residential developments meeting the national standards contained within the Code for Sustainable Homes	100%
					Percentage of offices and other non-domestic buildings achieving 10% below the target emission rate of the current Building Regulations by 2016.	100%
					Percentage of developments meeting at least 10% of the development's residual energy demand (this applies to all new medium and large scale development (greater than 5 residential units or 1,000 square meters for non residential developments))	100%
					Percentage of new medium and large-scale development (greater than 5 residential units or 1,000 square metres for non-residential developments) being accompanied by a sustainability statement	100%
BE.2	Flood risk	Determination of planning applications	Redditch Borough Council, Environment Agency, Private Sector	Up until 2026	Number of development proposals which include a site specific Flood Risk Assessment	No target
					Percentage of permissions complying with this policy	100%
					Number of properties in flood zones 2 and 3, unless complying with exceptions test in PPS25	No increase from baseline, unless complying with exceptions test in

Delivery Strategy

						PPS25
		More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
		Carrying out of a Borough wide Strategic Flood Risk Assessment	Redditch Borough Council	2008	Final SFRA as part of the Core Strategy evidence base	n/a
BE.3	Landscape Character	Determination of planning applications	Redditch Borough Council, Worcestershire County Council, Private Sector	Up until 2026	Percentage of permissions complying with this policy	100%
		More detail in other DPDs	Redditch Borough Council, Private Sector	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
BE.4	Pollution	Determination of planning applications	Redditch Borough Council, Private Sector	Up until 2026	Percentage of permissions complying with this policy	100%
			Redditch Borough Council	Up until 2026	Number of Air Quality Management Areas in the Borough	0
BE.5	Trees	Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%
BE.6	Rural Economy	Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%
BE.7	Exceptions Housing at Astwood Bank and Feckenham	Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%

Delivery Strategy

	Core Strategy Policy	Principal Means of Implementation	Lead and key partners	Timescale	Indicators of success	Target
ECONOMIC SUCCESS THAT IS SHARED BY ALL						
ES.1	Location of New Employment	Determination of planning applications	Redditch Borough Council, Private Sector, Landowners	Up until 2026	Employment Land Available by Type	n/a
				Up to 2026	Employment Land Supply - indicative long term requirements (Ha)	27Ha
ES.2	Office Development	Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%
				2006 - 2026	Office development requirements	45,000 sqm
ES.3	High Technology Developments	More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
		Determination of planning applications	Redditch Borough Council	On-going	Percentage of permissions complying with this policy	100%
ES.4	Development within Employment Areas	Determination of planning applications	Redditch Borough Council, Private Sector	Up to 2026	Percentage of employment land lost to non-employment uses	0%
					Percentage of permissions complying with this policy	100%
ES.5	Hierarchy of Centres	Determination of planning applications	Redditch Borough Council, Private Sector, Landowners	Up until 2026	Percentage of permissions complying with this policy	100%
ES.6	Retail	Determination of planning applications	Redditch Borough Council, Private Sector, Landowners	Up until 2026	Major retail, leisure and culture development permitted, which is within, or adjoining Redditch Town Centre, with the exception of developments subjected to the tests of PPS6	100%

Delivery Strategy

				Up until 2021	Retail Provision - Amount of comparison floorspace	30,000 sq.m
				2021 - 2026	Retail Provision - Amount of comparison floorspace	20,000 sq.m
ES.7	A5 Uses within District Centres	Determination of planning applications	Redditch Borough Council	Up to 2026	District Centres where the 25% limit to A5 uses becomes exceeded during the plan period.	0%

	Core Strategy Policy	Principal Means of Implementation	Lead and key partners	Timescale	Indicators of success	Target
IMPROVING HEALTH AND WELL BEING						
H.1	Leisure and Tourism	Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%
H.2	Primarily Open Space	More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
		Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%
H.3	Health and Well Being	Determination of planning applications	Redditch Borough Council	Up until 2026	Percentage of permissions complying with this policy	100%

	Core Strategy Policy	Principal Means of Implementation	Lead and key partners	Timescale	Indicators of success	Target
STRONGER COMMUNITIES						
SC.1	Housing Provision	Determination of planning applications	Redditch Borough Council, Private sector	Up to 2026	Percentage of permissions complying with this policy	100%
		More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
SC.2	Efficient use of Land	Determination of planning applications	Redditch Borough Council, Developers, Land Owners	Up to 2026	Percentage of permissions complying with this policy	100%
		More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
		Housing completions on Previously Developed Land	Redditch Borough Council, Developers, Land Owners	2006 - 2026	Percentage of housing completions and conversions (net) located on Previously Developed Land	25%
SC.3	Affordable Housing	Determination of planning applications	Redditch Borough Council, Registered Social Landlords, Housing Associations	Up to 2026	Percentage of permissions complying with this policy	100%

Delivery Strategy

		Delivery of affordable housing units	Redditch Borough Council, Registered Social Landlords, Housing Associations	On-going	Number of affordable housing units provided	141 affordable housing units (minima, per annum) or as required by the South Housing Market Area Assessment
SC.4	Sustainable Travel and Accessibility	Opening up public transport routes to general traffic if there is a wider and demonstrable community benefit	Redditch Borough Council, Private sector	On-going	n/a	n/a
		Requiring Travel Plans / Transport Assessments, where appropriate	Redditch Borough Council, Private sector	Up to 2026	n/a	n/a
		Implementation of the Bordesley Bypass	Redditch Borough Council, Private Sector, Worcestershire County Council Private Sector, Land Owners	On-going	Completion of bypass	n/a
		Implementation of the extension of cross city services to Redditch / Branch enhancements	Redditch Borough Council, Worcestershire County Council, Private Sector, Land Owners	On-going	Completion of extension of cross city services to Redditch/ Branch enhancements	n/a
		Determination of planning applications	Redditch Borough Council, Private	Up until 2026	Number of developments that provide infrastructure for pedestrians and cyclists	Increasing

			sector		Number of new developments located within 250m of passenger transport (bus stop or train station)	100%
SC.5	Road Hierarchy	Determination of planning applications	Redditch Borough Council, Private Sector, Worcestershire County Council	Up to 2026	Number of planning applications which continue to pursue the principles of a structured road hierarchy	Where applicable
SC.6	Gypsies, Travellers and Travelling Showpeople	Determination of planning applications	Redditch Borough Council	Up to 2026	Percentage of permissions complying with this policy	100%
		More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%
SC.7	Infrastructure	More detail in other DPDs	Redditch Borough Council	On-going	Adoption of DPDs in line with dates scheduled in the LDS	100%

The standards of new development (as at October 2008)

		As of 1 st May 2008	Later requirements
All Residential housing developments	CFSH (Feb. 2008)	Mandatory rating against Code – can be nil certificate	Code Level 3 by 2010 Code level 4 by 2013 Code level 6 by 2016
	WMRSS	meet the CABE 'Building for life' 'Good' standard	

		As of 1 st May 2008	Later requirements
	WMRSS	Water conservation standards in Level 4 of the Code for Sustainable Homes.	
	WMRSS	25% of the total minerals used derives from recycled and reused content.	
Residential housing developments 10 units (or 1,000 square metres) or more	WMRSS	Sustainability statement accompanying planning application which shows how the development has reached the 'good' or 'best practice' standard set out in the West Midlands Sustainability Checklist.	
	WMRSS	Meet the 'very good' standard of CABE 'Building for life'	
	WMRSS	Incorporate renewable or low carbon energy equipment to meet at least 10% of the developments residual energy demands	
All new Government-funded homes		Code level 3	
	WMRSS	25% of the total minerals used derives from recycled and reused content.	
Non-residential development	WMRSS		10% below the target emission rate of the current Building Regulations by 2016.
	WMRSS	25% of the total minerals used derives from recycled and reused content.	

		As of 1 st May 2008	Later requirements
	WMRSS	Offices to meet BREEAM offices scale with regard to water efficiency and other buildings achieve efficiency savings of at least 25%	

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Term	Abbreviation	Meaning
Accessibility		How easy or difficult it is to get to various locations within the Borough.
Adoption		The final confirmation of a plan as a statutory document by the Local Planning Authority
Affordable Housing		The Government's definition of Affordable Housing includes social rented and intermediate housing, provided to specified eligible households who are unable to buy or rent housing on the open market.
Annual Monitoring Report	AMR	Part of the local development framework, the annual monitoring report assesses the implementation of the local development scheme and the extent to which policies in local development documents are being successfully implemented.
Area Action Plan	AAP	Provides the planning framework for an area where significant change or conservation is needed. They have the status of development plan documents.
Areas of Development Restraint	ADR	An area of land safeguarded for consideration for possible long-term development needs. These areas are excluded from the Green Belt.
Biodiversity		The whole variety of life encompassing all genetic, species and ecosystem variations.
Building Research Establishments Environmental Assessment Method	BREEAM	BREEAM is the world's most widely used environmental assessment method for buildings. BREEAM assesses buildings against a set criteria and provides an overall score which will fall within a band providing either a; PASS, GOOD, VERY GOOD, EXCELLENT or OUTSTANDING rating.
Brownfield		See Previously Developed Land.
Building for Life		The national standard for well-designed homes and neighbourhoods. The 20 criteria are used to assess the quality of new housing schemes
Carbon neutral		Achieving net zero carbon emissions by balancing carbon released with an equivalent amount. It can refer to the practice of balancing carbon dioxide released into the atmosphere from burning fossil fuels, with renewable energy that creates a similar amount of useful energy, so that the carbon emissions are compensated.
Census		An official count of the population. Demographic information is also usually collected.
Change of use	COU	More correctly referred to as a 'material change of use'. A change in the use of land or buildings that is of significance for planning purposes, often requiring planning permission.
Climate change		An increase in the mean annual surface temperature of the earth's atmosphere, due to increases in atmospheric concentrations of greenhouse gases (GHGs) such as Carbon Dioxide (CO ₂), Methane (CH ₄) and Nitrous Oxide (N ₂ O).
Climate-proof		To mitigate against the effects of climate change and to minimise the potential of climate change.
Cluster		A concentration of businesses, the objective of which is to grow regional industries to exploit attractive markets where the region has existing or potential strengths. Clusters encourage businesses to work together to achieve this.
Code for Sustainable Homes	CSH / CFSH	A standard designed to improve the overall sustainability of new homes by setting a single framework.

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Term	Abbreviation	Meaning
Commission for Architecture and the Built Environment	CABE	The government's advisor on architecture, urban design and public space.
Community Infrastructure Levy	CIL	A new charge which local authorities will be able to levy on new development.
Comparison goods		Those goods that are required on an infrequent basis by individuals and households such as clothing and footwear, furniture and furnishings and household equipment (excluding non-durable household goods), medical and pharmaceutical products, therapeutic appliances and equipment, educational and recreation equipment and accessories, books, newspaper and magazines, goods for personal care and goods not elsewhere classified.
Conservation Area		A specifically defined and protected environmental area chosen because of its special architectural or historic interest. They are designated by Local Planning Authorities.
Convenience goods		Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.
Core Strategy		The principal Development Plan Document (DPD) within the Local Development Framework (LDF). Among other things, it sets the Key Vision for the future development of the area.
Delivery Strategy		Details how the policies of the Core Strategy will be met, when and by whom.
Demand Management		Measures that are implemented to ease the demand for travel, particularly the car in order to overcome the negative and detrimental impacts of traffic congestion. Congestion charging is one of the better known demand management measures.
Density		Density is a measure of the number of dwellings which can be accommodated on a site or in an area.
Development		The Town and Country Planning Act 1990 defines 'development' as 'the carrying out of building, engineering, mining or other operations in, on, over or under land or the making of any material change in the use of any building or other land'. Unless a particular activity is exempt by statute, the carrying out of any form of development requires planning permission. Additionally, there are specific exclusions from, and inclusions within, the definition.
Development Plan		Documents which outline Local Planning Authorities' policies and proposals for the development and use of land within their areas. The Redditch Borough Development Plan comprises the Regional Spatial Strategy and DPDs contained in the LDF. Decisions on planning applications should be made in accordance with the Development Plan unless material considerations indicate otherwise.
Development Plan Document	DPD	Planning policy documents that a Local Planning Authority must prepare, and which have to be subject to rigorous procedures of community involvement, consultation and examination.
District Centre		There are three distinctive levels of shopping facilities in Redditch: the Town Centre, District Centre and Local Parades. District Centres are the secondary level of shopping, meeting daily needs for basic items. With relation to the types of shopping facilities they provide, District Centres in Redditch are equivalent to the definition of 'Local Centres' in PPS 6 (Town Centres and Retail Development). Typically, District Centres in the Borough accommodate a newsagent, a general grocery store, a sub-post office and occasionally a pharmacy, a hairdresser and other small shops of a local nature.

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Term	Abbreviation	Meaning
Employment Land Portfolio		A range of sites for employment purposes in terms of size, location and quality, including the redevelopment or re-use of previously developed land and prestigious greenfield sites within, or adjacent to, the urban areas.
Employment Land Review	ELR	Assesses the suitability of sites for employment development, safeguards the best sites in the face of competition from other higher value uses and helps identify those which are no longer suitable for other uses.
Evidence Base		A collection of research projects or studies that are undertaken to look at specific factors or areas that may influence the future development of Redditch Borough. It allows a thorough understanding of local needs, opportunities and constraints to direct decisions and policies and can be made up of the views of stakeholders and background facts about the area.
Examination in Public	EiP	A procedure that tests the soundness of the documents produced as part of the LDF. A DPD is considered sound if it has been produced based on good evidence and prepared in accordance with procedures including those outlined in the SCI as well as PPS12. Whether or not there are comments in support of, or opposed to, policies produced, this examination will consider all policies and the Inspector's report is binding.
Farm Diversification		Activities undertaken on farms to support farming incomes, including, for example, forestry, retail, leisure and tourism.
Front load		Front loading is the idea that a strong emphasis needs to be placed upon work at the early stages of the plan making process, so that the later stages will run more smoothly.
General Practitioner	GP	A medical practitioner who provides primary care and specialises in family medicine.
Green Belt		A specifically defined area where development is controlled to prevent settlements merging and to keep land open. Guidance on Green Belt policy is contained within PPG 2.
Green Infrastructure		The physical environment within and between our cities, towns and villages. It is a network of multi-functional open spaces, including formal parks, gardens, woodlands, green corridors, waterways, street trees and open countryside. It comprises all environmental resources, and thus a green infrastructure approach also contributes towards sustainable resource management.
Green Space		Open, undeveloped land with natural vegetation.
Greenfield Sites		Undeveloped or vacant land not included in the definition of 'previously developed land'.
Grey water Recycling		The process of reusing water within the home and within offices
Gypsies and Travellers		Persons of nomadic habit of life whatever their race or origin
Habitat		The natural environment of an organism.
Hectare	Ha	A unit of surface, or land, measure equal to 10,000 square metres or 2.471 acres.
Heavy Goods Vehicle	HGV	Goods carrying vehicle over 3,500kg design gross weight
High Technology Corridor	HTC	An area where there is a mix of business activity, academic expertise, research capability, infrastructure and development opportunities with a purpose to encourage the growth of high technology businesses.
Housing Needs Assessment	HNA	An assessment of housing needs in the local area. This assessment plays a crucial role in underpinning the planning policies relating to affordable housing. In addition, the information on local needs is required to determine the location of such housing.
Infrastructure		The basic facilities, services, and installations needed for the functioning of a community or society, such as transportation and communications systems, water and power lines, and public institutions including schools, post offices and prisons.
Intermediate housing		Housing at prices and rents above those of social rent, but below market price or rents.

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Term	Abbreviation	Meaning
Issues and Options		This is the first of the three required stages in the development of the Core Strategy. The Issues and Options stage (pre- submission consultation) is where the Local Authority consults with specific and general consultation bodies as it deems appropriate. This is the most effective stage in engaging the community in plan preparation.
Landscape Character Assessment / Appraisal	LCA	The description and classification of areas where distinctive features occur in repeated patterns. It seeks to describe what makes one area different from another, avoiding personal preferences or judgemental values.
Lifetime Homes Standards		A form of design which provides accessible and adaptable accommodation for everyone.
Local Area Agreement	LAA	A voluntary, three year agreement between central government and the local area (the local authority and the Local Strategic Partnership), which establishes the priorities for the local area.
Local Development Document	LDD	These are one of the documents contained within the LDF. It can comprise of Development Plan Documents, Supplementary Planning Documents, Statement of Community Involvement, Sustainability Appraisal and Strategic Environmental Assessment.
Local Development Framework	LDF	A non-statutory term used to describe a portfolio of documents, this includes all LDDs. The LDF provides the Local Planning Authorities with policies for meeting the community's economic, environmental and social aims for the future of their area, which collectively deliver the spatial planning strategy for the Local Planning Authority's area.
Local Development Scheme	LDS	Sets out the programme for developing the Local Development Documents.
Local Distinctiveness		The features of an area and its communities which contribute to its special character and sense of place.
Local List		A list of buildings and structures that have a special architectural or historic local importance.
Local Planning Authority	LPA	The Local Authority or Council that is empowered by law, to exercise planning functions. This is normally the local Borough or District Council, but in National Parks and some other areas there is a different arrangement.
Local Nature Reserve	LNR	An area of publicly owned land which is conserved and managed for its wildlife interest. Bylaws can be applied to prevent disturbance.
Local Needs		The anticipated requirements (e.g. for housing) generated by local growth or other trends. This specifically excludes demands generated by inward migration.
Local Strategic Partnership	LSP	A local strategic partnership is a partnership of stakeholders who develop ways of involving local people in shaping the future of their neighbourhood in how services are provided. They are often single, multi-agency bodies which aim to bring together locally the public, private, community and voluntary sectors.
Market housing		Private housing for rent or for sale, where the price is set on the open market.
Mixed Use Development		Developments that include a combination of land uses which may include housing, employment, leisure, community facilities and retail.
Mitigation		To lessen the force or intensity or to make less severe.
Major Urban Area	MUA	The focus of urban renaissance which will underpin the Regional Spatial Strategy. There are 4 MUA in the West Midlands: Birmingham, the Black Country, Coventry and the North Staffordshire Conurbation.
Natural Environment		Trees, wildlife corridors, rivers, sites of national, regional or local importance and other sites of biodiversity importance.
New Town		Free-standing new settlement designated and planned under the New Towns Act 1946 and subsequent legislation.
National Housing and Planning Advisory Unit	NHPU	The NHPU is a new advisory non-departmental public body with an important role in influencing future housing policy. It is an independent body accountable to Parliament and sponsored by the Department for Communities and Local

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Term	Abbreviation	Meaning
		Government (DCLG).
Nottingham Declaration		The Nottingham Declaration is a public commitment by council leaders and chief executives to tackle the causes and effects of a changing climate in their councils. Launched in October 2000 in Nottingham.
Open Countryside		Countryside outside Settlements, undeveloped apart from isolated buildings, farmsteads, and hamlets. Not built-up.
Open Space		Open Space ranges from developed parks and recreation facilities, to undeveloped hillsides. It comes in a variety of sizes, shapes and types and performs different functions, benefits and purposes. It may remain in a pristine state or could include land that is actively farmed.
Open Space Needs Assessment	OSNA	A assessment to identify open space needs, set standards, identifying deficiencies and developing a strategy and related policies.
Orientation		The location in the environment of a person or object in relation to true North, or other specific place or object.
Planning Obligations		Agreements between developers and the Council to properly accommodate or mitigate proposed development. They are often sought at the time of the determination of a planning application by an applicant to provide community and/or infrastructural benefits. They are usually secured via a legal agreement.
Planning Policy Guidance Note/ Planning Policy Statement	PPG/ PPS	A series of documents produced by the Government covering a wide range of planning issues. PPGs provide advice on the implementation of the law and Government policy regarding the purpose and function of the planning system. Under the new planning legislation, PPGs are being replaced by PPSs.
Previously Developed Land	PDL	Land which is, or was, occupied by a permanent structure (excluding agricultural or forestry buildings), and associated fixed surface infrastructure. The definition covers the curtilage of the development which is also known as 'brownfield' land.
Primarily Employment Areas	PEA	Areas defined for the development of land for purposes predominately falling within B1 (Business), B2 (General Industrial) or B8 (Storage or Distribution) of the Use Classes Order.
Proposals Map		A Development Plan Document (DPD) which identifies the location of any geographically specific policies and proposals or designations of land.
Quiet Lanes		A Countryside Agency initiative for minor rural roads with low traffic volumes which are appropriate for shared use by walkers, cyclists, horse riders and motorised users.
Rainwater Harvesting		The method of collecting rainwater for its re-use.
Regional Planning Body	RPB	The regional planning body is one of the nine regional bodies in England, including the Greater London Authority, responsible for preparing regional spatial strategies or in London the spatial development strategy.
Regional Spatial Strategy	RSS	This is the Government's Planning for the administrative regions. It sets the regional context for planning and shows how a region should look in 15-20 years time and possibly longer. It 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, housing, infrastructure, economic development, agriculture, minerals and waste treatment and disposal. The RSS forms part of the Development Plan for the area (as well as the LDF) and replaces previous Regional Planning Guidance. The current RSS is the Regional Spatial Strategy for the West Midlands (2004).

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Term	Abbreviation	Meaning
		In this Preferred Draft Core Strategy reference is made to 'WMRSS' which unless specified, refers to the January 2008 adopted RSS.
Renewable Energy		Sources of energy which are reusable and sustainable such as wind, water, sun, wave, refuse and geothermal energy. These sources do not produce the harmful emissions often associated with fossil fuels. They are energy forms that occur naturally and repeatedly in the environment and are thus more environmentally-friendly.
Residual energy demand		Energy demand remaining after energy efficiency has been maximised
Rural Area		The area outside the urban, developed parts of Redditch town.
Safer Routes to School		An initiative to improve key routes to schools for pedestrians and cyclists to break the vicious circle of people using cars to take children to school.
Section 106	S.106	A legal agreement that ensures development provides an appropriate range of community and infrastructural benefits, relating to the requirements of the planning permission. Section 106 agreements are the principal means of securing planning obligations.
Secured by Design		the UK Police flagship initiative supporting the principles of "designing out crime" by use of effective crime prevention and security standards.
Sequential Approach		A means of determining the most appropriate locations for various types of development. Sites can be assessed, measured and, if necessary, ranked against a range of criteria to determine the optimum location. The sequential approach is defined in relation to different types of development in PPS3 (Housing) and PPS6 (Planning for town centres).
Settlement of Significant Development	SSD	Areas beyond the Major Urban Areas which are capable of balanced and sustainable growth. Redditch has been designated as an SSD in the West Midlands Regional Spatial Strategy, Phase Two Review, Preferred Option document (December 2007).
Site of Special Scientific Interest	SSSI	Specifically defined areas where protection is afforded to sites of national wildlife or geological interest. English Nature is responsible for identifying and protecting approximately 4,100 SSSIs in England.
Site Specific Allocations		Allocations of sites for specific of mixed uses or development to be contained in Development Plan Documents. Policies will identify any specific requirements for individual purposes.
Secretary of State	SoS	A commonly used title for a government official. Hazel Blears is currently the Secretary of State for Communities and Local Government.
Soundness		Soundness means founded on a robust and credible evidence base and the most appropriate strategy when considered against the reasonable alternatives. For something to be sound is must also be deliverable, flexible and able to be monitored.
Spatial planning		Planning that is not solely related to land use as it brings together other policies and programmes for the development

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Term	Abbreviation	Meaning
		and use of land. It is a tool to deliver and provide a geographical expression to the economic, social, cultural and environmental sustainability policies of society. It is a proactive, positive approach to managing development and the future distribution of activities, people and spaces on various scales.
Special Wildlife Sites	SWS	Areas of particular special wildlife importance, outside that of legally designated areas.
Statement of Community Involvement	SCI	A 'process' document in the LDF that sets out the Council's proposals for involving the local community in the preparation of planning policy and deliberation of planning applications.
Strategic Environmental Assessment	SEA	A strategic environment assessment is a generic term used to describe environmental assessment as applied to policies, plans and programmes. The European SEA directive (2001/42/EC) requires a formal environmental assessment of certain plans and programmes, including those in the field of planning and land use.
Strategic Flood Risk Assessment	SFRA	A study to examine flood risk issues on a sub-regional scale, typically for a river catchment or local authority area during the preparation of a development plan
Strategic Housing Land Availability Assessment	SHLAA	Assessment of the likely level of housing that could be provided if unimplemented planning permissions and other appropriate sites were brought forward for development.
Structure Plan		A land use document giving broad guidance on development plans. This document is now encompassed within the RSS.
Super Output Areas	SOA	A new geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.
Sustainable Drainage Systems	SUDS	A sequence of management practices and control structures, often referred to as SUDS, designed to drain surface water in a more sustainable manner. Typically, these techniques are used to attenuate rates of run-off from development sites.
Supplementary Planning Document / Supplementary Planning Guidance	SPD / SPG	Elaborates upon the policy and proposals in Development Plan Documents, but do not have the same status as DPDs.
Sustainable Community Strategy	SCS	Sets out the key themes which Redditch Borough Partnership and its partner organisations will concentrate on to improve the environmental, economic and social well being of Redditch Borough and contribute to sustainable development in the next ten to fifteen years.
Sustainable Development		Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.
Sustainability Appraisal and Strategic Environmental Assessment	SA and SEA	Sustainability Appraisal (SA) is carried out for all DPDs and SPDs. It is a formal, systematic process with the purpose of assessing the likely social, environmental and economic impacts of implementing the proposed plans and programmes. A Strategic Environmental Assessment (SEA) must also be carried out as requested by the European legislation (Directive 2001/42/EC) to assess the likely effects of the plan or programme on the environment.
Sustainability statement		A document setting out how the proposed scheme will meet sustainability requirements and address sustainable development issues.
Sustainable Rural Settlement		Village/settlement which is capable of meeting its own economic and social needs whilst maintaining the quality of the environment. Astwood Bank is Redditch Borough's only Sustainable Rural Settlement.
Town Centre		The primary focus for major shopping needs in Redditch. The Town Centre provides a broad range of facilities and

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Term	Abbreviation	Meaning
		services which fulfil a function as a focus for community and for public transport
Transport		The total movement of goods and people, incorporating movement by means of walking, cycling, public transport and the private car. This also incorporates the use of footpaths, cycleways and bridleways for recreational purposes
Transport Assessment	TA	A comprehensive and systematic process that sets out transport issues relating to a proposed development
Travel Plan	TP	A package of measures which aim to monitor and reduce motor car reliance along given routes or destinations through initiatives such as car sharing, promoting the use of public transport and encouraging walking and cycling. They analyse the key transport challenges and opportunities.
Travelling showpeople		Members of a community that consists of self- employed business people who travel the country, often with their families, holding fairs.
Unsustainable Rural Settlement		Residential development in a rural area which is incapable of meeting its own economic and social needs. Redditch Borough has one unsustainable rural settlement, this is Feckenham.
Viability		To be capable of existing/surviving successfully. The term is often used with reference to whether town centres are able to exist as viable retail areas.
Vitality		Used to describe the liveliness of an area, which may be measured by particular local features, the general environment or the quality of life for local residents.
Water Cycle Strategy	WCS	Provides a plan and programme of water services infrastructure implementation.
West Midlands Sustainability Checklist for Development		The Checklist is an easy-to-use online tool that identifies a range of different economic, social and environmental sustainability issues covered in National Guidance and the West Midlands Regional Spatial Strategy. It enables users to assess to what extent a development site proposal will deliver on the different aspects of sustainability.
Wildlife Corridors		Includes countryside features such as hedgerows and watercourses which act as links or stepping stones from one habitat to another. PPS9 (Nature conservation) refers to the importance of countryside features which act as wildlife corridors between habitats, and to the value of these links in maintaining the range and diversity of flora and fauna.
West Midlands Regional Spatial Strategy	WMRSS	See definition of RSS