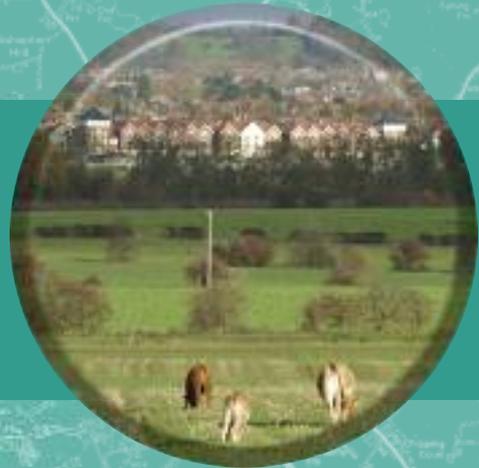


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**Stratford-on-Avon District
Sustainability Appraisal of
Development Plan Documents**
Scoping Report - March 2007



MARCH 2007

2007

SUSTAINABILITY APPRAISAL (SA) OF DEVELOPMENT PLAN DOCUMENTS

SCOPING REPORT

Contents	Page
Introduction and Purpose of the Sustainability Appraisal	1
Local Development Scheme	2
Sustainability Appraisal Process	2
The Purpose and Task Involve in Preparing the Scoping Report	5
Review of Relevant Policies, Plans, Programmes and Their Implications for Sustainability Appraisals and Development Plan Documents	5
Baseline Information	6
Challenges and Issues Facing the District	10
Sustainability Appraisal Framework	10
Consulting on the Scoping Report	12
The Next Stages of the SA Process	14
Conclusion	15

List of Appendices

Appendix 1.	Stratford-on-Avon District Council Local Development Scheme.
Appendix 2.	Review of Plans, Programmes and Objectives.
Appendix 3.	Local Development Framework – Core Strategy – Issues and Options.
Appendix 4.	Local Development Framework – Baseline Data for the Core Strategy.

SUSTAINABILITY APPRAISAL OF DEVELOPMENT PLAN DOCUMENTS - SCOPING REPORT

1. Introduction and Purpose of the Sustainability Appraisal

- 1.1 At the core of the need to carry out a Sustainability Appraisal of Local Plan Documents (LPD) and Supplementary Planning Documents (SPD) is the fundamental objective of the planning system to facilitate the delivery of the government's planning policy objective of achieving sustainable development. **Sustainable Development is defined in the West Midlands Regional Sustainable Development Framework (Consultation Draft) as being about achieving a better quality of life for everybody, now and in the future. A sustainable society is one that treats the environment responsibly, sensitively and carefully; meets social needs in a way that is equitable and enables people to take part in and influence decisions that affect them; and where economic success benefits all and is a means to maximising wellbeing rather than an end in itself.**
- 1.2 Sustainable development and the objectives it seeks to achieve give us the opportunity to revisit some of the original principles of social equity, the management of economic impacts, and proper mitigation of the environmental consequences of development. The shift in ethos of the planning system from land use planning to spatial planning provides a useful platform for the planning system to contribute significantly towards sustainable development.
- 1.3 It is often very difficult to balance the potential tensions that might exist between social, economic and environmental objectives. Sustainability Appraisals are a means for ensuring that a good balance is achieved between the three dimensions of sustainable development. It enables a critical assessment of each policy or proposal and the contribution they make towards sustainable development. It also enables weaknesses in plans and programmes to be identified and mitigation measures introduced to make them as sustainable as they could possibly be. More importantly, it enables these considerations to be taken into account at the early stages of the development plan document process.
- 1.4 Sustainability Appraisal of Development Plan Documents and Supplementary Planning Documents is a requirement of the Planning and Compulsory Purchase Act of 2004 and encompasses the provisions of European Union Directive 2001/42/EC (SEA Directive), which require an assessment of the effects of certain plans and programmes on the environment. The key purpose of this European Directive is to provide adequate protection for the environment and to ensure the integration of environmental considerations into the preparation of plans and programmes. Sustainability Appraisals include a broader agenda than just consideration of environmental issues. It provides an integrated and comprehensive approach to spatial planning that includes environmental, social and economic issues. It also looks at both the present and the future.
- 1.5 The District Council recognises the useful contribution that Local Plan Documents or development plans could make to the United Kingdom's (UK) sustainable development strategy. Indeed, it has been committed to carrying out SA of its development plan even when it was not a statutory

requirement for it to do so. The Council has been concerned to ensure that the SA and the process for its preparation meets the requirements of both the Planning and Compulsory Purchase Act and the European Union Directive. The list of Development Plan Documents and Supplementary Planning Documents that would lend itself to the SA process are set out clearly in the Council's approved Local Development Scheme.

2. The Local Development Scheme

- 2.1 The Planning and Compulsory Purchase Act requires local planning authorities to prepare and maintain a 3-year project plan to be referred to as a Local Development Scheme (LDS). The LDS sets out the current documents which form the development plan for the planning of the District and provides a 3-year project plan for the preparation of new local development documents. It also sets out a clear timetable for the various stages in the preparation of each document. Under the Act, a SA is required for a new or revised DPD or Supplementary Planning Documents (SPD). A schedule of proposed LDD and a timetable for their preparation is set out in Appendix 1. This list provides an indication to the number of documents for which an SA report may be required.

3. Sustainability Appraisal Process

- 3.1 It was decided that the SA would be carried out in-house, drawing from the expertise of all sections of the organisation as well as members of the Council, local organisations and the designated consultation bodies through effective consultation at various stages of the process. Details of the consultation process are set out in Section 8 of this document. The final outcome of the SA will also be subjected to independent verification by an outside consultant to ensure objectivity and identify any gaps that need addressing.
- 3.2 Ideally, the government guidance on Sustainability Appraisal of Regional Spatial Strategies and Local Plan Documents published in November 2005 sets out five key stages for the preparation of sustainability appraisals of Development Plan Documents (DPD). These include:
- setting the context and objectives, establishing the baseline and deciding on the scope;
 - developing and refining options and assessing effects;
 - preparing the sustainability appraisal report;
 - consulting on Draft DPD and Sustainability Appraisal Report;
 - monitoring the significant effects of implementing the DPD.

The interrelationships between the preparation of development Plan Documents and the SA process is set out in Figure 2 below.

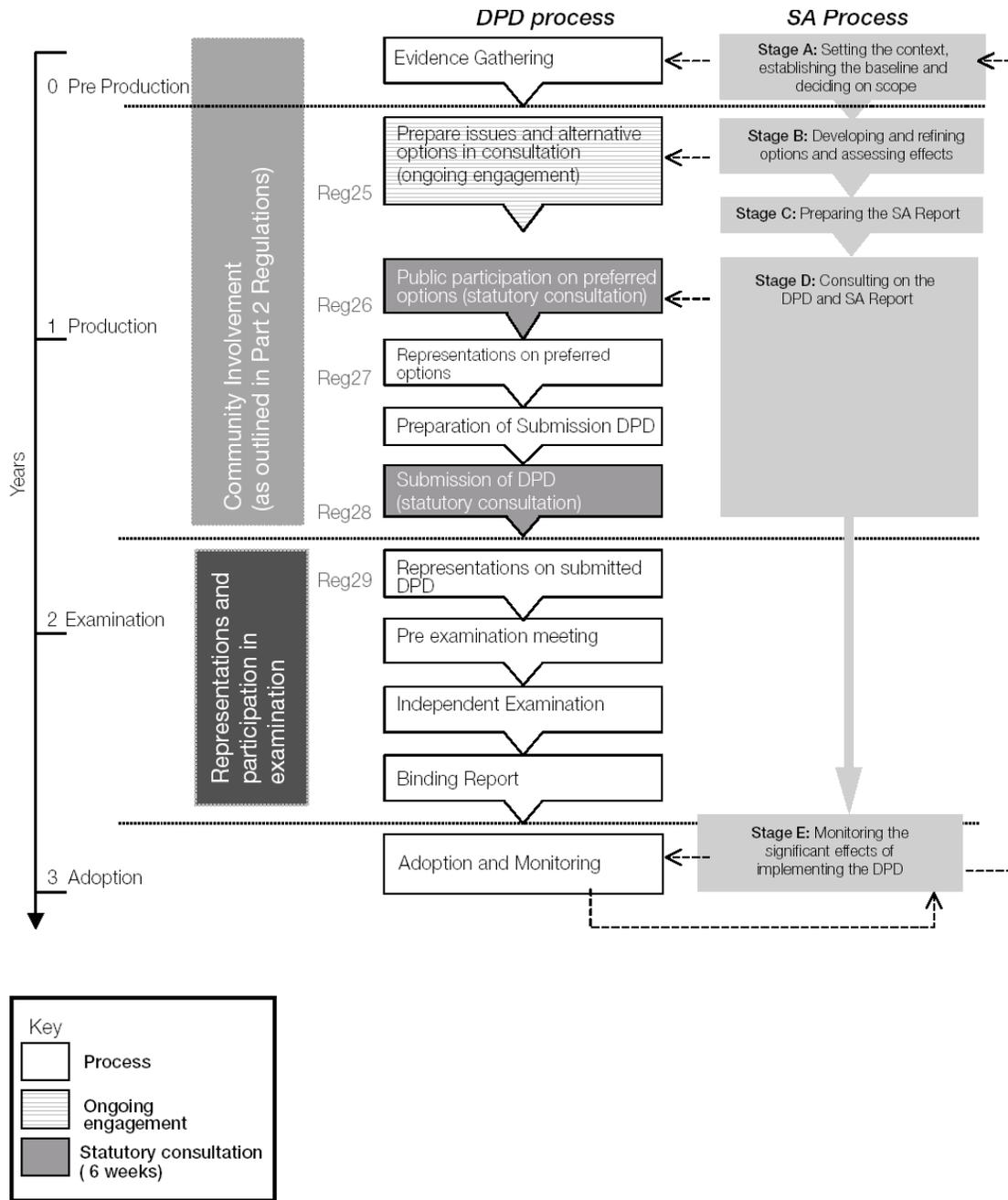


Figure 2: The DPD preparation process (ODPM, 2005)

3.2 There are various tasks involved at each of the above stages. Figure 3 below demonstrates the tasks involved at the various stages.

DPD Stage 1: Pre-production – Evidence Gathering
SA stages and tasks
<p>Stage A: Setting the context and objectives, establishing the baseline and deciding on the scope</p> <ul style="list-style-type: none"> ● A1: Identifying other relevant policies, plans and programmes, and sustainability objectives. ● A2: Collecting baseline information. ● A3: Identifying sustainability issues and problems. ● A4: Developing the SA framework. ● A5: Consulting on the scope of the SA.
DPD Stage 2: Production
SA stages and tasks
<p>Stage B: Developing and refining options and assessing effects</p> <ul style="list-style-type: none"> ● B1: Testing the DPD objectives against the SA framework. ● B2: Developing the DPD options. ● B3: Predicting the effects the DPD. ● B4: Evaluating the effects of the DPD. ● B5: Considering ways of mitigating adverse effects and maximising beneficial effects. ● B6: Proposing measures to monitor the significant effects of implementing the DPDs.
<p>Stage C: Preparing the Sustainability Appraisal Report</p> <ul style="list-style-type: none"> ● C1: Preparing the SA Report.
<p>Stage D: Consulting on the preferred options of the DPD and SA Report</p> <ul style="list-style-type: none"> ● D1: Public participation on the preferred options of the DPD and the SA Report. ● D2(i): Appraising significant changes.
DPD Stage 3: Examination
SA stages and tasks
<ul style="list-style-type: none"> ● D2(ii): Appraising significant changes resulting from representations.
DPD Stage 4: Adoption and monitoring
SA stages and tasks
<ul style="list-style-type: none"> ● D3: Making decisions and providing information.
<p>Stage E: Monitoring the significant effects of implementing the DPD</p> <ul style="list-style-type: none"> ● E1: Finalising aims and methods for monitoring. ● E2: Responding to adverse effects.

Figure 3: Stages and Tasks (ODPM, 2005)

- 3.3 This particular report deals with the first stage of the process and it is often termed as the Scoping Report. The Scoping Report also sets out clearly how the rest of the Sustainability Appraisal would be completed.

4 The Purpose and Tasks involved in preparing the Scoping Report

- 4.1 This Scoping Report is effectively about evidence gathering. It deals with the tasks established in stage 1 of the SA of DPD as established in the ODPM guidance. This involves:

- identification of other relevant policies, plans and programmes and sustainability objectives that has bearing on DPDs. For example, the SEA Directive requires environmental protection objectives established at international, European Community or national levels to be taken into account when preparing SA. It is expected that this information be kept under review throughout the SA process;
- collection of baseline information of existing issues and challenges facing the DPDs, their underlying trends and their justification. This provides the basis for predicting and monitoring the effects of the DPD and how they could be dealt with.
- identification of sustainability issues, indicators and problems – This provides the opportunity to define the key sustainability issues and objectives for the DPD to achieve. It is helpful for this to be linked to the baseline data.
- Developing the SA framework – The SA framework allows for consistency in the manner in which sustainability effects of the DPD are described.
- Consulting on the scope of the SA – public consultation is a key part of the SA process. The SEA Directive establishes specific requirements for public consultation. In particular, Local Planning Authorities are required to consult the public who are affected or likely to be affected, or having an interest in the Plan. There are four statutory bodies that the Act requires that they be consulted.

They include – the Environment Agency, the Natural England and English Heritage.

Their comments when received should be taken into account before the SA is finalised. The subsequent paragraphs set out in detail how the above tasks are achieved.

5 Review of relevant Policies, plans, programmes and their Implication for Sustainability Appraisal and DPDs

- 5.1 One of the tests of DPDs is their conformity with strategic guidance and objectives provided by international, national, regional and county policies, objectives, targets, plans and strategies etc. Similarly, DPDs should reflect the aspirations and concerns of local people as expressed in local documents such as the Community Plan, Parish Plans etc. A comprehensive review of these plans and programmes and their implications for the sustainability appraisal and the DPD is therefore of critical importance. In particular, it would assist in having a clear picture of the objectives and targets that the DPDs should aim to achieve. A review of these plans and programmes is set out in Appendix 2. An attempt has been made to structure these documents into national, regional and local

documents. The list will be continuously reviewed to ensure that it is up to date.

6 Collection of Baseline Information – Key Elements of Sustainable Development and Challenges/Issues facing the District

6.1 Key Elements of Sustainable Development - One of the key starting points of the SA process is an identification of the elements of sustainable development, which have relevance to the people of the District; in the way that they manage their lives now, and protect resources for future generations. In identifying these elements, it has been necessary that a wide view of the environment be taken to encompass the global to the local. This includes the basic requirements for life – water, air etc, other forms which maintain a balanced ecosystem, the naturally occurring but finite resources which provide energy and raw material, the things that define culture, heritage and sense of place and the things that defines the amenity value of our daily lives.

6.1.1 In addition, the elements that define our quality of life such as jobs and housing, and those that facilitate the social interaction of people are defined as part of this package. Figure 4 sets out the relevant elements of sustainable development, which will inform the basis for the appraisal. The elements of Sustainable Development have also been used to inform the SA Framework.

Figure 4

Key elements of Sustainable Development	Desirable Trends
Air	Reduce CO2 emissions, reduce gaseous and particulate pollutants.
Water	Effective management of the quantity and quality of water resources, reduce occurrence and severity of pollution, maintain wetland habitats, efficient use of water.
Non renewable fuels	Reduce rate of consumption.
Wildlife	Maintain and enhance biodiversity.
Minerals	Reduce rate of use, maintain access to the stock for the future.
Soil	Maintain the productive quality of the soil.
Landscape	Maintain/enhance the quality and quantity of landscape and open space, increase the capacity of landscape and open space to absorb activity, increase the opportunity for equitable and benign access, and retain/enhance areas of tranquillity.
Heritage	Maintain/enhance valued places, artifacts and features, increase level of awareness and appreciation
Amenity	Increase level of satisfaction within the locality.
Archaeology	Protect, enhance and preserve archaeological sites.

Key elements of Sustainable Development	Desirable Trends
Energy conservation	Reduce the amount of energy resources consumed, efficient use of energy, promote use of renewable energy.
Design	Contribute to the character and quality of the local area, integrate with existing settlement.
Housing	Meet local housing need and Regional Spatial Strategy requirements.
Jobs	Improve employment opportunities, meet the job needs of the local community.
Accessibility	Safe and effective means of access, provision of alternative means of access other than the car, improve accessibility in equitable manner.
Facilities	Increase availability of services in the locality.
Social inclusion	More integration, more access, environmental enhancement of relatively deprived areas.
Waste Reduction	More recycling, efficient use of resources.
Global warming	Less carbon dioxide emissions, efficient use of resources/energy.
Flood Risk	Minimisation of development in areas at risk of flooding.

6.1.2 Similarly, baseline information has been collected about the characteristics of the local area. This baseline information is the bedrock for establishing issues of concern to the local community, establishing trends underpinning these issues and predicting and monitoring their effects. Baseline information needs to be up to date and iterative with an inbuilt mechanism for review. The information collected is focused on the aspect of sustainable development that needs addressing and is related to the issues to be tackled by the DPDs. Sufficient information will be required to the following questions throughout the assessment process:

- how good or bad is the current situation. Do trends show that it is getting better or worst?
- How far is the current situation from any established thresholds or targets;
- Are particularly sensitive or important elements of the economy, physical, environment or community affected e.g. skills shortages, endangered species or rare habitats, and vulnerable social groups;
- Are the problems reversible, permanent or temporary?
- How difficult would it be to offset or remedy any damage?
- Have there been significant cumulative or synergistic effects over time? Are there expected to be such effects in future?

6.1.3 A number of sources have been used to identify the baseline information. An attempt has been made to align the baseline data to the issues to be addressed (see Appendix 6). Whereas the District Council have made significant effort to quantify most of the baseline information, not all the information lent themselves to this form of assessment. Where this is the case, qualitative assessment has been made.

6.2 Basic Characteristics of the District

6.2.1 The District comprises of about 250 towns and villages spread over an area of 979 sq.km making it the largest District by area in Warwickshire. It has a population of 111,484 people. The unemployment rate is about 1.2% compared to UK average of 2.5%. A significant proportion of the district's residents are highly educated. The average household income of about £29,600 is above the national average of £26,200. Overall, out of 354 local authorities in England and Wales, Stratford-on-Avon District is ranked 311th (1 being the most deprived) although there are significant pockets of deprivation according to indices of deprivation (2004 ODPM). In 2001, there were about 48,659 homes. Half the households have 2 or more cars. The average age of local residents is about 42 years compared to an average age of 39 years across England as a whole. There is an increasing elderly population in the District. For example the proportion of the elderly aged 85 and above has increased by nearly half in the last 10 years and it is expected that this trend would continue. 98.7% of the population of the District are white. Only 1.3% of the economically active population are from ethnic minorities compared to 5.8% nationally and 5.0% regionally. The District has a high number of tourists visiting every year. It is estimated that about 5.5m people visited the District in 2001, spending about £238m. The tourism sector directly employs about 5,702 people. The combination of the above characteristics together with the District's attractive environment and pressures from surrounding counties has created it own pressures on demand for housing, in particular affordable housing, recreational facilities and congestion in some of main towns etc. Figure 5 is a map of the District in the context of its surrounding Districts and Counties.

Figure 5 – Stratford Administrative Area



6.2.2 The District lies in Midland England in the County of Warwickshire. The general landscape character is one of rolling lowland countryside, much of it arable farmland. Within this general description is a subtle but real variation. The north part of the District is characterised by small fields of wooded Arden, which gives way to the rather open and large grazing fields of the Avon and Stour valleys towards the south. Further south are the steep scarp slopes of Edgehill and the downland of the Cotswold fringe. These differences provide the basis for identifying distinct regions in the District. This characterisation has impacts on the way we look at design and landscaping issues in the District.

6.3 Challenges and Issues Facing the District

6.3.1 The District faces a number of challenges, which DPD should seek to address. These challenges have been compiled from various sources including the Community Plan for the District, public consultation, stakeholder workshops etc. Internal consultation with all the sections of the District Council, Councillors, officers of the County Council were carried out. From these consultations specific Issues Papers have been prepared on these key challenges as basis for further debate. A set of the Issues Papers together with the key questions that were raised is attached as Appendix 3. Various statutory bodies, councillors of the District, and the general public have all been involved in determining the issues and challenges to be addressed by the LDF process. It is important that these issues and challenges are adequately justified by relevant and comprehensive evidence base. Appendix 4 sets out the baseline data relating to the specific challenges facing the District.

7 Sustainability Appraisal Framework

7.1 The Sustainability Appraisal Framework is informed by the key elements of Sustainable Development established in Figure 4, a review of relevant plans and programmes in Appendix 2, a review of the challenges facing the District and more importantly the West Midlands Sustainable Development Framework. The West Midlands SA Framework has had significant influence in developing the SA Framework for DPDs in this District because this framework has already been approved for it to be adapted as basis for sustainability appraisals of DPDs prepared in the region. This would ensure a consistent approach towards achieving regional planning and sustainability objectives. It needs to be emphasized that the SA Framework has been developed to reflect the unique circumstances of the District.

7.2 The purpose of the SA Framework is to provide a consistent basis for describing, analysing and comparing the sustainability effects of the various DPDs and SPDs. The SA Framework also comprises of a set of objectives to be achieved by the provisions of the DPDs and SPDs. The manner in which the provisions of the DPDs and the SPDs contribute to achieving the objectives set out in the SA Framework will be measured as having either of the following with their assigned unique symbols:

- ++ Significant positive effect
- + Positive effect
- 0 No effect
- - Negative effect
- -- Significant negative effect.

7.3 Details of the Sustainability Appraisal Framework are set out in Figure 6 below.

Figure 6

THEME	OBJECTIVES
DEVELOPING THRIVING SUSTAINABLE COMMUNITIES	
Participation	Provide opportunities for communities to participate in and contribute to the decisions that affect their neighbourhoods and quality of life

THEME	OBJECTIVES
Crime	Reduce crime, fear of crime and antisocial behaviour
Health	Improve health and reduce health inequalities by encouraging and enabling healthy lifestyles as well as protecting health and providing health services
Poverty	Tackle poverty and disadvantage, taking into account the particular difficulties of those facing multiple disadvantage
Access	Promote and improve access to services and opportunity, including education and lifelong learning, leisure, employment, health; and ensure that access is equitable, regardless of location, income, lifestyle or background
Culture & recreation	Improve opportunities to participate in the cultural and recreational activities that the District can offer
Housing	Provide decent and affordable housing for all, of the right quantity, type, tenure and affordability for local needs, in clean, safe and pleasant local environments
Population	Balance the needs of local people and visitors, and establish the District as both a self-sufficient District for residents and a high quality place for visitors.
ENHANCE AND PROTECT THE ENVIRONMENT	
Environmental Assets	Value, enhance and protect the District's environmental assets, including the natural and built environment and environmental heritage
Biodiversity	Value, enhance and protect biodiversity
Land use	Encourage development that optimises the use of previously developed land and buildings and creates high quality built environments incorporating high quality green space, design and encouraging biodiversity
Urban Development	Encourage urban development that improves the quality of the urban environment as a whole in order to stem the unsustainable decentralisation of people, jobs and other activities away from urban areas
Stewardship	Encourage local stewardship of local environments
Pollution	Minimise air, water and soil pollution level
Climate change	Minimise the District's contribution to the causes of climate change while implementing a managed response to its unavoidable impacts
ENSURE PRUDENT AND EFFICIENT USE OF NATURAL RESOURCES	
Energy	Reduce overall energy use through increasing energy efficiency, and increase the proportion of energy generated from renewable sources
Conservation	Conserve use of natural resources such as water and minerals
Standards	Promote and ensure high standards of sustainable resource-efficient design, construction and maintenance of buildings
Planning	Ensure the location of development makes efficient use of existing physical infrastructure and helps reduce need to travel, especially by private car, allocate land for development in sustainable locations, and enhance the character of the District.

THEME	OBJECTIVES
Transport	Encourage modal shift away from private car use and reduce the production of pollutants and congestion from transport while creating good accessibility for all people in the District
Waste	Encourage and enable waste minimisation, reuse, recycling and recovery to divert resources away from the waste stream
Local Sourcing	Encourage local sourcing of goods and materials, and rural economic growth.
DEVELOPING A FLOURISHING, DIVERSE AND STABLE ECONOMY	
Growth	Achieve sustainable economic growth and prosperity for the benefit of all the District's inhabitants
Employment	Create high quality employment opportunities suited to the changing needs of the local workforce, whilst recognising the value and contribution of unpaid work
Investment	Promote investment in future prosperity
Skills	Encourage ongoing investment and engagement in learning and skills development
Innovation	Encourage a culture of enterprise and innovation
Technology	Promote and support the development of new technologies, especially those with high value and low impact
Responsibility	Encourage corporate social and environmental responsibility, with local organisations and agencies leading by example
Tourism	Enhance the visitor experience and ensure Stratford in particular and the District as a whole establishes itself as a World Class place for tourists

8 Consulting on the Scoping Report

- 8.1 An important and integral part of the SA process is public consultation. Both the Planning and Compulsory Purchase Act and the SEA Directive require a comprehensive public consultation of SAs. The Directive also requires responses to public consultation to be fully taken into account before the SA is finalised. It is also a requirement that certain designated consultation bodies in the UK are consulted. This include – English Heritage, Natural England and the Environment Agency. Equally, the general public will be given the opportunity and adequate time to comment on each stage of the SA process.
- 8.2 It is a fundamental philosophy of our approach to consultation to engage all relevant sections of the community at the very nearly stages of the process before decisions are made. For the purposes of this Scoping Report, the designated consultation bodies and other relevant local and regional organisations such as the Local Strategic Partnership will be consulted before the scoping report is published to seek their views on the following:
- whether there are other relevant plans, programmes, strategies that need to be taken into account in defining the sustainability issues and framework;

- whether the list of sustainability issues are adequately comprehensively;
 - whether the appraisal framework is comprehensive enough to form the basis of the sustainability appraisal;
 - whether the approach adopted would meet the provisions of both the SEA Directive and the Planning and Compulsory Purchase Act;
 - whether there are additional sources of data that would further help inform the process.
- 8.5 The general public will be given a minimum period of six weeks to comment on the Scoping Report. The identification of the 'public' is a matter for the District Council to decide. As part of the Local Development Framework, the Council has an adopted Statement of Community Involvement, which was published in April 2006. A copy of the document can be found on the Council's website – www.stratford.gov.uk. The document defines the Council's approach to consultation in the District. This document has already gone through an extensive public consultation in its own right and scrutinised by an independent Inspector appointed by the Secretary of State at a public inquiry before it was adopted. The aim of the Statement of Community Involvement is to allow local people including local groups and organisations the opportunity to be fully and effectively be involved in influencing the Development Plan Documents and development decision-making process. It sets out clearly the manner in which the Council intends to achieve this and the Council is concerned to ensure that the provisions of this document are followed in the preparation of the SA (a copy of the documents can be from the Council's website).
- 8.6 There has also been an extensive internal consultation with other officers of the various sections of the District Council and Councillors whose involvement has been crucial in identifying the issues and challenges facing the District. Various workshops were organised with relevant officers from all sections of the District Council as well as colleagues from the County Council. Similar workshops were organised with Councillors of the Council. One of the purposes of the workshops is to help determine what the local and sustainability issues are and how they could be addressed in the LDF process.
- 8.7 It is also very important to note that most of the sources from which baseline information had been collected have themselves undergone extensive public consultation exercises before they were adopted.
- 8.8 The consultation process for the preparation of the SA is a continuous one with an inbuilt feedback mechanism for monitoring and review at each stage of the process.
- 8.9 The public will be well and adequately informed about the consultation exercises themselves through the media, libraries, local offices of the Council and direct mailing and the Council's response to any representations received will be published in a report to be considered by the Council. An appropriate committee of the Council will adopt the final document as part of the relevant DPD. This comprehensive approach to consultation would also apply to the SAs of each of the Local Plan Documents and Supplementary Planning Documents.

Figure 7 below sets out a diagrammatic demonstration of the consultation process underpinning the preparation of this Scoping Report. It is important to emphasise that the Scoping Report has also been significantly influenced by a review of the list of relevant plans, programmes and strategies identified in Appendix 2.

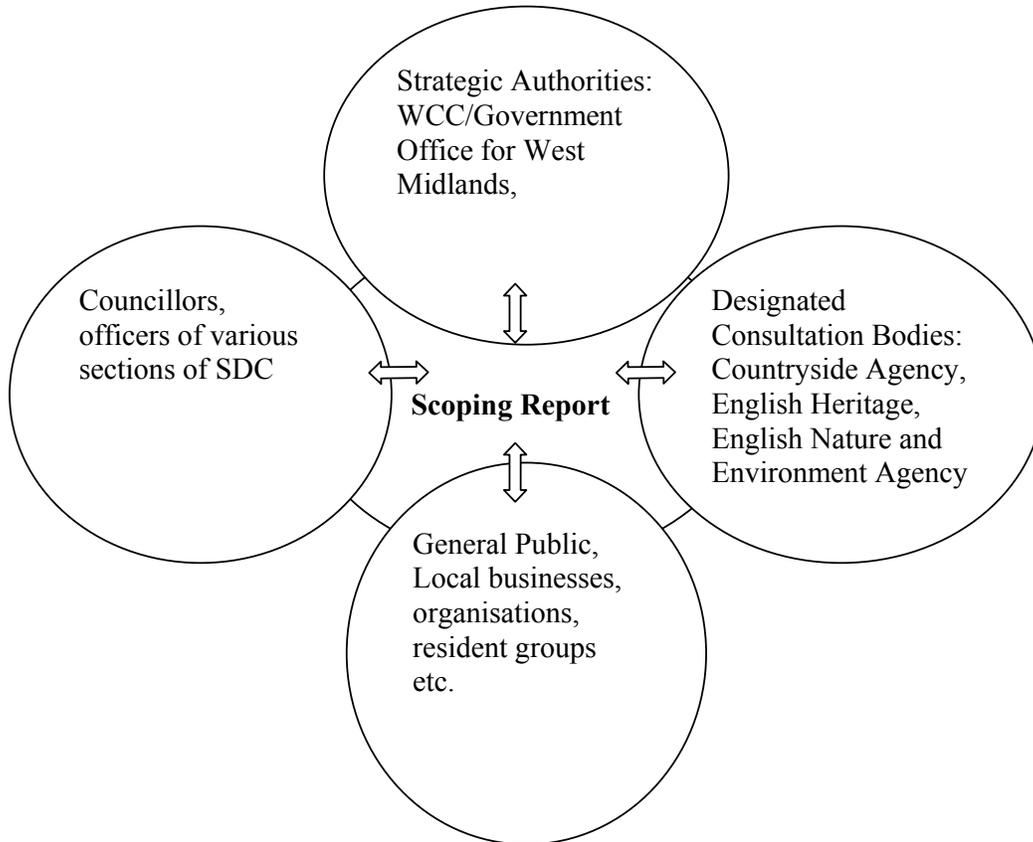


Figure 7 – Diagrammatic representation of consultation exercise underpinning the preparation of the Scoping Report.

9 The Next Stages of the SA process.

- 9.1 The next stages of the SA process will follow stages 2 – 5 of Figure 3 above. It is intended that a multi-disciplinary group comprising of representatives from relevant sections of the District Council and other external organisations will be established to appraise the impacts of options and the provisions of the various DPDs against the established sustainable development framework and determine the appropriate set of mitigation measures that may be necessary to address any negative impacts. Also, the Local Strategic Partnership and relevant groups and organisations will be consulted at relevant stages of the process.
- 9.2 An independent consultant will be commissioned to assess the objectivity of the appraisal and to check whether the quality assurance checklist provided in Appendix 4 of Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents (November 2005) has been fully met.

- 9.3 It is expected to establish clear linkages between the Final SA Report, the quality of DPDs and other SPDs of the Council.

10 Conclusion

- 10.1 The SA Scoping Report has been prepared to comply with both the SEA Directive and the requirements of the Planning and Compulsory Purchase Act of 2004. It addresses all the tasks set out in Sustainability Appraisal of Regional Spatial Strategies and Local Development Framework published by ODPM (November 2005). It also sets out clearly the approach to be taken for the subsequent stages of the SA process. The SA process is an integral part of the DPD preparation process and it is anticipated that it would assist in striking a good balance between the social, economic and environmental objectives of the DPDs thereby assisting the Council's to achieve its fundamental objective of Sustainable Development.

Appendix 1: The Schedule of Proposed Local Development Documents

Document Title	Status	Role and Content	Chain of Conformity	Geographic Coverage	Dates for pre-submission consultation	Date for Publication of Preferred Options (DPD) or Draft (SPD)	Date for Submission to SoFS	Proposed Date for Adoption
Core Strategy	DPD	Sets out the vision, core policies and spatial strategy for the District and the framework for development control decisions.	General conformity with the RSS and national PPSs All other LDDs to be in conformity with the Core Strategy.	District-wide	March – June 2007	November 2007	April 2008	May 2009
Significant Allocations	DPD	Review significant housing and employment allocations and related policies	As Core Strategy	District-wide	September – December 2007	March 2008	September 2008	October 2009
Stratford-upon-Avon Area Action Plan	DPD	To develop the principles established by the Urban Design Framework and to address the spatial planning implications of the 2020 Vision for Stratford-upon-Avon.	As Core Strategy	Stratford-upon-Avon	As Significant Allocations DPD	As Significant Allocations DPD	As Significant Allocations DPD	As Significant Allocations DPD
Proposals Map	DPD	To illustrate the core policies of the Core Strategy DPD and the proposed land use allocations in the Significant Allocations DPD	N/A	District-wide	The Proposals Map will be maintained and updated as each of the relevant DPDs is adopted.			
Methodology for calculating developer contributions towards transport schemes in Stratford-upon-Avon	SPD	Sets out a methodology to secure developer contributions for transport schemes in Stratford-upon-Avon in accordance with the transport strategy of the Local Plan Review and the Local Transport Plan for Warwickshire.	Must conform with Policy IMP.5 of the Local Plan Review.	Stratford-upon-Avon Town	N/A	December 2006	N/A	April 2007

Document Title	Status	Role and Content	Chain of Conformity	Geographic Coverage	Dates for pre-submission consultation	Date for Publication of Preferred Options (DPD) or Draft (SPD)	Date for Submission to SofS	Proposed Date for Adoption
Car and Cycle Parking Standards for Stratford-on-Avon District	SPD	Sets out detailed parking standards for all forms of development across the District.	Must conform with Policy DEV.5 and Annexe 4 of the Local Plan Review.	District-wide	N/A	December 2006	N/A	April 2007
Meeting the needs of the District's Rural Communities - The Operation of Policy COM.1	SPD	Provides detailed guidance on the operation of Policy COM.1 'Local Choice' of the Local Plan Review. Explains the role of Parish Plans and the local community in identifying and meeting local needs for development.	Must conform with Policy COM.1 of the Local Plan Review.	District-wide	N/A	December 2006	N/A	April 2007
Meeting Housing Needs	SPD	Provides detailed guidance on the operation of the housing related policies of the Local Plan Review, in particular Policy COM.13 - Affordable Housing.	Must conform with the housing policies of the Local Plan Review, in particular Policy COM.13	District - wide	N/A	March 2007	N/A	July 2007
Stratford-upon-Avon - Urban Design Framework	SPD	A comprehensive Urban Design Framework for Stratford-upon-Avon building on existing policy and strategy documents. Will also provide a longer term vision which will not be adopted as SPD at this stage, but will inform the preparation of the LDF.	Must conform to the design related and Stratford specific policies of the Local Plan Review.	Stratford-upon-Avon Town	N/A	December 2006	N/A	July 2007
Harbury Cement Works Masterplan	SPD	A Masterplan to guide the redevelopment of the former Harbury Cement Works site in accordance with Policy CTY.20 of the Local Plan Review.	Must conform with Policy CTY.20 and the strategic policies of the Local Plan Review.	Site specific	N/A	August 2007	N/A	December 2007

Document Title	Status	Role and Content	Chain of Conformity	Geographic Coverage	Dates for pre-submission consultation	Date for Publication of Preferred Options (DPD) or Draft (SPD)	Date for Submission to SofS	Proposed Date for Adoption
Energy Conservation and Renewable Energy	SPD	To respond to the government's climate change agenda and to provide detailed guidance on the operation of Local Plan Review policies PR6 and DEV.8. which encourage the development of renewable energy and promote energy conservation in new development.	With RSS and Local Plan Review (especially Policies PR.6 and DEV.8))	District-wide		June 2007		October 2007
Stratford-upon-Avon – New Development in Residential Areas	SPD	Develops the guidance set out in the Stratford-upon-Avon Town Design Statement concerning the character of established residential areas. A key output will be the preparation more detailed design guidance for new development in these areas.	Must conform with the design related policies of the Local Plan Review.	Stratford-upon-Avon Town	N/A	September 2007	N/A	February 2008
Provision of Public Open Space	SPD	Sets out a detailed mechanism for the provision of public open space and the calculation of development contributions towards provision	Must conform with Policies COM.4 and COM.5 of the Local Plan Review.	District-wide	N/A	September 2007	N/A	February 2008

The Local Development Scheme Timetable

Year	2006/07				2007/08				2008/09				2009/10																		
Quarter	3		4		1		2		3		4		1		2		3		4												
Month	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	
Meeting Housing Needs SPD						D				A																					
Stratford Urban Design Framework SPD			D						A																						
Harbury Cement Works Masterplan SPD											D					A															
Energy Conservation SPD									D				A																		
Stratford – Design in Residential Areas SPD												D						A													
Public Open Space SPD											D							A													

Key

- I Publication of Issues/Options Document for consultation
- P Publication of Preferred Options and Proposals for consultation
- S Submission of draft DPD to the Secretary of State
- A Adoption
- D Publication of draft SCI or SPD for consultation

-  Preparation up to submission
-  Post submission
-  SPD Preparation

Sustainability Appraisal of Development Plan Documents – Review of Plans, programmes and objectives – Appendix 2

DOCUMENT	KEY OBJECTIVES OF RELEVANCE	KEY TARGETS AND INDICATORS OF RELEVANCE	IMPLICATIONS FOR DPDs/SPDs AND SUSTAINABILITY APPRAISAL
International Policy and Guidance			
<p>Kyoto Protocol on Climate Change, United Nations, 1999</p>	<p>Main aim: for parties involved to achieve their quantified limitation and reduction commitments to Greenhouse gases in order to promote sustainable development.</p> <p>By:</p> <ul style="list-style-type: none"> - Enhancement of energy efficiency in relevant sectors of the national economy. - Protection and enhancement of sinks and reservoirs of greenhouse gases not controlled by the Montreal protocol, taking into account its commitments under relevant environmental agreements; promotion of sustainable forest management practices, afforestation and reforestation. - Promotion of sustainable forms of agriculture in light of climate change considerations. - Research on, and promotion, 	<p>Article 3 of the propocol list a number of targets to be achieved by each party to the protocol.</p>	<p>DPDs and SPDs should deal with prevention and impacts of global warming, minimise use of resource and emissions.</p>

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	<p>development and increased use of new and renewable forms of energy, of carbon dioxide sequestration technologies and of advanced and innovative environmentally sound technologies.</p> <ul style="list-style-type: none"> - Progressive reduction or phasing out of market imperfections, fiscal incentives, tax and duty exemptions and subsidies in all greenhouse gas emitting sectors that run counter to the objective of the convention and application of market instruments. <p>Encouragement of appropriate reforms in relevant sectors aimed at promoting policies and measures, which limit or reduce emissions of greenhouse gases not controlled by the Montreal Protocol.</p> <ul style="list-style-type: none"> - Measures to limit and/or reduce emissions of greenhouse gases not controlled by the Montreal Protocol. - Limitation and or reduction of methane emissions. 		
Habitat Directive	To contribute towards enhancing		LDF should include robust policies to

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	biodiversity through the conservation of natural habitats and of wild fauna in the European territory of the member states to which the treaty applies.		protect SACS
Wild Birds Directive	Seeks the long term protection and conservation of all birds species naturally living in the wild within the European territory or member states (except Greenland)		
National Policy and Guidance			
Securing the Future – Delivering UK Sustainable Development Strategy	Guiding principles are: – Living within environmental limits. – Ensuring a strong and just society – Achieving a sustainable economy – Promoting good governance – Using sound science responsibly Shared priorities for the UK: – Sustainable consumption and production ('One Planet Economy'); – Climate change and energy; – Natural resource protection and environmental enhancement; and – Sustainable communities.	– Greenhouse gas emissions: Kyoto target and CO2 emissions	SA and DPDs should address revised guiding principles of sustainable development for the UK and seek to address the identified priorities. New developments should ensure positive contributions towards dealing with the impacts of climate change and minimise any resource consumption required.

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<p>Sustainable Communities Plan</p>	<p>Central aims are to:</p> <ul style="list-style-type: none"> · Tackling the housing shortage, including measures to accelerate the provision of housing, particularly affordable and keyworker dwellings, and addressing homelessness; · Addressing low demand and abandonment; · Seeking to ensure that all properties comply with decent homes standards; and · Improve the local environment of communities in order to deliver the liveability agenda. <p>The plan also provides region-specific requirements for a sustainable community. The strategic challenges for the West Midlands are to:</p> <p><u>Housing</u></p> <ul style="list-style-type: none"> - Tackle poor housing conditions in the social and private sectors - Ensure effective action towards meeting the Decent Homes standard in the social housing sector 	<ul style="list-style-type: none"> · Between 2003–04 and 2005–06, 400,000 fewer households in social homes below the decent homes standard, and 80,000 vulnerable households in the private sector helped to make their homes decent; · High quality local authority service delivery on local environment, public spaces and parks – every authority should have green spaces that achieve the Green Flag standard for care of parks; · Neighbourhood wardens in over 500 communities, improving the local environment and reducing crime and fear of crime; · By 2010, all social housing will have been made decent and a further 130,000 vulnerable households in the private sector 	<p>Emphasis on social inclusion, decent homes, high quality services, high quality environments and liveability. DPDs should provide a proper balance of all the strands of sustainable development</p>

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	<ul style="list-style-type: none"> - Improve more non-decent homes in the private sector especially those occupied by vulnerable households - Support urban and rural renaissance by arresting the shift of population from the conurbations to the rest of the region - Tackle the problems of low demand - Ensure optimal development of brownfield sites in urban areas - Ensure provision of sufficient affordable homes in areas of shortage - Tackle the factors that cause homelessness <p><u>Neighbourhood renewal</u></p> <ul style="list-style-type: none"> - Reduce the level of deprivation in the region's communities - Address the challenges of crime and drug abuse for delivering sustainable communities <p><u>Planning</u></p> <ul style="list-style-type: none"> - Create the variety and choice of high quality living and working 	<ul style="list-style-type: none"> will have had their homes made decent; · Improved design quality of public buildings and places integrated into all communities. 	

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	<p>environments required for urban renaissance</p> <p><u>Transport</u></p> <ul style="list-style-type: none"> - Address the poor personal mobility of many of the region's communities - Improve the ability of communities to travel to work <p><u>Economy, employment and skills</u></p> <ul style="list-style-type: none"> - Tackle the wide variations in unemployment within the region's communities - Improve performance in existing sectors of the economy while attracting new high value-added activities - Enhance competitiveness by improving the skills of the region's workforce 		
PPS 1: Delivering Sustainable Development	<p>Main objectives are:</p> <ul style="list-style-type: none"> · Planning policies should promote high quality inclusive design in the layout of new development in terms of function and impact over the lifetime of the 	No targets	<p>The DPD and SPDs should ensure:</p> <ul style="list-style-type: none"> · High quality inclusive design of layout. · Design should take opportunities to improve the character and

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	<p>development;</p> <ul style="list-style-type: none"> · Design which fails to take opportunities to improve the character and quality of an area should not be accepted; · Development plans should contain clear comprehensive and inclusive access policies that consider people's diverse needs and aim to breakdown unnecessary barriers and exclusions to benefit the entire community; · Design policies should avoid unnecessary prescription or detail and should concentrate on guiding overall scale, density, layout access etc; · Policies should not impose architectural styles of tastes and should not stifle original design through unsubstantiated requirements to conform to certain styles; and · It is proper to seek to promote or reinforce local distinctiveness when supported by clear plan policies or supplementary planning documents. 		<p>quality of an area;</p> <ul style="list-style-type: none"> · Policies for access for all; · Focus developments that attract a large number of people, especially retail, leisure and office development, in existing centres to promote their vitality and viability, social inclusion; and · Reduce need to travel, support accessible public transport at major interchanges.

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PPG2: Green Belt	<ul style="list-style-type: none"> • Check unrestricted sprawl of large built up areas; • Prevent neighbouring towns from merging into one another; • Safeguard the countryside from encroachment; • Preserve the setting and character of historic towns; • Assist in regeneration by encouraging use of previously developed sites. 	No targets	DPDs and SPDs should seek to preserve the openness of the Green Belt
PPG 3: Housing	<p><u>Current PPG3:</u> Main objectives of PPG3 are to:</p> <ul style="list-style-type: none"> · Plan to meet the housing requirements of the whole community, including those in need of affordable housing; · Provide wider housing opportunity and choice, a better mix in the size, type and location of housing, and seek to create mixed and balanced communities; · Provide sufficient housing land but give priority to re-using previously developed land; 	<p><u>Current PPG3:</u> National target – 60% of additional housing should be provided on previously developed land or through conversions of existing buildings.</p> <p><u>Draft PPS3:</u> Indicative density ranges: City centre – above 70dph Urban – 40–75dph Suburban – 35–55dph Rural – 30–40dph</p>	<p>DPDs and SPDs should ensure the following objectives are met:</p> <ul style="list-style-type: none"> · Provide sufficient housing to meet housing need; · Provide sufficient affordable housing to meet need; · Good quality design in new housing; · Larger housing development around transport nodes; · Housing as part of mixed use development;

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	<ul style="list-style-type: none"> · Create more sustainable pattern of development by building in ways which exploit and deliver accessibility by public transport to the full range of infrastructure and services; · Seek to reduce car dependency by facilitating more walking and cycling, through mixed uses, and by improving linkages by public transport to infrastructure and services; and · Promote good design in new housing in order to create attractive, high quality living environments in which people choose to live. <p><u>Draft PPS3:</u> The Government's key objective for planning for housing is to ensure that everyone has the opportunity of living in a decent home, which they can afford, in a community where they want to live. To achieve this objective, the Government is seeking to:</p> <p>(a) ensure that a wide choice of housing</p>		<ul style="list-style-type: none"> · Greater density in town centres and transport nodes; · Support car-free development where appropriate and cease use of minimum standards; · Need to reconcile, economic development, employment land and housing; and · Promote mixed use development which includes housing.

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	<p>types is available, for both affordable and market housing, to meet the needs of all members of the community;</p> <p>(b) deliver a better balance between housing demand and supply in every housing market and to improve affordability where necessary; and</p> <p>(c) create sustainable, inclusive, mixed communities in all areas. Developments should be attractive, safe and designed and built to a high quality. They should be located in areas with good access to jobs, key services and infrastructure.</p> <p>To be considered developable, a site should meet the following criteria:</p> <p>(a) available – the site is available now or is likely to become available for housing development and be capable of being developed within five years. This means five years from the date of adoption of the site</p>		

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	<p>allocation development plan document;</p> <p>(b) suitable – the site offers a sustainable option for development and would contribute to the creation of sustainable urban and rural communities; and</p> <p>(c) viable – housing development is economically viable on the site.</p> <p>Local planning authorities should develop a shared vision with their local communities of the type of residential environments they wish to see and develop plans and policies aimed at:</p> <p>(a) creating places, streets and spaces which meet the needs of people, which are attractive, have their own distinctive identity, and positively improve local character; and</p> <p>(b) which promote designs and layouts that are inclusive, safe, take account of public health, crime prevention⁸ and community safety, ensure adequate natural surveillance and make space for water where there is flood risk.</p>		

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	<p>Local planning authorities should encourage applicants to apply principles of sustainable and environmentally-friendly design and construction to new developments.</p>		
<p>PPG 4: Industrial, commercial development and small firms</p>	<ul style="list-style-type: none"> · Provide for choice, flexibility and competition and aim to ensure sufficient land is available readily capable of development and well served by infrastructure. · ensure that there is a wide variety of sites available to meet differing needs · businesses should be appropriately located to transport facilities, goods and services, and their business catchment areas · businesses should be located to reduce the need for travel and achieve sustainability objectives · many businesses can be carried on with few environmental effects so it may not be appropriate to separate them from the communities they serve · new residential development close to 	<p>No targets</p>	<p>The DPDs should take account of the following:</p> <ul style="list-style-type: none"> · Provide a variety of appropriately located sites · Identify vacant and under used sites and allocate appropriate alternative uses. · Re-use of urban land with a mix of uses (potential for commercial or industrial uses)

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	<p>existing industrial users may however detrimentally curb business activities</p> <ul style="list-style-type: none"> · ensure that development by some industries is separated from sensitive land uses. · Areas under used or vacant industrial land should be identified, with appropriate alternative uses indicated including industrial and commercial uses. 		
PPS 6: Planning for town centres	<p>The Government's key objective for town centres is to promote their vitality and viability</p> <p>by:</p> <ul style="list-style-type: none"> - planning for the growth and development of existing centres; and - promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a good environment, accessible to all. <p>In addition local authorities should seek to:</p> <ul style="list-style-type: none"> - enhancing consumer choice by making provision for a range of shopping, leisure and 	No targets	<p>DPDs should:</p> <ul style="list-style-type: none"> · Promote vitality and viability within town centre; and · Encourage a wide range of services and promote high quality inclusive design.

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	<p>local services, which allow genuine choice to meet the needs of the entire community, and particularly socially-excluded groups;</p> <ul style="list-style-type: none"> - supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; and - improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport. <p>Local planning authorities should work in conjunction with stakeholders and the community to:</p> <ul style="list-style-type: none"> - assess the need for new floorspace for retail, leisure and other main town centre uses, taking account of both quantitative and qualitative considerations; - identify deficiencies in provision, assess the capacity of existing centres to accommodate new development, including, where appropriate, the scope for extending the primary 		

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	<p>shopping area and/or town centre, and identify centres in decline where change needs to be managed;</p> <ul style="list-style-type: none"> - identify the centres within their area where development will be focused, as well as the need for any new centres of local importance, and develop strategies for developing and strengthening centres within their area; - define the extent of the primary shopping area and the town centre, for the centres in their area on their Proposals Map; - identify and allocate sites in accordance with the considerations set out below; - review all existing allocations and reallocate sites which do not comply with this policy statement; - develop spatial policies and proposals to promote and secure investment in deprived areas by strengthening and/or identifying opportunities for growth of existing 		

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	<p>centres, and to seek to improve access to local facilities; and</p> <ul style="list-style-type: none"> – set out criteria-based policies, in accordance with this policy statement, for assessing and locating new development proposals, including development on sites not allocated in development plan documents. <p>Policies should promote high quality and inclusive design, in order to improve the character and quality of the town centres and the way they function. Policies should encourage a range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups, ensuring that provision is made where appropriate for a range of leisure, cultural and tourism activities such as cinemas, theatres, restaurants, public houses, bars, nightclubs and cafes.</p>		

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	Local authorities should seek to retain and enhance existing markets and, where appropriate, re-introduce or create new ones.		
PPS 7 – Sustainable Development in Rural Areas.	<p>Objectives of this PPS are:</p> <ul style="list-style-type: none"> • to raise the quality of life and the environment in rural area; • to promote sustainable pattern of development • promoting the development of the English regions by improving their economic performance so that all are able to reach their full potential; • to promote sustainable, diverse and adaptable agriculture sectors 	No targets	Promote growth in rural economy whilst at the same time ensuring that its environmental quality is protected.
PPG 8 – Telecommunication	It fundamental objective is to ensure that people have a choice as to who provide their telecommunication service, a range of services to choose from and equitable access to the latest technologies as they become available. It balances need for telecommunication with need to control its	No targets	Ensure that the provision of telecommunication does not compromise the environmental character of the area and the health of the people.

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PPS 9: Biodiversity and Geological Conservation	<p>design health and environmental impacts.</p> <p>Central objectives of PPS9 are:</p> <ul style="list-style-type: none"> · To promote sustainable development (by ensuring biodiversity is conserved) · To conserve, enhance and restore the diversity of England’s wildlife and geology · To contribute to an urban renaissance (by enhancing biodiversity in green spaces and among developments in urban areas) · To contribute to rural renewal 	No targets	Promote sustainable development and conserve and enhance wildlife and geology and enhance biodiversity.
PPS 10: Planning and waste management	<p>Overall aim is to protect human health and the environment by producing less waste and by using it as a resource wherever possible. Through more sustainable waste management, moving the management of waste up the ‘waste hierarchy’ of reduction, reuse, recycling and composting, using waste as a source of energy, and only disposing as a last resort the Government aims to break the link between economic growth and the environmental impact of waste.</p>	No targets	Produce less waste and encourage recycling and composting.

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	<p>Positive planning has an important role in delivering sustainable waste management:</p> <ul style="list-style-type: none"> - through the development of appropriate strategies for growth, regeneration and the prudent use of resources; and, - by providing sufficient opportunities for new waste management facilities of the right type, in the right place and at the right time. 		
<p>PPS 12: Development Plans</p>	<p>Policies relating to the delivery of the site specific allocations, such as critical access requirements or broad design principles which may be sought, must be set out in a development plan document.</p> <p>Area Action Plans – Further guidance, such as the layout of uses within these allocations and design requirements etc, may be provided in the relevant area action plan or in one or more supplementary planning documents in the form of a master plan.</p> <p>In areas of conservation, area action plans should set out the policies and proposals for action to preserve or enhance the area,</p>	<p>No targets</p>	<p>Ensure procedure for preparing LPDs and the scope and level of detail are fit for purpose, and are in line with the provisions of PPS12.</p>

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	<p>including defining areas where specific conservation measures are proposed and areas which will be subject to specific controls over development.</p> <p>Generic development control policies should focus on topics including protecting residential amenity, addressing visual impact etc.</p> <p>Supplementary planning documents should be subjected to rigorous procedures of community involvement. They may cover a range of issues, both thematic and site specific, which may expand policy or provide further detail to policies in a development plan document. But must not be used to allocate land.</p> <p>Supplementary planning documents may take the form of design guides, area development briefs, master plan or issue-based documents which supplement policies in a development plan document.</p> <p>The following principles apply to a supplementary planning document:</p> <p>i. it must be consistent with national,</p>		

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	<p>regional and local planning policies;</p> <p>ii. it must be clearly cross-referenced to the relevant development plan document policy;</p> <p>iii. it must be reviewed on a regular basis; and</p> <p>iv. the process by which it has been prepared must be made clear and a statement of conformity with the statement of community involvement must be published with it.</p>		
PPG 13: Transport	<p>Main objectives are to:</p> <ul style="list-style-type: none"> · Promote more sustainable transport choices for people and for freight; · Ensure that jobs, shops, education, health, and leisure facilities are accessible by public transport, walking, and cycling; · Reduce the need to travel, especially by car; · Focus major generators of travel demand in town centres near to major public transport interchanges; · Use parking policies as well as other 	No targets	<ul style="list-style-type: none"> · Promote sustainable transport options; · Transport/Housing relationship (public transport accessibility in town centres enables higher density); · Location of travel generators; · Influence of parking policies in town centres; · People before traffic; · Accessibility of public transport and key services to local communities; and

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	<p>planning and transport measures to promote sustainable transport choices and reduce reliance on the car for work and other journeys;</p> <ul style="list-style-type: none"> · Give priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres and local neighbourhoods; and · Protect sites and routes which could be critical in developing infrastructure to widen transport choices for both passenger and freight movements. 		<ul style="list-style-type: none"> · Reduce air pollution levels and improve health.
<p>PPG 14: Development on unstable land</p>	<p>Headline objectives are:</p> <ul style="list-style-type: none"> · Aim is not to prevent development, but ensure that it is appropriate and that the physical constraints on the land have been taken into account at all stages of planning. · Scope for remedial, preventative or precautionary measures must be fully explored so that land is not sterilised unnecessarily. · Where areas of instability are known 	<p>No targets</p>	<p>Identification of unstable land. Mitigation or avoidance of impacts of unstable land on property and human health and safety.</p>

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	<p>they should be shown on planning maps together with policies intended to apply to these areas.</p>		
<p>PPG 15: Planning for the Historic Environment</p>	<p>PPG15 encourage the use of policies for the identification and protection of historic buildings, conservation areas and other elements of the historic environment. It sets out the following principles:</p> <ul style="list-style-type: none"> · Historic environment should not be sacrificed in favour of short term interests but also recognise that the historic environment cannot be preserved entirely unchanged; · Therefore the special aspects of the historic environment together with its capacity for change should be identified and defined through the development plan system; · Conservation and economic growth should not be considered as in conflict; · Economic prosperity can secure the continued vitality of the historic areas and buildings provided there is a realistic and imaginative approach to their 	<p>No targets</p>	<p>Work towards the protection of the historic environment.</p>

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	<p>alteration and change of use</p> <ul style="list-style-type: none"> · Conservation a key part in economic prosperity by offering attractive conditions that encourage inward investment; · Positive management of development in conservation areas to ensure vitality and prosperity; · Design in historic area needs careful consideration in terms of scale, height, mass alignment and materials but not necessarily copies of old style buildings; · Integrate old buildings into the townscape; · Establish lists of locally important buildings; · Economically viable uses for Listed buildings; · Balance the economic viability of possible uses against the possibly destructive alterations; and · Need for flexibility where new uses have to be considered to secure a building's survival. 		

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PPG 16: Archaeology and planning	<p>PPG16 sets out guidance on how the handling of archaeological remains and discoveries should be considered through the development plan system. The guidance sets out the following principles:</p> <ul style="list-style-type: none"> · archaeological remains should be considered a finite and non-renewable resource requiring appropriate management to ensure preservation of remains; · important therefore that development plan policies deal with the protection, enhancement and preservation of sites of archaeological interest and their setting and seek to reconcile the need for development with conservation; and · archaeological field evaluations are important and required for the preservation of remains and archaeological agreements in the development process. 	No targets	Policies should ensure the protection, enhancement and preservation of sites of architectural interest.
PPG 17: Planning for Open Space, Sport and	PPG17 sets out requirements for local authorities to undertake detailed assessments of existing and future needs	No targets	Existing open space should be protected and enhanced. Adequate levels of high quality open space

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Recreation	<p>and opportunities for open spaces, sports and recreational facilities (quantitative, qualitative, accessibility). In addition, local authorities should set local standards for open space, using information gained from an assessment of need. Local authorities should seek to maintain an adequate supply of open space and in particular protect existing open space.</p>		should be provided – judgement should be informed by the PPG17 audit.
PPG 21: Tourism	<p>The Government's policy is that the tourism industry should flourish in response to the market, while respecting the environment which attracts visitors but also has far wider and enduring value. Therefore there is a need to facilitate and encourage development and improvement in tourist provision, while tackling any adverse effects of existing tourist attractions and activity in a constructive and positive manner. The Government's policy is directed at securing a proper balance between:</p>	No targets	Encourage the development and improvement of tourist provision.

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	<ul style="list-style-type: none"> - maximising the economic and employment benefits that tourism can bring; - promoting geographical and seasonal spread of tourism; - encouraging the development of non-traditional destinations as well as the more popular visitor locations; - respecting the needs of the tourist industry and its customers; - safeguarding of the environment; and - protecting the interests of the communities that cater for its needs, but feel its effects. <p>With respect to the environment PPS 3 quotes guiding principles for tourism development:</p> <ul style="list-style-type: none"> - supporting the development of the industry in ways which contribute to, rather than detract from, the quality of the environment; - promoting the understanding of environmental quality concerns within the industry and of the need to improve 		

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	<p>the quality of its service and its products;</p> <ul style="list-style-type: none"> - ensuring through the regional tourist boards and Training and Enterprise Councils that managers in tourism adopt visitor management techniques that can mitigate the impact on the environment; and - encouraging those types of tourism which in themselves aim to safeguard the environment. 		
PPS 22: Renewable Energy	<p>PPS 22 sets out the following principles:</p> <ul style="list-style-type: none"> · Renewable energy projects should be accommodated where the technology is viable, and the environmental, economic, and social impacts can be addressed satisfactorily. · Promote and encourage rather than restrict the development of renewable energy sources. · Foster community involvement in renewable energy projects to promote knowledge and acceptance. 	Government target to generate 10% of U.K electricity from renewable energy sources by 2010 and 20% by 2020,	Increase the proportion of energy generated from renewable energy sources.
PPS 23: Planning	Plans should work to compliment existing	No targets	· Separation of the polluting

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and Pollution Control	<p>pollution control regimes by controlling development and use of land through:</p> <ul style="list-style-type: none"> · Identifying land or establishing criteria, for the acceptable location of potentially polluting developments and the reviewing the availability of alternative sites. · Highlighting the need to separate necessary but potentially polluting land uses to reduce conflicts. · Include appropriate policies for dealing with the potential for contamination and the remediation of land, reuse previously developed land and protect uncontaminated Greenfield land. · Ensuring compliance with other statutory environmental quality standards or existing action / management plans. 		<p>developments from pollution sensitive developments such as housing.</p> <ul style="list-style-type: none"> · Promote the re-use of contaminated land. · Consistency with other schemes/plans · Ensure polluting land uses are appropriately located and managed.
PPG 24: Planning and Noise	<p>Planning policy should be used to:</p> <ul style="list-style-type: none"> · Ensure that new 'noisy' developments should be sited away from noise sensitive land uses (housing). · Consideration of feasibility of 	No targets	<ul style="list-style-type: none"> · Protect noise sensitive land uses from noisy development and activities. · Priority to improving noise environments in town centre

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	<p>controlling or reducing noise levels, mitigation through use of contributions or planning conditions.</p> <ul style="list-style-type: none"> Minimise adverse impact of noise without placing unreasonable restrictions on development or adding unduly to the costs and administrative burdens of business. 		<p>environment</p> <ul style="list-style-type: none"> Mitigate or avoid impacts arising from noisy activities.
<p>PPG25: Development and Flood Risk</p>	<ul style="list-style-type: none"> Guidance provided explains how flood risk should be considered at all stages of the planning and development process in order to reduce future damage to property and loss of life. Local planning authorities should adopt a risk-based approach to proposals for development in or affecting flood-risk areas. Government and Environment Agency resources are directed at protecting existing developments, where this can be achieved at reasonable economic and environmental cost in relation to the numbers of people at risk and the value of protected assets. Resources are not 	<p>No targets</p>	<p>Flood risk should be a consideration at all stages of the planning process.</p>

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	<p>available to provide defences in anticipation of possible future development.</p> <ul style="list-style-type: none"> · Planning guidance on housing (PPG 3) already advises local planning authorities to take account of physical and environmental constraints on the development of land for housing, including flood risk. · The restriction and reduction of surface water run-off from new developments can be encouraged by the provision of surface water storage areas, flow limiting devices in conjunction with surface or subsurface storage or, where ground conditions permit, the use of infiltration areas or soakaways. · structure plans should set out strategic policies to avoid the threat from flooding, where possible, or otherwise to manage it to ensure that future development is appropriately protected. · Local plans should develop and apply the strategic guidance and policies in 		

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	<p>RPG and structure plans according to the local significance of flood risk. In doing so they should be aware of the likely impacts of changes on the future nature and frequency of flooding.</p> <ul style="list-style-type: none"> · Initial research has suggested that, for the Thames and Severn catchments, increases in peak flow of up to 20% for a given return period could be experienced within 50 years. 		
Rural White Paper, 2002	<p>The vision:</p> <ul style="list-style-type: none"> - a living countryside, with thriving rural communities and access to high quality public services; - a working countryside, with diverse economy giving high and stable levels of employment; - A protected countryside in which the environment is sustained and enhanced and which all can enjoy; - A vibrant countryside, which can shape its own future and with its voice heard by government at all levels. <p>Aim:</p>		

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	<p>To sustain and enhance the distinctive environment, economy and social fabric of the English countryside for the benefit of all.</p> <p>By:</p> <ul style="list-style-type: none"> - Supporting vital village services - Modernise rural services - Provide affordable homes - Deliver local transport solutions - Rejuvenate market towns and a thriving local economy - Set a new direction for farming - Preserve what makes rural England special - Ensure everyone can enjoy an accessible countryside - Give local power to country towns and villages - Think rural 		
Circular 05/2005 – planning obligation	To clarify the basis on which planning obligation should be assessed. Provides guidance on the process for securing obligations.		To ensure that the adverse impacts of development are fully mitigated for the benefit of local communities.

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Circular 5/94 Planning Out Crime	The Circular provides advice on planning considerations relating to crime prevention. It also establishes design principles for all new development, which seek to reduce crime and the risk of crime and provide people with a safer and more secure environment.	No targets	Policies to deal with <ul style="list-style-type: none"> · Active frontages · Gated developments · Overlooking · Definition of public and private space · Maximising surveillance · Gardens and landscaping · Road layout and accessibility · Pubic transport facilities · Lighting · mixed use development · night time economy
Planning Employment Land Reviews	Sets out the following aims: <ul style="list-style-type: none"> · Promotion of strong stable productive and competitive economy · Review all non-housing allocations and consider whether some should be used for housing or mixed use development · Methodology for Employment Land Reviews 	No targets	<ul style="list-style-type: none"> · Review of existing employment sites in terms of sustainability objectives · Balance to be drawn between meeting housing targets and maintaining economic and cultural vitality of the borough

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<p>Urban White Paper: Our Towns and Cities</p>	<p>Sets out a vision of an urban renaissance, which will benefit everyone, making towns and cities vibrant and successful places where people will choose to live, and helping protect the countryside from development pressure.</p> <p>The following principles are advocated:</p> <ul style="list-style-type: none"> - people shaping the future of their community, supported by strong and truly representative local leaders; - people living in attractive, well-kept towns and cities which use space and buildings well; - good design and planning which makes it practical to live in a more environmentally sustainable way, with less noise, pollution and traffic congestion; - towns and cities able to create and share prosperity, investing to help all their citizens reach their full potential; and - good quality services health, education, housing, transport, finance, shopping, leisure and protection from crime that 	<ul style="list-style-type: none"> - more jobs by 2004 with the biggest improvements in the 30 areas with the lowest current employment rates and amongst disadvantaged groups; - reduced crime rates with 30% less vehicle crime by 2004, 25% less domestic burglary by 2005 and 14% less robbery by 2005; - better education standards in all areas, and in particular in deprived areas, with fewer adults with literacy and numeracy problems, improved GCSE passes and better understanding of ICT and science by 2004; - better, safer and more reliable transport systems, leading to the increased use of public transport and reductions in road congestion by 2010; - better housing with all social housing being of a decent standard by 2010 and with most 	<p>Encourage good design and sustainable development.</p> <p>Access to good quality services should be ensured.</p> <p>Empty property should be brought back into use and development on PDL encouraged.</p> <p>Crime rates should be reduced.</p>

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	<p>meet the needs of people and businesses wherever they are.</p> <p>The UWP also stresses a need to:</p> <ul style="list-style-type: none"> - get empty property back into use and tackle low demand housing areas; - identify brownfield sites and assemble large areas of brownfield land for redevelopment; - reclaim contaminated land; and - encourage investment and the return of enterprise to brownfield areas. 	<p>improvement taking place in deprived areas;</p> <ul style="list-style-type: none"> - better health services and a reduction in the health gap between the most deprived areas and the rest of the country; and - a better environment with 60% of new housing provided on previously developed land or through conversions of existing buildings by 2008; 17% of underused land reclaimed by 2010; better designed buildings and places; and clean and more attractive streets. 	
<p>UK Air Quality Strategy – Working Together for Clean Air</p>	<p>The Strategy seeks to help make sure that everyone can enjoy a level of ambient air quality in public places which poses no significant risk to health or quality of life. This Strategy establishes the future for ambient air quality policy in the UK to 2003 and beyond.</p>	<p>Targets set for individual pollutants – overall reduction sought by 2008 at latest.</p>	<p>Reduce air pollution.</p>

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<p>By Design: Urban Design in the Planning System – Towards Better Practice</p>	<p>Guide supplements PPG1 (and now PPS1). The aim of the guide is to promote higher standards in urban design. Series of inter-related urban design objectives outlined:</p> <ul style="list-style-type: none"> - Character - Continuity and enclosure - Quality of the public realm - Ease of movement - Legibility - Adaptability - Diversity <p>The Guide sets out the role of Urban Design Frameworks as: creating confidence, managing change and providing a strategy for implementation.</p>	<p>No targets</p>	<p>Encourage high standards of urban design.</p>
<p>Energy white paper – our future, creating a low carbon economy</p>	<p>Sets out the following headline objectives:</p> <ul style="list-style-type: none"> · To put the U.K on a path to achieving a 60% reduction in CO₂ emissions relative to 2000, by 2050. · To maintain the reliability of energy supplies · To promote competitive markets in the U.K and beyond. 	<p>Government target to generate 10% of U.K electricity from renewable energy sources by 2010 and 20% by 2020.</p>	<p>Increase the proportion of energy generated from renewable energy sources.</p>

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	<ul style="list-style-type: none"> · To ensure that every home is adequately and affordably heated. 		
<p>A New Deal for Transport: Better for Everyone (1998)</p>	<p>Strategy seeks commitment to create better, more integrated transport system to tackle the problems of congestion and pollution.</p> <ul style="list-style-type: none"> · A New Deal for Transport means: <ul style="list-style-type: none"> – more real transport choice; – better buses and trains; – a better deal for the motorist; – better maintained roads; – a railway system working for the passenger; – more money for public transport; – more freight on the railway; and – safer and more secure transport systems. 	<p>No targets</p>	<ul style="list-style-type: none"> · Integrated transport system to tackle the problem of congestion and pollution, and as a means for regeneration of urban areas; · Increase personal choice by improving the alternatives. · Improving the transport system with an emphasis on sustainable transport methods
<p>Transport 2010: Meeting the Local Transport Challenge (2000)</p>	<p>Key challenges:</p> <ul style="list-style-type: none"> · Long term commitment to increase investment to the transport system and modernise the transport network. · Important to integrate transport with issues such as social inclusion, regeneration, and the environment. 	<p>10% increase in bus passenger journeys. Double light rail passenger journeys by 2010. Reduce road deaths or serious injury by 40% and the no. of child deaths or injury by 50% (against</p>	<p>Sustainable transport options including cycling, walking and road safety.</p>

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	<ul style="list-style-type: none"> · The Strategy's 10 year objectives include: <ul style="list-style-type: none"> - More choice - Better integration - Better access - Better quality services - Reduced impacts of traffic on the environment; and - Safer and more reliable journeys. 	94-98 average). Treble the number of cycling trips.	
The Future of Transport White Paper (2004)	The Strategy is focused around three central themes: <ul style="list-style-type: none"> - Sustained investment over the long term. - Improvements in transport management - Planning ahead. 	No targets	Sustainable transport options to be favoured.
Good practice Guide on Planning for Tourism, 2006	Document designed to: <ol style="list-style-type: none"> 1. Ensure that planners understand the importance of tourism and take this fully into account when preparing development plans and taking planning decisions. 2. Ensure that those involved in the tourism industry understand the principles of national planning policy as they apply to tourism and how these 		

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	<p>can be applied when preparing individual planning applications.</p> <p>3. Ensure that planners and the tourism industry work together effectively to facilitate, promote and deliver new tourism developments in a sustainable way.</p> <p>General Principles:</p> <p>1. Maximise the benefits of tourism, in particular ensuring that the development is able to reach its potential to contribute to tourism in the area and for local communities to enjoy those benefits.</p> <p>2. Identify optimal locations, for example to maximise synergies with other tourist attractions and to promote opportunities for access by public transport.</p> <p>3. Integrate development with its surroundings both in terms of design and layout and in the way that the service or facility is able to function.</p> <p>4. Avoid adverse impacts, for example by</p>		

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	disturbance to activities on adjacent land.		
Badger Protection Act 1992	To protect badgers and their setts making it illegal to damage or destroy setts.		
Hedgerow Regulation 1997	Protect important countryside hedges from destruction or damage by controlling removal.		
Regional Policy and Guidance			
West Midlands Regional Spatial Strategy (2004)	<p>The overall vision for the West Midlands Regional Spatial Strategy is one of an economically successful, outward looking and adaptable Region, which is rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life of future generations.</p> <p>More specifically, a region:</p> <ul style="list-style-type: none"> a) where there are opportunities for all to progress and improve their quality of life; b) with an advanced, thriving and diverse economy occupying a competitive position within European and World markets; 	No targets	<p>Work towards an economically successful, outward looking and adaptable region.</p> <p>Tackle congestion, promote sustainable development and ensure opportunity for all.</p> <p>Work towards urban and rural renaissance.</p>

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	<p>c) where urban and rural renaissance is successfully being achieved;</p> <p>d) with diverse and distinctive cities, towns, sub-regions and communities with Birmingham as a “World City” at its heart;</p> <p>e) which is recognised for its distinctive, high quality natural and built environment;</p> <p>f) with an efficient network of integrated transport facilities and services which meet the needs of both individuals and the business community in the most sustainable way; and</p> <p>g) where all Regional interests are working together towards a commonly agreed sustainable future.</p> <p>There is a need to manage change and this will involve:</p> <p>a) adopting positive measures to address the relative decline in the Regional economy in both urban and rural areas;</p> <p>b) reversing the movement of people and jobs away from the Major Urban Areas (MUAs) and ensuring there is a greater equality of opportunity for all;</p>		

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	<p>c) tackling road and rail congestion; and d) achieving a more balanced and sustainable pattern of development, across the Region, including rural areas.</p>		
<p>Regional Transport Strategy (within RSS) (2004)</p>	<p>The RTS set out in the RSS aims to provide a strategic framework for Regional and local transport planning in the West Midlands by:</p> <p>a) ensuring better integration between transport policies and priorities and the wider Spatial Strategy;</p> <p>b) bringing together the outcomes of the multi-modal studies affecting the Region; and</p> <p>c) steering the development of the Region's local transport plans, the key planning and funding mechanism for local transport.</p>	<p>Targets include:</p> <p>Increasing parking at rail stations by 50% by 2011.</p> <p>Increase Park and Ride for town centre spaces by 100% by 2011.</p> <p>Increase journeys by bus by 8% by 2011.</p> <p>Increase rail capacity to Birmingham by double to 10 million by 2011.</p> <p>Reduce congestion on truck roads to below 2000 levels by 2010.</p> <p>Reduce miles travelled per person per year to 6,500 miles by 2011.</p> <p>Reduce trips per person per year to 1,000 per 2011.</p> <p>Reduce trip length commuted per person to 6 miles.</p> <p>Reduce average education trip length to 2.5 miles by 2011.</p>	<p>Work towards better integration between transport policies and spatial strategies.</p>

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<p>West Midlands Regional Housing Strategy (2005)</p>	<p>The core aims of the RHS are:</p> <ul style="list-style-type: none"> - to create mixed, balanced and inclusive communities; - to assist in the delivery of the WMRSS policies of Urban and Rural renaissance; - to influence the future development of new housing provision to facilitate and enhance the economic development of the Region; - to address the variety of needs across a range of specific sectors of housing circumstances; - to work towards the success of the two ODPM sponsored Housing Market Renewal Area Pathfinders in Birmingham /Sandwell and North Staffordshire/Stoke and the Regionally identified housing restructuring areas of East Birmingham /North Solihull and North Black Country/ South Telford; - to see that Government's Decent Homes standards are met in the municipal, social sectors, and for those in vulnerable circumstances in the private sector; and 	<p>Local authorities should establish the volume of non-decent homes occupied by vulnerable households in the private sector and produce plans for increasing the number of vulnerable households in decent housing with a view to ensuring that this is at least 65% by 2006, 70% by 2010 and 75% by 2020. As in ODPM Decent Homes Guidance 2004.</p>	<p>Create mixed, balanced and inclusive communities.</p> <p>Meet decent home standards</p> <p>Provide social and affordable houses to meet local need.</p>

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	<p>– to achieve social and other affordable housing, and and has sustainable access to minimise environmental resource consumption and traffic and improve the quality of the environment.</p> <p>Whilst Stratford does not have a high rate of homeless applications it does have a high rate of homeless household acceptances. Warwick District and Stratford Town stand out as areas with the highest affordable housing needs.</p> <p>The urban areas of Worcester, Warwick and Stratford should be the focal point for social housing investment in the short-term.</p>		

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West Midlands Regional Cultural Strategy (2001-06)	<p>Aim is to make the West Midlands: “A very special place...offering the best you can find anywhere...with the widest range of choices...for the greatest number of people... contributing to prosperity for all...and making a lasting difference”</p>	No targets	Provide a wide range of cultural activities, accessible to all, which contribute to making the West Midlands and very special place.

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<p>Delivering Advantage: Regional Economic Strategy</p>	<p>The Regional Economic Strategy seeks to achieve the following vision, that “the West Midlands is recognised as a world-class region in which to invest, work, learn, visit and live and the most successful in creating wealth to benefit all of its people”. The Strategy recognises the importance of tourism as one of the region’s major economic drivers, and sets out the need to maximise the potential of renowned venues such as Stratford-upon-Avon.</p>	<p>The Strategy’s target is that, by 2010, the region should be above the UK average (where the baseline is below the average) or should maintain the differential with the UK average (where the region’s baseline is already above the national average).</p> <p>The targets to be achieved through cluster-focused action plans, for the period covered by this Strategy (2004-2010), are as follows:</p> <ul style="list-style-type: none"> • 35,000 jobs created and safeguarded; • 16,000 new and improved businesses; and • 22,000 vocational qualifications achieved. 	<p>Provide conditions for economic growth in Stratford to ensure long-term vitality. Maximise the potential of Stratford’s brand and the tourism sector linked to it.</p>
<p>Regional Energy Strategy</p>	<p>The vision for the West Midlands is that by 2020 we will have:</p>	<p>Improving Energy Efficiency: – Industry: Reduce CO₂ emissions</p>	<p>Work towards improving energy efficiency and increase the use of</p>

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	<ul style="list-style-type: none"> • Delivered the West Midlands' commitment to the climate change challenge • Ensured a sustainable, secure and affordable supply of energy for everyone • Strengthened the Region's economic capability <p>The overall aims of the strategy are;</p> <ul style="list-style-type: none"> • To improve energy efficiency • To increase use of renewable energy • To ensure that business benefits from commercial opportunities to produce energy efficient products / initiatives • To provide focused and practical delivery 	<p>by 2.4 Mt (18%) by 2010 and an additional 4.3 Mt (32%) by 2020.</p> <ul style="list-style-type: none"> – Commercial and public sector: Reduce emissions by 2.0 Mt (36%) by 2010 and an additional 1.5Mt (26%) by 2020. – Domestic: Reduce emissions by 2.4 Mt (19%) by 2010, and an additional 3.7 Mt (29%) by 2020. – Transport: Stabilise emissions by 2010 and reduce by 0.7 Mt (7%) by 2020. – Combined Heat and Power: A stretching target of 1,000 MWe³ by 2010. <p>Increasing the use of renewable energy resources:</p> <ul style="list-style-type: none"> – Renewable generation equivalent to 5% of electricity consumption by 2010 and 10% by 2020. The 2010 target is equivalent to: up to 75 MW of landfill gas fuelled generators, 100 1.5 MW wind turbines and 27 1MW 	<p>renewable energy.</p>

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		biomass/biogas powered generators. – Heat from renewable sources providing 250 GWh (0.3% of consumption) by 2010 and 650 GWh (1% of consumption) by 2020. – Production of 460 GWh of liquid biofuels per year (approximately 44 million litres – 2% of current diesel sales) by 2010.	
West Midlands Visitor Economy Strategy	Vision: “The West Midlands Visitor Economy will be recognised for its continuing growth, and for the excellence of a number of sophisticated, world-class urban and authentic rural destinations for business and leisure visitors, which showcase the region's creativity and its heritage, celebrate its diversity and set new standards for quality and sustainability.” The aim of the strategy is to add value to the West Midlands visitor economy by	No targets	Attract more visitors and tourism investment into the West Midlands.

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	attracting: <ul style="list-style-type: none"> - more visitors; - more overnight visitors; - more business and high-value visitors; and <ul style="list-style-type: none"> - more private sector tourism investment. 		
Warwickshire Regeneration Strategy 2001/05 (Soon to be replaced by the 2006/10 Regeneration and Competitiveness Strategy)	Aims: <ul style="list-style-type: none"> - to improve Warwickshire's prosperity both relatively and absolutely and, in doing so, contribute to the well being of the sub-region, the region and the nation. - to promote opportunity and prosperity for disadvantaged groups and locations. - to achieve this within the context of social, economic and environmental sustainability. To achieve these aims, the strategy is "to support competitiveness across the Warwickshire economy and to ensure that the benefits of a thriving economy spread to all parts of the county and all	No targets	Work towards an improvement in Warwickshire's prosperity and promote opportunity and prosperity for disadvantaged groups and locations through regeneration activities.

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	<p>communities".</p> <p>We want our regeneration activities to be long lasting. To achieve this they will:</p> <ul style="list-style-type: none"> – be socially, economically and environmentally sustainable. In particular, projects will not require long term or permanent intervention nor will they lead to an unreasonable depletion of natural assets – have a strong community and stakeholder involvement and usually involve working in partnership with others. – be long-term solutions where the benefits will outweigh possible disbenefits. 		
<p>South Warwickshire Economic Development Strategy</p>	<p>The Economic Development Strategy and Delivery Plan seeks a significant improvement in the way that South Warwickshire can realise its economic development potential, thereby contributing to the vitality and viability of local communities.</p> <p>To maintain a local office in south Warwickshire for ease of access to</p>	<p>No targets</p>	<p>Realise economic potential of the region and contribute to to the viability and vitality of local communities.</p>

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	<p>services for businesses</p> <p>To increase client penetration figures, and customer satisfaction targets, as detailed in Chamber of Commerce Business Plan</p> <p>To assist in delivery of Business Link</p> <p>Headline targets:</p> <ul style="list-style-type: none"> • Improving Access to finance for SMEs. • Improving Management capabilities & skills in SMEs. • Encouraging international trade. • Enabling sector development. • Getting the UK On-line for business. • Promoting Innovation & knowledge transfer 		
Warwickshire Waste Plan	<p>The Plan advocates the use of the waste hierarchy – i.e. reduce waste produced as a first step.</p> <p>In addressing the 4% of total waste deposited in the County in 1995, as the Waste Disposal Authority, it is aiming to minimise the environmental and financial costs of dealing with household waste by</p>	<p>To recover at least the target 40% of municipal waste by 2005.</p> <p>In relation to the vast bulk of waste deposited in the County by others, to reduce to the target national average of 60% by 2005 (i.e. a reduction of about one third).</p>	<p>To reduce the amount of waste produced – both by households and the construction industry and to design for waste recycling and composting.</p>

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	<p>promoting reduction, re-use and recycling by:-</p> <ul style="list-style-type: none"> i) working with the 'Going for Green' campaign and the District Councils in an education programme to reduce the amount of waste collected; ii) encouraging householders and charities to recycle glass, cans, paper, plastic and materials, where there is a market for these; iii) encouraging home composting working in partnership with District Councils and industry; iv) seeking to compost green waste from household waste sites assessing the viability of materials recycling facilities (MRFs); and v) investigating contracts for incinerating household waste in facilities which recover energy. 		
Warwickshire Minerals Plan (1995)	The West Midlands Region is expected to make provision for about 55 million tonnes of secondary and recycled materials, in	No targets	No direct implications, although consumption of primary aggregates should be minimised and secondary

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	<p>addition to the 180 million tonnes of sand and gravel and 150 million tonnes of crushed rock over the plan period. The implications for Warwickshire are that there will be a move towards reducing the reliance on traditional land won sources of aggregates, although the proportion of supply from traditional sources will nevertheless still be very significant. The Plan identifies constraints on potential areas for extraction and preferred areas for search.</p>		<p>and recycled sources used wherever possible to reduce the demand for new excavation.</p>
Local Policy and Guidance			
<p>Stratford-Upon-Avon Local Plan Review 1996 - 2011</p>	<p>Overall Goal of the Local Plan is to: “Make a significant contribution to the UK’s Sustainable Development Strategy by meeting the social and economic needs of communities throughout Stratford-on-Avon District whilst maintaining effective protection and enhancement of the environment and ensuring prudent use of resources.”</p> <p>Three core aims:</p>	<p>To control future residential and commercial development. To provide 4626 new homes between 2002-2011. Ensure new employment provision between 1996-2011 meets the targets set out in the Warwickshire Structure Plan. Utilise brownfield land except with the provisions of specific policies in the Local Plan.</p>	<p>Sustainability Appraisal should seek to ensure: Provision of adequate housing to meet need Provision of adequate affordable housing within Stratford-upon-Avon Protect and enhance the historical heritage of the town Ensure adequate shops and services to meet the needs of local</p>

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	<p>To protect and enhance the District’s valuable environmental features and resources;</p> <p>To promote effective ways of improving the character and quality of the District; and</p> <p>To provide the needs of the District’s residents, businesses and visitors.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To satisfy housing needs • To satisfy employment needs • To secure high quality design • To protect and enhance landscape character • To foster biodiversity • To promote historical heritage • To promote alternative modes of transport to the car • To facilitate energy conservation • To sustain water resources • To assist rural diversification • To stimulate rural centres • To enhance Stratford–Upon–Avon town centre 	<p>Respect and enhance the quality and character of the area.</p> <p>Protect the Greenbelt from inappropriate development.</p> <p>Protect against depletion of finite or irreplaceable resources.</p> <p>Encourage the provision of renewable energy schemes.</p> <p>Minimise the amount of energy resources consumed in building occupation.</p> <p>Assess the views of the local community within the planning process.</p> <p>Retain and provide shops and services which serve local communities</p> <p>Provide open space to a minimum standard of 3.0 hectares per 1,000 population.</p> <p>Proposals for residential development should incorporate incidental open space to a minimum standard of 10 square</p>	<p>communities</p> <p>Ensure access to open space</p> <p>Encourages sustainable transport modes</p> <p>Utilise brownfield land for new development.</p>

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	<ul style="list-style-type: none"> • To support sustainable tourism • To provide leisure opportunities <p>Stratford Upon Avon specific objectives:</p> <ul style="list-style-type: none"> • Satisfying housing needs. • Satisfying employment needs. • Protecting landscape character. • Protecting historic heritage. • Promoting alternative modes of transport to the car. • Supporting sustainable tourism. • Providing leisure opportunities. 	<p>metres per person.</p> <p>Facilitate walking and cycling through safe, convenient to use and well connected facilities.</p> <p>Provide affordable housing where in the case of settlements with a population over 3,000 the development would comprise either 10 or more dwellings and / or involve a site of 0.4 hectares or more of land; or in the case of settlements with a population of fewer than 3,000 the development would comprise either 5 or more dwellings and / or involve a site of 0.2 hectares or more of land.</p> <p>Proposals of 10 or more dwellings or involving 0.4 hectares of land are expected to provide a range and mix of dwelling types.</p> <p>Locate new retail development to Stratford Upon Avon town centre.</p> <p>Provide a park-and-ride facility to</p>	

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		<p>serve Stratford-Upon-Avon. For sites incorporating residential uses a minimum of 30% of the dwellings to be provided should be 'affordable'.</p>	
Stratford District Community Plan	<p>Vision to maintain and enhance the heritage and green environment while building healthy, safe, informed, and active communities enjoying local services and employment opportunities. Guiding principles to:</p> <ul style="list-style-type: none"> - Make improvements and also retain the best of what we have now - Provide equality for all - Help develop communities to meet their needs <p>Priority areas:</p> <ul style="list-style-type: none"> - Improving confidence and public safety - A healthy environment - Supporting communities - Supporting individuals - Lifelong learning - Economy and employment - Leisure and culture 	<p>To remain amongst the 25% of districts with the lowest crime levels in the country Achieve World Heritage Site status for the historic core of Stratford-upon-Avon and the major Shakespearean properties.</p>	<p>Maintain and enhance the heritage and green environment while buildings healthy, safe, informed and active communities enjoying local services and employment opportunities.</p>

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Stratford Draft Housing Strategy	<p>Vision to “create sustainable communities by improving the housing and support options of all people in Stratford-on-Avon District who are experiencing housing difficulties, or who are at risk of experiencing housing difficulties”.</p> <p>Three key aims:</p> <p>Aim 1: To increase the supply of affordable housing both in Stratford town and rural areas to meet local needs</p> <p>Aim 2: To enable people to live independently in good quality homes</p> <p>Aim 3: To reduce homelessness</p>	<p>To enable a minimum of one hundred and ninety affordable homes in Stratford town between 2005 and 2008.</p> <p>To enable a minimum of sixty affordable homes in rural areas between 2005 and 2008.</p> <p>Enable an extra fifty people to live independently each year.</p> <p>An annual increase of ten percent in the number of households where homelessness is prevented.</p>	<p>Sustainability appraisal should seek to ensure:</p> <ul style="list-style-type: none"> - provision of affordable housing for local people, primarily within the town, but also in rural areas. - provision of accessible and lifetime homes which are consciously designed to meet a wide range of requirements.
Meeting Housing Needs SPG	<p>Contribute to the creation of a balanced housing market.</p> <p>Enhance the sustainability of all new housing by promoting the development of balanced communities, particularly through the provision of more affordable homes.</p> <p>Boost the provision of affordable housing, especially as a proportion of the overall supply of new housing.</p> <p>Provide more detailed guidance on the District Council's policies and priorities for</p>	<p>District Housing Assessment, a minimum of 35% on-site affordable housing will be sought from all housing sites to which Policy COM.13 applies. Affordable housing</p>	<p>The Sustainability appraisal should seek to create a balanced housing market through the provision of more affordable homes.</p>

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	<p>the development of new homes, in order to implement development plan policies.</p> <p>Promote best practice in the development of new housing, in order to improve its sustainability.</p> <p>Promote existing planning policy initiatives designed to increase the supply of new homes to meet identified local needs, especially in rural areas.</p>		
Stratford-upon-Avon District Design Guide	<p>to provide design guidance to applicants for planning permission, including Listed Building Consent, Conservation Area Consent and Express Consent for advertisements, in Stratford-on-Avon District. The main objective of the guidance is to help secure designs that are:</p> <ul style="list-style-type: none"> • Local • Sustainable • Equitable 	New development should respond to its location within a settlement or surroundings as a whole and all appropriate levels of scale.	Secure design which is sustainable, local and equitable.
Provision of Open	Sets out the detailed mechanism for the	Open Space to a minimum	Ensure adequate open space to

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Space SPG	provision of Open Space applicable to Stratford-upon-Avon and the Main Rural Settlements,	standard of 3.0ha per 1000 population in Stratford-upon-Avon.	meet need.
Waterfront Masterplan	<p>A design-led vision for the future of the Waterfront public realm area at Stratford-upon-Avon, seen in the context of proposals which are anticipated in relation to the redevelopment of the Royal Shakespeare Theatre.</p> <p>to:</p> <ul style="list-style-type: none"> • create a world class public realm, which complements the proposed development of the RSC's theatre and land holdings, • accommodate the needs of those who use the area and travel through it, • improve the character and quality of the physical environment. 	<p>Design for the future minimise energy and resource use over the life of the development,</p> <p>Design with nature and the locality</p> <p>Create neighbourhoods</p> <p>Create a clearly defined and legible public realm</p>	To build upon the objectives set out in the Masterplan and ensure the public realm improvements are realised and supported by additional urban design interventions where required.
Car and cycle parking standards SPG	<ul style="list-style-type: none"> • to reduce traffic congestion in urban areas • to provide effective access to town centres 		<p>Reduce congestion and improve access to the town centre.</p> <p>Reduce reliance on private vehicle and encourage travel by</p>

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	<ul style="list-style-type: none"> • to sustain and improve upon the economic viability of the District • to assist in achieving an effective balance between car based travel and environmentally friendly alternatives such as walking, cycling and public transport • to ensure safety in the use of transport • to assist in improving upon the aesthetic quality of towns and villages and • to strike a balance between the provision of adequate car parking to serve the development and the need to avoid highway danger. 		environmentally friendly alternatives.
Developer Contributions SPG	To provide a fair, simple and justifiable method of calculating developer contributions towards transport schemes for all developments that have significant transport impact in the town.	Applies to residential developments of 5 dwellings or more. An equivalent threshold of 250 sq.m of floor space has been set for commercial developments.	Seek to minimise the adverse impact upon the transport network and other infrastructure of new development.
Planning for Farm Diversification SPG	The continuation of the basic farm business and the retention, rather than disposal, of its assets. This will help to sustain		Sustain agriculture and growth in the rural economy in the long term.

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	agriculture in the longer term rather than be just a quick fix.		
County Council Publications			
Warwickshire Final local Transport Plan 2006.	<p>Main objectives:</p> <ul style="list-style-type: none"> ▪ To improve accessibility to the transport system in order to promote a fairer, more inclusive society. ▪ To seek a transport system which will promote full employment and a strong, sustainable local and sub-regional economy. ▪ To reduce the impact of transport on the environment. ▪ To improve the environment and safety of people when they are using the transport system. ▪ To encourage the integration of transport both in terms of policy planning and the physical interchange of modes. 		Core Strategy should take account of the transport strategy for Stratford and the main rural centres.
Stratford Major	3 main objectives:		

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Transport Study (July 2003)	<ol style="list-style-type: none"> 1. To provide a pedestrian environment in the town centre and Theatre Zone which matches the best examples to be found in Europe. 2. To reduce traffic congestion in the town centre and thereby support the previous objective. 3. To improve access to the town centre and other trip attractors for people using public transport, walking and cycling thus reducing traffic congestion. 		
Stratford Town's Urban Edge (landscape) Study (Revised January 2004)	<p>Aim of the study: To assess the character of the landscape around Stratford-upon-Avon and to demonstrate how this could be used as a decision support tool in the development planning process.</p> <p>3 main components:</p> <ol style="list-style-type: none"> 1. Establish what is appropriate in a particular landscape. 2. Define the potential for change 3. Define the need/opportunities for 		
Stratford-upon-Avon Demand	The aim of the project was to determine potential solutions to access and movement		

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Management Study (Mar. 2001)	problems in Stratford-upon-Avon. The report was very broad in the modes of travel it covered; walking, cycling, park and ride, private car, bus, train.		
Warwickshire Landscape Guidelines (Arden, Avon, Dunsmore, High Cross Plateau and Mease Lowlands)	<p>Assesses:</p> <ul style="list-style-type: none"> ▪ The character and special features of different landscapes within the county. ▪ Recent changes which have affected the landscape. ▪ Current issues, which are likely to influence change in the future. <p>Objectives:</p> <ul style="list-style-type: none"> ▪ Conserve all sites of archeological and historical importance. ▪ Conserve the rural character of villages by retaining existing features and local patterns in all development schemes. ▪ Protect and enhance the internal open space and irregular outline of village settlements. ▪ Conserve the historic nucleated settlement pattern by avoiding new development in open countryside. ▪ New agricultural buildings should be 		

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	<p>sited, designed and landscaped to blend with the surrounding farmed landscape. Landscape assessment should be a major consideration at the inception of all road schemes.</p> <ul style="list-style-type: none"> ▪ Conserve rural character by limiting standardised treatments during highway improvement schemes. ▪ Protect the character and special features of country roads. ▪ Highway landscaping should be strongly linked to the surrounding landscape pattern. ▪ Restoration proposals for mineral workings should be based upon an assessment of landscape character. 		
Stratford-upon-Avon Rail Study (Oct. 1996)	<p>The study evaluates:</p> <ul style="list-style-type: none"> ▪ The need for, and the cost of, providing new stations and or enhanced or new services on the existing rail lines serving Stratford – upon Avon (essentially to the North and East). ▪ The feasibility, in physical and financial terms, of reopening the former line 		

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	<p>from Stratford-upon-Avon to Honeybourne (essentially to the South). The report explores how rail can meet the transport needs of the surrounding rural areas; and how it can relieve peak period road congestion by providing an alternative to the private car.</p> <p>Other objectives investigate the feasibility of and methods to:</p> <ul style="list-style-type: none"> ▪ Increase rail patronage through timetable enhancements. ▪ Increase rail patronage through station improvements and the provision of new stations. ▪ Increase rail patronage through new marketing initiatives. ▪ Integrate proposals with other existing and proposed rail and bus services in the area. ▪ Increase proposed passenger services with proposed freight services. ▪ Consider the potential for park and ride. 		
Housing Needs	To assess the need for housing in the		To guide housing need and

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Study	District		distribution
Retail Study	<p>This report assesses any changes in the District, identifies any specific problems and provides recommendations relating to planning policy and retailing. It covers the following areas:</p> <ul style="list-style-type: none"> ▪ Retailing trends ▪ Planning policy framework ▪ Stratford-upon-Avon Health Check ▪ Out of town retail ▪ Retail health of Alcester, Shipston on Stour and Southam ▪ Forthcoming major developments 		
Rural Economic Issues Study	<p>The study attempts to address the problems, which affect the economy and employment in the rural areas of the district. It has 4 main objectives:</p> <ol style="list-style-type: none"> 1. To investigate the research undertaken and roles played by various organisations who have responsibility for the rural economy of Stratford-upon-Avon district. 2. To critically assess the economic aspects of rural strategies and other 		

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	<p>approaches to rural economic development.</p> <p>3. To establish a detailed framework for creating local economic growth and employment opportunities which will meet the needs of the rural population of the district.</p> <p>4. To suggest projects and other initiatives which could be pursued in order to address rural economic issues faced in the district.</p>		
Riverside Environs Study (1998)	<p>The report concentrates on 6 key issues:</p> <ul style="list-style-type: none"> ▪ Landscape and ecology – measures must not destroy the area which visitors have come to enjoy. ▪ Townscape and Town Form – preserve the older street pattern and attractive town form, which are so associated with Stratford-upon-Avon. ▪ Development Pressures and Control – ascertain the needs of private interests as well as those of the council. ▪ Movement within the study area and links to town – there are a number of 		

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	<p>conflicts which need to be resolved:</p> <ul style="list-style-type: none"> ▪ Visitors in cars vs visitors on foot ▪ Pedestrians vs cars in town ▪ Pedestrians vs pedestrians in constrained areas ▪ Car parking vs recreational landscape ▪ Cyclists vs pedestrians and cars ▪ Through traffic vs everyone else <ul style="list-style-type: none"> ▪ Quality of the public realm – effective measures to separate cars and pedestrians and a reduction in unnecessary street furniture. ▪ Management of activities and events – expand the planning authority’s role to include town centre management as well as land–use planning. 		
Housing Development Sites	Monitor the supply of housing in the district	<p>Future provision of housing in the District:</p> <p>Average annual building rates over next five years is 428 dwellings</p>	LDF needs to take account in the provision of housing in the District
Provision of Industrial Land in the District	Monitor the supply on employment land in the District		LDF needs to take account in the provision of housing in the District

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Stratford-upon-Avon Landscape Study	<p>The study aims to assess the effects of the identified growth options on the appearance and natural quality of the landscape. The study has 3 main objectives:</p> <ol style="list-style-type: none"> 1. To identify the present character, relative quality, visual importance, and related ecological value of the landscape surrounding Stratford-upon-Avon which would be affected by development if planning permission were granted. The evaluation will have regard to the relative importance of each site in it's own right, and the contribution it currently makes to the landscape setting of the town. 2. To identify practical measures by which mitigating landscaping works could be implemented to limit the most significant potentially harmful effects of development on the site itself and on the site in the context of the whole town. 3. To identify where such practical measures would either not be possible, 		

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	<p>or desirable owing to their effects on the quality, visual appearance or ecological value of the landscape on the site itself and on the town as a whole.</p>		
<p>Landscape Assessment of Potential Park and Ride Sites in Stratford-upon-Avon</p>	<p>The purpose of this study was to identify the present character, relative quality, visual importance, and related ecological value of 8 sites identified for potential park and ride facilities in Stratford-upon-Avon.</p> <p>It attempts to establish which sites are best suited to the facility.</p>		<p>Assist in proposals to identify further park and ride sites when required</p>
<p>Vale of Evesham Freight Study (March 2002)</p>	<p>The aims of the study were to:</p> <ul style="list-style-type: none"> ▪ Identify the main generators of freight within the Vale. ▪ Quantify the lorry movements on the main routes within the Vale. ▪ Assess future changes in freight patterns, including the potential for the expansion of rail freight. ▪ Measure the impact of lorries on each settlement within the Vale ▪ Make recommendations to reduce the impact of lorry traffic on communities 		

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Stratford-upon-Avon Community Woodland and Wildlife Habitat Study (July 1994)	<p>in the Vale.</p> <ul style="list-style-type: none"> ▪ Maximise ecological and environmental benefits for local people. ▪ Secure key recreational benefits for local people. ▪ Contribute to the overall character and heritage of Stratford-upon-Avon. ▪ Obtain and maintain the support and involvement of landowners, local amenity groups, grant aiding bodies and local residents 		
A Sustainable Parking Strategy for Stratford-upon-Avon (May 1998)	<p>5 objectives:</p> <ol style="list-style-type: none"> 1. To provide a network of car parking facilities that meet the accessibility needs of the people and business and also the special needs of the residents in an effective, efficient, and environmentally sustainable manner without compromising the attractiveness and economic viability of the town. 2. To effectively manage reducing amounts of on-street parking in the town centre and to ensure that they are 		

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	<p>retained at an operational minimum required to service various activities.</p> <ol style="list-style-type: none"> 3. To use the management of parking as one of the essential tools to influence a shift in the mode of travel to environmentally friendly alternatives such as walking, cycling and public transport, thereby cutting down the levels of pollution and congestion and meeting the travel needs of all sections of the community. 4. To create a safe, clean, and welcoming environment, particularly in the town centre, which gives priority to the pedestrians, cyclists, public transport and the car in that order. 5. To preserve and enhance the amenity of the town. 		
<p>Warwickshire Market Towns: A Pilot Study for Coleshill and Southam (November 2000)</p>	<p>The report is intended to serve two purposes:</p> <ol style="list-style-type: none"> 1. To provide a framework for developing distinctive strategies for the long term future of Coleshill and Southam as Warwickshire Market Towns. 		

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	<p>2. To develop a process which can be applied to other market towns; therefore it is intended to assist in the regeneration of other market towns in the county.</p> <p>There are 4 main aims:</p> <ul style="list-style-type: none"> ▪ To retain the character of market towns whilst still responding to the challenges of a rapidly changing world. ▪ To meet the needs of the local people and to provide access to a wide range of retail, leisure, professional and public services. ▪ To ensure that market towns are focal points for comprehensive local transport networks. ▪ To ensure that the people and communities who live in and around these market towns shape their future. 		

Appendix 3

Stratford-on-Avon District Local Development Framework

Core Strategy – Issues and Options

Turning to the Future

Contents

Purpose of the document

Key Influences

Key Issues

A. Securing a healthy and attractive environment

Carbon emissions

Flood risk

Biodiversity

Heritage

Design and distinctiveness

Landscape and countryside

B. Supporting Communities and Individuals

Housing needs

Local services

Transport and accessibility

Public confidence and safety

Leisure and culture

C. Promoting the Economy and Employment

Diversification

Investment

Retail and commerce

Tourism

Lifelong learning and skills

Options for the Scale and Location of Development in the District

Next Steps

Purpose of the document

The District Council has started to prepare a series of planning documents to guide development and change in the District over the next 20 years. These documents will be known as the Local Development Framework (LDF) and will replace the existing District Local Plan which was completed last year.

The Core Strategy is the first and probably most important part of the LDF because it will set the course for everything to follow. So it's essential that everyone has the opportunity to say what they think about how crucial matters should be dealt with.

A series of questions are posed throughout the document for you to answer. They are also set out in a detachable questionnaire.

The document and questionnaire are also available on the District Council's website www.stratford.gov.uk – there is a direct link off the home page. You can complete the questionnaire online if you prefer.

Local Development Framework

As the Local Plan has done before, the Local Development Framework (LDF) will still deal with the use of land. This means deciding where new homes should be built, where new jobs can be created and how people should travel to get to the things they need.

But 'the stage set is not the play'¹. In other words, while land use planning is important it doesn't give the full story. Spatial planning is much more than how land is used; it is to do with how the area functions, how it looks and feels and how we respond to new challenges and opportunities.

In considering all these matters, the LDF will need to balance environmental issues with the economic and social needs for development. What is more, we have to ensure that change and development in the District are sustainable; that we do not cause irreversible harm to important resources and features that future generations will need and enjoy.

Some of the rules which the LDF must work to are already set nationally and regionally, but it is important that the LDF meets the needs of the local community and responds to the issues which are important to those who live, work and play in the District.

Core Strategy

The Core Strategy will be a key part of the LDF. The Council has started to prepare this strategic planning document that will cover the period up to 2026. It will set a clear vision as to how Stratford-on-Avon District should look and function over the next 20 years. It will include a set of spatial objectives, a series of strategic policies, and monitoring and implementation frameworks.

The Core Strategy will not identify specific sites for development. This will be dealt with by another document on 'Significant Allocations' to be prepared during the year.

¹ Charles Landry 'Art of City-Making'

Key Issues and Challenges

The Council has started to think about the key issues that will need to be tackled in the preparation of the Core Strategy. This document sets out our initial ideas about the issues and challenges the District faces. We would like to know your views on these and your ideas on how they can be addressed. We also want to find out if there are other issues which we should cover.

The responses received to this Issues and Options Document will have a key influence on the content of the Core Strategy: how it will influence where development should occur in the future and how the character of the District should be retained.

This is your first chance to be involved in preparing the Core Strategy. There will be further key stages of consultation and involvement:

- Preferred Options (November 2007) – a further chance to comment
- Submission to Secretary of State (April 2008) – opportunity to make formal representations
- Examination in Public (late 2008) – an independent Inspector appointed by the Secretary of State will consider representations

But don't wait for these stages; tell us what you think now because the closer we get to the final Core Strategy, the less scope we will have to change its content. What is more, your comments will carry considerable weight in the eyes of the Inspector if they are made early on in the consultation process.

Key Influences

In preparing the Core Strategy we are not starting with a blank sheet of paper; there are a number of existing plans and strategies at national, regional and local level which we either must or should follow.

National and Regional Policy

The government produces a range of Planning Policy Statements which are gradually replacing previous Planning Policy Guidance Notes. We have to take what these say into account. Details of government planning policy can be found using the following link <http://www.communities.gov.uk/index.asp?id=1143104>.

The existing West Midlands Regional Spatial Strategy (RSS) was published in June 2004 and forms part of the statutory development plan for the area. It identifies four key challenges for the Region:

- urban renaissance - developing Major Urban Areas in such a way that they can increasingly meet their own economic and social needs in order to counter the unsustainable outward movement of people and jobs supported by previous strategies
- rural renaissance - addressing more effectively the major changes which are challenging the traditional role of rural areas and the countryside
- diversifying and modernising the Region's economy to ensure that opportunities for growth are linked to meeting needs and reducing social exclusion

- modernising the transport infrastructure of the West Midlands in order to support sustainable development in the Region.

When the Secretary of State issued the RSS in June 2004 he recommended that some topics should be looked at again and developed further. In response to this, the West Midlands Regional Assembly (the Regional Planning Body) undertook to carry out a phased revision of the RSS.

Phase 2 of the RSS revision covers housing growth, employment land, waste management and certain aspects of transport. A Spatial Options document was published for a period of consultation which ended on 5 March 2007. It sets out future development choices for the Region as a whole, and for individual parts of it, for the period up to 2026.

The consultation document can be accessed via the Council's website using the following link <http://www.stratford.gov.uk/planning/planning-608.cfm>.

The Core Strategy for Stratford District is being prepared in parallel with the RSS Phase Two Revision.

Local Context

Stratford-on-Avon District lies at the heart of the country. The town of Stratford-upon-Avon is the largest settlement with a population of only 23,000. The next largest place is Alcester (including Kinwarton) which has a population of less than 8,000.

In all, there are about 250 communities of varying sizes spread across a predominately rural area covering 979 square kilometres. It is one of the largest districts in England making delivery of and access to services a major issue for residents.

Most of the District to the north of Stratford-upon-Avon lies within the West Midlands Green Belt. The Cotswolds Area of Outstanding Natural Beauty extends into the southern fringes of the District.

Because the District covers such an extensive area, various towns outside its boundaries have a strong influence over how different parts of the area function. Leamington Spa, Banbury, Redditch and Solihull all have large shopping centres, provide a wide range of employment opportunities and support a variety of leisure facilities. Conversely, the pleasant countryside and cultural attractions of our District make it an appealing place for visitors from neighbouring areas as well as from further afield.

On the strategic transport front, while the M40 cuts across the District, there is only one full junction that lies within it, at Gaydon. Having said that, Junction 15 at Longbridge near Warwick is close by. The same applies to intercity railways lines, with the Chiltern Line between Birmingham and London Marylebone passing through the District. Although there are no stations on this section, Warwick Parkway, Leamington Spa and Banbury stations are relatively accessible.

Around 5.5 million people visit the District each year, with Stratford-upon-Avon and the Shakespeare properties being of international significance. Tourism is crucial to the local economy and is facing important challenges at the present time.

A significant factor is the higher average age of the District's populations compared with the national average. Almost 50% of its residents are over 45 and the proportion aged 85+ has increased by nearly half over the last ten years. This trend is likely to continue.

Property prices are extremely high and many people, especially the young and lower paid, cannot afford to live within or move into the District. This makes the provision of affordable housing a priority.

All this means that the District cannot be treated and planned in isolation; we have to understand and respond to such influences.

There are a number of existing and emerging plans and strategies which apply at the local level which the LDF will have to respond to. The principal ones are summarised below:

Community Plan

The District Council, and its partners in the public and voluntary sectors, have prepared a Community Plan for Stratford-on-Avon District. This Plan applies to the area, not to the Council or any one particular organisation. It identifies the aspirations, needs and priorities of the local community, and helps co-ordinate the actions of the Council and its partners.

The current version of the Community Plan sets the overall vision for Stratford District as follows:

'To maintain and enhance the heritage and green environment while building healthy, safe, informed and active communities enjoying local services and employment opportunities'

Seven priority areas are identified in which changes should be made to achieve this vision:

- improving confidence and public safety
- a healthy environment
- supporting communities
- supporting individuals
- lifelong learning
- economy and employment
- leisure and culture

The LDF is expected to make a significant contribution to each of these key areas and should assist in the achievement of the Community Plan's vision.

Corporate Strategy

The Council's own Corporate Strategy has been prepared and adopted to help achieve the Community Plan. It identifies three core aims that act as a focus for the Council's activities and resources. These are:

- Developing Safer and Healthier Communities
- Creating Sustainable Communities
- Developing Inclusive Communities.

Work has continued on updating the Strategy to improve the ambition and focus of the Council. This culminated with the Council formally adopting an updated

Strategy in April 2006. Of the targets set for the period 2005-08, two have already been achieved: providing electronic access to 100% of Council services (which includes planning applications and the Local Plan), and the setting up of a Youth Council to help develop services with and for young people.

Well-Being Strategy

The Local Futures Group published its assessment of well-being in Britain in its 'State of the Nation 2006' report. In the well-being tables issued by the Group, Stratford-on-Avon District is in 11th position overall in the national figures and is top of the 'Premiership' for the West Midlands.

In its report, the Group analysed the state of well-being as a target for the Government's Sustainable Communities Plan and local authority regeneration and community strategies up and down the country. The Group assessed well-being from the following perspectives:

- Economic – including productivity, industrial structure, enterprise, and skills and qualifications
- Social – including prosperity and wealth, deprivation and inequality, health and crime
- Environmental – including housing affordability, sustainable travel and 'the best of all possible worlds – city-country life'.

Whilst the overall good performance in all three categories is welcomed, action still needs to be undertaken to ensure that the well-being of the District is maintained. Particular issues identified in the report that require specific attention, in comparison with other local authority areas, include the following:

- Affordability of housing
- Accessibility of services
- Transport/communications
- Economic performance
- Skills and qualifications
- Occupational profile.

The challenges faced from this analysis have been identified as:

- Building a more competitive knowledge based economy;
- Creating a socially inclusive knowledge economy; and
- Improving/exploiting the quality of environmental assets.

The Council is preparing a Well-Being Strategy to address these challenges and the LDF will play a key part in implementing this strategy.

A 'Quality of Life in Warwickshire' report produced by the County Council concludes:

'Stratford-on-Avon District continues to display excellent performance in many areas, particularly the local economy, health and education. The main area for concern remains transport and transport-related indicators, with almost all of these below the County average and showing decline. Despite this, the District continues to be a very good place to live and work.'

Key Issues

Given the context outlined, in particular that set by the Community Plan, we have sought to identify those issues which have the greatest spatial implications. For that reason they are the issues that appear to be particularly relevant to the Core Strategy. These have been grouped under three core themes:

- A. Securing a Healthy and Attractive Environment**
- B. Supporting Communities and Individuals**
- C. Promoting the Economy and Employment**

The next three sections of this document deal with each of these themes and we seek your views on the issues and the potential options for addressing them.

Running throughout are two threads that are fundamental at both the global and local level:

1. Climate change

Climate change is now recognised by the UK government as the most fundamental threat to our future. The recent Stern Review on the Economics of Climate Change makes it clear that human activity is changing the world's climate, and these changes will result in profound and rising costs for global and national prosperity, people's health and the natural environment

This evidence forces us to see the impact of our actions far beyond the immediate environment of this District. National policy expects spatial planning to play a pivotal role in achieving international targets for the reduction of carbon emissions. It requires us to prioritise the prevention of and preparation for climate change in our planning policies.

2. Equality of opportunity

Few people in this country are in abject poverty. But deprivation is relative and there are many individuals and families living in our District who face various forms of disadvantage compared with the great majority of residents. For example, nearly 6,000 households are in receipt of means-tested benefits.

It is essential that the District Council and other agencies ensure that resources are more effectively directed towards those in greatest need. Planning policies have an important role to play in providing more affordable housing, creating suitable employment opportunities and making services people need more accessible. Achieving these things can be more difficult in rural areas where those in need tend to be more scattered and isolated than in towns and cities.

Relationship between Issues

We have set out a wide range of issues that need to be considered under the three themes of environment, community and economy. Many of the issues are closely related; going in a particular direction on one of them could have a positive or negative impact on another.

Question 1: Is the appropriate emphasis given towards the three themes?

If no, in what ways should this be changed?

Question 2: Have the right issues been identified?

If no, which issue(s) should be added or removed?

Note: you may wish to read the whole document before answering the first two questions.

It is helpful to identify where key relationships exist between issues. The chart at the back of this document is our attempt at highlighting these. It shows:

- Those issues that should complement each other; that is they pull in the same direction. An example is where the design of buildings can have a positive effect on energy conservation.
- Those issues that could conflict with each other; that is they could pull in different directions. An example of this is where large numbers of visitors could have a harmful effect on our heritage unless carefully managed.

Question 3: Do you think the relationships between the various issues as shown on the chart have been identified accurately?

If no, how do you think the chart should be changed?

Strategic Objectives

The Core Strategy will also need to include a clear set of objectives against which its success can be measured. We would like your help in setting the Strategy's objectives.

The current District Local Plan Review sets the following objectives:

- To satisfy housing needs
- To satisfy employment needs
- To secure high quality design
- To protect and enhance landscape character
- To foster biodiversity
- To protect historic heritage
- To promote alternative modes of transport to the car
- To facilitate energy conservation
- To sustain water resources
- To assist rural diversification
- To stimulate rural centres
- To enhance Stratford-upon-Avon town centre
- To support sustainable tourism
- To provide leisure opportunities

Clearly many things have changed since the existing Local Plan strategy was established, but these objectives still appear to be relevant.

Question 4: Are the objectives of the District Local Plan Review still valid?

If no, can you suggest alternative objectives which should be included?

A. Securing a Healthy and Attractive Environment

The local environment has a major impact on the character of the District. The attractive countryside, traditional landscapes and well-preserved heritage are highly valued by local people and visitors. Aspects such as the tranquillity of rural settings, clean air, opportunities for enjoying the countryside and a healthy natural environment are seen as key to a quality of life that attracts people to live here and businesses to locate here.

The environment that surrounds us is fundamental to the quality of our lives. It is easy to forget that the environmental resources that underpin many aspects of life are delicately balanced, and are facing many pressures. For example, new buildings and roads and changing agricultural practices have led over recent years to a reduction in the variety of habitats and species in the District.

Measures to reduce and adapt to climate change could alter our traditional landscapes and our approach to the environment. Even with these efforts some climate change is inevitable and will put additional pressure on our environment.

Carbon emissions

Emissions of greenhouse gases, particularly carbon dioxide, are the main cause of climate change. The UK government has committed under the Kyoto Protocol to reduce emissions, and has set its own more challenging targets for a 20% reduction by 2010 below 1990 levels and some 60% by 2050. New national planning policy proposes that targets will be set in the Regional Spatial Strategy for each district to achieve through their local planning policies in terms of energy efficiency and renewable energy.

Reducing emissions needs to be a cross-cutting priority across all the decisions made when producing this Core Strategy. It will need to have a major influence on the design and location of housing, employment, services, transport and leisure facilities.

Two areas where planning can make a difference are improving the energy efficiency of new development, and encouraging much greater use of small and large scale renewable energy sources. In the future we should be requiring a proportion of the energy needs of new development to be produced locally from low carbon and renewable sources. We need to consider what proportion can be achieved to reflect the full potential of these rapidly advancing technologies. The government's intention that new housing should be zero carbon within 10 years has to be achieved without preventing new building where it is needed.

We will also need to take a very positive, pro-active approach to encouraging low carbon and renewable energy production outside new developments. This will involve micro-generation on existing development, as well as encouraging and identifying sites for larger-scale renewable production, such as windfarms.

There may sometimes be conflict between the appearance of new technologies and the valued traditional appearance of our district. We need to be clear about where heritage and landscape designations take priority over climate change considerations. Technologies which are not visually intrusive such as ground source heat could be promoted in these circumstances.

Question 5: Should new development be designed to produce significantly lower carbon emissions than at present?

If yes, what would be the most effective ways of achieving this?

If no, what is the justification for not doing so?

Question 6: Do you support increasing the production of energy from renewable sources?

If yes, are there specific ways in which this should be achieved in this District or circumstances where it would not be appropriate?

If no, what is the justification for not doing so?

Flood risk

The floods of Easter 1998 that caused considerable damage to property and put lives at risk graphically illustrated the serious consequences of flooding. The Environment Agency has mapped the main areas subject to flood risk and these cover a significant amount of land within the district. The River Avon is the principal corridor of risk, followed by those of the Rivers Arrow, Alne, Stour, Dene, Itchen and Blythe. Smaller watercourses are also prone to flooding and it can also be caused by run-off from waterlogged fields. Scientists are telling us that extreme flood events are likely to occur more frequently due to global warming.

The Government is stressing the need for planning to take flood risk fully into account. It advocates the application of a 'sequential test' which means that development should be directed to land that has the least flood risk. However, there is an acceptance that such an approach may not provide sufficient sites for development. In these situations an 'exception test' should be applied, although any resulting development in flood risk areas has to be safe and not increase flood risk elsewhere.

Local planning authorities are strongly advised to appraise flood risk and a Strategic Flood Risk Assessment (SFRA) will need to have been completed before the Preferred Options stage is reached. An SFRA is intended to refine the information on flood risk already available through the Environment Agency's flood risk maps and assess flooding from other sources. The District Council is currently investigating whether an SFRA can be undertaken in partnership with other local authorities. Flood risk is very much a cross-boundary issue since what happens in one area may well have an effect further down the river valley in another area.

The issue of flood risk is particularly relevant at Stratford-upon-Avon where a large area of land is prone to flooding. This will have a bearing on the consideration of proposals stemming from the World Class Stratford Project which are intended to enhance the Bridgeway area of the town.

One of the ways of reducing flood risk is through the proper management of surface water run-off from development sites. Development usually involves the creation of hard surfaces which accelerate the flow of rainfall off the site. At times of heavy rain run-off can have local and wider effects and can lead to the flooding of properties. The design of any development should consider surface water management and incorporate Sustainable Drainage Systems (SUDs). Measures include rainwater re-cycling, soakaways, porous surfaces and features to retain water on-site such as basins and ponds.

Question 7: Is it essential that the location of development is determined by the need to minimise flood risk?

If no, in what ways should development be designed to mitigate the risk of flooding?

Biodiversity

National policy and our Community Plan identify biodiversity as a key challenge. We need to reverse the trend in the reduction of natural habitats and species in the District. Changing agricultural practices, new development, and climate change are all putting increasing pressure on valuable habitats.

Planning in this district has focussed on protecting sites of biodiversity importance, partly through implementing legislation which requires us to protect specified habitats and species of international and national importance when making decisions on development. When looking at the location of new development in the Core Strategy we need to consider the biodiversity value of sites. Large mature gardens and brownfield sites can often have high value, while intensively farmed greenfield sites might in fact have a much lower value.

Traditionally the District Council has played a reactive rather than pro-active role. But there are many ways in which we could encourage the creation and enhancement of sites of biodiversity value.

New development should result in improvements to existing biodiversity. There are opportunities to provide a range of features such as sustainable drainage, tree planting, green roofs and unmanicured open space managed for wildlife.

Biodiversity requires a focus on 'joining up the dots' to allow species to travel and spread, rather than just creating isolated refuges. We could identify natural corridors of high value and focus efforts on enhancements to fill in the gaps. This could require new development to fund green infrastructure in the district.

There is a strong link between biodiversity and leisure and recreation, with potential for public access to natural areas and for a network of green corridors with value for wildlife and for leisure uses. Such features may be more valuable than carefully manicured open space and be a focus for a Greenspace Strategy.

*Question 8: Should more attention be given to protecting and enhancing habitats?
If yes, what proactive measures should be taken to improve the situation?*

Heritage

The heritage and built historic environment of the District is very highly valued and contributes significantly to the identity and character of the area. It also plays a key role in attracting visitors and tourists: a survey found that visitors rate the heritage and countryside as the top attractions of the area.

There are over 3000 Listed Buildings within the district, as well as 76 Conservation Areas covering the centres of Stratford-upon-Avon and the smaller market towns, and many of our traditional villages. Numerous sites of archaeological interest are scattered across the District. Our current planning policies seek to carefully protect and enhance these resources when considering planning applications for new development.

English Heritage advises that there is a need for a much wider focus than these designations in order to appreciate the value of resources such as locally key buildings, traditional farm buildings and every day heritage. An effective way to identify the special qualities of a place, and the key views and landmarks most valued by the local residents, is through community-led Village Design Statements and Parish Plans. Many local communities are keen to make more of these features.

*Question 9: Is it important to protect all historic buildings and archaeological remains?
If no, in what circumstances would it be acceptable not to do so?*

Design and distinctiveness

The design of development brings together various elements that affect the quality of life in a settlement such as public/private space, landscape, crime, noise, and community relations. Good design should be about creating an enriched environment for people to live, work and visit.

Settlements and landscapes have their own distinctive characters that have evolved through the historical development of the area and are often highly valued by our generation. This distinctiveness is what defines a place and is often the key attraction of an area. The need to have regard to the character and quality of the local area and respect local distinctiveness, is a fundamental principle underlying our current design policies. Certain aspects of national planning policy such as the aim to increase the density of new housing developments may conflict with the character of existing areas.

Climate change and crime are issues of national and local significance. The design of individual buildings and the layout of new development can make an important contribution towards alleviating these major concerns.

Because design creates a visual outcome and a functional purpose, poorly designed development is very easy to recognise and often raises an emotive debate about whether or not some developments were needed at all. Design policies should enable the adaptation of existing buildings to meet current expectations, whilst maintaining the character and quality of the area. The Core Strategy needs to set the necessary framework to achieve good and effective design.

Question 10: Do you think new development should reflect the character of the local area?

If yes, how can this be achieved while also including energy conservation and public safety measures?

If no, in what circumstances is it not necessary to do so?

Landscape and countryside

A large proportion of this District is countryside, with small villages set within it. Planning policy and practice must recognise the varied functions that are expected of the countryside including: agricultural production, outdoor recreation activities, valuable habitats for biodiversity and local homes and jobs.

The landscape of the countryside is also valued by residents and visitors for its aesthetic qualities, heritage and tranquillity. But there are many changes and threats to these functions and valued qualities.

Climate change can cause fragmentation of habitats and threats to various species, and changes to the landscape due to severe weather conditions such as flooding. Modern agricultural practices can have a dramatic impact on the landscape character of the countryside.

An increasing demand for tourism and recreation facilities puts pressure on the countryside. Various non-traditional uses could radically change the landscape, such as energy crops and renewable energy generation. New development is often seen as eroding the rural character of the countryside, particularly through poor design.

A wide range of issues will need to be addressed through the LDF:

- Continuing to protect important designations such as the Cotswolds Area of Outstanding Natural Beauty which extends into the southern fringe of the District.
- Reviewing how effective our local designations are and considering whether a more detailed criteria based approach would be more useful in protecting landscape character.
- Managing and balancing the predicted increased demands for flood defences, recreation, and energy crops.
- Allowing and encouraging a living, working countryside which meets development needs while protecting its special valued qualities.
- The scope to re-use existing rural buildings and the type of uses which would be appropriate.
- Encouraging positive uses such as local food production and supply chains renewable energy, and access and enjoyment of the countryside.

*Question 11: Is it appropriate to allow development to take place in the countryside?
If yes, what forms of development should be allowed?*

B. Supporting Communities and Individuals

The Core Strategy is not only about providing a framework for the quantity and distribution of development in the District. It should also aim to improve the quality of life and prosperity for all and create communities with distinctive characters of which we can be proud. The manner in which we provide for the needs of communities, such as housing, local services and leisure, and the interconnections between them, is vital to the overall success of the Core Strategy.

It is important to ensure that the benefits of development and service provision meet the needs of all sections of the community without any one group being disadvantaged or left out. Achieving this will require effective involvement of local communities in planning decisions that affect their lives.

A decent home is a basic human need but is also a place where people and families should be able to develop and foster community life. As well as providing goods and services, local shops and community facilities are places for social interaction and have an important social function for many people. The ease and means by which people are able to access homes, job and services is a critical issue for the Core Strategy to deal with.

Housing Needs

The Community Plan identifies affordability of housing as a major issue. House prices and rents are continuing to rise with the result that many people cannot afford either to rent or purchase property within the District. This often results in:

- Young people and young families having to move out of the District
- People commuting into the District from areas with lower property prices
- Employers finding it difficult to recruit and retain staff.

The most recent assessment of housing needs in the District was completed at the end of last year. The assessment shows the need to provide many more affordable homes in the District if we are to meet the housing needs of local people. Given the backlog of unmet need there is a predicted net shortage of about 950 affordable homes each year for the next five years. Conversely, the assessment tells us that overall there are enough open market dwellings to cater for the demand from local people. The construction of more open market housing would be necessary only if the District is expected to cater for households moving into the District.

The review of the Regional Spatial Strategy will determine district-level housing requirements up to 2026. One of the principles underpinning the RSS is that the role of districts such as Stratford should largely be to meet their own local housing needs rather than to accommodate significant in-migration. This is

reflected in the options which were published for consultation in January by the Regional Assembly.

Under the low growth option the District requirement from 2001 to 2026 would be 7,100 dwellings (an annual build rate of 284 dwellings). Under the two higher growth options the district requirement would be 9,300 dwellings (an annual build rate of 372 dwellings). These figures are significantly lower than the requirements previously set in the Warwickshire Structure Plan. But this could constrain our ability to provide housing to meet local needs.

In addition to setting the amount of housing to take place, it will be important to ensure that the housing provided meets the specific needs of the local community. We know that the population structure of the District is getting older and that average household size continues to fall. The LDF should take these and other trends into account and consider:

- Type, tenure and size of new housing
- Provision of housing to meet the needs of specific sectors of the community, such as older people and key workers
- Opportunities to provide sustainable housing in terms of design, energy efficiency and the use of renewable sources.

Meeting the specific needs of gypsies and travellers is another issue which the Core Strategy will have to address and it may be necessary to provide a new site or sites. Currently there is inadequate information about the accommodation needs of this sector of the community. The District Council is undertaking a Gypsy and Traveller Accommodation Assessment and its findings will inform the LDF.

Question 12: Should we allow for higher rates of development than those set out in the RSS consultation in order to meet local housing needs. If no, how can we ensure that the housing provided is effectively targeted to meeting local needs, especially affordable housing?

Question 13: Should we be more prescriptive in seeking to control the mix of housing on sites in terms of the type and size of accommodation. If yes, how do you think this could be achieved?

Question 14: Should we promote housing to meet the specific needs of older people. If yes, how do you think this could be achieved?

Question 15: Is there a need to provide more sites for gypsies and travellers in the District? If yes, what evidence do you have regarding the nature of further accommodation that should be provided?

Local Services

Residents of the District want to have easy access to and enjoy high quality services. Achieving this will require a comprehensive look at the manner in which services are provided, where they are located and how they are accessed. In particular, it is important to consider the availability of services at places where they are needed and can be sustained and the physical means of getting to them.

The LDF has a role to play in influencing the location of services but the planning system cannot provide all the answers when it comes to service provision, quality and cost. It should look to provide a framework to influence the location and retention of services, while the Council works with various partners to ensure their delivery.

There is no doubt that the quality of many of the services provided is high. The recent Ofsted Report on the state of schools in the District demonstrates this. However, the size of the District and the geographical spread of settlements place severe constraints on the provision of some basic services such as doctor's surgeries and Post Offices. The consequence is that many people have to travel longer distances to enjoy some basic services.

Rural services, such as shops, post offices and pubs, continue to decline. This is having a detrimental effect on the function of communities as they take on an increasingly dormitory nature.

This situation is exacerbated by the lack of public transport in many parts of the District which is a major disadvantage for those without access to a car. The distance and costs involved in getting to services are becoming increasingly problematic to many people.

Question 16: Do you think local services should be retained and improved wherever possible?

If yes, which local services are particularly important and what can be done to help support them?

Transport and accessibility

The Community Plan looks to improve the quality of life and prosperity for all. It also seeks to facilitate economic growth and rural diversification. There is no doubt that transport plays a key role in meeting these objectives. Achieving them while, at the same time, securing a sustainable transport system presents a significant challenge.

The level of car ownership is the highest in Warwickshire. Conversely, over 6,400 households in the District do not have a car and are therefore reliant on other forms of transport.

There is evidence to support the case that as we become more prosperous and our quality of life improves we tend to travel more and over longer distances. This is having significant adverse impacts on global warming, the aesthetic quality of our communities and levels of congestion. As the rural economy becomes increasingly diversified, the potential for increased traffic on rural roads poses a threat to the essential rurality and tranquillity of many parts of the District. We need to recognise the implications for delivering these aspirations on the way that we manage our transport systems.

The manner in which we distribute development and services also has significant implications for travel. If we aim to meet the needs of local communities for homes and jobs and extend the benefits of tourism across the District we risk increasing the volume of traffic on rural roads. On the other hand, if we concentrate development in the larger urban areas, we risk increasing the distance travelled to enjoy these services by people living in rural locations. Whether transport should dictate where we locate development and services or the other way round is an issue we need to address.

What is more, the spread of settlements in the District can make public transport uneconomic to operate. The implications are that more travel is done by private car with adverse impacts on congestion and global warming. If our aim is to provide equal access to services and opportunities for all sections of the community, it is important that we respond to this situation.

Question 17: Should more investment be made in improving the road network in the District?

If yes, what specific improvements are needed and what would they achieve?

Question 18: Should improvements be made to public transport services?

If yes what specific improvements do you think are needed to rail services and what improvements should be made to bus services?

Public confidence and safety

The importance placed on improving public confidence and safety by residents of this District is reflected in the priorities of the Community Plan. Crime rates are amongst the lowest in Warwickshire and the country as a whole. Yet the fear of being a victim of crime is very high and this affects the quality of life for many people. The number of road traffic accidents in the District is above the county average, primarily because of the rural nature of the District and the speed at which motorists travel.

Fear of crime can keep people inside and limit their use of facilities or open space and their interaction within a community. Safety is a key issue in determining our mode of transport. Many journeys such as the 'school run' and short evening trips which could be made by walking, cycling and public transport are instead made by car.

Planning can play an important role in improving public confidence and safety, supporting the work of partners such as the police, through:

- Applying strict 'secured by design' guidelines criteria to new development and public spaces
- Requiring new development to provide safe access for non-car users, with larger schemes providing improved access beyond the site itself
- Re-designing road space within larger settlements away from cars, through such measures as pedestrian priority areas and segregated cycle routes
- Supporting communities when they identify the need for traffic calming measures, through Parish Plans for instance.

Question 19: Do you think more could be done through the planning system to improve public safety?

If yes, what measures do you think could be taken and in which areas of the District are they needed?

Leisure and culture

Due to the size of the District and the number of small rural communities, local provision and access to leisure and cultural facilities is important. Providing for outdoor recreation is linked to many issues that need to be covered in the Core Strategy, such as health, community cohesion and the visitor economy. Public open spaces and corridors can provide attractive opportunities for walking and cycling, as well as natural habitats and green networks for wildlife.

There are opportunities to be much more pro-active in improving access and provision of leisure and recreational facilities. We will need to prepare a comprehensive Greenspace Strategy to help decide how existing open spaces should be managed and where new open spaces are needed.

Our current planning policies protect existing recreational and cultural facilities and encourage new ones to be provided, particularly in larger settlements which are more accessible for people without a car. It is here that leisure centres, museums, libraries and facilities for the performing arts are mostly located.

In this Core Strategy we should establish what approach would most benefit communities. It is necessary to consider whether it is better to concentrate on providing extensive facilities in the larger settlements of the District or to focus on ensuring that villages support opportunities for their residents to be involved in leisure and cultural pursuits.

Question 20: Is it important to improve leisure and cultural facilities in the District?

If yes, are there specific schemes you would like to see being implemented?

C. Promoting the Economy and Employment

The UK's economy is changing rapidly in the face of global circumstances and it will have to adapt and become more innovative. Despite low levels of unemployment in the District (currently 1.2% compared with 2.6% nationally in September 2006) and relatively high average household incomes, the local economy is facing many challenges.

Even successful and vital areas of our economy, such as tourism, are experiencing difficulties. A key objective of the West Midlands Economic Strategy is to broaden the economic base of the region; it is important that Stratford District plays its part in this process.

The Regional Spatial Strategy expects market towns to be the focus of employment opportunities, business growth and shops and services. Its emphasis is on providing jobs that meet the needs of local people rather than on attracting

workers from further afield. We need to provide the right amount of new employment land, of the right type and in the right places, to help achieve this.

Diversification

Planning can do little about halting the decline of certain sectors of the economy, such as agriculture and manufacturing, when there are wider forces at work. But it can help to provide the conditions needed to create new employment opportunities. Growth sectors in Stratford District are expected to include business services, along with education and health.

Substantial numbers of our residents commute to jobs outside the District, while many others travel into the area for work. One of the main reasons for this imbalance is the high proportion of low paid jobs in tourism, retail and services. Due to high property prices, many people in these jobs cannot afford to live here. Conversely, many of our residents have to commute to professional and managerial jobs outside the District.

It may well be that a greater range of employment opportunities should be provided in the District to achieve a better balance by attracting new businesses. These could include companies engaged in new technology (eg. medical, vehicle, environmental, communication) and 'added value' manufacturing.

The RSS identifies a number of High Technology Corridors, one of which abuts Stratford District. It might be appropriate to extend its influence into our area. Many companies look for a high quality environment which Stratford District offers because it suits their image and aspirations.

The ongoing loss of traditional jobs in the countryside means that new employment needs to be provided to help broaden the rural economy. This would also help to provide jobs for local people, support rural communities and reduce the need to travel or move house.

*Question 21: Does the District's economy need to diversify?
If yes, what particular types of businesses and jobs should be encouraged?*

Investment

Stratford District is an attractive place to live and work but in many ways it is a victim of its own success. We expect high quality services, an effective transport network and attractive public spaces. Businesses expect the same things.

The pressures that residents, workers and visitors place on the fabric of the area are enormous. If we are to create the conditions whereby existing and new companies operate effectively, it is important that services and infrastructure are continually improved.

To achieve investment in the District it will also be necessary to provide sites that are attractive to new and expanding businesses. The nature and location of these sites will depend on the emphasis we wish to give to economic growth.

A focus on market towns, including Stratford-upon-Avon, and meeting the needs of our own residents, would be consistent with the RSS. This will mean looking

closely at the character and capacity of each town in order to make the most of opportunities and to limit any detrimental impacts.

Given there is the prospect of a much lower rate of housing development in the District compared with recent years, a low rate of economic growth would appear to be appropriate. However, according to the 2001 Census, 40% of our employed residents work outside the District. On that basis, a case could be made for supporting a greater increase in jobs as a way of reducing out-commuting.

The initial stage in revising the RSS suggests that the level of employment development should reflect that achieved in recent years. The scope for a large amount of office-based development in the District is emphasised in particular.

Question 22: Do you think a large number of new jobs should be provided in the District?

If yes, what types of jobs are particularly needed?

Question 23: Should most new economic development take place in Stratford-upon-Avon and the larger rural settlements in the District?

If no, where should it take place instead?

Retail and commerce

Town centres have economic, social and cultural functions and provide a focus for activity. Their health is of huge significance for the quality of life of residents but they are vulnerable to changing lifestyles and economic forces. Focusing shops and services on local town centres is also important in environmental terms as it reduces the need to travel further afield and helps to support public transport.

Stratford-upon-Avon is the main town centre in the District, and is defined as a Strategic Centre in the RSS where any major retail, commercial and leisure development should be concentrated. A recent 'health check' has confirmed that the town centre is an attractive place to visit with a high quality environment, a wide range of attractions and a good mix of shops. On the other hand, it warned that unless action is taken the pressures exerted could result in a decline in overall quality.

Our rural market towns and similar centres in the District also have an important role to play in meeting the needs of their residents and the villages around them. Health checks and parish plans for each of them have emphasised a number of common issues; enhancing their environment, improving the quality of facilities, managing traffic and maintaining their economic and commercial vitality.

National planning policy expects the respective roles of the larger town centres and the rural centres to be maintained. This is likely to require investment in the fabric of buildings and spaces and improved infrastructure as a way of building confidence amongst those who run shops and other businesses.

Question 24: Should scope be provided for more retail floorspace within Stratford-upon-Avon town centre?

If yes, what form should it take and where should it take place?

Question 25: Is there a specific need in any of the larger rural centres in the District for further retail development?

If yes, in which centre(s) is this important and what form should it take?

Question 26: Are further measures required to support the function of the District's town and rural centres?

If yes, in which centre(s) are these required and what form should they take?

Tourism

The effects of tourism have a strong influence on the character of south Warwickshire. It supports businesses, services and cultural activities and has helped to ensure that our local heritage and environment is valued and protected. Tourism contributes to the prosperity of the District, bringing in £240million of spending each year and supporting around 7,000 jobs.

But there is a need for tourism to adapt to new challenges such as competition from other attractions. Visitor numbers fell sharply due to the Foot and Mouth outbreak and the 9/11 terrorist attacks and, even though there has been a recovery, we should not take things for granted. A number of initiatives, such as World Class Stratford, have recognised the need to improve what Stratford-upon-Avon has to offer and the quality of the visitor experience.

There is also scope to spread the benefits of tourism across a wider area. As well as the Cotswolds Area of Outstanding Natural Beauty on its southern fringe, our District offers attractive countryside, including rivers and canals, historic houses and many pretty villages. The smaller market towns also have plenty to offer and would benefit from more visitors to them.

It is essential that tourism is managed sensitively otherwise damage could be caused to the very features that people come to enjoy. The volume of traffic can cause harm to towns and countryside and needs particular attention.

National policy encourages major tourist attractions to be provided in town centres where they are more accessible and can complement other commercial uses. This is a challenge for Stratford-upon-Avon because it is already under so much pressure and has limited capacity.

All the market town 'visions' and many Parish Plans that represent the views of their communities are supportive of encouraging more visitors by promoting their heritage and traditions.

In rural areas, a network of small attractions is likely to be the best approach. Farm diversification can play an important role in supporting agriculture and providing local jobs without undermining the character of the countryside.

Question 27: Is it appropriate to provide further tourist attractions in Stratford-upon-Avon town?

If yes, what form should they take?

Question 28: Should we encourage a wider range of tourist attractions in the rural settlements and countryside?

If yes, what form should they take?

Lifelong learning and skills

Although Stratford District benefits from generally high levels of qualifications, many of its residents have relatively low levels of basic skills. There would be clear advantages for our economy if skill levels were improved since this would help to attract new companies. It would also help to increase incomes in an area where property prices are very high.

The Community Plan seeks to make Stratford District a 'total learning community', where everyone has the opportunity to be engaged in learning. This will bring benefits to individuals, families and businesses.

The agencies that support education and learning will be more effective if they worked more closely together. This includes making sure there is scope for our schools and colleges to provide the quality of education all sections of our community require. A number of secondary schools in the District need extensive modernisation, even replacement. Stratford College is currently expanding and improving the services it provides, and Warwickshire College has specialist facilities at Henley-in-Arden and Moreton Morrell.

Of particular importance is the availability of learning opportunities in places that are convenient and accessible. As well as traditional centres of education, there is an important role for libraries, community centres and village halls to play.

It is important to make sure that vocational courses are provided that meet the skills gap in the District. This means working closely with employers since recent surveys have shown difficulties in filling certain types of jobs because of the lack of local people with the necessary skills and qualifications. The ongoing restructuring of our economy from manufacturing to the service sectors emphasises the need for people to learn new skills.

Question 29: Do you think it is important to improve facilities for education and training in the District?

If yes, are there particular ways in which this should be done?

Options for the scale and location of development across the District

One of the fundamental expectations of the Core Strategy is that it should provide a 'vision' as to how we would like our District to look and function in twenty years time.

Creating such an image helps us to think about the direction we will have to go in and what decisions will have to be taken in order to realise the vision.

Of course the vision will comprise many facets, because it will affect different parts of the District in different ways.

The visions that have already been produced for Alcester, Shipston-on-Stour, Southam and Stratford-upon-Avon, in conjunction with those communities, contribute to this process. They have each set priorities and action plans to achieve their aspirations.

This approach needs to be extended to cover the nature and role of all the villages, large and small, across the District and the countryside that they lie within.

The amount and distribution of housing and employment development will have a major bearing on the future of the District and the realisation of the vision we have for it.

Scale of development

As well as deciding the main issues to be covered in the Core Strategy, it is necessary to consider the options, or choices, relating to the amount, type and location of development in the District up to 2026.

To a large extent we will have to follow the general thrust of national planning policy and the direction given in the Regional Spatial Strategy. At the moment the RSS is being revised and it is not yet clear what level of future housing and employment development in the District will be set.

It is important at this stage in preparing the Core Strategy to give a number of realistic options on the amount of development that should take place in the District in the coming years. Reflecting the emerging RSS Revision but also taking into account the characteristics of the District, we put forward the following options for you to consider.

Housing for the District

The recent consultation document on the RSS Revision sets out three options for the amount of housing to be provided in each part of the region. For Stratford District all three options would expect a much lower rate of development than we have experienced in recent years. The emphasis would be very much on meeting the needs of our own residents.

Amount of housing development in Stratford District 2001-2026

Annual number of dwellings completed 2001-2005	RSS Option One		RSS Option Two		RSS Option Three	
	Total number of dwellings to be completed 2001-2026	Dwellings to be completed each year	Total number of dwellings to be completed 2001-2026	Dwellings to be completed each year	Total number of dwellings to be completed 2001-2026	Dwellings to be completed each year
640	7,200	288	9,300	372	9,300	372

It is not possible at this time to assume the outcome of the RSS Revision process. There are many factors that will have to be taken into account. For instance, the latest version of Planning Policy Statement 3: Housing, issued by the government in November 2006, says that 'developers should bring forward proposals for market housing which reflect demand and the profile of households requiring market housing'.

Also, research carried out for the District Council and other local authorities in the southern part of the region has shown a higher level of housing need than the options in the emerging RSS Revision suggest.

About 3,000 dwellings have already been built in the District in the period 2001-06; an average of 600 dwellings each year. This has been taken into account in applying the RSS Revision figures to produce the following table.

Suggested options for the amount of Housing Development 2006-2026

	Low Option	Medium Option	High Option
Total number of dwellings to be completed *	4,200	6,300	9,500
Number of dwellings to be completed each year (average)	210	315	475

Explanation of Options

- Low - accords with Option One in RSS Phase Two Revision Spatial Options
- Medium - accords with Options Two and Three in RSS Phase Two Revision Spatial Options
- High - acknowledges the level of local housing need that exists in the District

Question 30: Which of the options for the scale of housing development do you support or do you favour a different option?

Please give the reasons for your preference:

Employment for the District

The amount of land for employment purposes that the RSS Revision consultation document proposes reflects the rate of development in the District over the past ten years. Since about 75 hectares have been built in that time, this results in a requirement for 185-200 hectares in the period from 2001 up to 2026.

On the face of it, this appears to be on the high side, particularly as the level of housing development is proposed to be much lower than in the past. It is certainly much higher than would be required if the intention is to meet the employment needs of our own residents.

Suggested option for the amount of Employment Development 2006-2026

	Low Option	Medium Option	High Option
Total amount of land to be developed (hectares*)	30	90	150
Number of hectares to be developed each year (average)	1.5	4.5	7.5

* one hectare is about 2.5 acres

Explanation of Options

- Low - based on the number of additional jobs that the existing population in the District, together with natural increase, could support
- Medium - a mid point between the low and high options
- High - accords with the approach taken in RSS Phase Two Revision Spatial Options based on recent rates of development

Question 31: Which of the options for the scale of employment development do you support or do you favour a different option?

Please give the reasons for your preference:

Location of development

Deciding where development should take place in the District in the future is probably the most challenging part of the task we face. This is particularly the case because there is more scope for us to decide locally this time around. Whereas in the past the Structure Plan has expected most development to be in Stratford-upon-Avon, the Regional Spatial Strategy is less specific. But we will need to justify the approach taken based on the character of the District and show how the chosen option would work better than the other options available.

A number of options are suggested for you to think about:

1. Concentrate development in and on the edge of Stratford-upon-Avon
2. Concentrate development in and on the edge of the larger rural town and villages
3. Spread development around most towns and villages throughout the District
4. Focus development in the form of a new settlement or as a major expansion of an existing settlement
5. Locate development along main public transport routes (existing or potential)
6. Focus development on large brownfield (previously developed) land in the countryside

Question 32: Which of the options is the most appropriate for locating housing development or do you prefer a different option (please describe)?

Please give the reasons for your choice:

Question 33: Which of the options is the most appropriate for locating employment development or do you prefer a different option (please describe)?

Please give the reasons for your choice:

The West Midlands Green Belt extends into the District as far as Stratford-upon-Avon. This national designation applies rigorous controls over many forms of development. However, there may be circumstances under certain of the options where sites currently in the Green Belt could be used for development.

Question 34: Should the current extent of the Green Belt be retained? If no, in what ways should its boundary be changed and for what purpose?

The option that is eventually followed will determine where most development should happen but it does not mean there would be no development elsewhere.

It is not appropriate or necessary at this stage to identify actual areas of land that could be made available for housing and employment development under each of the options. We will start to look at specific sites later in the process.

As well as taking your views into account, we will have to assess the likely consequences of each option in detail. The following matters will be included in such an assessment:

- The availability of infrastructure, such as water supply and drainage, and whether the necessary improvements can be made.
- The need to protect and conserve important resources, such as water, habitats and heritage.
- The availability of services, such as shops and schools, and the scope to provide new ones.
- The impact of development on the character of the area and opportunities for enhancement.
- The effects of development on existing communities, both positive and negative.
- The scope to reduce the need to travel and to increase walking, cycling and the use of public transport.
- The manner in which the needs of residents and businesses throughout the District would be met.

Question 35: Are there any other matters that should be covered in the assessment of options?

Next Steps

Following this consultation stage about the issues that should be addressed and the options available, we will assess all the comments received. Together with other sources of evidence and information, a further period of consultation will be carried out on the Preferred Options that the District Council proposes.

We should reach this stage by November 2007.

This will lead to the preparation of the Core Strategy itself, which will finalise the vision, objectives and key policies that we believe will set the direction for planning and influence other decisions of this Council over the next twenty years. This will be submitted to the Secretary of State for Communities and Local Government, hopefully by April 2008.

A formal period for making representations is provided and an Examination in Public will be held into issues selected by a Panel appointed by the Secretary of State. It should be appreciated, however, that issues that are raised at a late stage in the process may be disregarded by the Panel. This emphasises the need for you to make your comments now.

We hope that the Core Strategy will be adopted by May 2009, when it will replace the equivalent policies in the District Local Plan Review.

Following just behind each of these stages and going through the same process, will be the production of what is known as the Significant Allocations Document. This will consider options relating to specific sites where development, particularly for housing and employment, should take place and when during the period up to 2026.

The approach taken in the Core Strategy will have a major bearing on the type, location and purpose of sites that are eventually identified for future development in the Local Development Framework.

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
Management of Transport	<ul style="list-style-type: none"> • 70.4% of people travel by car, 3% by public transport, 2.6% by bicycle and 9.4% walked. • There is general lack of public transport in rural areas. • There is lack of evening bus service with associated social exclusion • High car ownership. 86% of households have access to a car. About 47% have 2 cars or more. This is amongst the highest in the country. 6,400 households do not have a car. • Traffic has increased 13% over the last 10 years • There are 9 District Council managed car parks with total capacity of 2413. Currently there is about 1066 pay and display on street parking bays. There is 720 space park and ride. Noticeable commuter parking in residential streets, effective parking enforcement. • In 2004 there were 485 road accidents in the District. • Casualty rate per 1000 population is 6.16 (2004), which is above national average of 5.02 and Warwickshire average of 5.77. • In 2003, 182 people were killed or seriously injured in road accidents in the District • Capacity at certain junctions are at or near limit, • There is increased congestion particularly during peak hours. • increased maintenance cost, • unacceptable safety figures. 	<ul style="list-style-type: none"> • Recent increase in bus patronage. Annual bus patronage figures for 2004/05 was 11.1m compared to 10.7m in 2003/04. • National figures show a decline in usage. • Traffic growth continue to increase. • There is local perception of increased congestion • Major investment in parking supply and enforcement, • improved access through (Urban Traffic Management and Control (UTMC) and signage. • Overall number of spaces increased but in the form of park and ride • Patronage in the use of park and ride continue to increase. • Number of road accidents in Warwickshire reduced by 10% between 1994 and 2004. Within this data, number killed or seriously injured reduced by 28%. • Increased traffic volume, • reduced number of accident • better managed on street parking. 	<ul style="list-style-type: none"> • Census 2001, • the Community Plan, • Local Transport Plan (LTP), • Local Time Tables, • Parish Plans, • Demand Management Study. • County Council Traffic Data • resident surveys. • Parking studies • Stratford Major Schemes Bid, • Parking Services information packs, • County Council. • National Statistics • Warwickshire Road Casualty Data (2004),

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
Responding to Climate change	<ul style="list-style-type: none"> • Government Panel on Climate Change (IPCC) has confirmed that the temperature of world's atmosphere is warming. • Ten warmest years since 1861 occurred since 1994. • Global average temperature could rise between 1.4 – 5.8 degrees Celsius above 1990 levels by 2100. • Sea levels could rise by 0.09 – 0.88 metres compared to 1990 levels by 2100. • Greatest environmental threat today. • UK target to reduce greenhouse emissions by 12.5% from 1990 levels by 2010, • There is continuous search for measures to deal with the consequences of global warming. • Proportion of the world's greenhouse gases emitted by U.K is 1.94% compared with 20.58% in USA and 14.67% in China. • Current level of carbon dioxide in the atmosphere is around 430 parts per million compared with 280ppm before the industrial revolution. • With a worst-case scenario of global increase of atmospheric temperature of between 5 and 6 degrees it is estimated that the global economy will shrink by 20%. 	<ul style="list-style-type: none"> • No consistent regional data but there is continuous increase in world's atmospheric temperature. UK estimates suggest rises in annual average temperature of 2 degrees to 3.5 degrees by 2080. • Increasing emphasis on renewable energy use, • Lots of political rhetoric about global warming, • Encouragement for everybody to play a part. • New policy framework is moving towards carbon pricing and encouragement for the market to take up green technologies. • Businesses are encouraged to cut emissions through carbon trading 	<ul style="list-style-type: none"> • Government Climate Change Programme (March 2006), • Kyoto Protocol. • Sir Nicholas Stern's Report on Climate Change (October 2006)
Local Air Quality	<ul style="list-style-type: none"> • No air quality management areas designated in the District. • Air quality at some locations in Stratford and Studley exceeds national objection target. 	<ul style="list-style-type: none"> • There is reducing trend in regional air quality. • It is increasingly likely that the whole of the centre of Stratford-upon-Avon will soon become an air quality management area. 	<ul style="list-style-type: none"> • District Council website, • Environmental Services Data.

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
<p>Meeting Housing Needs</p>	<ul style="list-style-type: none"> • In April 2006 there were 52,501 dwellings in the District. • Current Housing Needs Assessment estimate that in this District there is a predicted net shortage of 954 affordable homes per annum for the next five years • The District has the highest house price to income ratio in the County. • Total supply of affordable housing dwellings achieved in the period 1996 – 2006 was 997 units. • Although the authority has met its Corporate Strategy target of providing 250 additional affordable homes between 2005 – 2008, the provision of additional affordable homes remain a corporate priority. • 3291 dwellings were built between 2001 and 2006. 491 dwelling are being built. 1014 has the benefit of planning approval but not yet started. There are about 427 of the Local Plan allocations yet to come forward. • 4.9% of Stratford’s housing stock is unfit and more that £14m in means tested grants will be needed to make these properties fit. • In 2005/2006 153 households in the District were accepted as homeless and in need of permanent housing. The equivalent figure for 2004/05 is 103 households and in 2003/04 the equivalent figure is 161 households. • A commitment that there will be no homeless families in bed and breakfast accommodation by April 2007. • There are approximately 2,800 households on the housing waiting list. • Agencies monitor the number of people who 	<ul style="list-style-type: none"> • Increasing demand for affordable housing. • House prices continue to rise. • Improved investment in the provision of affordable housing (Between 2003 – 2008 about 9.2M Government Grant funding and 7.4M direct Council funding). • Stratford District is now the best in the sub region in the provision of affordable housing. • Spending on bed and breakfast for temporary accommodation continues to be reduced significantly. • Affordable housing has been identified as a key challenge in the Community Plan. 	<ul style="list-style-type: none"> • Housing Strategy (2006/11), • Housing Strategy Statistical Appendix 2006. • Community Plan, • Empty Homes Agency, • Homelessness Strategy, • Census Data. • Joint Housing Market Assessment for South Warwickshire (Aug 2006). • Corporate Strategy 2005 – 2008.

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
	<p>sleep rough. On average 10 people sleep rough on any one night.</p> <ul style="list-style-type: none"> • As at 1 April 2006 there were approximately 2,228 vacant dwellings in the District. Of these 2,228 dwellings 809 had been vacant for more than 6 months. • There are 47,202 households with average household size of 2.33. • 12816 (27%) of people live in one-person households. • There are 3050 lone parent households (6.4%) 60% of which has dependent children. • 76% of households are living in owner occupied accommodation whilst 12.6% live in housing association properties. 7.8% rent privately and 3.6% are in other accommodation, including living with friends. • There is current housing moratorium to curb over supply of market housing. 		

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
Protecting and Enhancing Biodiversity	<ul style="list-style-type: none"> • Biodiversity is high on government agenda with the publication of PPS9. • SDC has been making financial contribution towards local biodiversity work (about £6000 per annum). • There are 37 SSSIs in the District. About 84% are in favourable condition. Six in unfavourable condition. Welford Fields, Copmill Hill and Ullenhall Meadows are in recovery, whilst Ailstone Old Gravel pit and Oxhouse are declining and River Blythe has not changed. • There are 7 navigable canals in the District but none of them are SSSI. • All canals are designated as Ecosites and many are of substantive value and have been selected as potential SINCS. • Woodlands are formally designated SINCS. • There are 11 woodlands managed as nature reserve by Warwickshire Wildlife Trust. • About 11% (530ha) of ancient woodland was destroyed between 1925 and 1988 and a further 38% (1797ha) was converted to plantation. The Site Selection Panel has recommended 18 sites to be ratified as SINCS. These sites were ratified by SDC in December 2005 	<ul style="list-style-type: none"> • General reduction in variety of habitat and species. • General loss of woodland, particularly through farming, illegal felling etc. • Lack of appropriate management of woodlands • Nationally, there are signs that some species are on the increase. For example, national otter survey has found that the area that otters live in has increased by 527% in the last 25 years. • The population index for woodland species in west midlands has increased by 59% since 1970.15 species have increased in number and 6 have declined. 	<ul style="list-style-type: none"> • Local Plan, • English Nature, • Community Plan, • Stratford-upon-Avon Parks and Public Open Spaces Habitat Action Plan. • Putting Wildlife at the heart of England (DEFRA 2003)
Meeting Business and Employment Needs	<ul style="list-style-type: none"> • Between 1996 – 2005 a total of 70.8 hectares of land was developed for employment (B1, B2 and B8). • During this period 7.6 hectares of employment land was lost (amount already developed). A further 8.6 hectares has the benefit of planning approval to be developed for alternative uses. The entire amount was lost 	<ul style="list-style-type: none"> • Take up of employment land is slow (8 ha./annum). • Sites are under pressure for redevelopment for other uses. • Few new companies relocating in the District. • Number of jobs in farming continues to decline. 	<ul style="list-style-type: none"> • Stratford-on-Avon District Annual Monitoring Report (2005). • Community Plan. • Stratford-on-Avon District Economic Regeneration Performance Report. • Stratford District Council

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
	<p>to residential development.</p> <ul style="list-style-type: none"> • Overall employment land supply to the period 2011 will be 127.9 hectares compared to 81 hectares of industrial land requirement specified in WASP. • Traditional employment areas are becoming outworn. • Rate of new business start is relatively high. • Emphasis on strategic policy is meeting local need. • There are about 41,973 full time equivalent jobs in the District. • Unemployment rate in the District is about 1.2% compared with 1.7% in Warwickshire and 2.5% in the UK. • Tourism and Farming make significant contribution to employment in the District. • Manufacturing represents a small component of local economy. • Concern about employment in the District often relates to need for affordable housing and childcare, skills and training, lack of suitable staff to fill available vacancies. Transport to training and employment, high levels of in and out commuting. Age profile and low pay in an expensively living area. • Proportion of unemployed people claiming benefit who had been out of work for over a year in March 2005 was 13.5%. • Average household income is about £29,600 against a national average of £26,200. • There are about 5,99 VAT registered businesses in the District. • 82% of businesses has less than 200 employees. 	<ul style="list-style-type: none"> • Manufacturing and skilled workers also continues to decline. • Signs that further education sector is responding to needs of employers. • Level of commuting continues to increase (in-commuting from 20% to 36%, out-commuting from 32% to 40% between 1981 and 2001). 	<p>Website.</p> <ul style="list-style-type: none"> • Stratford-on-Avon Healthcheck 2003. • BMG Research Report: Understanding Employers Needs of Coventry and Warwickshire 2004. • West Midlands Towns Intervention Study • Summary of Information Part B. SCD Employment Land Database, • WCC Economic Development Service, • Annual Business Surveys (ONS), • National Farmers Union, • South Warwickshire Tourism, • Coventry and Warwickshire Survey of Employer, • WCC Education Service. • Census of Population (ONS). • The state of the District – An economic, social and environmental audit of Stratford-on-Avon (Sep. 2006).

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
	<ul style="list-style-type: none"> • The town centre of Stratford-upon-Avon support a variety of shops and facilities than would normally be expected for a town of its size. • 23.9% (19,522) of those aged 16-74 held a degree level or higher education qualification compared to the County figure of 20.7%. Those without qualifications were 24.1% which is lower than the County figure of 27.8% (2001 Census Data). In 2003, 64.2% of young people at key stage 4 obtained five or more grade A – C GCSE’s which is significantly higher that the County average of 54%. • Although the District benefits from generally high levels of qualifications, a significant number of people have relatively low levels of basic skills. • Average sized economy ranked as the 182nd largest of 408 districts in Great Britain. • Its productivity score is ranked 104th out of 408 districts in Great Britain. • District is ranked 301st of 408 districts in Great Britain for economic growth. • District is ranked 116th out of 408 districts on overall industrial structure score. 		
<p>Promoting the Role of the Main Centres</p> <p>Role of Stratford-upon-Avon</p>	<ul style="list-style-type: none"> • Good quality retail offer for size of town. • Wide range of commercial and leisure activities. • High rents mean that independent traders and ‘local’ businesses are squeezed out of prime 	<ul style="list-style-type: none"> • Increasing competition from other centres and other forms of retailing. • Increasing pressure of the environment due to volume of 	<ul style="list-style-type: none"> • Bert Nicholson & Associates Health Check, • Colliers CRE Retail Study, • Urban Practitioners UDF Issues and Opportunities

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
	<p>location.</p> <ul style="list-style-type: none"> • About 7% of total units in town centre are convenient good outlet compared with Great Britain average of close to 9.5%. • There is a total of 10 high profile retailers represented in the town centre, which is the third highest in the region, after Birmingham and Solihull. In addition, 14 large store multiples are present in the town. • Retail units within the primary shopping area of the town centre can command a high, and increasing rental value. • Vacancy level is very low. Approx. 6.5% of units are vacant compared with Great Britain Average of 10.5%. • The Town Centre was acknowledged to be attractive place to visit with high quality environment, a wide range of attractions and a good quality retail offer. • The Centre is healthy and its problems are, in many ways, products of its success. • Stratford's town centre approach has been one of consolidation rather than expansion or diversification. • The physical capacity of the town centre to accommodate commercial development is rated very difficult due to substantial constraints, which are very difficult to overcome. • Existing retail provision is above average for a town Stratford's size. However, GOAD retail rankings, which show relative positions of the top 500 retail centres in the UK shows Stratford fell from 79 to 191 in the period 1998 - 2002. 	<p>visitors and traffic.</p> <ul style="list-style-type: none"> • Increasing consumer spending and growth in leisure shopping. • There has been no significant increase in floorspace in the town centre in recent years. • The FOCUS database indicates a healthy level of interest in Stratford-upon-Avon, with a total of 71 requirements listed in October 2004. 	<p>Report.</p> <ul style="list-style-type: none"> • Regional Centres Study, Roger Tym & Partners. • Experian Goad

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
<p>Role of Main Rural Centres</p>	<ul style="list-style-type: none"> • Scale and range of commercial activity varies between centres. • Certain centres are in need of significant environmental improvement. • Benefit from free parking, attractive local traders and general pleasant environment. • Common issues facing centres include how to improve public transport and manage traffic effectively. • Since 1996 the following significant retail schemes have been implemented – Budgen in Bidford-on-Avon (0.4 ha. /980 sq.m), Co-op in Wellesbourne (0.4ha/810sq.m plus extension comprising 330sq.m), Co-op in Studley (replacement of existing stores with no additional floorspace involved) • Retail Study carried out in 1997 (and updated in 2003) looked specifically at the provision of convenient goods shopping in Alcester, Shipston and Southam. It concluded that none of them required additional provision in the form of a large foodstore. Only in the case of Southam might it be argued that such a store should be provided in order to reduce the leakage of spending to larger towns. 	<ul style="list-style-type: none"> • Increasing competition from larger centres. • Degree of stagnation due to limited investment and lack of new businesses local in Centres. • Relationship with local catchments is weakening 	<ul style="list-style-type: none"> • Various Health Checks and Parish and Town Plans.

**Local Development Framework
Baseline Data for Core Strategy Issues Papers**

Issue/Challenge:	Current State:	Trends:	Source of Information:
Leisure facilities	<ul style="list-style-type: none"> • The large size of the District with widely dispersed settlements means that local provision and access to leisure facilities is an issue. • Many facilities are based in the larger settlements and there is lack of awareness of the existing facilities. • All Centres except Henley-in-Arden have deficit of children’s play areas. • 2/3s of Centres have a deficit of adult recreation space. • Many communities wish to increase/improve their facilities. • Access to facilities particularly in larger centres is difficult for people without cars. • There are extensive footpath network across the District but variable standards of maintenance and signing. • 71% of people in Stratford-upon-Avon rate physical activity as important. 58% said they could do with more physical activity. 65.8% take moderate physical activity (2005). 	<ul style="list-style-type: none"> • No loss of urban green space. • Collection of Section 106 monies but no action planned yet. • Communities are active in improving available facilities through Parish Plans and Grants. 	<ul style="list-style-type: none"> • Open Space Audit of Stratford and Main Rural Centres (March 2005). • Sports England Sports Facilities Database. • Parish Plans. • WCC Research Unit Rural Services in 2000 Paper. Community Plan. • 2005 Quality of Life Survey Warwickshire County Council.
Preserving Landscape and Townscape Quality	<ul style="list-style-type: none"> • Cotswolds Area of Outstanding Natural Beauty (AONB) covers part of District. • There are Local Environmental designations such as Special Landscape Areas reflecting the distinctive landscape character of the Feldon, Arden, Cotswolds Scarp Slopes, Parklands and Leam Valley. • There is also Areas of Restraint designated in the Local Plan to protect their inherent openness and their contribution to the character and setting settlements. • There are about 76 designated Conservation 	<ul style="list-style-type: none"> • Climate change is an increasing threat to landscape. • Changes to agricultural practices continue to be a significant threat to landscape. • There is increasing debate about the need for locally designated areas. • Local concerns about the decline in the quality of our landscape often related to the quality of recent developments. 	<ul style="list-style-type: none"> • Local Plan, • Countryside Quality Counts, • Community Plan, • State of the Historic Environment – West Midlands, • English Heritage Buildings at Risk Register Facts and Figures (2005).

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	<p>Areas.</p> <ul style="list-style-type: none"> • There are 11 parks and gardens of Special Historic Interest in the District and 83 Scheduled Ancient Monuments. There are about 1,270 ancient monuments in the west midlands region as a whole. • There are also about 3000 listed buildings in the District whose protection is of important significance to the District. There are about 359 listed buildings in Stratford-upon-Avon alone. There are 34,000 listed buildings in the west midlands region. • It is estimated that the number of listed buildings at risk increased by 1.6% in the West Midlands, the highest for any region (2005 figures) 	<ul style="list-style-type: none"> • Recent CABE ongoing housing audit found that nine out of ten new development failed to measure up on design standards (nationally). 	
<p>Managing the effects of tourism</p>	<ul style="list-style-type: none"> • Tourism is heavily focussed in Stratford-upon-Avon, bringing in around £240m a year into the District. About 5.5m visitors visit the District in 2001. This compares with 1997 figures of 3.8m visitors generating an income of £135m. On average about 79% of visits are concentrated in Stratford-upon-Avon. However, recent research suggest that visitor numbers are declining. • Average daily spend per head is about £17.07. • Common complaints of local residents about disbenefits of tourism include lost of local shops, pedestrian and traffic congestion, difficulty in finding parking spaces at peak periods. There is also a perception that income generated by visitors is concentrated in the hands of a few business sectors in the local community. 	<ul style="list-style-type: none"> • Visitor numbers have declined over the past year reflecting dependency on overseas and coach tour market, • competition from other historic town and holidays abroad. • Emphasis to spread the benefits of tourism across District. 	<ul style="list-style-type: none"> • WCC Research Unit Rural Services in 2000 Paper, • Parish Plans, • 2001 Tourism Economic Impact Assessment for Stratford-on-Avon District, • Stratford-upon-Avon Visitor and Benchmarking Study (Heart of England Tourism 2005). • RSC/SBT Access Plan (2005), • Community Plan.

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	<ul style="list-style-type: none"> • Type and breakdown of visitors varies, but generally 53% are day visitors, 29% touring visitors and 18% stay overnight. • 17% of jobs in the economy of the District is in the tourism sector. About 5,700 people are employed directly and 1,180 indirectly. • Visitors find that Stratford compares well for heritage and environment, but poorly for traffic and value against other historic towns. • Most tourists arrive by private car. Only 15% arrive by public transport. • The District's status as tourist destination is mainly based on its cultural association with Shakespeare. • Stratford has a number of nationally renowned cultural attractions such as the RSC theatre and Shakespeare Birthplace. 		
<p>Efficient Use of Resources</p>	<ul style="list-style-type: none"> • Local data is patchy. However the regional data provides some indication about the current state and trend in the efficient use of resources in the sub region. • In 2004 total industry energy consumption in the west midlands 45,501(GWh). In 2002, total energy consumption in west midlands was about 159,987 GWh. At the same time total CO2 emissions for industry 12,944,000 tonnes. Of this figure transport (excluding aviation) accounted for 24%, industry 32%, domestic use 30% and commerce and public 14%. • In 2001 about 1% of the west midlands energy consumption was met from renewables generating plants located in the region. • The renewable Electricity Generation Capacity 	<ul style="list-style-type: none"> • Regional energy consumption by industry has fallen by 1.1% between 2002 and 2004 but CO2 emissions are up slightly over the same period. • Energy intensity for industry has improved from 2.21 GWh/GVA (£m) in 2002 to 1.97 GWh/GVA (£m) in 2004. • Regional energy consumption by commerce and public services has increased by 5% while CO2 emissions have risen by 3.6%. • Domestic energy consumption has risen by 1.5% between 2002 and 2004 with CO2 emissions increasing by 0.5% over the 	<ul style="list-style-type: none"> • West midlands regional observatory – Regional Energy Strategy Monitoring 2006. • Regional Energy Strategy 2004. • Annual monitoring report (SDC) 2005. • A long term policy perspective for sustainable agriculture: environmental impacts – final report (August 2003)

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	<p>in 2001 was 248MW.</p> <ul style="list-style-type: none"> • The % of electricity consumption from renewables was 0.6% with a further 14GWh of renewable heat supplied. • Of the 847 dwellings completed between 2004 and 2005 40.1% were on previously developed land and 59.9% were on Greenfield land. During the same period 24.5% of dwelling were completed on sites with densities of less than 30 dwellings per hectare, 62.9% on sites with density between 30 – 50 dwelling per hectare and 12% on sites with density above 50 dwellings per hectare. • River water in most of the rural areas of west midlands is considered to be good quality. For example in 2000, 62% of river lengths were of good chemical quality and 94% were good or fair. England averages were 64% and 94% respectively. However, pesticide and nutrient run-off resulting from agriculture is a particular concern. For example, agriculture accounted for 29 out of a total of 251 category 1 and 2 pollution incidents in 2001 in the midlands as a whole. There is also a concern that groundwater from some of the regions aquifers is being abstracted at an unsustainable rate. • Of the 55 major aquifers in the west midlands, there are sustainability concerns about 16 and 11 are being utilised at their maximum limit. • Many of the main rivers have extensive floodplains. 	<p>same period.</p> <ul style="list-style-type: none"> • Total dwelling stock has increased by 2.4% between 2001 and 2005. • Households in rural areas consume less natural gas , but have higher relative levels of consumption for petroleum products. • Number of car trips made in the region has increased from an average 413 trips in 2002 to 434 trips in 2004. • Estimate of transport CO2 emissions are up by 1.8% between 2002 and 2004. • Demand for water will continue to rise with the household predictions. • Global warming is a potential threat to water management. • There is policy in the Local Plan Review to promote the provision of renewable energy. 	