

ED.3.8

Sustainability Appraisal of the Stratford-on-Avon Core Strategy

Potential Development Options Report

January 2013



LEPUS CONSULTING

LANDSCAPE ECOLOGY, PLANNING AND URBAN SUSTAINABILITY



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Potential Development Options Report

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Abbreviations

ALC	Alcester
AQMA	Air Quality Management Area
BAP	Biodiversity Action Plan
BID	Bidford-on-Avon
CAMS	Catchment Abstraction Management Strategy
CO ₂	Carbon dioxide
DCLG	Department of Communities and Local Government
Defra	Department of the Environment, Food and Rural Affairs
GIS	Geographic Information Systems
HEN	Henley
KIN	Kineton
LAQMA	Local Air Quality Management Area
LNR	Local Nature Reserve
LTP3	West Midlands Local Transport Plan 2011-31
NO ₂	Nitrogen Dioxide
PDO	Potential Development Options
PM ₁₀	Particulates
PPPs	Policies, plans and programmes
SA	Sustainability appraisal
SAU	Stratford-upon-Avon
SEA	Strategic Environmental Assessment
SFRA	Strategic Flood Risk Assessment
SHIP	Shipston-on-Stour
SOU	Southam
SPD	Supplementary Planning Document
STUD	Studley
WELL	Wellesbourne
WwTW	Waste Water Treatment Works

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Executive Summary

- E1** This report contains the sustainability appraisal of the potential broad locations within the Stratford-on-Avon Core Strategy. This report has been prepared by Lepus Consulting on behalf of Stratford-on-Avon District Council as part of the Sustainability Appraisal (SA) process for the Stratford-on-Avon Core Strategy.
- E2** All of the potential broad locations are situated in and around the nine main rural centres of Stratford-on-Avon: Stratford-upon-Avon, Alcester, Bidford-on-Avon, Henley-in-Arden, Kineton, Shipston-on-Stour, Southam, Studley and Wellesbourne. Overall there are 84 potential broad locations. All 84 broad locations are assessed individually.
- E3** The assessment was undertaken using a high-level assessment technique (see **Chapter 2**). The findings are presented in **Chapters 3-10** as a matrix which uses a traffic light colour system that illustrates the sustainability performance of each potential broad location. The assessment of each settlement is accompanied by a sustainability commentary, drawing on the SA.
- E4** Every potential broad location fared differently when assessed against the fifteen SA Objectives therefore it is not possible to provide a brief summary of the results. For further detail on any broad location, please see the commentary which accompanies the strategic matrix assessment. The main adverse effects and key findings for each SA Objective have been summarised below:

SA Objective 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- Presence of ridge and furrow;
- Potential for damage to archaeological remains;
- Protection of archaeological features should be referenced within policy;
- Broad locations which are previously developed are less likely to have archaeological remains;
- Further excavation is needed to reduce uncertainty.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- Development should avoid locations with high/medium landscape sensitivity where it would be highly visible and break the skyline;
- Effects depend on design, layout and extent of development;
- There are opportunities for landscape and townscape enhancements if development is designed sympathetically;
- Residential development has a different impact to commercial development on the appearance of the settlement;
- Minor visual impacts could be mitigated through screening and planting.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- Most broad locations are within areas of low ecological value;
- Development on greenfield land will impact biodiversity to some extent;
- Some broad location are situated within an area of high biodiversity value due to traditional orchards which are breeding sites for nesting, roosting and foraging bird species;
- Development in some locations could affect reptiles and their supportive habitats, further surveying should be undertaken.

SA Objective 4: Reduce the risk of flooding

- Broad locations should be sited away from watercourses and known flooding location to minimise the risk of flooding.

SA Objective 5: Minimise the district's contribution to climate change

- Broad locations can reduce carbon emissions if they are situated close to walking, cycling, or public transport routes.

SA Objective 6: Plan for the anticipated levels of climate change

- The ability to adapt to anticipated levels of climate change relates to design and layout of development;
- Development located close to watercourses and flood prone areas are likely to be less able to adapt to climate change;
- Some broad locations could support GI which improves an areas ability to adapt to climate change;
- Development at some broad locations could lead to habitat fragmentation.

SA Objective 7: Protect and conserve natural resources

- Development should be avoided on broad locations which are sited on class 3a agricultural land and/or a Minerals Safeguarding Area for sand and gravel.

SA Objective 8: Reduce air, water and soil pollution

- When considering the amount of pollution created by development, it is important to take into account the behavioural characteristics of residents;
- When the magnitude of development is small it is less likely the effects of pollution will be significant;
- Before development is initiated it should be confirmed there is sufficient capacity at the wastewater treatment works to accommodate the additional dwellings.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- The effect of development upon waste will depend on the design and layout as well as the behavioural characteristic of residents.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- Development can promote sustainable modes of transportation if the broad locations are situated close to walking, cycling, or public transport routes.

SA Objective 11: Reduce the barriers for those living in rural areas

- Development in potential broad locations which are situated in or near to the smaller main rural settlements is more likely to reduce barriers to those living in rural areas than development in the large main rural centres.

SA Objective 12: Protect the integrity of the district's countryside

- The integrity of the district's countryside depends on the design, layout and extent of development;
- Development has the potential to impact on the rural and open countryside quality of the area;
- Some broad locations require screening and planting to mitigate impacts to the visual quality of the area;
- Development has the potential to impact on the local distinctiveness;
- Development has the potential to facilitate landscape and visual enhancements to settlement fringes;
- Development on greenbelt land is likely to reduce the visual quality of the area.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- The design of development is important to creating sound and high-quality housing.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- Development which encourages the expansion of services and facilities is likely to benefit community health, safety and wellbeing;
- Development should be avoided on open space locations which are used intensively by the public.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- Creating facilities for employment could lead to job creation;
- Housing development could indirectly support the local economy.

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1 Introduction

1.1 Purpose of this Report

1.1.1 Lepus Consulting have been commissioned by Stratford-on-Avon District Council to undertake the Sustainability Appraisal of their Core Strategy (2012). SA is the process of informing and influencing the Core Strategy to maximise the sustainability value of the plan.

1.1.2 This report appraises the Potential Development Options for Stratford-upon-Avon and the main rural centres as set out within the Draft Core Strategy (February, 2012). This assessment follows the three part appraisal of potential spatial approach options for housing development, which were Part 1 (October, 2011), Part 2 (November, 2011), and Part 3 (January, 2012).

1.2 The Draft Core Strategy 2012

1.2.1 Stratford-on-Avon District Council published the Draft Core Strategy for consultation from February to March 2012. This version supersedes the previous drafts published in October 2008 and February 2010.

1.2.2 Section 10 of the Draft Core Strategy sets out the Area Policy Profiles for the settlements Stratford-upon-Avon, Alcester, Bidford-on-Avon, Henley-in-Arden, Kington, Shipston-on-Stour, Southam, Studley, and Wellesbourne. These Area Policy Profiles include settlement with broad locations for possible development. These are termed Potential Development Options.

1.2.3 It should be noted that at this stage all Potential Development Options are not evidence based. They represent possible locations for development and were presented for discussion during consultation.

1.2.4 This SA report appraises these Potential Development Options. The assessment will be used to help inform the evolution of the Core Strategy and ensure sustainability considerations are woven into the Core Strategy at the earliest opportunity.

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2 Assessment Methodology

2.1 SA Framework

2.1.1 The assessment of the Potential Development Options has used the SA Framework (see **Appendix A**) the SA evidence baseline (Scoping Report 2011) and the review of plans, programmes and policies to assess each option. Findings of the appraisal are presented in matrix format and are accompanied by a commentary on identified sustainability issues (see **Chapters 3 – 10**).

2.1.2 The Potential Development Options have been appraised against the SA Framework objectives (see **Table 2.1** and **Appendix A**). The SA Framework objectives are the product of a combination between consultation inputs and the Scoping Report produced in May 2011. Through this approach the appraisal has evaluated the likely sustainability performance of the Potential Development Options against each of the fifteen SA objectives.

2.2 Appraisal findings and commentary

2.2.1 **Chapters 3 -10** set out the SA findings for Stratford-upon-Avon and the main rural centres. Each of these chapters has a summary introduction that details the type of development potential for each of the PDOs (i.e. housing or employment). The summaries include the potential number of new dwellings that each settlement would need to deliver within the Core Strategy.

2.2.2 The appraisal findings illustrate the sustainability performance of each Potential Development Option. The scoring key for the assessment is shown in **Table 2.2**. The assessment of broad locations at each settlement is accompanied by a sustainability commentary, drawing on the SA objectives.

Table 2.1: SA Objectives

	SA Objective
1	Protect, enhance and manage sites, features and areas of archaeological, historical and cultural heritage importance.
2	Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and its special qualities.
3	Protect, enhance and manage biodiversity and geodiversity.
4	Reduce the risk of flooding.
5	Minimise the district's contribution to climate change.
6	Plan for the anticipated levels of climate change.
7	Protect and conserve natural resources.
8	Reduce air, soil and water pollution.
9	Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal.
10	Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies which reduce the need to travel.
11	Reduce barriers for those living in rural areas.
12	Protect the integrity of the district's countryside.
13	Provide affordable, environmentally sound and good quality housing for all.
14	Safeguard and improve community health, safety and wellbeing.
15	Develop a dynamic, diverse and knowledge-based economy that excels in innovation with higher value, lower impact activities.

Table 2.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

3 Potential Development Options for Stratford-upon-Avon

3.1 Introduction

3.1.1 The Draft Core Strategy (2012) identifies 16 broad locations for development within Stratford-upon-Avon. These broad locations are referred to as Potential Development Options (PDO) in the Draft Core Strategy (2012), and are shown in **Figure 3.1**. The emerging Core Strategy (2012) suggests between 560-840 dwellings should be provided during the remainder of the plan period 2011-2028.

3.1.2 The SA has assessed each location against the SA Framework. The findings of the assessment are shown in **Table 3.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all the potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are options for delivering housing except locations SUA 3, 6, and 16 which are employment options.

Table 3.1: Assessment of Stratford-upon-Avon Broad Locations.

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
SUA1	?	++	?	0	++	++	0	?	0	++	0	++	++	+	0
SUA 2	0	?	0	?	++	?	0	?	0	++	0	?	++	+	0
SUA 3 (Employment)	?	-	0	0	-	++	0	?	0	-	0	-	0	0	++
SUA 4	0	+	0	-	++	?	0	?	0	++	0	+	++	++	0
SUA 5	0	++	0	?	++	++	?	?	0	++	0	?	++	+	0
SUA 6 (Employment)	-	-	0	0	-	++	?	?	0	-	0	-	0	0	++
SUA 7	-	-	0	0	-	++	?	?	0	-	0	-	++	+	0
SUA 8	?	-	0	0	+	++	?	?	0	+	0	?	++	+	0
SUA 9	-	-	-	?	?	?	-	?	0	?	0	-	++	+	0
SUA 10	0	?	0	-	?	?	-	?	0	?	0	?	++	+	0
SUA 11	0	+	?	0	+	++	0	?	0	+	0	+	++	-	0
SUA 12	?	?	0	0	+	++	-	?	0	+	0	-	++	+	0
SUA 13	0	-	0	0	?	++	-	?	0	?	0	-	++	+	0
SUA 14	?	?	0	0	+	++	-	?	0	+	0	-	++	+	0
SUA 15	0	+	0	0	-	++	--	?	0	-	0	--	++	+	0
SUA 16 (Employment)	-	-	0	0	+	++	--	?	0	+	0	--	0	0	++

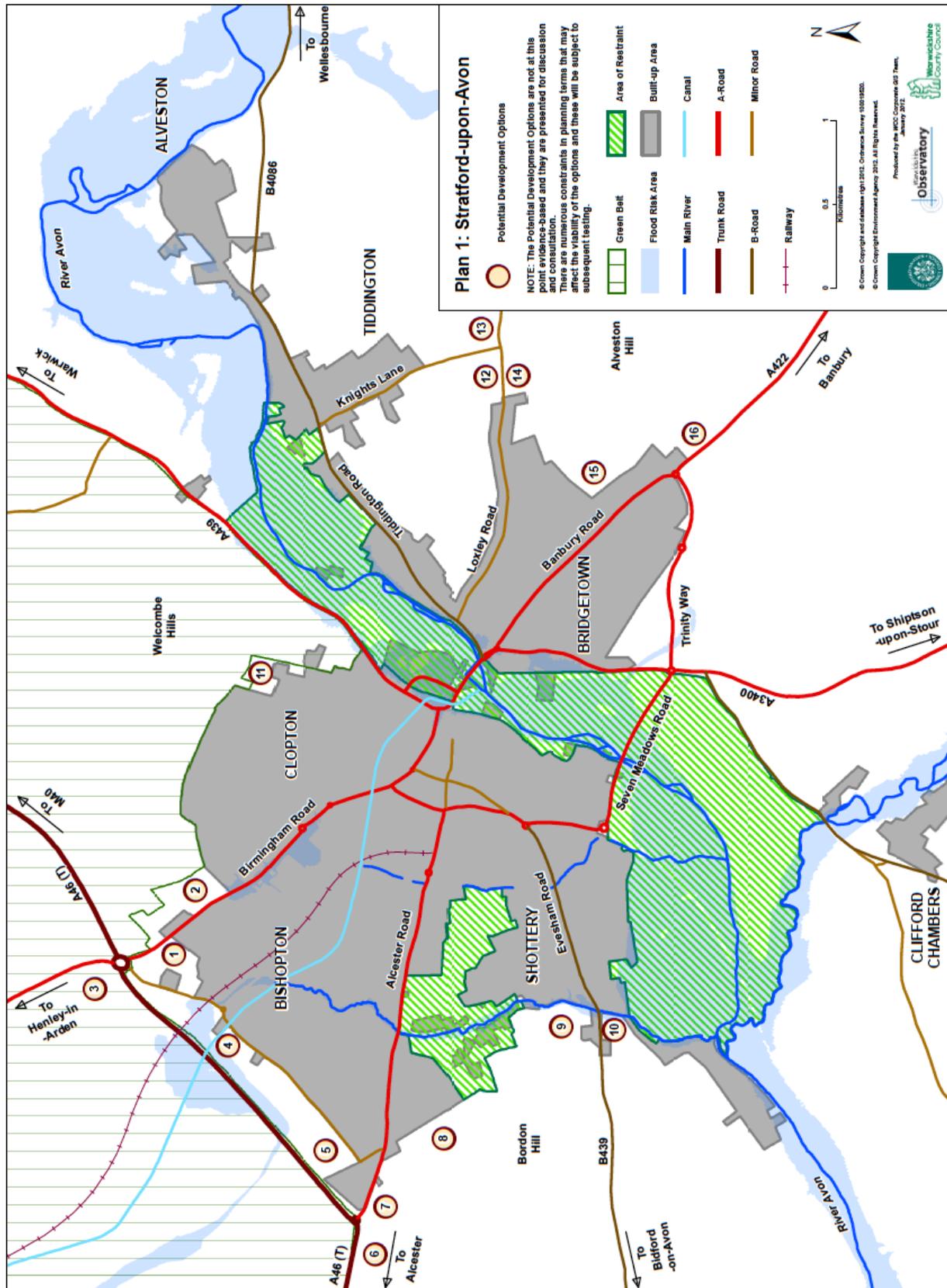


Figure 3.1: Stratford-upon-Avon Potential Development Options

Table 3.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

SA Objective 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 3.1.3 The assessment has identified that a number of potential broad location have the potential to lead to adverse impacts in relation to this SA objective. Negative impacts have been identified within locations 6, 7, 9, and 16. Uncertainty exists in relation to locations 1, 3, 8, 12, and 14. Neutral impacts are associated with locations 2, 4, 5, 10, 11, 13, and 15.
- 3.1.4 Potential adverse impacts relate to the damage or destruction of archaeological remains. The Historic Environment Assessment (2008) suggests that historic features and/or potential archaeological remains are located within locations 6, 7, 9, and 16. Development at these potential broad locations have the potential to lead to significant adverse effects on unknown archaeological features and deposits. Negativity associated with locations SUA 6 and 7 relate to the presence of ridge and furrow. This would be lost through development.
- 3.1.5 Uncertainty in relation to locations 1, 3, 8, 12, and 14 is due to impacts depending on design, layout and extent of development. The Historic Environment Assessment (2008) indicates that potential archaeological features or remains are situated within close proximity to the potential broad locations. Uncertainty exists as it is difficult to ascertain whether development would occur on or near to archaeological deposits.
- 3.1.6 Neutral impacts have been identified in relation to locations 2, 4, 5, 10, 11, 13, and 15 due to the absence of known historic features and/or potential for archaeological remains.
- 3.1.7 Emerging Core Strategy Policy CS 12: Heritage Assets is a key policy that will help protect historic features and assets. The SA (Lepus Consulting, 2012) of this policy recommended that reference be made to archaeological features.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 3.1.8 The assessment shows that locations 1, 4, 5, 11 and 15 perform positively against this SA objective. Uncertainty exists in relation to SUA locations 2, 10, 12, and 14. Negative impacts have been associated with locations 3, 6, 7, 8, 9, 13, and 16.

- 3.1.9 Positive impacts relate to opportunities to enhance the landscape and townscape of the areas where potential broad locations SUA 1, 4, 5, 11 and 15 are situated. The Landscape Sensitivity Assessment (2011) suggests that these locations could support housing development and identify opportunities within these locations for enhancements to the urban fringe and landscape character of their areas. For example, in relation to potential broad location SUA 1 the Landscape Sensitivity Assessment (2011) suggests housing development could lead to the creation of a high quality gateway into Stratford-upon-Avon from the A46.
- 3.1.10 Uncertainty exists in relation to locations SUA 2, 10, 12, and 14. Potential impacts will depend on design, layout and extent of development. The Landscape Sensitivity Assessment (2011) suggests that development may be tolerated in these locations but outlines conditions relating to location. It is difficult to determine potential impacts on landscape and townscape, as this will depend on exact location, and extent of development. For example the Landscape Sensitivity Assessment (2011) suggests potential broad location SUA 2 is within an area of medium and high/medium landscape sensitivity. It suggests housing could be accommodated within fields close to the Birmingham Road. However, at this stage of assessment it is difficult to determine the size and extent or potential development.
- 3.1.11 Negative impacts have been identified in relation to locations SUA 6, 7, 8, 9, 13, and 16 due to high/medium landscape sensitivity. The Landscape Sensitivity Assessment (2011) suggests development in these locations would be inappropriate and could lead to adverse impacts on landscape quality, distinctiveness and setting. In addition, the Historic Environment Assessment (2008) suggests development at locations SUA 6, 7, and 8 would adversely impact on the Historic Landscape Character of these areas.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 3.1.12 The assessment shows that the majority of potential broad locations are likely to have neutral impacts on biodiversity and geodiversity. Neutral impacts have been identified where locations either fall within areas deemed to be of low ecological value (based on the Ecological and Geological Assessment, 2010), do not include BAP priority habitats, and/or are not in areas designated either locally or nationally for nature conservation importance.
- 3.1.13 It is acknowledged that all potential broad locations represent greenfield development and therefore will impact biodiversity in some way. However, it is recognised that emerging Core Strategy Policies CS 11: Natural Features and CS 15 Design and Distinctiveness promote the protection and enhancement of the natural environment and, support the integration of green infrastructure and biodiversity features within development. These policies will help support natural environment improvements through development.
- 3.1.14 Uncertainty has been identified in relation to broad locations SUA 1 and 11. Uncertainty with regard to location 1 is due to possible impacts on reptile species. The Ecological and Geological Assessment (2010) suggests this area may be important for reptile species. Development at this location has the potential to destroy supportive habitats. However, the report suggests further surveying be undertaken to ascertain its ecological importance. Uncertainty with regard to broad location 11 relates to its proximity to the Welcombe Hill Local Nature Reserve and BAP priority woodland (Natural England, 2012). There is potential for development to impact features of biodiversity interest at this location. This will depend on the design, layout and extent of development.

- 3.1.15 Potential negative impacts have been identified in relation to potential broad location SUA 9 due to its proximity to the Shottery Brook, presence of BAP priority woodland and habitats with high value biodiversity. The Ecological and Geological Assessment (2010) suggests the Shottery Brook represents suitable habitat for water vole (*Arvicola amphibious*). Development at broad location SUA 9 could lead to the disturbance and degradation of supportive habitat. Development at this location has the potential to lead to the loss of BAP priority woodland, and areas of high biodiversity value.

SA Objective 4: Reduce the risk of flooding

- 3.1.16 The assessment shows that the majority of potential development locations are likely to have neutral impacts relating to flood risk. Uncertainty has been identified in relation to broad locations SUA 2, 5, and 9 whilst negative impacts identified against broad locations SUA 4 and 10.
- 3.1.17 The majority of broad locations deemed to have neutral impacts are situated away from flood prone areas. In addition, emerging Core Strategy Policy CS 3 Safeguarding the Water Environment encourages the onsite management of surface water. It actively encourages the use of sustainable urban drainage techniques within new development.
- 3.1.18 Where uncertainty has been identified this relates to broad locations being in close proximity to watercourses and known flooding locations. Development at broad locations SUA 2, 5, and 9 has the potential to exacerbate flooding downstream. It is acknowledged that emerging Core Strategy Policy CS 3: Safeguarding the Water Environment provides a strong policy for supporting onsite-water management, however, it is difficult to determine the extent to which flooding may be exacerbated as this will depend on the type, extent, design, and layout of development.
- 3.1.19 Broad locations SUA 4 and 10 perform negatively against this SA objective because they appear to be located within areas of flood risk. Core Strategy Policy CS 3 supports the presumption against development in flood risk areas. As a precautionary approach these broad locations have been assessed as performing negatively. It should be noted that the size, layout and design of development would be an important consideration when planning for development at these potential broad locations.

SA Objective 5: Minimise the district's contribution to climate change

- 3.1.20 Minimising carbon emissions to mitigate climate change can be achieved by ensuring all development incorporates energy efficiency measures and is located in areas that facilitate a reduction in the need to travel and/or encourage sustainable modes of transport.
- 3.1.21 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy supports a reduction in carbon emissions. The policy will ensure new residential development achieves Code for Sustainable Homes level 4 by 2013 and level 5 by 2016. In relation to commercial buildings it seeks a reduction of 15% in energy use on proposals over 1000 square meters and requires a minimum of 55% energy use from onsite renewable energy provision. Energy efficiency and renewable energy generation is related to the design of new development rather than development location. Therefore this SA has assessed potential broad locations in terms of their ability to encourage a reduction in travel or the adoption of sustainable modes of transport to help reduce transport emissions.

- 3.1.22 Core Strategy Policy CS: 28 Transport and Communication seeks to ensure all development positively supports transport efficiency and encourages sustainable travel options. The SA recognises that despite strong support for sustainable modes of travel through Policy CS 28, behaviour is a key influence on travel. Therefore this assessment has sought to identify potential broad locations that are more likely to support a transition towards the use of sustainable modes of travel rather than private car use due to their location and characteristics. Information used to inform the assessment include Sustrans (2012) identifying walking and cycling links, Warwickshire CC (2012) showing bus routes and timetables, and aerial photography to identify proximity to services and facilities.
- 3.1.23 Potential broad locations assessed as performing positively against this SA objective are either in close proximity to walking or cycling links, close to relatively good public transport routes or are in locations that have the potential to facilitate a reduction in car use.
- 3.1.24 Potential broad locations assessed as performing negatively are in locations that have the potential to facilitate the use of the car and increase the need to travel. They are in locations that are less well serviced by public transport or walking and cycling links compared to broad locations assessed as performing positively against this SA objective.
- 3.1.25 Uncertainty with potential broad locations SUA 9 and 10 exist because there are no significant characteristics that suggest the location either negatively supports or positively supports this SA objective. Impacts will be dependant on the design and layout of development.

SA Objective 6: Plan for the anticipated levels of climate change

- 3.1.26 Adapting to anticipated levels of climate change relates to design and layout of development rather than development location. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building design that consider the impacts of climate change through design. Potential broad locations have been assessed as performing positively if there are no significant constraints relating to climate change adaptation.
- 3.1.27 Potential broad locations SUA 2, 4, 9, and 10 have been assessed as uncertain due to proximity to watercourses and known flood prone areas (Environment Agency, 2012). It is predicted that there will be an increase in the occurrence of extremes of weather. This has the potential to exacerbate flooding and flood risk. These broad locations have the potential to be at risk in relation to flood risk and climate change. However, it is difficult for the SA to determine the exact implications, as it will depend on design and layout of development, and climatic factors.

SA Objective 7: Protect and conserve natural resources

- 3.1.28 The assessment shows that the majority of potential development locations perform negatively against this SA objective or show uncertainty. Uncertainty relates to broad locations SUA 5, 6, 7, and 8. Potential broad locations SUA 9, 10, 12, 13, and 14 perform negatively whilst potential broad locations SUA 15, and 16 are assessed as having significant adverse impacts.

- 3.1.29 Potential broad locations performing negatively against this SA objective are either located on agricultural land classed as 3a and/or are within a Sand and Gravel Minerals Safeguarding Area (British Geological Survey, 2009 and MAGIC, 2012). Significant adverse impacts are identified against broad locations SUA 15 and 16 because both broad locations are within a Minerals Safeguarding Area and include Grade 2 agricultural land. Agricultural land Grades 1, 2 and 3a are considered the most versatile and productive whilst Grades 3b, 4 and 5 are deemed to be of lesser quality.
- 3.1.30 Potential broad locations indicating uncertainty are located in areas of Grade 3b agricultural land. Although this is not categorised as high quality agricultural land, the areas are being used for arable farming. It is difficult to determine the local significance of the loss of this land.
- 3.1.31 It should be noted that the emerging Core Strategy Policy CS 5 sets out a commitment to safeguard mineral sites. It contains a link to the Minerals Core Strategy.

SA Objective 8: Reduce air, water and soil pollution

- 3.1.32 Stratford-upon-Avon was declared an Air Quality Management Area for nitrogen dioxide and particulate matter in 2010. A key contributor to air pollution is transport. Core Strategy Policy CS 28: Transport and Communications suggests development will only be permitted if mitigation is employed to combat any unacceptable transport impacts. In addition, it supports development that encourages the use of sustainable modes of transport. This policy will help contribute to improvements in air quality in terms of transport. However, it is uncertain as to the extent to which air quality improvements will be secured at this stage, as a key consideration is behavioural characteristics of residents.
- 3.1.33 It should be noted that the Warwickshire Local Transport Plan (2011) outlines the need for a relief road to the west of Stratford-upon-Avon to reduce traffic pressures and congestion within the town. This is likely to be delivered in conjunction with housing development to the west of Shottery. This would contribute to helping reduce nitrogen and particulate concentrations within the town through reducing congestion. However, this will depend on specific design of proposals for development.
- 3.1.34 In terms of water quality, emerging Core Strategy Policy CS 3: Safeguarding the Water Environment provides strong policy guidance on maintaining and improving water quality. It suggests development will not be permitted where it will lead to adverse impacts on water quality either directly through pollution of groundwater or surface water, or indirectly through overloading of wastewater treatment works. This policy will ensure water quality is maintained.
- 3.1.35 In terms of soil quality, all potential broad locations represent greenfield development. This will result a loss of soil quality. The SA is unable to differentiate between the broad locations in terms of soil quality pollution. Soil quality in terms of agricultural land has been discussed and assessed through SA objective 7.
- 3.1.36 Core Strategy Policy CS 16 Spatial Distribution of Development seeks to provide 560 new dwellings within Stratford-upon-Avon. It sets a maximum size of new residential development at 100 dwellings. This means at least 6 housing sites will need to be allocated.

- 3.1.37 All potential broad locations have been assessed as having a neutral impact on water, soil, and air quality. The magnitude of potential development coupled with Policies CS3, and CS 28 will help ensure potential adverse impacts are avoided. It is unlikely that the magnitude of development will lead to significant adverse impacts in terms of pollution.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 3.1.38 All potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 3.1.39 A key requirement of this objective is to reduce the need to travel, promote the use of public transport and encourage non-motorised modes of transport. This is linked to the assessment for SA objective 5. It is difficult to determine the extent to which each housing option will perform in relation to transport, as behavioural factors will influence choice in transport mode.
- 3.1.40 Policy CS 28: Transport and Communication encourages the provision of new walking and cycling links with new development, travel plans that promote sustainable travel, and ensure any adverse impacts relating to traffic are mitigated appropriately. Stratford-upon-Avon is well serviced by different modes of transport. As the main urban area within the borough it has a broad range of services and facilities. It is difficult for the SA process to determine significant differences between potential broad locations due to their relative close proximity to services and facilities and the ability for people to drive. This assessment has therefore sought to identify subtle differences in broad locations in terms of their ability to support a reduction in the need to travel and/or use of public transport and non-motorised modes of travel.
- 3.1.41 Negative impacts in relation to broad locations SUA 3, 6, 7, and 15 have been identified as the potential broad locations have the potential to encourage the use of the car. This is due to potential accessibility issues, location in relation to public transport, or limited walking and cycling routes compared with other potential broad locations within the town.
- 3.1.42 Broad locations SUA 1, 2, 4, 5, 8, 11, 12, 14, and 16 perform positively against this objective because they are either relatively well serviced by public transport, are within close proximity to key services and facilities or are close to walking and cycling links.
- 3.1.43 Uncertainty with potential broad locations 9 and 10 exists because potential impacts will depend on the design, layout, and type of development.

SA Objective 11: Reduce the barriers for those living in rural areas

- 3.1.44 Potential development options identified for Stratford-upon-Avon relate to the delivery of development in the town not the wider district. This SA objective is not relevant for assessing potential broad locations for Stratford-upon-Avon. All potential broad locations have been assessed as having a neutral impact in relation to this SA objective.

SA Objective 12: Protect the integrity of the district's countryside

- 3.1.45 This objective seeks to safeguard local distinctiveness and identity, prevent the degradation of land on the urban fringe and protect agricultural land.
- 3.1.46 The assessment shows potential broad locations 3, 6, 7, 9, 12, 13, 14, 15, and 16 have been assessed as performing negatively against this SA objective. Broad location 3 is located within Green Belt. In addition, the Landscape Sensitivity Assessment (2011) suggests development to the west of the A46 would be inappropriate as it will impact on the visual quality of the area and could lead to the extension of the settlement boundary. It argues that development should be avoided in this location to maintain open green spaces between the A46 and settlement boundary. Potential broad locations SUA 6 and 7 are located within an area of high/medium landscape sensitivity. The Landscape Sensitivity Assessment (2011) suggests development at these broad locations would adversely impact on the strong rural character of the area and impact on the distinctiveness of these locations. Potential broad location 9 is located on possible Grade 3a agricultural land. It is also in an area that has high/medium landscape sensitivity. Development at this location, especially access, would be very disruptive to the character of the area (Landscape Sensitivity Assessment, 2011). Broad locations SUA 12 to 16 are located within areas of high/medium landscape sensitivity. Development has the potential to impact on the rural and open countryside quality of the area. In addition, broad locations are situated on agricultural land. Broad locations 15 and 16 include Grade 2 agricultural land.
- 3.1.47 Uncertainty has been identified in relation to broad locations 2, 5, 8, and 13 since potential impacts on landscape qualities would be dependant on the design and extent of development.
- 3.1.48 Positive impacts have been identified against potential broad locations 1, 4 and 11. These potential broad locations present opportunities for development to strengthen and enhance the landscape quality and visual appeal of their locations through careful design and planting (Landscape Sensitivity Assessment, 2011).

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 3.1.49 The extent to which new housing is environmentally sound, high quality, and meets the needs of different social groups depends on the design of new development. The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.

- 3.1.50 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.
- 3.1.51 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all SUA potential broad locations except broad locations 3, 6, and 16 will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 3.1.52 The extent to which development supports community health, safety and wellbeing is dependant on the design and layout of development coupled with the extent to which services and facilities accompany development.
- 3.1.53 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles.
- 3.1.54 Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains. This will help support community safety and wellbeing.
- 3.1.55 All housing potential broad locations except broad location SUA 11 have been assessed as performing positively against this SA objective as Core Strategy policies will help maintain high quality environments that will support community health, safety and wellbeing.
- 3.1.56 Potential broad location SUA 11 has been assessed as performing negatively against this SA objective. The broad location currently constitutes public open space and is extensively used. Development at this location would lead to the loss of this open space for public use. It is recognised that the Welcombe Hill Local Nature Reserve is located to the north of the potential broad location and provides a good open space resource. Development at this location will place new residents in close proximity to this resource. However, the loss of open space is not supported by this SA objective.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 3.1.57 The extent to which the potential broad locations support a diverse and dynamic economy will depend on the design and type of employment that is provided. Housing development within Stratford-upon-Avon may help support local businesses and facilitate an indirect multiplier effect for the town's economy.

- 3.1.58 It is expected that potential employment at broad locations SUA 3, 6, and 16 have the potential to support local job creation and will positively support this SA objective.

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4 Potential Development Options in Alcester

4.1 Introduction

4.1.1 The Draft Core Strategy (2012) identifies 7 Potential Development Options (PDO) for Alcester. These are shown in **Figure 4.1**. The emerging Core Strategy suggests between 200-300 new dwellings will need to be provided over the plan period.

4.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 4.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. Potential broad locations 2-7 are options for delivering housing within Alcester. ALC 1 is intended for employment.

Table 4.1: Assessment matrix for Alcester

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
ALC 1 (Employment)	?	+	0	0	+	+	-	0	0	?	0	+	0	0	++
ALC 2	?	+	-	0	+	+	-	0	0	?	0	+	++	+	0
ALC 3	-	+	0	0	+	+	-	-	0	?	0	+	++	+	0
ALC 4	-	+	?	0	+	-	-	-	0	?	0	+	++	+	0
ALC 5	-	+	-	0	+	-	-	-	0	?	0	+	++	+	0
ALC 6	?	?	0	0	+	-	--	-	0	?	0	?	++	+	0
ALC 7	0	+	0	0	+	+	-	0	0	?	0	-	++	-	0

Table 4.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

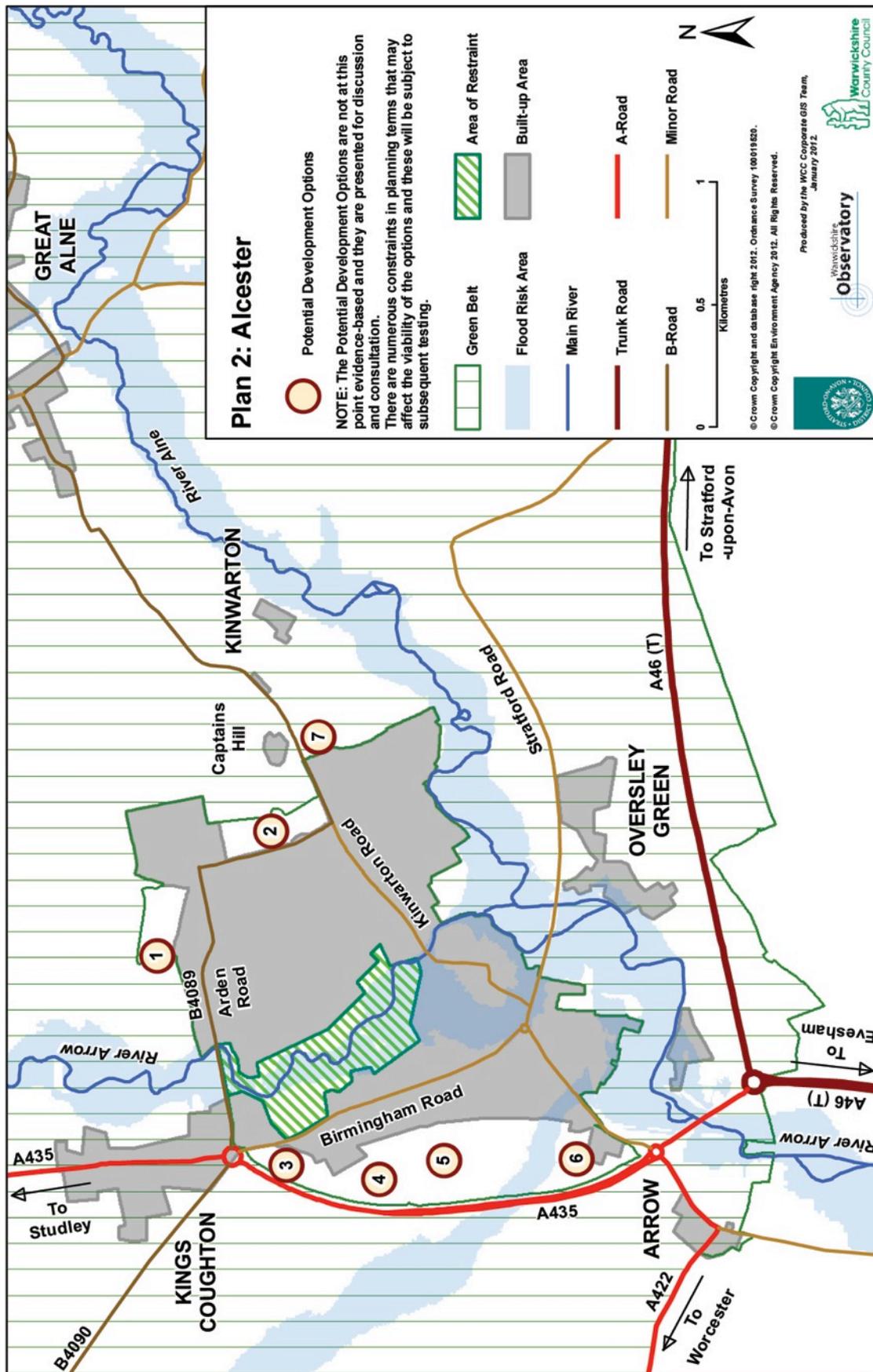


Figure 4.1: Potential Development Options for Alcester

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 4.1.3 The assessment shows that potential broad locations 3, 4, and 5 perform negatively against this SA objective. Uncertainty exists in relation to potential broad locations ALC 1, 2, and 6. Neutral impacts are associated with potential broad location 7.
- 4.1.4 Potential adverse impacts are associated with potential broad locations ALC 3, 4, and 5 due to the presence of archaeological features and unknown deposits within each area. The Historic Environment Assessment (2008) assessed the archaeological potential of an area encompassing all three broad locations. The Historic Environment Assessment (2008) suggests known archaeological features within the area include an Iron Age settlement and site of the former Midland Railway (Alcester and Bearley Branch). Archaeological finds include Roman coins, a Roman Trumpet Brooch and Anglo Saxon Brooch. The Anglo Saxon Brooch could be an indication of Saxon burials within the area. If a Saxon burial site was identified this could be of national importance (Historic Environment Assessment, 2008). It is suggested that groundwork associated with development would adversely impact on archaeological deposits both known and unknown that survive across the potential broad locations.
- 4.1.5 Uncertainty exists in relation to potential broad locations ALC 1, 2, and 6 because although there are no known historic or archaeological deposits in their area, there are features within close proximity. Remains include undated linear features and enclosures shown in crop marks and Roman and Anglo Saxon finds. The Historic Environment Assessment (2008) suggests potential broad locations ALC 1, 2 and 6 are in areas that have probably remained in agricultural use since the medieval period therefore any archaeological features may remain intact on site. Potential impacts on these would depend on the detailed design, layout, and extent of future development.
- 4.1.6 Neutral impacts are associated with potential broad location ALC 7 as no known heritage assets or archaeological remains are within the proposed location.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 4.1.7 The assessment shows that the majority of the potential broad locations perform positively against this SA objective. Uncertainty exists surrounding broad location ALC 6.
- 4.1.8 Positive impacts relate to the potential for development to enhance the visual appearance and settlement edge of the broad locations. However, it should be noted there are distinctions between housing development and commercial development.
- 4.1.9 According to the Landscape Sensitivity Assessment (2011) potential broad locations 1 and 2 could accommodate housing or commercial development. Designs would need to maintain the strong boundary hedgerows to soften visual impacts. Potential broad locations 3 could accommodate housing. Development at this location has the opportunity to create a high quality entrance/gateway that could compliment the setting of the Grade II listed Roebuck Inn.

- 4.1.10 Housing at potential broad locations 4 and 5 have the opportunity to enhance the visual and character of the area. The current settlement boundary at potential broad location ALC 7 is deemed to be poor (Landscape Character Assessment, 2011). Large-scale housing development should be avoided in order to maintain the gap between Alcester and Kinwarton (Landscape Sensitivity Assessment, 2011). However, sympathetic development has the potential to significantly enhance the settlement edge.
- 4.1.11 Uncertainty exists with regard to potential broad location ALC 6 because the extent to which landscape sensitivities would be impacted will depend on the design and layout of future of housing development (Landscape Sensitivity Assessment, 2011).

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 4.1.12 The assessment matrix shows that the majority of potential broad locations are likely to have neutral impacts in relation to this SA objective. This is because the potential broad locations are in areas that have either been deemed to be of low ecological quality, have no known local, or national designated conservation importance, or current habitats represent no significant nature conservation importance.
- 4.1.13 The assessment has shown adverse impacts in relation to potential broad location ALC 5. According to the Ecological and Geological Assessment (2010) an abandoned traditional orchard is within the area. Orchards are declining BAP priority habitats. In addition, the Ecological and Geological Assessment (2010) suggests this area is of high biodiversity value on the basis of being suitable for breeding bird species. It is an undisturbed habitat for birds and wildlife. The Ecological and Geological Assessment suggest turtle dove (*Streptopelia turtur*) are thought to breed at this location. This would be of county significance. The turtle dove (*Streptopelia turtur*) is protected in the UK under the Wildlife and Countryside Act, 1981. It is classified in the UK as a Red List species under the Birds of Conservation Concern review and as a Priority Species in the UK Biodiversity Action Plan (Wildlife Trust, 2012). Potential broad location ALC 2 is within an area of local BAP priority habitat (Green Infrastructure Study, 2011).
- 4.1.14 Uncertainty exists in relation to potential broad location ALC 4 as the Ecological and Geological Assessment suggests the semi improved grassland areas have the potential to support reptile species. It recommends further surveying to ascertain its ecological importance for reptile species.

SA Objective 4: Reduce the risk of flooding

- 4.1.15 The assessment shows that neutral impacts have been identified against all potential broad locations in Alcester. None of the potential broad locations are positioned within or directly adjacent to known flood risk areas.
- 4.1.16 Core Strategy Policy CS 3: Safeguarding the Water Environment provides strong policy guidance in terms of flooding and surface water management. Policy CS 3 seeks to ensure new development incorporates sustainable urban drainage systems into their designs where appropriate. It suggests development on greenfield sites should not result in any form of flooding (up to a 100 year flood event) and should make an allowance for climate change. The policy also suggests if development may lead to increase flood risk satisfactory mitigation measures should accompany proposals.

SA Objective 5: Minimise the district's contribution to climate change

- 4.1.17 The extent to which development supports climate change mitigation will depend on design and layout of new development.
- 4.1.18 Minimising carbon emissions to mitigate climate change can be achieved by ensuring all development incorporates energy efficiency measures and are located in areas that facilitate a reduction in the need to travel and/or encourage sustainable modes of transport.
- 4.1.19 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy supports a reduction in carbon emissions. The policy will ensure new residential development achieves Code for Sustainable Homes level 4 by 2013 and level 5 by 2016. In relation to commercial buildings it seeks a reduction of 15% in energy use on proposals over 1000 square meters and requires a minimum of 55% energy use from onsite renewable energy provision. Energy efficiency and renewable energy generation is related to the design of new development rather than development location.
- 4.1.20 Climate change can also be mitigated through a reduction in the need to travel and the adoption of sustainable modes of transport. Emerging Core Strategy Policy CS 28: Transport and Communication will not permit development unless necessary mitigation is provided against any unacceptable transport impacts. It encourages the provision of new and improvement to existing pedestrian and cycle links, provision of work travel plans, and contribute to community transport initiatives. This policy will help ensure new development supports a reduction in transport emissions.
- 4.1.21 The assessment shows all potential broad locations perform positively in relation to this SA objective. Both Policies CS 2 and CS 28 will aid climate change mitigation. It is too difficult to differentiate between each potential broad location within Alcester as energy efficiency measures should conform to Policy CS 2. This is a design consideration rather than a location consideration. In terms of transport the policy framework will support a reduction in transport carbon emissions however, the extent to which this will occur is dependant on peoples behaviour.

SA Objective 6: Plan for the anticipated levels of climate change

- 4.1.22 Adapting to anticipated levels of climate change relates to design and layout of development rather than development location. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building design that consider the impacts of climate change through design. Potential broad locations have been assessed as performing positively as there are no significant constraints relating to climate change adaptation and Polices CS 2 and CS 15 will ensure development is prepared for climate change.
- 4.1.23 Development at broad location ALC 7 has the potential to support the Green Infrastructure Study (2011) recommendations to use small-scale GI features to enhance the setting of the industrial estate. This could help support biodiversity.
- 4.1.24 Negativity has been identified in relation to potential broad locations ALC 4, 5, and 6. Development at these locations has the potential to lead to habitat fragmentation. This would adversely effect species migration in relation to climate change.

SA Objective 7: Protect and conserve natural resources

- 4.1.25 The assessment shows all ALC potential broad locations perform negatively in relation to this SA objective. All locations are shown to reside within a Minerals Safeguarding Area for sand and gravel (Warwickshire County Council, 2009). Broad location 6 is also within a Minerals Safeguarding Area for building stone. Any development within a Minerals Safeguarding Area has the potential to adversely impact mineral resources.

SA Objective 8: Reduce air, water and soil pollution

- 4.1.26 In terms of water quality the Water Cycle Study (2010) suggests wastewater treatment capacity could accommodate up to 2310 new dwelling. According to the emerging Core Strategy between 200 and 300 dwellings will need to be delivered in Alcester. Therefore there is sufficient capacity to meet demand. However, the Water Cycle Study (2010) suggests potential broad locations 3, 4, 5 and 6 drain through Alcester town centre, which has 20 entries on the foul flooding register. The Water Cycle Study (2010) suggests no development take place at these locations until improvements to alleviate sewer flooding are completed.
- 4.1.27 In terms of soil quality, all ALC potential broad locations represent greenfield development. However, the Core Strategy (2012) suggests there is no high quality agricultural land surrounding Alcester. It is not expected that any development will lead to significant impacts on soil quality.
- 4.1.28 Development leading to increased car and motorised transport use has the potential to contribute to transport related pollution. However, the magnitude of development is not expected to lead to significant adverse impacts. It should be noted that extensive use of the A435 has led to an air quality management area being declared for a section of the road in Studley.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 4.1.29 All ALC potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of people rather than location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 4.1.30 The extent to which sustainable transport options are encouraged will depend on behavioural characteristics of different demographics, the extent to which sustainable modes are encouraged to accompany development, and distance from key services, facilities and places of work. These variables make it difficult to identify significant differences between each potential broad location. Two key considerations include transport policy direction and public transport links.

- 4.1.31 Policy CS 28: Transport and Communication encourages the provision of new walking and cycling links with new development, travel plans that promote sustainable travel, and ensure any adverse impacts relating to traffic are mitigated appropriately. This policy will help ensure new development supports sustainable travel. It will positively support development at any of the potential broad locations within Alcester
- 4.1.32 Two key bus routes service Alcester. The number 26 connects Alcester to Stratford and Redditch whilst the number 247 connects Alcester to Redditch and Evesham. These provide a half hourly and an hourly service. All potential broad locations are within close proximity to bus stops. Potential broad locations ALC 2 and 7 are directly adjacent to existing bus stops and routes. The extent to which new residents will use public transport will depend on their behavioural characteristics.

SA Objective 11: Reduce the barriers for those living in rural areas

- 4.1.33 The objective specifically seeks to reduce barriers in rural areas. Development in Alcester is unlikely to facilitate this objective but has the potential to support the viability and vitality of existing services and facilities within Alcester.

SA Objective 12: Protect the integrity of the district's countryside

- 4.1.34 The assessment shows that all potential broad locations except ALC 6 and 7 are likely to support this SA objective. Positive impacts relate to opportunities for development to support and enhance the visual aspect and local distinctiveness of the settlement fringes on Alcester (Landscape Sensitivity Assessment (2011)).
- 4.1.35 Uncertainty exists in relation to potential broad location ALC 6 as the extent to which development at this location will impact on the distinctiveness of the area will depend on design and layout considerations.
- 4.1.36 Negativity has been identified in relation to potential broad location ALC 7 due to its location on designated greenbelt. It is acknowledged that development at potential broad location ALC 7 could enhance the settlement edge. However, the Landscape Sensitivity Assessment suggests the gap between Alcester and Kinwarton should be retained.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 4.1.37 The extent to which new housing is environmentally sound, high quality, and meets the needs of different social groups depends on the design of new development. The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.

- 4.1.38 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy Policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.
- 4.1.39 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all potential broad locations will support this SA objective, except potential broad location ALC 1 as it will be used for employment.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 4.1.40 The extent to which development supports community health, safety and wellbeing is dependant on the design and layout of development coupled with the extent to which services and facilities accompany development.
- 4.1.41 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles.
- 4.1.42 Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains. This will help support community safety and wellbeing.
- 4.1.43 All potential broad locations except ALC 7 have been assessed as performing positively against this SA objective as Core Strategy policies will help maintain high quality environments that will support community health, safety and wellbeing. The Core Strategy (2012) suggests Alcester has a wide range of services with Alcester Hospital currently being replaced by a primary care centre.
- 4.1.44 Potential broad location ALC 7 performs negatively in relation to this SA objective. The area to the south of the broad area is a sports field including football pitches and a running track. Development at this location could lead to the loss of this sporting area.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 4.1.45 The extent to which development supports this SA objective depends on the design and type of new development. Despite this it is anticipated employment development at broad location ALC 1 has the potential to support local job creation. This will compliment existing employment at the Arden Road industrial estate.
- 4.1.46 Housing development has the potential to support the vitality of local services and facilities within Alcester, although it is less directly relevant to this SA objective.

5 Potential Development Options for Bidford-on-Avon

5.1 Introduction

5.1.1 The Draft Core Strategy (2012) identifies 9 Potential Development Options within Bidford-on-Avon. These are shown in **Figure 5.1**. The emerging Core Strategy (2012) suggests approximately 140-200 dwellings need to be provided over the plan period.

5.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 5.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are residential development except BID 4 and 6 which are potential locations for employment.

Table 5.1: Assessment matrix for Bidford-on-Avon

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
BID 1	?	+	-	+	+	+	-	?	0	?	+	+	+	-	+
BID 2	?	+	-	+	+	+	--	--	0	?	+	--	+	-	+
BID 3	?	+	?	+	+	+	--	--	0	?	+	--	+	-	+
BID 4 (Employment)	0	+	0	+	+	+	-	0	0	?	+	+	0	0	++
BID 5	?	+	-	+	+	+	-	0	0	?	+	+	+	-	+
BID 6 (Employment)	0	+	?	+	+	+	-	0	0	?	+	+	0	0	++
BID 7	?	+	0	+	+	+	-	0	0	?	+	+	+	-	+
BID 8	?	-	0	+	+	+	-	0	0	?	+	-	+	-	+
BID 9	?	-	0	+	+	+	-	0	0	?	+	-	+	-	+

Table 5.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

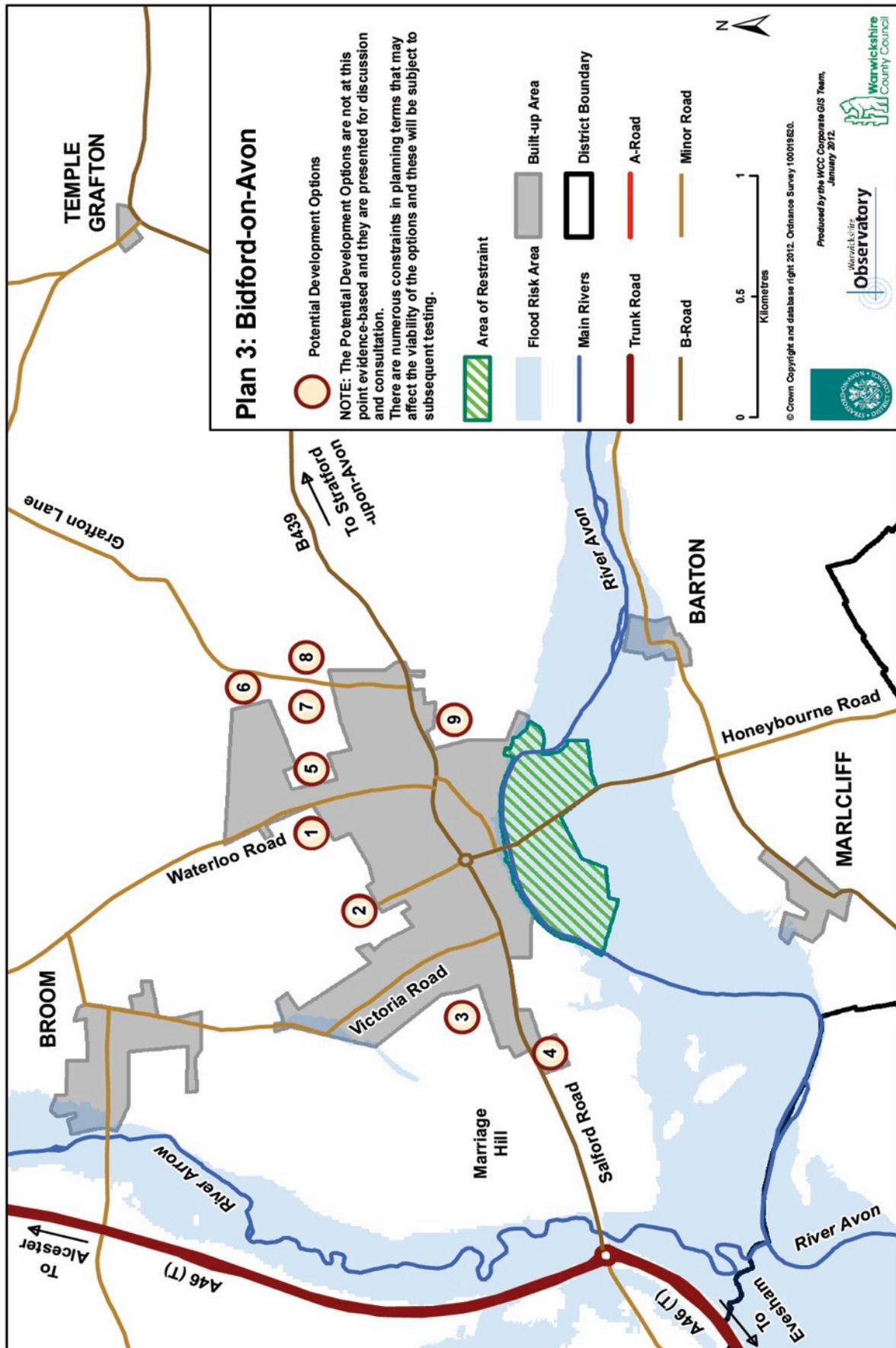


Figure 5.1: Potential Development Options for Bidford-upon-Avon

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 5.1.3 The assessment shows that uncertainty exists in relation to the majority of potential broad locations. Neutral impacts have been identified in relation to potential broad locations BID 4 and 6. There are no known heritage features or archaeological deposits within these areas. In addition, the potential broad locations represent previously developed land. This suggests potential for archaeological remains would be low.
- 5.1.4 Uncertainty in relation to BID potential broad locations 1, 2, 3, 5, 7, 8, and 9 is due to the potential for archaeological remains. According to the Historic Environment Assessment (2008) no known archaeological deposits or features exist on these potential broad locations. However, archaeological finds indicate there is the potential for Anglo Saxon and Roman archaeological deposits to be present in these areas.
- 5.1.5 The Historic Environment Assessment (2008) suggest that Anglo Saxon finds from the Bidford-on-Avon area possibly point to an Anglo Saxon productive site being within the vicinity. A productive site denotes a site associated with trade, industry and exchange. Should a productive site be found this could be of national significance and unique within Warwickshire. An Anglo Saxon cemetery has been extensively excavated within Bidford-on-Avon. However, the precise focus of activity and the early Saxon settlement associated with this cemetery has yet to be found.
- 5.1.6 The implications of development associated with these potential broad locations remains uncertain until detailed archaeological excavations confirms or rules out the presence of features or deposits.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 5.1.7 The assessment shows that potential broad locations 1-6 perform positively against this SA objective. Broad locations 8 and 9 have the potential to lead to adverse impacts.
- 5.1.8 According to the Landscape Sensitivity Assessment (2011) potential broad locations BID 1, 5, 6, and 7 are in area of low/medium landscape sensitivity for housing. Broad locations 2, 3, and 4 are within areas of medium landscape sensitivity. Sensitivities to commercial development are broadly similar in terms of landscape sensitivity. From a landscape perspective these areas could accommodate development, whilst minor visual impacts could be mitigated through screening and carefully designed planting. Development at these locations has the potential to positively support settlement boundaries and views of Bidford-on-Avon.
- 5.1.9 Adverse impacts have been identified in relation to potential broad locations BID 8 and 9. The Landscape Sensitivity Assessment (2011) suggests development at these locations would be highly visible, break the skyline and lead to adverse impact on landscape character. Housing and commercial development at these locations would be inappropriate.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 5.1.10 The assessment shows negative impacts associated with potential broad locations BID 1, 2, and 5. Neutral impacts are associated with s potential broad locations BID 4, 7, 8, and 9. It is uncertain as to the implications of development at potential broad locations BID 3 and 6.
- 5.1.11 Negative impacts have been identified where development has the potential to adversely impact on BAP priority habitats. According to Nature on the Map (2012) and the Ecological and Geological Assessment (2010) traditional orchards are associated with the BID potential broad locations 1, 2, and 5. Traditional orchards are a declining BAP priority habitat. The Ecological and Geological Assessment (2010) suggests the traditional orchards are important habitats for nesting, roosting and foraging bird species. They are of high biodiversity value.
- 5.1.12 Uncertainty exists in relation to potential broad locations 3 and 6 because these locations are within close proximity to areas of high biodiversity value. The implications of this will depend on the design and layout of development.
- 5.1.13 Neutral impacts have been identified where potential broad locations either do not reside on or within close proximity to areas designated nationally or locally for their nature conservation importance, there are no known BAP priority habitats, or the scale of development is unlikely to lead to significant adverse impacts.

SA Objective 4: Reduce the risk of flooding

- 5.1.14 All potential broad locations are likely to support this SA objective. None of the potential broad locations are within a floodplain (Environment Agency, 2012). In addition, the Water Cycle Study (2010) does not indicate flooding issues within these locations.
- 5.1.15 Emerging Core Strategy Policy 3: Safeguarding the Water Environment encourages on site water management within development. The policy provides strong guidance for ensuring development does not exacerbate or lead to surface water flooding.

SA Objective 5: Minimise the district's contribution to climate change

- 5.1.16 Minimising carbon emissions to mitigate climate change can be achieved by ensuring all development incorporates energy efficiency measures and are located in areas that facilitate a reduction in the need to travel and/or encourage sustainable modes of transport.
- 5.1.17 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy supports a reduction in carbon emissions. The policy will ensure new residential development achieves Code for Sustainable Homes level 4 by 2013 and level 5 by 2016. In relation to commercial buildings it seeks a reduction of 15% in energy use on proposals over 1000 square meters and requires a minimum of 55% energy use from onsite renewable energy provision. Energy efficiency and renewable energy generation is related to the design of new development rather than development location.

- 5.1.18 Emerging Core Strategy Policy CS 28: Transport and Communication will not permit development unless necessary mitigation is provided against any unacceptable transport impacts. It encourages the provision of new and improvement of existing pedestrian and cycle links, provision of work travel plans, and contribute to community transport initiatives. This policy will help ensure new development supports a reduction in transport emissions, thus aid climate change mitigation.
- 5.1.19 The assessment shows all potential broad locations perform positively in relation to this SA objective. Both Policies CS 2 and CS 28 will aid climate change mitigation.

SA Objective 6: Plan for the anticipated levels of climate change

- 5.1.20 Adapting to anticipated levels of climate change relates to design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building designs that consider the impacts of climate change through design. All potential broad locations have been assessed as performing positively as there are no significant constraints relating to climate change adaptation. In addition, Policies CS 2 and CS 15 will ensure development is prepared for climate change.

SA Objective 7: Protect and conserve natural resources

- 5.1.21 All broad locations have the potential to lead to adverse impacts in relation to this SA objective. All potential broad locations are within Mineral Safeguarding Areas for Sand and Gravel (Warwickshire County Council, 2010). Development at these locations could adversely effect the potential utilisation of sand and gravel resources.
- 5.1.22 Potential broad locations BID 1 and 3 are located within areas categorised as Grade 2 agricultural lands. Grade 2 represents high quality agricultural land (MAGIC, 2012). Development at these locations would lead to the loss of this finite resource. Land surrounding potential broad location 4 is classed as Grade 3b. It has not been possible for this SA to ascertain the agricultural land class in relation to all other BID potential broad locations at this stage. It should be noted that depending on the extent of development at potential broad location BID 4, this might encroach on Grade 2 agricultural land.

SA Objective 8: Reduce air, water and soil pollution

- 5.1.23 The assessment shows that neutral impacts are associated with potential broad locations 4-9. Uncertainty exists with BID 1 and negativity with potential broad locations 2 and 3 due to potential adverse impacts on Grade 2 agricultural land. Potential broad locations 2 and 3 are located within Grade 2 agricultural land whilst potential broad location BID 1 is located within close proximity.
- 5.1.24 The SA has not identified any significant adverse impacts in relation to water and air quality. The Water Cycle Study (2010) suggests there is capacity at Bidford-on-Avon's wastewater treatment works to accommodate up to 575 new dwellings. The emerging Core Strategy seeks to deliver between 140 and 200 new dwellings within Bidford-on-Avon with a maximum estate size of 100 dwellings. This would suggest there is sufficient capacity at the wastewater treatment works for new development. In addition emerging Core Strategy Policy CS 3: Safeguarding the Water Environment seeks to ensure water quality is maintained by refusing planning permission where overloading of wastewater treatment works would occur.

- 5.1.25 There are no known air quality issues within Bidford-on-Avon. The proposed magnitude of development is unlikely to lead to significant adverse impacts in relation to air quality.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 5.1.26 All housing potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 5.1.27 A key requirement of this objective is to reduce the need to travel, promote the use of public transport and encourage non-motorised modes of transport. It is difficult for the SA to distinguish significant differences between the potential broad locations in Bidford-on-Avon due to their relatively close proximity. The extent to which sustainable transport options are encouraged will depend on behavioural characteristics of different demographics, the extent to which sustainable modes are encouraged to accompany development, and distance from key services, facilities and places of work. These variables make it difficult to identify significant differences between each potential broad location. Two key considerations include transport policy direction and public transport links.
- 5.1.28 Policy CS 28: Transport and Communication encourages the provision of new walking and cycling links with new development, travel plans that promote sustainable travel, and ensure any adverse impacts relating to traffic are mitigated appropriately. This policy will help ensure new development supports sustainable travel. It will positively support development at any of the potential broad locations within Bidford-on-Avon.
- 5.1.29 Two key bus routes service Bidford-on-Avon. The number 28/28a connects Bidford-on-Avon with Stratford-upon-Avon and Evesham whilst the number 247 connects the village to Redditch and Evesham via Alcester. These provide a half hourly and hourly service. All potential broad locations are within close proximity to bus stops. However potential broad locations BID 1, 4, and 9 are directly adjacent to existing bus stops and routes.
- 5.1.30 According to the Warwickshire Local Transport Plan 3 (2011) Warwickshire County Council is seeking to promote a quality bus corridor linking Stratford-upon-Avon, Bidford-on-Avon, and Evesham. Enhanced public transport connections will help support the uptake of sustainable transport alternatives.

SA Objective 11: Reduce the barriers for those living in rural areas

- 5.1.31 This objective seeks to support the provision of affordable housing within rural areas, improve accessibility to rural areas, and increase the provision of local services and facilities. Development in Bidford-on-Avon will help support the vitality of services and facilities within this location. It is anticipated that development may also lead to a multiplier effect in terms of service provision and transport improvements.
- 5.1.32 Development in Bidford has the potential to ensure services remain in the village, which may also be used by rural settlements within close proximity to Bidford-on-Avon such as Broom and Barton.

SA Objective 12: Protect the integrity of the district's countryside

- 5.1.33 The assessment shows negative impacts have been identified in relation to potential broad locations BID 2, 3, 8, and 9. Positive impacts are associated with potential broad locations BID 1, 4, 5, 6, and 7.
- 5.1.34 Positive impacts relate to the opportunities for development to facilitate landscape and visual enhancements to Bidford-on-Avon's settlement fringe. The Landscape Sensitivity Assessment (2011) suggests development at potential broad locations BID 1, 4, 5, 6, and 7 could be accommodated with screening and good planting design. Development supported by Core Strategy Policy 15 Design and Distinctiveness and Policy CS 11: Landscape, would help ensure development positively supports Bidford-on-Avon's local distinctiveness, identity, and settlement fringe.
- 5.1.35 Development at potential broad locations BID 2 and 3 will have adverse impacts on Grade 2 agricultural land. Adverse impacts relating to potential broad locations BID 8, and 9 are associated with adverse landscape impacts and degradation of the settlement fringe (Landscape Sensitivity Assessment (2011)).

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 5.1.36 The assessment shows positive impacts for all BID potential broad locations except 4 and 6. Potential broad locations 4 and 6 relate to potential employment development and have been assessed as neutral in relation to this SA objective.
- 5.1.37 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.
- 5.1.38 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.

- 5.1.39 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all potential broad locations except 4 and 6 will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 5.1.40 Despite positive supporting policy from the emerging Core Strategy all BID potential broad locations except 4 and 6 have been assessed as performing negatively in relation to this SA objective. According to the Core Strategy (2012) the existing medical centre is at capacity and needs replacing as a matter of urgency. Any housing development will exacerbate capacity issues within Bidford-on-Avon. It is recognised that Core Strategy Policy CS27 will only release land for development where there is sufficient capacity at existing local infrastructure or necessary improvements will be provided. Housing within Bidford-on-Avon should only be progressed if accompanied by improvements to healthcare facilities in the village.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 5.1.41 According to the Core Strategy (2012) there has been little investment in infrastructure within Bidford-on-Avon and there is limited, and in some respect a declining range of shops and services in the village. Housing development within Bidford-on-Avon has the potential to support the vitality of existing shops and services within the village. Although not directly relevant to this objective, all housing development has the potential to facilitate economic benefits in terms of sustaining local services and facilities.
- 5.1.42 Potential broad locations BID 4 and 6 have the potential to support this SA objective. They have been identified as areas for employment land. This has the potential to create jobs for local people. However, this will depend on the type of employment development and the skills level of the local community.

6 Potential Development Options for Henley-in-Arden

6.1 Introduction

6.1.1 The Draft Core Strategy (2012) identifies 4 potential development options for housing within Henley-in-Arden. These are shown in **Figure 6.1**. It suggests that approximately 90-130 dwellings will need to be provided over the plan period.

6.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 6.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are for housing.

Table 6.1: Assessment matrix for Henley-in-Arden

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
HEN 1	?	-	-	0	+	-	--	-	0	?	+	-	++	-	0
HEN 2	--	--	-	--	+	--	--	-	0	?	+	--	++	--	0
HEN 3	0	-	-	?	+	?	--	-	0	?	+	-	++	0	0
HEN 4	--	?	-	?	+	?	--	-	0	?	+	-	++	0	0

Table 6.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

6.1.3 The assessment shows that potential broad locations HEN 2 and 4 perform negatively against this SA objective. Broad location HEN 2 is located adjacent to Beaudesert Castle Scheduled Monument. Extensive ridge and furrow sites are also associated with this monument. Development at broad location 2 has the potential to adversely affect this important heritage asset. Depending on the extent, development could lead to direct land take and destruction of this heritage resource. Potential broad location HEN 4 is located directly upon the Grade II listed Hurst House. Development at this location could result in the loss of this heritage asset.

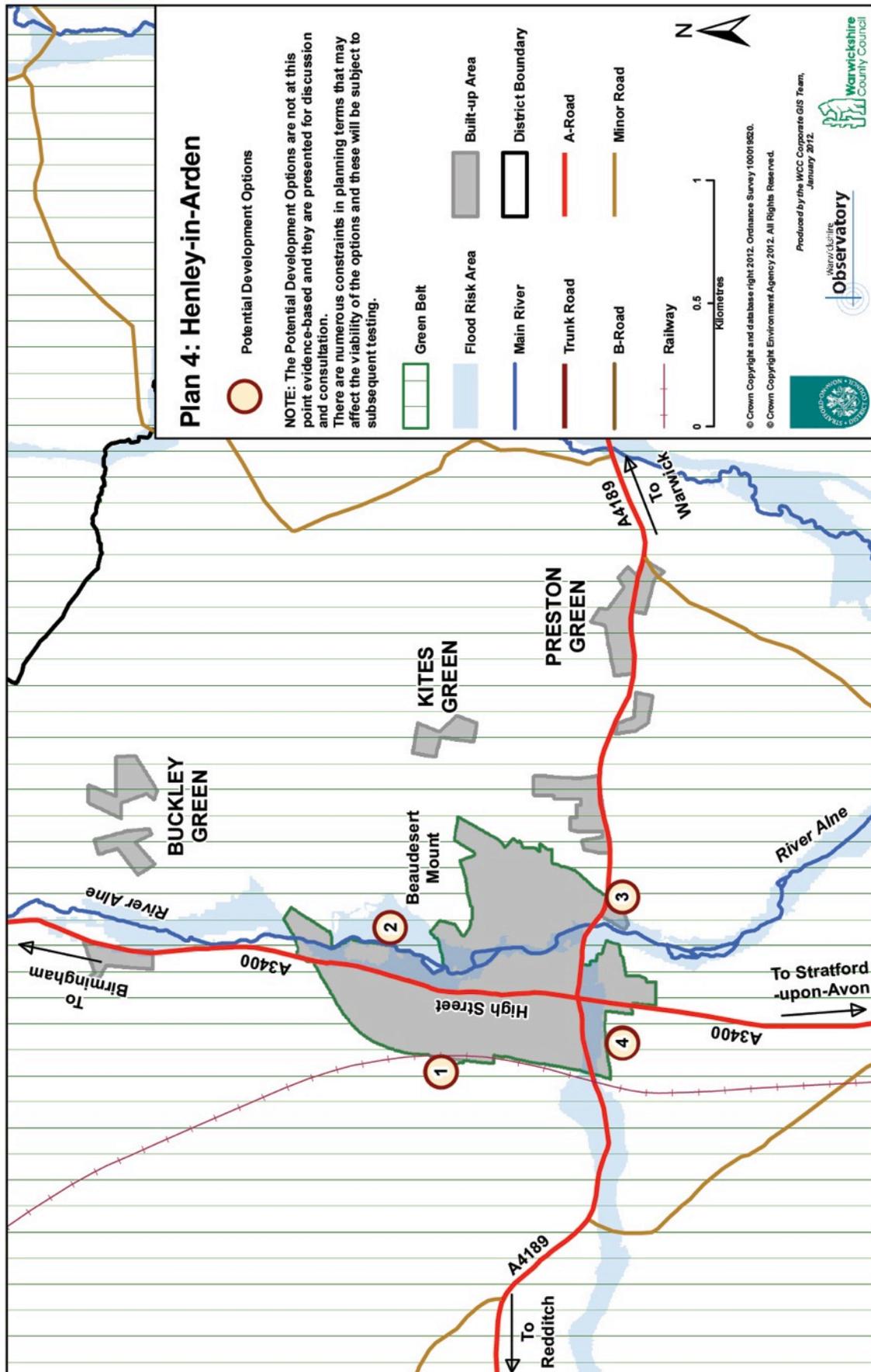


Figure 6.1: Potential Development Options for Henley-in-Arden

- 6.1.4 Uncertainty exists in relation to potential broad location HEN 1. Aerial photography indicates that fields in this location have linear characteristic that may suggest the presence of ridge and furrow. Development could result in the loss of this finite resource. However, further investigation would be needed to determine the existence and/or extent of ridge and furrow.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 6.1.5 The assessment shows potential broad locations HEN 1, 2, and 3 perform negatively against this SA objective. According to the Landscape Sensitivity Assessment (White Consultation, 2011) these locations are within areas of high/medium landscape sensitivity. It suggests development at these locations would be inappropriate. Development at potential broad location HEN 1 would extend the settlement westwards and would erode the strong rural character of the area. Development at potential broad location HEN 2 would impact on the character of the Beaudesert Scheduled Monument. Development at potential broad location HEN 3 would remove intrinsically sensitive pasture (Landscape Sensitivity Assessment (2011)).
- 6.1.6 Uncertainty has been identified in relation to potential broad location HEN 4. The landscape sensitivity assessment suggests this area could accommodate 4 or 5 new dwellings. Any development would need to maintain the vegetative settlement boundary in order to safeguard the settlement edge. However, the extent to which development leads to adverse impacts will depend on the design and number of dwellings proposed.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 6.1.7 All potential broad locations are shown to perform negatively against this SA objective. According to the Ecological and Geological Assessment (2010) potential broad location 1 is within an area of mixed habitats including semi-improved neutral grassland, broadleaved woodland and arable farmland. It suggests the areas of neutral grassland are of high biodiversity value. In addition, records indicate the presence of Small Heath Butterfly (*Coenonympha pamphilus*). According to Nature on the Map (2012) part of potential broad location HEN 1 includes traditional orchard. This is a declining BAP priority habitat.
- 6.1.8 Potential broad location HEN 2 includes semi-improved neutral grassland and improved grassland of high biodiversity value with the presence of Small Heath Butterfly (*Coenonympha pamphilus*) on site (Ecological and Geological Assessment, 2010).
- 6.1.9 Potential broad location HEN 3 comprises mainly of broadleaved semi-natural woodland, improved grassland and dense continuous scrub. The Ecological and Geological Assessment (2010) suggests these are of high biodiversity value and should be protected from development.
- 6.1.10 Potential broad location HEN 4 includes semi-improved neutral grassland of high biodiversity value and mixed plantation of moderate wildlife value. The Ecological and Geological Assessment (2010) suggests these should be protected from development.

- 6.1.11 It should be noted that none of the potential broad locations are within any local or nationally designated sites of nature conservation importance. Although potential broad locations 1, 2, and 3 are within local BAP priority habitat area (Green Infrastructure Study, 2011).

SA Objective 4: Reduce the risk of flooding

- 6.1.12 Potential broad location HEN 2 is within a flood zone. Development at this location is likely to suffer flood risk and possibly exacerbate flood risk further down stream. This potential broad location performs negatively against this SA objective.
- 6.1.13 Uncertainty exists in relation to potential broad locations HEN 3 and 4 due to their close proximity to flood zones. Although not directly within flood zones development has the potential to exacerbate flood risk downstream and be susceptible to flood risk due to climate change. It remains uncertain as to the implications of development at these locations as it will depend on the design, layout and extent of development. It is recognised that Core Strategy Policy CS 3: Safeguarding the Water Environment encourages the use of sustainable urban drainage systems in new development. It also suggests development will not be permitted where it will lead to flood risk.

SA Objective 5: Minimise the district's contribution to climate change

- 6.1.14 All potential broad locations have been assessed as performing positively against this SA objective. Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy will ensure all new development will achieve code for sustainable homes level 4 by 2013 and level 5 by 2016. This policy will ensure new housing incorporates energy efficiency measures in order to reduce their impacts on climate change.
- 6.1.15 The small settlement size of Henley-in-Arden means new development will be relatively close to rail and bus links. This will help to support a choice of modes of travel. Policy CS 28 Transport and Communication will be important in ensuring development positively supports transport efficiency and sustainable travel choices.

SA Objective 6: Plan for the anticipated levels of climate change

- 6.1.16 A key aspect of adapting to climate change is design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building design that consider the impacts of climate change through design. These policies will ensure climate change adaptation is incorporated into new development.
- 6.1.17 The assessment shows that potential broad locations HEN 1 and 2 perform negatively against this SA objective. Broad location HEN 1 is located in an area that includes allotments, and part of the Henley Golf and Country Club. These assets are part of the Henley-in-Arden green infrastructure resource. Development at this location will lead to the loss or partial loss of these resources. The Green Infrastructure Study (2011) recognises the multifunctional importance of allotments and the Henley Golf Club in supporting BAP biodiversity aspirations and their multifunctional importance. In a changing climate these Green Infrastructure resources will help support biodiversity adaptation.

- 6.1.18 The Beaudesert Mount area is a significant green infrastructure resource within Henley-in-Arden. The Green Infrastructure Study (2011) recommends this area be enhanced to create high quality multifunctional resources. This area will provide a key area of open space that will help with climate change adaptation. Development at potential broad location 2 would undermine this GI resource. In addition potential broad location HEN 2 is located in a flood zone. This will be adversely affected by flooding associated with a changing climate.
- 6.1.19 Uncertainty exists in relation to potential broad locations HEN 3 and 4. Both locations are adjacent to flood prone areas. Development at this location has the potential to exacerbate flooding, and depending on development extent may increase risk of flooding in these areas. However the extent to which development increases the risk of flooding will depend on design and extent.

SA Objective 7: Protect and conserve natural resources

- 6.1.20 All potential broad locations perform negatively against this SA objective. All potential broad locations are located within Mineral Safeguarding Areas. Potential broad location HEN 1 is within a Mineral Safeguarding Area for building stone whilst potential broad location 4 is within a Minerals Safeguarding Area for sand and gravel. Both potential broad locations 2 and 3 are within Mineral Safeguarding Areas for building stone and sand and gravel (Warwickshire County Council, 2009). Development at these locations has the potential to adversely impact on these material assets.

SA Objective 8: Reduce air, water and soil pollution

- 6.1.21 In relation to potential broad locations HEN 2 and 3 development has the potential to impact on water quality. However, this will depend on the design of development and the extent to which water quality is safeguarded from pollution during the construction phase. It should be noted that the Water Cycle Study (2010) suggests there is sufficient wastewater treatment capacity for new development.
- 6.1.22 All potential broad locations perform negatively against this SA objective for air quality impacts. According to the Local Transport Plan 3 (2011) air quality issues relating to nitrogen dioxide have been identified at the Stratford Road (A3400) and Warwick Road (A4189) junction. The LTP3 (2011) suggests an air quality management area is likely to be declared for this area in the near future. Development at any potential broad location within Henley-in-Arden has the potential to exacerbate the air quality issues already identified within the town.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 6.1.23 All housing development options have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 6.1.24 This objective seeks to reduce the need to travel and promote non-motorised modes of transport. Presently, outcommuting tends to characterise travel patterns at Henley-in-Arden. Good rail links enable travel by public transport to Birmingham and Stratford-upon-Avon by an hourly rail service. Hourly bus links also exist to the same locations using the X20 service.
- 6.1.25 According to the Emerging Core Strategy (2012) only 24% of residents work in Henley-in-Arden. In addition, Redditch is the most popular destination for food and non-food shopping. Public transport services to Redditch are particularly infrequent.
- 6.1.26 The extent to which development at Henley will facilitate the aims of this objective depends on design and future use of private and public transport modes.
- 6.1.27 Policy CS 28: Transport and Communication encourages the provision of new walking and cycling links with new development, travel plans that promote sustainable travel, and ensure any adverse impacts relating to traffic are mitigated appropriately. This policy will help ensure new development supports sustainable travel. However, Henley-in-Arden's rural location makes it difficult to determine the extent to which facilitating sustainable transport options can be achieved.

SA Objective 11: Reduce the barriers for those living in rural areas

- 6.1.28 Development within Henley-in-Arden will also provide homes and has the potential to support the vitality and viability of key services within the town. This can also support the smaller villages within the Henley-in-Arden area. All potential broad locations perform positively against this SA objective.

SA Objective 12: Protect the integrity of the district's countryside

- 6.1.29 The assessment shows that all potential broad locations perform negatively against this SA objective. The Landscape Sensitivity Assessment (2011) suggests development at these locations would be inappropriate. It would detract from the rural distinctiveness of these locations and their setting and identity. It should be noted that it may be possible to locate 4/5 dwellings at potential broad location 4.
- 6.1.30 All potential broad locations are within designated greenbelt.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 6.1.31 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.

- 6.1.32 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.
- 6.1.33 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all potential broad locations will support this SA objective

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 6.1.34 Potential broad locations HEN 1 and 2 have been assessed as performing negatively against this SA objective. Potential broad location 1 will lead to a loss of allotment space and possibly part of the Henley Golf Course. These are green infrastructure resources that facilitate healthy lifestyles. Potential broad location HEN 2 will lead to the loss of accessible greenspace. The Open Space, Sport and Recreation Assessment (2011) suggest there is a need for additional parks and amenity open space. The loss of open space is not supported by this SA objective.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 6.1.35 Housing development within Henley-in-Arden has the potential to support the vitality of existing shops and services within the village. Although not directly relevant to this objective, all housing options have the potential to facilitate economic benefits in terms of sustaining local services and facilities.

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7 Potential Development Options for Kineton

7.1 Introduction

7.1.1 The Draft Core Strategy (2012) identifies 6 potential development options for housing within Kineton. These are shown in **Figure 7.1**. It suggests that approximately 60-90 dwellings will need to be provided over the plan period.

7.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 7.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are housing options.

Table 7.1: Assessment matrix for Kineton

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
KIN 1	?	-	0	0	+	+	-	-	0	?	+	-	++	+	0
KIN 2	?	-	-	0	+	+	-	-	0	?	+	-	++	+	0
KIN 3	?	-	-	0	+	+	-	-	0	?	+	-	++	+	0
KIN 4	?	-	-	0	+	+	-	-	0	?	+	-	++	+	0
KIN 5	-	+	0	0	+	+	-	-	0	?	+	?	++	-	0
KIN 6	?	+	0	0	+	+	-	-	0	?	+	?	++	+	0

Table 7.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

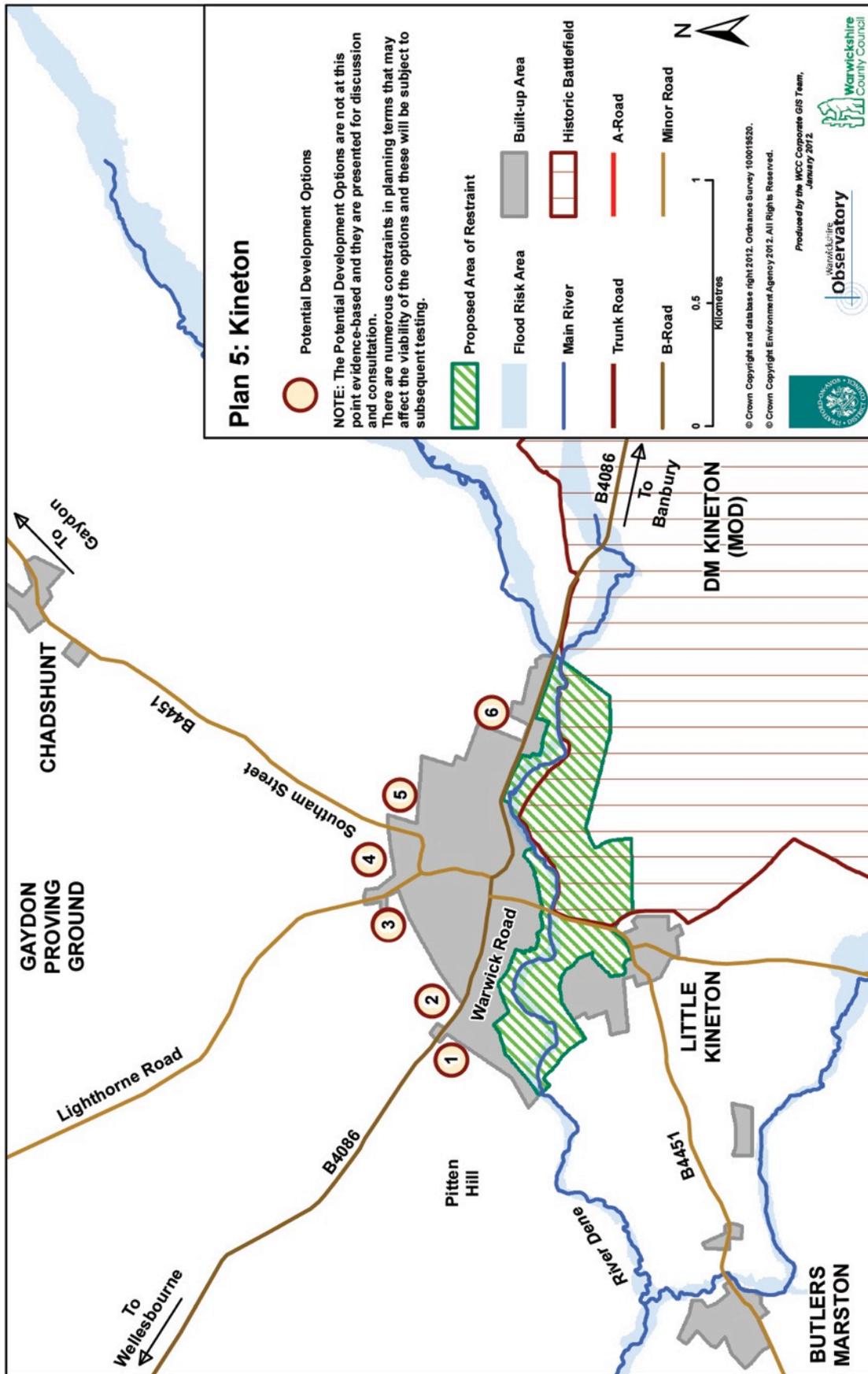


Figure 7.1: Potential Development Options for Kineton

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

7.1.3 The assessment shows uncertainty in relation to the majority of potential broad locations. Uncertainty exists because there is an absence of information with regard to archaeological remains. According to English Heritage (2012) there are no historic assets within these potential broad locations. However, the Historic Environment Assessment (2008) suggests unknown or undated archaeological remains may be present in relation to potential broad location 5. The assessment does not include information in relation to the other potential broad locations. At this stage the SA is unable to determine the impacts of development at potential broad locations KIN 1, 2, 3, 4, and 6.

7.1.4 Potential broad location 5 performs negatively against this SA objective. According to the Historic Environment Assessment (2008) ridge and furrow is present in addition to evidence of an undated ring ditch. Development at this potential broad location has the potential to adversely impact on known and unknown archaeological features.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

7.1.5 The assessment shows that potential broad locations KIN 1 to 4 perform negatively against this SA objective. potential broad locations KIN 5 and 6 perform positively against this SA objective.

7.1.6 According to the Landscape Sensitivity Assessment potential broad locations 1, 2, 3, and 4 are within areas of high landscape sensitivity. It suggests development at these locations would be inappropriate as it would adversely impact on the rural character of the areas, lead to adverse visual impacts and impact on the areas tranquillity.

7.1.7 Potential broad locations KIN 5 and 6 are within areas of medium landscape sensitivity. The Landscape Sensitivity Assessment (2011) suggests development at these locations could be accommodated as long as it does not extend beyond current settlement boundaries and appropriate tree planting and screening is employed.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

7.1.8 The assessment shows neutral impacts in relation to potential broad locations KIN 1, 5 and 6. Potential broad locations KIN 2, 3 and 4 perform negatively against this SA objective.

7.1.9 Potential broad locations performing negatively are within areas that have high biodiversity value. According to the Ecological and Geological Assessment (2010) potential broad locations KIN 2, 3 and 4 include broadleaved semi-natural woodland. Potential broad location KIN 2 is also located on semi-improved neutral grassland. These areas should be protected from development due to their ecological importance. The Environment and Geological Assessment (2010) suggests the broadleaved semi-natural woodland should be assessed for possibly becoming a local wildlife site.

SA Objective 4: Reduce the risk of flooding

- 7.1.10 The assessment shows all potential broad locations perform neutrally against this SA objective. None of the potential broad locations are within a floodplain or flood prone area. In terms of surface water management, emerging Core Strategy Policy CS 3: Safeguarding the Water Environment encourages the use of sustainable urban drainage systems in new development.

SA Objective 5: Minimise the district's contribution to climate change

- 7.1.11 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy will ensure all new development will achieve code for sustainable homes level 4 by 2013 and level 5 by 2016. This policy will ensure new housing incorporates energy efficiency measures in order to reduce their impacts on climate change.
- 7.1.12 Three bus routes service Kineton, the number 77, 269 and 270. The number 77 runs every 2 hours whilst the number 269 runs twice a day and the 270 five times a day. The number 77 links Kineton with Leamington and Avon Dassett. The numbers 269 and 270 link Kineton with Stratford-upon-Avon and Banbury.
- 7.1.13 According to the emerging Core Strategy (2012) there is a relatively high rate of out commuting from Kineton. Development has the potential to support the use of existing public transport routes within the Kineton area.

SA Objective 6: Plan for the anticipated levels of climate change

- 7.1.14 A key aspect of adapting to climate change is design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building designs that consider the impacts of climate change through design. These policies will ensure climate change adaptation is incorporated into new development.

SA Objective 7: Protect and conserve natural resources

- 7.1.15 All potential broad locations perform negatively in relation to this SA objective. All potential broad locations are within Mineral Safeguarding Areas for building stone and raw cement (Warwickshire County Council, 2009).
- 7.1.16 Agricultural land around Kineton is classed as grade 3. However, this SA has not been able to differentiate between grade 3a and 3b.

SA Objective 8: Reduce air, water and soil pollution

- 7.1.17 According to the Water Cycle Study (2010) the Kineton wastewater treatment works has no spare capacity for future growth. It suggests that following the completion of Severn Trent AMP5 works will increase capacity at the works for additional housing. It recommends Stratford-on-Avon District Council liaise with Severn Trent on the timing and phasing of future development within Kineton.
- 7.1.18 Development within Kineton has the potential to overload wastewater treatment capacity. The River Dene is currently classed as being in poor ecological status (Severn River Basin Management Plan, 2009).

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 7.1.19 All housing options have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 7.1.20 It is difficult to determine the extent to which housing development will support a reduction in the need to travel or encourage sustainable travel modes. This is largely dependant on behavioural characteristics of new residents, the extent to which services and facilities accompany development, and the design of new developments.
- 7.1.21 According to the emerging Core Strategy (2012) Stratford-upon-Avon is a popular destination for food and non-food shopping by Kineton residents. There is a strong relationship with areas outside of district in terms of commuting for work. The Core Strategy (2012) suggests Kineton has a modest provision of shops and services.
- 7.1.22 All housing options are within a relatively close proximity. It is uncertain as to the implications of each potential broad location with regard to transport. Housing has the potential to support patronage of local services and public transport. However, the extent to which journeys will be reduced or sustainable modes adopted remains unclear.

SA Objective 11: Reduce the barriers for those living in rural areas

- 7.1.23 The assessment shows that all housing options support this SA objective. Development within Kineton has the potential to support local services and facilities that are also used by other settlements within the area. Development in Kineton will go some way in aiding a reduction in rural barriers.

SA Objective 12: Protect the integrity of the district's countryside

- 7.1.24 The assessment shows that KIN potential broad locations 1-4 perform negatively against this SA objective. According to the Landscape Sensitivity Assessment (2011) development at these locations would be inappropriate. It would lead to adverse visual impacts and negatively affect the rural character of these locations.
- 7.1.25 Uncertainty exists in relation to potential broad locations KIN 5 and 6. Although housing could be accommodated (Landscape Sensitivity Assessment 2012), it is currently unknown whether agricultural land is grade 3a or grade 3b. If agricultural land is grade 3a or above, this represents high quality agricultural land.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 7.1.26 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.
- 7.1.27 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.
- 7.1.28 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all potential broad locations except 4 will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 7.1.29 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles. Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains. This will help support community safety and wellbeing. According to NHS choices (2012), Kineton Surgery is currently taking new patients. All potential broad locations except 5 will support this SA objective.
- 7.1.30 The assessment shows potential broad location KIN 5 performs negatively against this SA objective. Currently there is a children's' play facilities and open space in the area. Development at this location will lead to the loss of this facility. The Open Space, Sport and Recreation Assessment (2011) identifies a need for children and young peoples play facilities within Kineton.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 7.1.31 Housing development within Kineton has the potential to support the vitality of existing shops and services within the village. Although not directly relevant to this objective, all housing options have the potential to facilitate economic benefits in terms of sustaining local services and facilities.

8 Potential Development Options for Shipston-on-Stour

8.1 Introduction

8.1.1 The Draft Core Strategy (2012) identifies 8 potential development options for Shipston-on-Stour. These are shown in **Figure 8.1**. It suggests that approximately 140-220 dwellings will need to be provided over the plan period.

8.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 8.1** and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are housing options except SHIP 4, which is mixed development.

Table 8.1: Assessment matrix for Shipston-on-Stour

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
SHIP 1	0	-	0	0	+	+	-	0	0	?	+	-	++	+	0
SHIP 2	0	-	-	0	+	+	-	0	0	?	+	-	++	+	0
SHIP 3	-	+	0	0	+	+	-	0	0	?	+	?	++	+	0
SHIP 4 Mixed housing & employment	?	+	0	0	+	+	0	0	0	?	+	+	+	+	+
SHIP 5	-	+	0	0	+	+	-	0	0	?	+	?	++	+	0
SHIP 6	-	+	-	0	+	+	-	0	0	?	+	?	++	+	0
SHIP 7	-	+	-	-	-	-	-	0	0	?	+	?	++	+	0
SHIP 8	0	-	-	0	+	+	-	0	0	?	+	-	++	+	0

Table 8.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

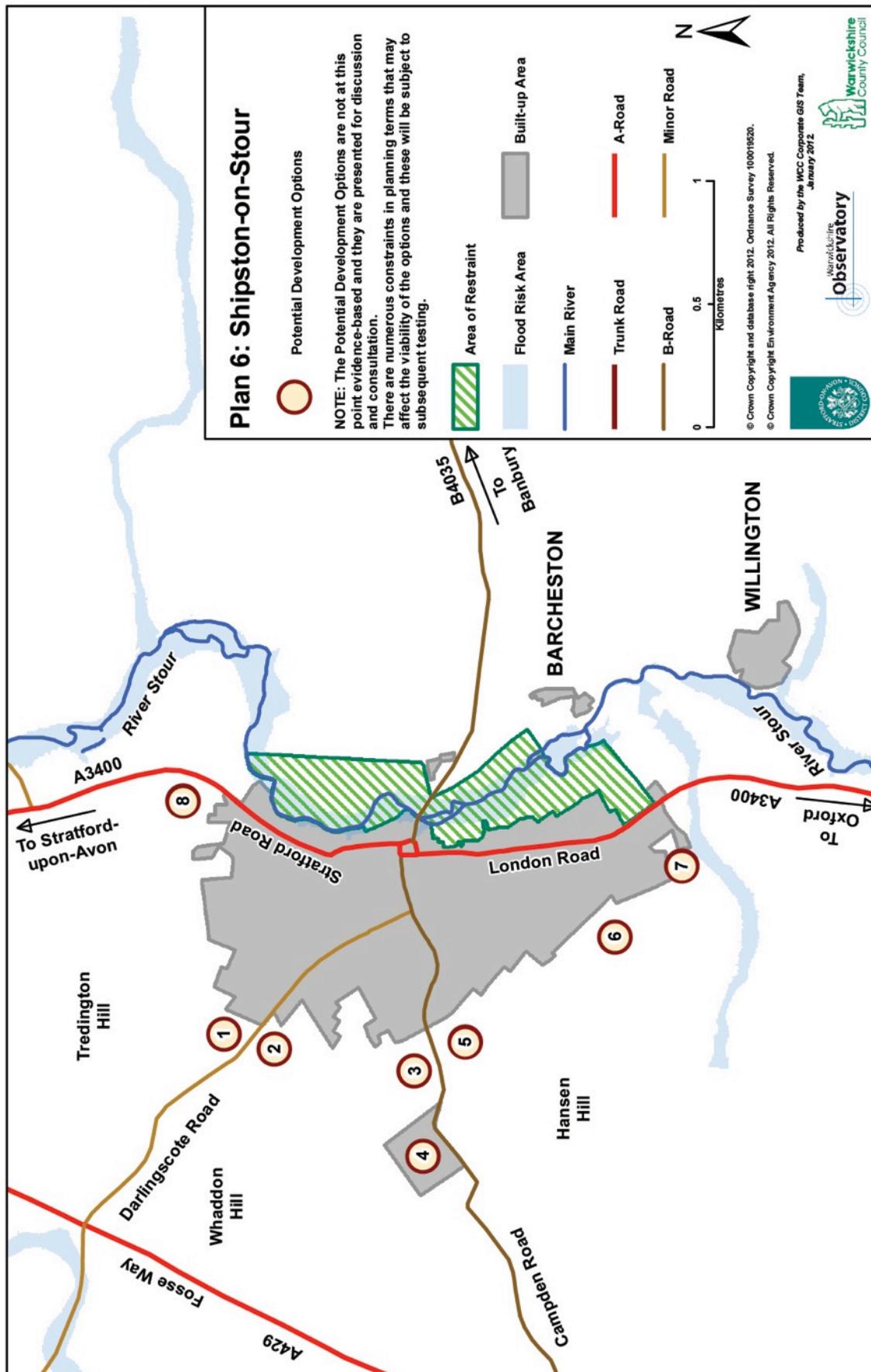


Figure 8.1: Potential Development Options for Shipston-on-Stour

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 8.1.3 The assessment shows potential broad locations SHIP 3, 5, 6, and 7 perform negatively against this SA objective. According to the Heritage Gateway (2012) these potential broad locations are positioned in areas with ridge and furrow. Development at these locations would result in the loss of this finite resource.
- 8.1.4 Uncertainty exists in relation to potential broad location SHIP 4. According to the Historic Environment Assessment (2008) groundwork for the incumbent development would have already adversely impacted on any archaeological deposits. However, there could still be archaeological remains. In addition there are remnants of ridge and furrow. Potential impacts at this potential broad location will depend on the design and layout of new development coupled with the extent to which archaeological assessments accompany development.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 8.1.5 The assessment shows potential broad locations SHIP 3, 4, 5, 6, and 7 perform positively against this SA objective. Negativity has been identified in relation to potential broad locations SHIP 1, 2 and 8.
- 8.1.6 Positive impacts have been identified where development would occur in areas of medium landscape sensitivity (Landscape Sensitivity Assessment, 2011). The Landscape Sensitivity Assessment (2011) suggests development could be accommodated provided the height of new development remains no higher than two stories and appropriate planting and screening is employed.
- 8.1.7 Potential broad locations which perform negatively against this SA objective are within areas of high or high/medium landscape sensitivity. The Landscape Sensitivity Assessment (2011) suggests the locations of potential broad locations SHIP 1,2 and 8 would be inappropriate for development as this would adversely impact on the rural landscape characters on these areas.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 8.1.8 The assessment shows that potential broad locations SHIP 2, 6, 7, and 8 perform negatively against this SA objective. According to the Ecological and Geological Assessment potential broad locations SHIP 2 and 7 are within areas that have features of high biodiversity value. Potential broad location SHIP 2 is located on poor semi improved grassland whilst SHIP 7 includes a pond and small areas of broadleaved semi-natural woodland. These features should be protected from development. Potential broad locations SHIP 6 and 8 cover areas that include traditional orchard. This is a declining BAP priority habitat.

SA Objective 4: Reduce the risk of flooding

- 8.1.9 The assessment shows all SHIP potential broad locations except SHIP 7 perform neutrally against this SA objective. None of the potential broad locations are within a floodplain or flood prone area. In terms of surface water management emerging Core Strategy Policy CS 3: Safeguarding the Water Environment encourages the use of sustainable urban drainage systems in new development.
- 8.1.10 Potential broad location SHIP 7 performs negatively in relation to this SA objective due to its proximity to a flood prone area along the Pig Brook.

SA Objective 5: Minimise the district's contribution to climate change

- 8.1.11 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy will ensure all new development will achieve code for sustainable homes level 4 by 2013 and level 5 by 2016. This policy will ensure new housing incorporates energy efficiency measures in order to reduce their impacts on climate change.

SA Objective 6: Plan for the anticipated levels of climate change

- 8.1.12 A key aspect of adapting to climate change is design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building design that consider the impacts of climate change through design. These policies will ensure climate change adaptation is incorporated into new development.

SA Objective 7: Protect and conserve natural resources

- 8.1.13 The assessment shows all SHIP potential broad locations except SHIP 4 perform negatively against this SA objective. These potential broad locations reside within Minerals Safeguarding areas for raw cement, building stone and sand and gravel. Development has the potential to adversely impact these natural resources. Neutral impacts are associated with potential broad location 4 as it represents brownfield development.
- 8.1.14 According to MAGIC (2012) agricultural land surrounding Shipston-on-Stour is grade three. However, the SA has not been able to determine whether it is grade 3a or grade 3b.

SA Objective 8: Reduce air, water and soil pollution

- 8.1.15 The assessment shows that all potential broad locations perform neutrally compared to this SA objective. According to the Air Quality Updating and Assessment Report (2009) there are no air quality issues within Shipston-on-Stour. The Water Cycle Study (2010) suggests there is enough spare wastewater treatment work capacity for approximately 697 new dwellings within Shipston-on-Stour. The emerging Core Strategy seeks to provide 140-220 new dwellings during the plan period.
- 8.1.16 Development is unlikely to enhance soil quality. The magnitude of development is unlikely to lead to wider impacts on soil quality.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 8.1.17 All potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 8.1.18 It is difficult to determine the extent to which development will support a reduction in the need to travel or encourage sustainable travel modes. This is largely dependant on the behavioural characteristics of new residents, the extent to which services and facilities accompany development, and the design of new developments.
- 8.1.19 There are currently four main bus services that run through Shipston-on-Stour. The number 23 connects the town with Stratford-upon-Avon and Morton in Marsh and runs 5 times a day. The number 23a connects Shipston-on-Stour to Stratford-upon-Avon and Ilmington. This services runs once a day. The number 50a connects Stratford to Banbury and runs every two hours. The number 50 connects Shipston-on-Stour with Stratford-upon-Avon and Chipping Norton. This service runs every two hours.
- 8.1.20 Development within Shipston-on-Stour has the potential to support public transport provision in the town. However, the extent which development will promote public transport use will depend on the behavioural characteristics of new residents.

SA Objective 11: Reduce the barriers for those living in rural areas

- 8.1.21 According to the emerging Core Strategy (2012) Shipston-on-Stour is situated within one of the most rural locations within the Stratford-on-Avon district. Development within Shipston-on-Stour has the potential to support local services and facilities within Shipston, which are used by residents of nearby villages and settlements. It also has the potential to support the vitality and viability of public transport services and help reduce barriers within this rural location.

SA Objective 12: Protect the integrity of the district's countryside

- 8.1.22 The assessment shows that potential broad locations SHIP 1, 2, and 8 perform negatively against this SA objective. Negativity exists where development would have adverse impacts on the landscape quality and local distinctiveness of the area (Landscape Sensitivity Assessment, 2011).

- 8.1.23 All SHIP potential broad locations except SHIP 4 represent greenfield development. It remains uncertain as to the implications of development as the SA has not been able to determine the agricultural land quality of farmland around Shipston-on-Stour.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 8.1.24 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.
- 8.1.25 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.
- 8.1.26 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all potential broad locations will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 8.1.27 According to the Stratford-on-Avon Green Infrastructure Study (2011) there is an under provision of parks, gardens and amenity green space and accessible natural greenspace in Shipston-on-Stour. Development has the opportunity to support the provision of new openspace and sports facilities within Shipston. However, this will depend on the design and extent of new development.
- 8.1.28 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles. Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains. This will help support community safety and wellbeing.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 8.1.29 Housing development within Shipston-on-Stour has the potential to support the vitality of existing shops and services within the village. Although not directly relevant to this objective, all potential broad locations for housing have the potential to facilitate economic benefits in terms of sustaining local services and facilities.

- 8.1.30 Mixed development at SHIP 4 has the potential to create additional local employment opportunities.

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9 Potential Development Options for Southam

9.1 Introduction

9.1.1 The Draft Core Strategy (2012) identifies 11 potential development options for Southam. These are shown in **Figure 9.1**. It suggests that approximately 170-260 dwellings will need to be provided over the plan period.

9.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 9.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of the possible impacts of all of the potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are housing options except SOU 7, which is employment development.

Table 9.1: Assessment matrix for Southam

Housing Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
SOU 1	-	-	0	0	+	+	-	?	0	?	+	-	++	+	0
SOU 2	0	-	0	0	+	+	-	?	0	?	+	-	++	+	0
SOU 3	0	-	0	0	+	+	-	?	0	?	+	-	++	+	0
SOU 4	?	-	0	0	+	+	-	?	0	?	+	-	++	+	0
SOU 5	?	-	?	0	+	+	-	?	0	?	+	-	++	+	0
SOU 6	0	-	?	0	+	+	-	?	0	?	+	-	++	+	0
SOU 7 (employment)	0	+	0	0	+	+	-	?	0	?	+	+	0	0	+
SOU 8	0	+	?	0	+	+	-	?	0	?	+	+	++	-	0
SOU 9	0	?	0	0	+	+	-	?	0	?	+	?	++	+	0
SOU 10	-	?	0	0	+	+	-	?	0	?	+	?	++	+	0
SOU 11	0	?	0	0	+	+	-	?	0	?	+	?	++	+	0

Table 9.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--



Figure 9.1: Potential Development Options for Southam

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 9.1.3 The assessment shows the majority of potential broad locations perform neutrally against this SA objective. Uncertainty exists in relation to potential broad locations SOU 4 and 5 whilst SOU 1 and 10 perform negatively against this SA objective.
- 9.1.4 Uncertainty exists in relation to potential broad locations SOU 4 and 5 due to their proximity to heritage assets. Potential broad location 4 is close to the Holy Well Scheduled Monument and broad location SOU 5 is near to the remains of a medieval building. Implications of development at these locations will depend on the design, layout and extent of development (English Heritage, 2012)
- 9.1.5 Negativity exists in relation to potential broad locations SOU 1 and 10. SOU 1 is located on ridge and furrow land. In addition it is possible a Civil War Skirmish may have taken place in this area. Development at this location could lead to the loss of archaeological and heritage features (Historic Environment Assessment, 2012). SOU 10 is located on the former Southam World War Two airfield. Development at this location would lead to the loss of the remaining of associated buildings (Heritage Gateway, 2012).

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 9.1.6 The assessment shows that potential broad locations SOU 1-6 perform negatively in relation to this SA objective. According to the Landscape Sensitivity Assessment (2011) development in these locations would be inappropriate. Development would intrude on the setting and character of the urban edge of Southam.
- 9.1.7 Development at potential broad locations SOU 7 and 8 has the opportunity to strengthen and enhance the settlement edge. According to the Landscape Sensitivity Assessment (2011) the area is currently disjointed from a landscape perspective and development has the opportunity to lead to improvement from a visual perspective.
- 9.1.8 Uncertainty exists in relation to potential broad locations SOU 9, 10, and 11. Although these broad locations are within areas of medium landscape sensitivity the extent of potential impacts is dependant on the design, layout and extent of new development.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 9.1.9 The assessment shows the majority of potential broad locations have neutral impacts in relation to this SA objective. Uncertainty exists surrounding potential broad locations SOU 5, 6, and 8. These broad locations are within close proximity to semi-improved grassland or broadleaved woodland habitats of biodiversity significance (Ecological and Geological Assessment, 2010). The implications of development at these locations will depend on design, layout and extent.

SA Objective 4: Reduce the risk of flooding

- 9.1.10 The assessment shows all potential broad locations perform neutrally against this SA objective. None of the potential broad locations are within a floodplain or flood prone area. In terms of surface water management emerging Core Strategy Policy CS 3: Safeguarding the Water Environment encourages the use of sustainable urban drainage systems in new development. This policy will help ensure new development does not lead to or exacerbate flood risk.

SA Objective 5: Minimise the district's contribution to climate change

- 9.1.11 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy supports a reduction in carbon emissions. The policy will ensure new residential development achieves Code for Sustainable Homes level 4 by 2013 and level 5 by 2016. In relation to commercial buildings it seeks a reduction of 15% in energy use on proposals over 1000 square meters and requires a minimum of 55% energy use from onsite renewable energy provision.
- 9.1.12 Energy efficiency and renewable energy generation is related to the design of new development rather than development location. All potential broad locations are likely to support climate change mitigation.

SA Objective 6: Plan for the anticipated levels of climate change

- 9.1.13 A key aspect of adapting to climate change is design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building designs that consider the impacts of climate change through design. These policies will ensure climate change adaptation is incorporated into new development.

SA Objective 7: Protect and conserve natural resources

- 9.1.14 All potential broad locations perform negatively against this SA objective. All potential broad locations reside with Minerals Safeguarding Areas for raw cement and building stone (Warwickshire County Council 2009). Development has the potential to adversely impact on these natural resources.

SA Objective 8: Reduce air, water and soil pollution

- 9.1.15 Uncertainty exists in relation to all potential broad locations. According to the Water Cycle Study (2010) the Itchen Bank wastewater treatment works is close to capacity. Whether the wastewater treatment works exceeds its consents depends on the timing and phasing of development.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 9.1.16 All housing potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 9.1.17 Southam is well serviced by public transport links. There are four key services. The number 63 connects Southam with Leamington and Rugby, which runs hourly. The number 64 connects Southam to Leamington and Long Itchington, on an hourly basis. The numbers 65 and 66 run two hourly and connects Southam to Leamington, Daventry and Banbury.
- 9.1.18 Despite good transport links it is difficult to determine the extent to which development will support a reduction in the need to travel or encourage sustainable travel modes. This is largely dependant on behavioural characteristics of new residents, the extent to which services and facilities accompany development, and the design of new developments.

SA Objective 11: Reduce the barriers for those living in rural areas

- 9.1.19 According to the emerging Core Strategy (2012) Southam is an important service centre for surrounding villages. It provides a range of functions for its rural hinterland. Development within Southam will help maintain the viability and vitality of services within the town. This will have positive impacts on surrounding areas in terms of reducing rural barriers.

SA Objective 12: Protect the integrity of the district's countryside

- 9.1.20 The assessment shows that potential broad locations 1-6 perform negatively in relation to this SA objective. According to the Landscape Sensitivity Assessment (2011) development in these locations would be inappropriate. Development would intrude on the setting and character of the urban edge of Southam.
- 9.1.21 Development at potential broad locations SOU 7 and 8 has the opportunity to strengthen and enhance the settlement edge. According to the Landscape Sensitivity Assessment (2011) the area is currently disjointed from a landscape perspective and development has the opportunity to lead to improvement from a visual perspective. This could help strengthen and support the distinctiveness and setting of these areas of Southam.

9.1.22 Uncertainty exists in relation to SOU potential broad locations 9, 10, and 11. Although these broad locations are within areas of medium landscape sensitivity, the extent of potential impacts is dependant on the design, layout and extent of new development.

9.1.23 It is acknowledged that many of the potential broad locations would involve the loss of agricultural land. However, the emerging Core Strategy suggests none of the agricultural land is of high quality.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

9.1.24 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.

9.1.25 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.

9.1.26 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all housing potential broad locations will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

9.1.27 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles. Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains.

9.1.28 Development within Southam has the opportunity to lead to greater provision of open space within the town. According to the Open Space, Sport and Recreation Assessment (2011) Southam has a deficiency in parks, gardens and amenity space, natural accessible greenspace and children and young people's facilities. Development has the potential to increase provision either through the design of development or through developer contributions. In addition many of the development locations are within close proximity to public rights of way and existing open space that could help support active recreation.

- 9.1.29 Potential broad locations SOU 8 performs negatively against this SA objective. According to the Green Infrastructure Study (2011) sports pitches are found at this location. This SA objective does not support the loss of sports pitches. Sports pitches are important facilities for healthy active lifestyles and provide important health benefits. Current sports facilities include a Cricket Pitch and Football Pitch.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 9.1.30 Housing development within Southam has the potential to support the vitality of existing shops and services within the village. Although not directly relevant to this objective, all housing potential broad locations have the potential to facilitate economic benefits in terms of sustaining local services and facilities.
- 9.1.31 Employment provision SOU 4 has the potential to support local job creation.

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10 Potential Development Options for Studley

10.1 Introduction

10.1.1 The Draft Core Strategy (2012) identifies 10 potential development options for Studley. These are shown in **Figure 10.1**. It suggests that approximately 160-240 dwellings will need to be provided over the plan period.

10.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 10.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of all the potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are intended for housing.

Table 10.1: Assessment matrix for Studley

Housing Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
STUD 1	0	-	-	0	+	+	-	-	0	?	0	-	++	+	0
STUD 2	?	-	-	0	+	-	-	-	0	?	0	-	++	+	0
STUD 3	0	?	-	0	+	-	-	-	0	?	0	-	++	+	0
STUD 4	?	-	-	0	+	+	-	-	0	?	0	-	++	+	0
STUD 5	0	-	-	0	+	+	-	-	0	?	0	-	++	+	0
STUD 6	0	-	-	0	+	+	-	-	0	?	0	-	++	+	0
STUD 7	0	?	-	0	+	+	-	-	0	?	0	-	++	+	0
STUD 8	-	-	?	0	+	+	-	-	0	?	0	-	++	+	0
STUD 9	0	?	?	0	+	+	-	-	0	?	0	-	++	+	0
STUD 10	0	?	?	0	+	+	-	-	0	?	0	-	++	+	0

Table 10.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 10.1.3 The assessment shows the majority of development potential broad locations perform neutrally in relation to this SA objective. Uncertainty exists in relation to potential broad locations 2 and 4. STUD 8 performs negatively against this SA objective.
- 10.1.4 Uncertainty exists because potential broad locations STUD 2 and 4 are within close proximity to the remains of medieval settlements. The extent to which development will lead to adverse impacts will depend on the design and extent of development.
- 10.1.5 STUD 8 is located within the Studley Manor House grounds and remains of a medieval settlement. Development at this location has the potential to lead to the loss of heritage features and archaeological deposits.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 10.1.6 The assessment shows that potential broad locations STUD 1, 2, 4, 5, 6, and 8 perform negatively against this SA objective. According to the Landscape Sensitivity Assessment (2011) these locations are within areas of high or high/medium landscape sensitivity. Development at these locations is deemed inappropriate as it may lead to possible settlement coalescence and/or it may adversely impact on the rural open character of these locations.
- 10.1.7 Uncertainty exists in relation to potential broad locations STUD 3, 7, 9 and 10. Development at these locations may be acceptable but would require the maintenance of existing screening or incorporation of advanced screening and planting (Landscape Sensitivity Assessment, 2011). This would be dependant on the design and layout of development.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 10.1.8 The assessment shows that the majority of potential broad locations perform negatively against this SA objective. According to the Ecological and Geological Assessment (2010) many of the potential broad locations are within areas of semi-improved neutral grassland or improved grassland of high biodiversity value. In addition many are within areas of Local BAP priority habitats (Green Infrastructure Study, 2011). Development has the potential to lead to the loss of these areas for biodiversity.
- 10.1.9 Uncertainty exists where development is in locations that are in close proximity to areas of high biodiversity value but potential impacts would depend on development design and extent. In addition, it is difficult to determine the ecological significance of the potential broad locations due to an absence of data.

SA Objective 4: Reduce the risk of flooding

- 10.1.10 The assessment shows all STUD potential broad locations perform neutrally against this SA objective. None of the potential broad locations are within a floodplain or flood prone area. In terms of surface water management emerging Core Strategy Policy CS 3: Safeguarding the Water Environment encourages the use of sustainable urban drainage systems in new development. This policy will help ensure new development does not lead to or exacerbate flood risk.

SA Objective 5: Minimise the district's contribution to climate change

- 10.1.11 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy supports a reduction in carbon emissions. The policy will ensure new residential development achieves Code for Sustainable Homes level 4 by 2013 and level 5 by 2016. Energy efficiency and renewable energy generation is related to the design of new development rather than development location. All potential broad locations are likely to support climate change mitigation.

SA Objective 6: Plan for the anticipated levels of climate change

- 10.1.12 A key aspect of adapting to climate change is design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building designs that consider the impacts of climate change through design. These policies will ensure climate change adaptation is incorporated into new development.
- 10.1.13 Potential broad locations STUD 2 and 3 perform negatively against this SA objective. Development at these locations may lead to settlement coalescence causing habitat fragmentation. This has the potential to adversely impact species migration in response to climate change.

SA Objective 7: Protect and conserve natural resources

- 10.1.14 All STUD potential broad locations perform negatively against this SA objective. All development locations are within Minerals Safeguarding Areas for sand and gravels (Warwickshire County Council, 2009).
- 10.1.15 According to MAGIC (2012) farmland around Studley is grade 3 agricultural land. It has not been possible to differentiate between grade 3a or grade 3b agricultural land.

SA Objective 8: Reduce air, water and soil pollution

- 10.1.16 All potential broad locations have the potential to exacerbate known air quality issues within Studley. An air quality management area was declared in Study in 2006 for exceedance in nitrogen dioxide. The AQMA covers properties 1 and 9 through to 31 along the Alcester Road. The Alcester Road provides a well used an important link between the A46 and M42 (M).
- 10.1.17 In terms of water quality the Water Cycle Study (2010) suggests there are no capacity issues in relation to the Redditch Sprenal wastewater treatment works. However, development north of Mappleborough Green (STUD 9 and 10) may lead to adverse impacts on the sewerage network. The Water Cycle Study (2010) suggests capacity improvements are likely to be required in the sewerage network downstream of this location.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 10.1.18 All STUD housing potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 10.1.19 It is difficult to determine the implications of development in relation to this SA objective. The management of traffic is a key issue for Studley. Development has the potential to exacerbate existing transport issues. However, impacts will be dependant on the design and layout of new development coupled with behavioural characteristics. Development has the opportunity to lead to or contribute to public transport improvements, however this will depend on development proposals.
- 10.1.20 Studley is relatively well serviced by public transport routes. The number 26 connects Studley to Redditch and Stratford-upon-Avon. The number 143 connects Studley to Redditch. The number 247 connects Studley to Evesham and Redditch. These routes run hourly (Warwickshire County Council 2012).
- 10.1.21 According to the emerging Core Strategy (2012) traffic issues would need to be resolved before large-scale development would be appropriate.

SA Objective 11: Reduce the barriers for those living in rural areas

- 10.1.22 It is unlikely that development within Studley will lead to a reduction in barriers to rural areas within the district. It could help reduce barriers within Studley. Studley is within close proximity to Redditch to the north. All potential broad locations perform neutrally against this objective.

SA Objective 12: Protect the integrity of the district's countryside

- 10.1.23 All potential broad locations except STUD 1 and 9 are within greenbelt land. One of the key purposes of greenbelt is to prevent settlement coalescence. Development at potential broad locations STUD 1, 2, 3, 5 and 6 may lead to advancements in the Studley settlement boundary that has the potential to lead to settlement coalescence.
- 10.1.24 All potential broad locations will be on greenfield land. Potential broad locations STUD 1, 2, 4, 5, 6, and 8 are within areas of high or high/medium landscape sensitivity. The Landscape Sensitivity Assessment (2011) suggests development in these locations would be inappropriate. It has the potential to adversely impact on the character of each area and the strong settlement fringes.

- 10.1.25 Development at potential broad location STUD 9 would extent the settlement eastwards removing the green buffer between Redditch and the A435.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 10.1.26 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.
- 10.1.27 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.
- 10.1.28 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all housing potential broad locations will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 10.1.29 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles. Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains.
- 10.1.30 According to the Open Space, Sport and Recreation Study (2011) Studley has an under provision of parks and open space, children and young peoples play areas and allotments. Development has the opportunity to facilitate the provision of open space either directly or through developer contributions.
- 10.1.31 In terms of relationships with healthcare facilities Studley is within close proximity to the Alexandra Hospital, located off Nine Days Lane. It also has its own healthcare centre on the high street. Development within Studley will place people within close proximity to these facilities.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 10.1.32 Housing development within Studley has the potential to support the vitality of existing shops and services within the village. Although not directly relevant to this objective, all housing potential broad locations have the potential to facilitate economic benefits in terms of sustaining local services and facilities.

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11 Potential Development Options for Wellesbourne

11.1 Introduction

11.1.1 The Draft Core Strategy (2012) identifies 13 potential development options for Wellesbourne. These are shown in **Figure 11.1**. It suggests that approximately 160-240 dwellings will need to be provided over the plan period.

11.1.2 The SA has assessed each potential broad location against the SA Framework. The findings of the assessment are shown in **Table 11.1**, and are accompanied by a commentary by SA objective. The commentary offers an analysis of potential impacts of the potential broad locations in relation to the SA objectives. The commentary provides a strategic interpretation of key opportunities and constraints that the broad locations represent. All potential broad locations are intended for housing except WELL 4, which is mixed development.

Table 11.1: Assessment matrix for Wellesbourne

Broad Location	SA Objectives														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
WELL 1	0	-	0	-	+	-	-	-	0	?	+	-	++		0
WELL 2	0	-	0	?	+	?	-	-	0	?	+	-	++		0
WELL 3	0	-	-	0	+	-	-	-	0	?	+	-	++		0
WELL 4	0	-	-	0	+	-	-	-	0	?	+	-	++		0
WELL 5	0	+	0	0	+	+	-	-	0	?	+	+	++		0
WELL 6	0	+	0	0	+	+	--	-	0	?	+	-	++		0
WELL 7	0	-	0	0	+	+	-	-	0	?	+	-	++		0
WELL 8	0	+	0	-	+	+	-	-	0	?	+	+	++		0
WELL 9	0	-	-	-	+	-	--	-	0	?	+	-	++		0
WELL 10	0	-	0	-	+	+	-	-	0	?	+	-	++		0
WELL 11	0	-	0	0	+	+	-	-	0	?	+	-	++		0
WELL 12	-	-	0	-	+	-	-	-	0	?	+	-	++		0
WELL 13	0	+	0	?	+	?	-	-	0	?	+	+	++		0

Table 11.2: Assessment key

Assessment Findings Key	
Likely positive effects	+
Strong likely positive effects	++
Neutral effects	0
Uncertain effects	?
Likely negative effects	-
Strong likely negative effects	--

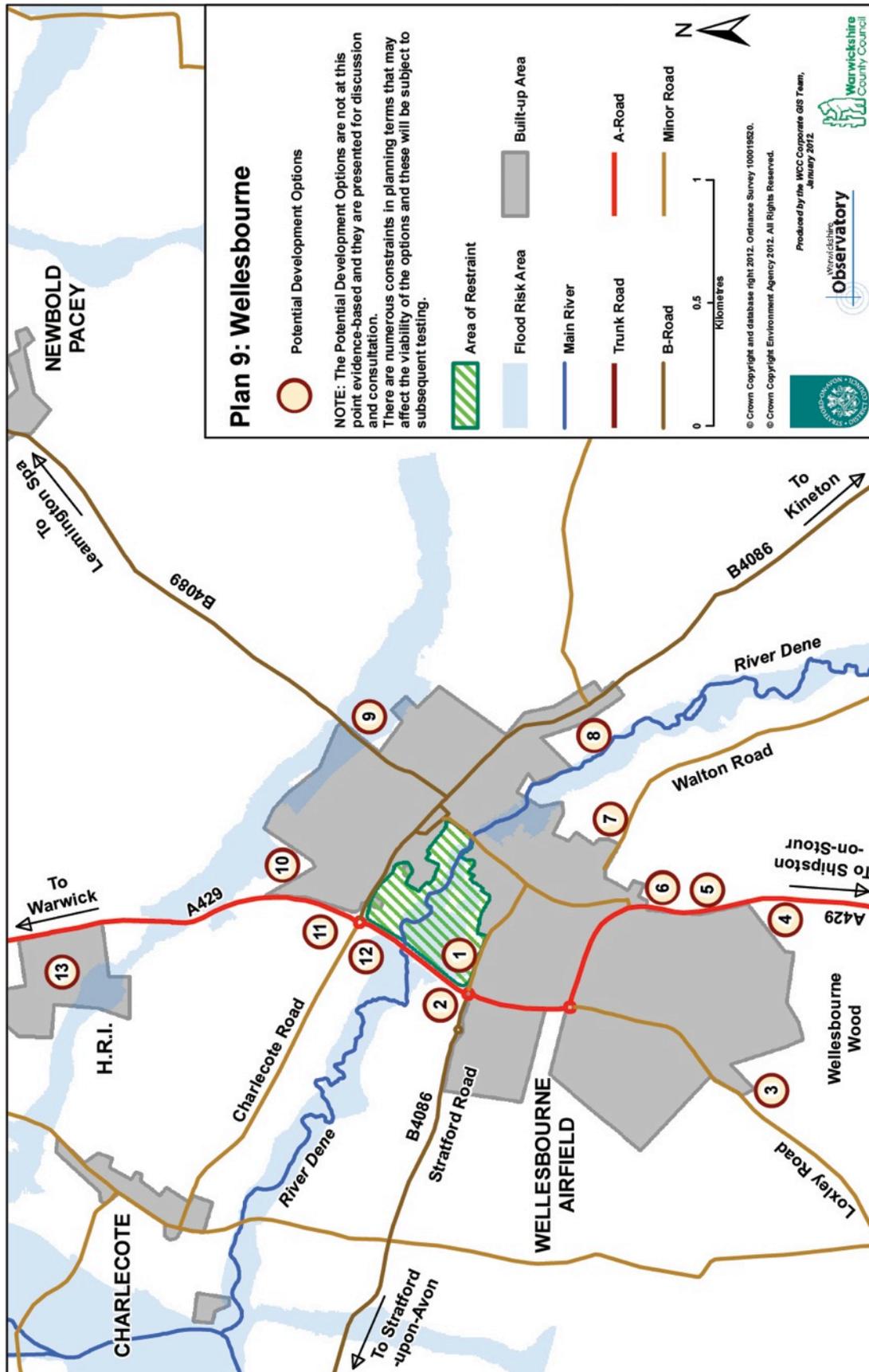


Figure 11.1: Potential Development Options for Wellesbourne

SA Objectives 1: Protect, enhance, and manage sites, features, and areas of archaeological, historical or cultural heritage importance

- 11.1.3 The assessment shows all potential broad locations except WELL 12 perform neutrally against this SA objective. According to the Heritage Gateway (2012) potential broad location 12 is within a location that contains a medieval ridge, undated enclosure and a possible Iron Age or Roman rectilinear enclosure. Development at this location has the potential to adversely impact on these heritage assets and possible archaeological remains.

SA Objective 2: Protect, and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and qualities

- 11.1.4 The assessment shows that all potential broad locations except WELL 5, 6, 8, and 13 perform negatively against this SA objective. According to the Landscape Sensitivity Assessment (2011) development would be inappropriate or undesirable from a landscape perspective in these locations.
- 11.1.5 Positive impacts have been identified in relation to potential broad locations WELL 5, 6, 8, and 13. Development in these locations has the potential to help enhance existing settlement edges and improve their appearance in the landscape.

SA Objective 3: Protect, enhance and manage biodiversity and geodiversity

- 11.1.6 All potential broad locations except WELL 3, 4, and 9 perform neutrally against this SA objective. Potential broad locations performing negatively are in locations that should be protected from development, according to the Environment and Geological Assessment (2010). WELL 3 includes poor semi-improved neutral grassland, potential broad location 5 includes a pond and WELL 9 includes poor semi-improved grassland. The Ecological and Geological Assessment suggests these are of biodiversity importance and should be retained.

SA Objective 4: Reduce the risk of flooding

- 11.1.7 The assessment shows potential broad locations WELL 1, 8, 9, 10, and 12 perform negatively in relation to this SA objective. These potential broad locations are located within flood zones (Environment Agency, 2012).
- 11.1.8 Uncertainty exists in relation to potential broad locations WELL 2 and 13. These potential broad locations are in close proximity to flood zones. However, the implications of this are dependant on design, layout and extent of development.

SA Objective 5: Minimise the district's contribution to climate change

- 11.1.9 Emerging Core Strategy Policy CS 2: Climate Change and Sustainable Energy supports a reduction in carbon emissions. The policy will ensure new residential development achieves Code for Sustainable Homes level 4 by 2013 and level 5 by 2016. Energy efficiency and renewable energy generation is related to the design of new development rather than development location. All potential broad locations are likely to support climate change mitigation.

SA Objective 6: Plan for the anticipated levels of climate change

- 11.1.10 A key aspect of adapting to climate change is design and layout of development. Emerging Core Strategy policies CS 15: Design and Distinctiveness and CS 2: Climate Change and Sustainable Energy encourage building design that consider the impacts of climate change through design. These policies will ensure climate change adaptation is incorporated into new development.
- 11.1.11 Uncertainty and negativity identified for potential broad locations WELL 1, 2, 8, 9, 10, 12, and 13 is due to impacts relating to flooding. Climate change has the potential to exacerbate and/or increase the likelihood of flood events.

SA Objective 7: Protect and conserve natural resources

- 11.1.12 All potential broad locations have been assessed as performing negatively against this SA objective. All potential broad locations are within a Minerals Safeguarding Area for sand and gravel.
- 11.1.13 According to Magic potential broad locations WELL 6 and 9 are located on grade 2 agricultural land. WELL 1 and 8 are located on grade 3a agricultural land. Development at these locations will lead to the loss of these high quality agricultural lands. It has not been possible to determine the agricultural land quality of the remaining potential broad locations.

SA Objective 8: Reduce air, water and soil pollution

- 11.1.14 All potential broad locations have the potential to adversely impact water quality. According to the Water Cycle Study (2010) investment at Wellesbourne wastewater treatment works would be required in order to accommodate growth. In addition, in order to meet Water Framework Directive objectives a phosphate consents would be required. This is beyond current best available technology. Wastewater treatment work issues would need to be addressed before any development took place within Wellesbourne.

SA Objective 9: Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal

- 11.1.15 All housing potential broad locations have been assessed as having a neutral impact in relation to SA objective 9. Addressing waste will depend on the design and layout of development coupled with behavioural characteristics of residents rather than housing location. In addition, Core Strategy Policy CS 4: Managing Waste will play a key role in waste management. CS 4 requires all building projects over £300,000 to submit site waste management plans. It also sets out a requirement to ensure development provides facilities for the segregation and storage of waste for collection. This will help encourage the recycling of waste. Policy CS 4 encourages the reuse of materials during construction.

SA Objective 10: Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies that reduce the need to travel

- 11.1.16 It is difficult to determine the implications of development in relation to this SA objective. The capacity of transport infrastructure is a key concern for Wellesbourne's residents (Core Strategy, 2012). Development has the potential to exacerbate existing transport issues. However, impacts will be dependant on the design and layout of new development coupled with behavioural characteristics. Development has the opportunity to lead to or contribute to public transport improvements, however this will depend on development proposals.
- 11.1.17 Currently three main bus routes service Wellesbourne. The X15 and X18 both provide links between Stratford-on-Avon and Coventry on an hourly basis. The number 269 provides links with Banbury and Stratford-on-Avon, although only twice a day.

SA Objective 11: Reduce the barriers for those living in rural areas

- 11.1.18 Development within Wellesbourne has the potential to reduce rural barriers and support the vitality of local services. It may also lead to increased provision of community facilities through developer contributions.

SA Objective 12: Protect the integrity of the district's countryside

- 11.1.19 The assessment shows potential broad locations WELL 5, 8, and 13 perform positively against this SA objective. According to the Landscape Sensitivity Assessment development at these locations has the opportunity to strengthen and positively enhance the settlement fringes in these locations.
- 11.1.20 All remaining WELL potential broad locations perform negatively against this SA objective. According to the Landscape sensitivity assessment development at these locations would be inappropriate. In addition potential broad locations WELL 6 and 9 contain grade 2 agricultural land.

SA Objective 13: Provide affordable, environmentally sound and good quality housing for all

- 11.1.21 The emerging Core Strategy sets out several housing policies that will help ensure housing is high quality and meets the needs of different people. CS 2: Climate Change, CS 3: Safeguarding the Water Environment, and CS 15: Design and distinctiveness will help ensure new development incorporates climate change adaptation features, energy and water efficiency measures and addresses flood risk. These policies will help ensure new housing will be of high environmental quality.
- 11.1.22 Emerging Core Strategy Policy CS17: Affordable Housing requires a minimum of 35% of proposed residential floor space to be affordable housing. Core Strategy Policy CS 19: Specialised Accommodation will help support the needs of older and vulnerable people if there is a need. Core Strategy policy CS 20: Housing Mix and Type requires new residential development to support a balanced and sustainable community by ensuring there is a mixture of housing types, size and tenure to meet the needs of different people.

- 11.1.23 Policies within the emerging Core Strategy will help ensure development incorporates high environmental standards and meets the needs of different communities. With these policies it is likely all housing potential broad locations will support this SA objective.

SA Objective 14: Safeguard and improve community health, safety and wellbeing

- 11.1.24 Emerging Core Strategy Policy CS 27: Community Facilities requires all new housing development to provide open space and outdoor recreation facilities to meet the needs of residents. It outlines standards that should be considered. This will help encourage healthy active lifestyles. Emerging Core Strategy Policy CS 15: Design and Distinctiveness seeks to ensure new developments include high quality design. This includes ensuring effective measures are included to help reduce crime, fear of crime and dangers from traffic. It also encourages the incorporation of footpaths, green infrastructure and biodiversity gains. These policies will help ensure new development supports community health, safety and wellbeing.
- 11.1.25 According to the emerging Core Strategy (2012) Wellesbourne has no areas Natural Accessible Greenspace. There is also a relative under provision of parks, gardens and amenity greenspace. Development has the potential to increase provision either directly or through developer contributions. Development has the potential to facilitate and/or deliver green infrastructure enhancements within Wellesbourne.

SA Objective 15: Develop a dynamic, diverse and knowledge based economy that excels in innovation with higher value low impact activities

- 11.1.26 Housing development within Wellesbourne has the potential to support the vitality of existing shops and services within the settlement. Although not directly relevant to this objective, all housing potential broad locations have the potential to facilitate economic benefits in terms of sustaining local services and facilities.

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Appendix A: SA Framework

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
1	Protect, enhance and manage sites, features and areas of archaeological, historical and cultural heritage importance.	Q1a	Will it preserve buildings of architectural or historic interest and, where necessary, encourage their conservation and renewal?	Number of Grade I and Grade II* buildings at risk.	None (English Heritage)
				Number of Grade II and locally listed buildings at risk.	None (English Heritage)
		Q1b	Will it preserve or enhance archaeological sites/remains?	Proportion of scheduled monuments at risk from damage, decay or loss	None (English Heritage)
				Number/proportion of development proposals informed by archaeological provisions, including surveys	All (English Heritage)
		Q1c	Will it improve and broaden access to, understanding, and enjoyment of the historic environment?	Annual number of visitors to historic attractions	
Q1d	Will it preserve or enhance the setting of cultural heritage assets?	Proportion of conservation areas covered by up-to-date appraisals (less than five years old) and published management plans.			
2	Protect, enhance and manage the character and appearance of the landscape and townscape, maintaining and strengthening distinctiveness and its special qualities.	Q2a	Will it safeguard and enhance the character of the landscape and local distinctiveness and identity?	Application of detailed characterisation studies to new development	
		Q2b	Will it safeguard and enhance the character of the townscape and local distinctiveness and identity?	Application of detailed characterisation studies to new development	

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
		Q2c	Will it preserve or enhance the setting of cultural heritage assets?	Proportion of conservation areas covered by up-to-date appraisals (less than five years old) and published management plans.	
		Q2d	Will it help limit noise pollution?	Tranquillity assessments	
		Q2e	Will it help limit light pollution?	Tranquillity assessments	
		Q2f	Will it encourage well-designed, high quality developments that enhance the built and natural environment?	% development meeting Building for Life standards.	
3	Protect, enhance and manage biodiversity and geodiversity.	Q3a	Will it lead to a loss of or damage to biodiversity interest?	Extent (and condition) of priority habitats	
				Extent of priority species	
				Area and condition of nationally designated sites in appropriate management	By 2010, to ensure that 95% of SSSIs are in favourable or recovering condition (target to directly reflect the national PSA target)
		Q3b	Will it lead to habitat creation, matching BAP priorities?	Area of Nature Conservation designation per 1,000 population (ha).	At least 1ha of Local Nature Reserve per 1,000 population (Natural England)
				Area of new habitat creation reflecting Warwickshire, Coventry and Solihull BAP priorities	
				Extent and condition of key habitats for which Biodiversity Action Plans (BAPs) have been established	
		Q3c	Will it maintain and enhance sites nationally designated for their biodiversity interest and increase their area?	Number, area and condition of nationally designated sites in appropriate management	
Q3d	Will it increase the area of sites designated for their geodiversity interest?	Area designated for geological interest			

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
		Q3e	Will it maintain and enhance sites designated for their geodiversity interest?	Condition of geological SSSIs	By 2010, to ensure that 95% of SSSIs are in favourable or recovering condition (target to directly reflect the national PSA target)
		Q3f	Will it link up areas of fragmented habitat?	Extent (and condition) of priority habitats	
		Q3g	Will it increase awareness of biodiversity and geodiversity assets?	Number of school trips to Stratford-on-Avon's Nature Reserves	
				Number of accessibility improvements to nature reserves and local sites (including geodiversity sites)	
				Number of interpretation improvements (including information boards etc) in nature reserves and local sites	
4	Reduce the risk of flooding.	Q4a	Will it help prevent flood risk present in the district from fluvial flooding?	Amount of new development (ha) situated within a 1:100 flood risk area (Flood Zone 3), including an allowance for climate change	Zero (Environment agency)
		Q4b	Will it help prevent flood risk present in the district from surface water flooding?	Number of properties at risk of flooding	
				No. of planning permissions incorporating SUDS	All (Environment agency)
Q4c	Will it help limit potential increases in flood risk likely to take place in the district as a result of climate change?	Number of planning permissions granted contrary to the advice of the Environment Agency on flood defence grounds	Zero (Environment agency)		
5	Minimise the district's contribution to climate change.	Q5a	Will it help reduce Stratford-on-Avon's carbon footprint?	Proportion of electricity produced from renewable resources	UK Government renewable energy target: 15% of electricity to be produced from renewable sources by 2020.

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
				Proportion of new homes achieving a four star or above sustainability rating for the "Energy/CO ₂ " category as stipulated by the Code for Sustainable Homes	All new homes to be carbon neutral by 2016 (DCLG target)
				Per capita greenhouse gas emissions	
				Emission by source	
				Percentage of people aged 16-74 who usually travel to work by driving a car or van	
				CO ₂ , methane and nitrous oxide emissions per sector	UK Government targets: 80% reduction of carbon dioxide emission by 2050 and a 26% to 32% reduction by 2020
		Q5b	Will it help raise awareness of climate change mitigation?	Number of initiatives to increase awareness of energy efficiency	
6	Plan for the anticipated levels of climate change.	Q6a	Will it help limit potential increases in flood risk likely to take place in the district as a result of climate change?	Amount of new development (ha) situated within a 1:100 flood risk area, including an allowance for climate change	Zero (Environment agency)
				Number of planning permissions granted contrary to the advice of the Environment Agency on flood defence grounds	Zero (Environment agency)
				Number of properties at risk of flooding.	
		Q6b	Will it encourage the development of buildings prepared for the impacts of climate change?	% of developments meeting the minimum standards for the "Surface Water Run-Off" and "Surface Water Management" categories in the Code for Sustainable Homes	

SA Objective		Decision making criteria: Will the option/proposal...		Indicators	Targets
				Thermal efficiency of new and retro fitted development; % planning permissions for projects designed with passive solar design, building orientation, natural ventilation	
				Proportion of new homes meeting Level 4 of the CSH water category.	
				No. of planning permissions incorporating green roofs	
				No. of planning permissions incorporating SUDS	All (Environment agency)
		Q6c	Will it retain existing green infrastructure and promote the expansion of green infrastructure to help facilitate climate change adaptation?	Amount of new greenspace created per capita	
7	Protect and conserve natural resources.	Q7a	Will it include measures to limit water consumption?	Average domestic water consumption (l/head/day)	
		Q7b	Will it safeguard the district's minerals resources for future use?	Area of land with potential for minerals use sterilised	
		Q7c	Will it utilise derelict, deGraded and under-used land?	% of dwellings built on previously developed land	
				Previously developed land that has been vacant or derelict for more than five years	
Q7d	Will it lead to the more efficient use of land?	Housing density in new development: average number of dwellings per hectare			

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets	
		Q7e	Will it lead to reduced consumption of materials and resources?	Percentage of commercial buildings meeting BREEAM Very Good Standard or above or equivalent		
				Percentage of housing developments achieving a four star or above sustainability rating as stipulated by the Code for Sustainable Homes		
		Q7f	Will it lead to the loss of the best and most versatile agricultural land?	Area of Grades 1, 2 and 3a agricultural land lost to new development		
8	Reduce air, soil and water pollution.	Q8a	Will it lead to improved water quality of both surface water groundwater features?	% of watercourses classified as good or very good biological and chemical quality	All inland water bodies to reach at least "good status" by 2015 (Water Framework Directive)	
				% change in pollution incidents		
				No. of planning permissions incorporating SUDS		All (Environment agency)
		Q8b	Will it lead to improved air quality?	Number and area of Air Quality Management Areas	To meet national Air Quality Standards	
				No. of days when air pollution is moderate or high for NO ₂ , SO ₂ , O ₃ , CO or PM ₁₀	To meet national Air Quality Standards	
		Q8c	Will it maintain and enhance soil quality?	Area of contaminated land (ha)		
				% of projects (by number and value) involving remediation of any kind		
		Q8d	Will it reduce the overall amount of diffuse pollution to air, water and soil?	% change in pollution incidents		

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
9	Reduce waste generation and disposal, and promote the waste hierarchy of reduce, reuse, recycle/compost, energy recovery and disposal.	Q9a	Will it provide facilities for the separation and recycling of waste?	Type and capacity of waste management facilities	
				Household waste (a) arisings and (b) recycled or composted	
		Q9b	Will it encourage the use of recycled materials in construction?	Reuse of recycled materials from former building stock and other sources	
10	Improve the efficiency of transport networks by increasing the proportion of travel by sustainable modes and by promoting policies which reduce the need to travel.	Q10a	Will it reduce the need to travel?	Percentage of completed significant local service developments located within a defined centre	
				Average distance (km) travelled to fixed place of work	
				Percentage of new residential development within 30 minutes public transport time of a GP, hospital, primary and secondary school, employment and major health centre.	
				Percentage of residents surveyed finding it easy to access key local services.	
		Q10b	Will it encourage walking and cycling?	Percentage of people aged 16-74 who usually travel to work by bicycle or on foot	
				Proportion of new development providing cycle parking.	
		Q10c	Will it reduce car use?	Percentage of people aged 16-74 who usually travel to work by driving a car or van	

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
		Q10d	Will it encourage use of public transport?	Percentage of people aged 16-74 who usually travel to work by bus or train	
				Number of journeys made by bus per annum	
				Percentage of development in urban/rural areas within 400m or 5 minutes walk of half hourly bus service	
				Number of journeys made by train per annum	
		Q10e	Will it provide adequate means of access by a range of sustainable transport modes?	Distance of new development to existing or proposed public transport routes.	
				Provision of new walking and cycling links to accompany new development	
		Q10f	Will it help limit HGV traffic flows?	HGV traffic flows	
11	Reduce barriers for those living in rural areas	Q11a	Will it increase provision of local services and facilities and reduce centralisation?	Percentage of residents surveyed finding it easy to access key local services	
		Q11a	Will it improve accessibility by a range of transport modes to services and facilities from rural areas?	Percentage of rural households within 800m of an hourly or better bus service	
		Q11a	Will it support the provision of affordable housing in rural areas?	Affordable housing completions in rural areas	
12	Protect the integrity of the district's countryside.	Q12a	Will it prevent the degradation of land on the urban fringe?	Area of derelict or underutilised land on the urban fringe	
		Q12b	Will it lead to a loss of agricultural land?	Area of agricultural land not in use or under active management.	

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
		Q12c	Will it safeguard local distinctiveness and identity?	Application of detailed characterisation studies to new development	
13	Provide affordable, environmentally sound and good quality housing for all.	Q13a	Will it ensure all groups have access to decent, appropriate and affordable housing?	Affordable housing completions	
		Q13b	Will it identify an appropriate supply of land for new housing?	Net additional dwellings for the current year.	
		Q13c	Will it ensure that all new development contributes to local distinctiveness and improve the local environment?	Number of major housing applications refused on design grounds.	
				Accessible Natural Greenspace	100% of population with Accessible Natural Greenspace of at least 2ha within 300m (or 5 minutes of their home (Natural England) SDC targets for open space are currently being developed.
		Q13d	Will it meet the building specification guidance in the Code for Sustainable Homes? (DCLG)	Percentage of housing developments achieving a four star or above sustainability rating as stipulated by the Code for Sustainable Homes	All new homes to be carbon neutral by 2016 (UK Government target)
		Q13e	Will it reduce the number of households on the Housing Register?	Number of households on the Housing Register	To reduce the numbers of homeless households in priority need and the number of households in housing need on the housing register
14	Safeguard and improve community health, safety and wellbeing.	Q14a	Will it improve access for all to health, leisure and recreational facilities?	Travel time by public transport to nearest health centre and sports facility.	
		Q14b	Will it improve and enhance the district's green infrastructure	Area of parks and green spaces per 1,000 head of population	SDC open space standards are currently being developed.

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
			network?	Accessible Natural Greenspace	100% of population with Accessible Natural Greenspace of at least 2ha within 300m (or 5 minutes of their home (Natural England) SDC standards are currently being developed.
				Area of playing fields and sports pitches.	2.83 hectares per 1,000 population for playing field provision (National Playing Fields Association Standard) SDC open space standards are currently being developed.
				Amount of land needed to rectify deficiencies in Open Space Standards (ha)	
				Percentage of eligible open spaces managed to green flag award standard	
				Percentage of residents that are satisfied with the quantity/quality of open space	
		Q14c	Will it improve long term health?	Life expectancy at birth	
				Standardised mortality rates	
		Q14d	Will it ensure that risks to human health and the environment from contamination are identified and removed?	Area of contaminated land (ha)	

	SA Objective	Decision making criteria: Will the option/proposal...	Indicators	Targets	
		Q14e	Will it encourage healthy and active lifestyles?	% of adults (16+) participating in at least 30 minutes of moderate intensity sport and active recreation (including recreational walking) on three or more days of the week	To increase participation by 1% year-on-year until 2020 to achieve target of 50% of population participants in 30 mins activity, three times a week by 2020 (The Framework for Sport in England)
				The number of sports pitches available to the public per 1,000 population	
		Q14f	Will it reduce obesity?	Percentage of adult population classified as obese	By 2010, stabilise incidences of obesity in children by 2010 (DoH)
		Q14g	Does it consider the needs of the district's growing elderly population?	Percentage of older people being supported intensively to live at home	Increasing the proportion of older people being supported to live in their own home by 1% annually (DoH PSA)
		Q14h	Will it enable communities to influence the decisions that affect their neighbourhoods and quality of life?	Percentage of adults surveyed who feel they can influence decisions affecting their own local area	
		Q14i	Will it improve the satisfaction of people with their neighbourhoods as a place to live?	% respondents very or fairly satisfied with their neighbourhood	
		Q14j	Will it reduce crime and the fear of crime?	Indices of Multiple Deprivation: Crime domain	
		Q14k	Will it reduce deprivation in the district?	Indices of Multiple Deprivation	
		Q14l	Will it improve road safety?	Number of people killed or seriously injured on the roads per year	

	SA Objective	Decision making criteria: Will the option/proposal...		Indicators	Targets
15	Develop a dynamic, diverse and knowledge-based economy that excels in innovation with higher value, lower impact activities.	Q15a	Will it ensure that new employment, office, retail and leisure developments are in locations that are accessible to those who will use them by a choice of transport modes?	Proportion of residential development within 30 minutes public transport time of key services	
		Q15b	Will it help ensure an adequate supply of employment land?	Ha of new employment land provision	
		Q15c	Will it support or encourage new business sectors?	No. of start-up businesses in the environmental and social enterprise sector	
				Expenditure on R&D as the proportion of GVA	
		Q15d	Will it support the visitor economy?	Visitor numbers	

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