

Brierley Hill Area Action Plan



Sustainability Appraisal of the Policy Development Update

March 2009



1 Non-Technical Summary	3
2 Introduction	7
3 SA Framework	17
4 Approach to Appraising the AAP	21
5 Assessment of Alternatives at Issues and Options Stage	23
6 Assessment of the AAP Spatial Policy Areas at Preferred Options Stage	37
7 Assessment of the Development Opportunity Blocks at Preferred Options Stage	41
8 Assessment of Additional Options and Development Blocks in the Policy Development Update	65
9 Cumulative Effects Assessment	79
10 Mitigation and Best Practice Recommendations	87
11 Monitoring	93
12 Next Steps	97

1 Non-Technical Summary

1.1 Dudley Metropolitan Borough Council are currently preparing an Area Action Plan (AAP) for Brierley Hill Strategic Town Centre, to guide development and regeneration up to 2026. The AAP will form part of the Local Development Framework (LDF) which will replace the Unitary Development Plan (UDP).

1.2 One of the main aims of the LDF is to ensure that development takes place in a sustainable way, which means balancing social, economic and environmental needs both now and in the future. To ensure that sustainable development is achieved, a Sustainability Appraisal (SA) has been undertaken on the Brierley Hill Area Action Plan. SA relates to the requirements of PPS1, paragraph 24 which states:

"Planning authorities should ensure that sustainable development is treated in an integrated way in their development plans. In particular, they should carefully consider the inter-relationship between social inclusion, protecting and enhancing the environment, the prudent use of natural resources and economic development."

1.3 When preparing Development Plan Documents, of which the AAP is one, local planning authorities may also need to conduct a strategic environmental assessment in accordance with the requirements of European Directive 2001/42/EC where necessary. This assessment is a systematic process for evaluating the environmental consequences of proposed policies, plans or programmes to ensure that environmental issues are fully integrated and addressed at the earliest appropriate stage of decision making. Sustainability Appraisals are broader and promote sustainable development through the integration of environmental, social and economic considerations into the plan's preparation. The SA has incorporated the requirements of the "Environmental Assessment of Plans and Programmes Regulations 2004". Throughout this document, where reference is made to the SA Report, it denotes sustainability appraisal under the Act, incorporating the requirements of the Strategic Environmental Assessment (SEA) Directive.

1.4 In terms of appraising the options in the Brierley Hill Area Action Plan Preferred Options document, the strategic objectives were initially tested against the Sustainability Appraisal Framework, which relates to 14 sustainability objectives which were first identified in the Issues and Options Sustainability Appraisal (June, 2007). It needs to be emphasised that the strategic objectives for the AAP have been developed in the wider context, taking into account the objectives in the RSS Phase 1 Revision (Black Country Study) and the Joint Core Strategy for the Black Country. The three 'key deliverables' referred to in the RSS Phase 1 Revision concern raising the Black Country's knowledge base, transforming the environment and enhancing connectivity in the sub-region. These deliverables have been fundamental considerations in the development of the AAP strategic objectives.

1.5 The sustainability objectives, which represent the Sustainability Appraisal Framework, are highlighted below which concern environmental, economic and social considerations.

	Sustainability Objectives
1.	To safeguard and improve community health, safety and well-being
2.	To reduce traffic congestion and promote sustainable modes of transport into and throughout Brierley Hill
3.	Reduce waste
4.	Plan for the anticipated different levels of climate change
5.	Minimise Brierley Hill's contribution to climate change
6.	Provide environmentally sound, affordable housing for all
7.	To encourage opportunities for investment in order to grow the local and sub regional economy
8.	To reduce poverty, crime and social deprivation and secure economic inclusion in Brierley Hill
9.	Ensure easy and equitable access to services, facilities and opportunities
10.	To protect, enhance and manage Brierley Hill's cultural, historic and archeological assets, including the built environment
11.	Protect and enhance water quality and encourage water conservation
12.	To use land, energy, soil, minerals and water resources prudently and efficiently, and increase energy generated from renewables
13.	Value, conserve, restore and recreate biodiversity
14.	Minimise air, water, soil, light and noise pollution levels and create good quality air, water and soils

Table 1 Brierley Hill AAP Sustainability Objectives

1.6 The Framework was developed from an analysis of the relevant plans, programmes and data on the environmental, economic and social issues affecting the strategic town centre. Each option has been assessed to determine whether it positively relates to each sustainability objective. The appraisal has demonstrated that there are very few negative impacts across the options proposed. The appraisal was undertaken using matrices to highlight where there was potential for significant effects and where mitigation measures were proposed to offset adverse effects or maximise beneficial effects.

1.7 The options within the Preferred Options document and Policy Development Update are the outcome of a number of considerations, which include:

- Evidence gathered regarding the area, its issues, physical characteristics and opportunities;
- The sustainability impact of each option by comparing the proposals against the SA Framework; and
- Stakeholder feedback obtained during the Issues and Options and Preferred Options formal consultation period.

1.8 Each preferred option was assessed to determine whether it supported or conflicted with each sustainability objective, the extent of the impact and how this may change over time. Retail led regeneration within Brierley Hill will have a multitude of economic benefits, however, environmental improvements will also be experienced through the application of a green infrastructure approach, alongside social benefits through job creation, affordable housing provision and easy and equitable access to services. In some instances, it was apparent that economic development may conflict with environmental objectives, however, when this occurs mitigation and enhancement packages will be incorporated to minimise such impacts.

1.9 This report has incorporated feedback from consultees and initial findings from the SA for the Issues and Options and Preferred Options document. As a result of these earlier public consultation processes, comments regarding the SA methodology and sustainability framework have been given careful consideration, and the framework amended accordingly. Considerable emphasis has been placed on appraising the environmental implications of potential development and impacts on nature conservation given the wealth of biodiversity within and surrounding the AAP boundary. Such considerations demonstrate how the SA is an evolving process, rather than a snapshot assessment.

2 Introduction

Purpose of this report

- 2.1** The purpose of Sustainability Appraisal is to promote sustainable development through the plan making process. It is a key tool used to appraise the environmental, economic and social effects of plans, strategies and policies. It is about making sure the effects of implementing a plan are considered at an early stage.
- 2.2** Sustainability Appraisal (SA) has been designed to incorporate the requirements of the European Directive 2001/42/EC. Whilst Strategic Environmental Assessment (SEA) solely focuses on environmental issues, SA considers the social, environmental and economic effects of a plan.
- 2.3** This report has appraised both the options contained within the Issues and Options Report, the Preferred Options document and changes to the strategy following Preferred Options which are now being consulted upon and proposed to be incorporated into the published Area Action Plan. The key options were appraised during June 2007, including the spatial options, boundary options and objectives. This report has been prepared to assist in making an informed decision on the best options to be taken forward. Consultation on this report is being undertaken alongside the consultation on the Brierley Hill Area Action Plan Policy Development Update. The feedback from the consultation responses will be fed into this document.

Brierley Hill Area Action Plan

- 2.4** Dudley Metropolitan Borough Council (DMBC) is preparing the Brierley Hill Area Action Plan for the Brierley Hill High Street, Merry Hill and Waterfront areas. The Phase One Revision for the West Midlands RSS concluded that Brierley Hill is now the new strategic town centre within Dudley Borough, and an AAP is required to guide development up until 2021 and beyond. DMBC is required to produce a Local Development Framework (LDF) under the new planning system, which is one of the requirements of the Planning and Compulsory Purchase Act 2004. Further information on the different types of Local Development Documents (LDD's), Development Plan Documents (DPD's), Supplementary Planning Documents (SPDs) and Area Action Plans (AAP) can be found in the Dudley Local Development Scheme (LDS) available on the Council's website at www.dudley.gov.uk.

Brierley Hill

- 2.5** The industrial centre at Brierley Hill arose as a result of its rich natural resources and industry flourished throughout the eighteenth and nineteenth centuries. The decline of extractive and metal-working industries in the Twentieth century paved the way for alternative developments in the area, such as more housing and

eventually the Merry Hill shopping centre. The shopping centre began construction in the 1980's when Enterprise Zones had been established across many areas in Britain, and the final phase was finished in 1989.

- 2.6** Simultaneous to the development taking place at Merry Hill, the high quality Waterfront office development was being progressed on the site which previously housed the Round Oak Steelworks.
- 2.7** The Merry Hill centre and the Waterfront have continued to thrive over the past two decades in spite of a very complex planning context at national, regional and local levels. The full planning policy history is contained within the accompanying [Baseline Report](#) which covers all local, regional and national planning policy issues, and also the Black Country Study and RSS Phase 1 and 2 reviews.
- 2.8** Brierley Hill High Street has operated as a district shopping centre catering for the needs of local residents and employees in the area.
- 2.9** There lies huge regeneration potential in the Brierley Hill area. The planning framework with its focus on sustainable, holistic approaches, is the perfect vehicle to drive through the changes required and to counteract the issues affecting the area.
- 2.10** Brierley Hill is a major part of one of the largest conurbations in Europe and an area with huge potential for rapid implementation of growth. There are few comparable areas within the West Midlands Region which have as many potential projects for implementation. Brierley Hill will be crucial to the Black Country and the West Midlands region as a whole in terms of regeneration, increased housing provision and as a catalyst to help retain and attract back to the Black Country higher skilled and higher income households. The Brierley Hill Area Action Plan is the vehicle to delivering this regeneration. The willingness, enthusiasm and funding is available to carry these ambitions through to fruition and with careful planning, implementation and monitoring, Brierley Hill can achieve its goal of becoming a vibrant, exciting 21st century town. The regeneration has already begun and continuing this will provide the impetus for wider investment and regeneration of the whole Black Country sub-region.

Sustainable Development in the UK

- 2.11** The sustainable development strategy for the UK aims to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life.
- 2.12** The government has five key principles for sustainable development and four shared priorities:

KEY PRINCIPLES
1. Living Within Environmental Limits
2. Ensuring a Strong, Healthy and Just Society
3. Achieving a Sustainable Economy
4. Promoting Good Governance
5. Using Sound Science Responsibility

SHARED PRIORITIES
1. Sustainable Consumption and Production
2. Climate Change and Energy
3. Natural Resource Protection Environmental Enhancement
4. Sustainable Communities

2.13 These principles and priorities will be considered through out the Sustainability Appraisal process.

Sustainable Development in Dudley MBC

2.14 The Regional Sustainable Development Framework (RSDF) for the West Midlands aims to ensure that local authorities contribute to a sustainable future for the region. The framework is intended to be useful at all levels and is designed to support regional delivery of the UK Sustainable Development Strategy

Sustainability in the Spatial Plan Process

- 2.15** Another means by which Sustainable Development can be achieved and promoted is through the spatial planning process. To balance the conflict of economic, social and environmental needs, the government has set out a requirement for SA to be undertaken for emerging Local Development Framework documents.

Integrated Sustainability Appraisal

- 2.16** In addition to the governments requirements for Sustainability Appraisals (SA), European legislation also requires that an assessment of the environmental effects of certain plans and policies is undertaken
- 2.17** The Strategic Environmental Assessment (SEA) Directive 2001/42/EC requires formal SEA of plans and programmes which are likely to have significant effects on the environment, where as SA also have regard for significant economic and social effects as well as environmental issues. This lends towards a large amount of overlap and duplication between the European SEA and the UK SA process.
- 2.18** Dudley MBC undertook a screening process to confirm whether or not an SEA is required for the Brierley Hill Area Action Plan. After consultation with statutory bodies it was decided an SEA is needed.
- 2.19** The table below indicates where specific requirements of the SEA Directive can be found within this report.

SEA Directive Requirement	Where covered in the SA Report
a) An outline of the contents, main objectives of the plan or programme; and relationship with other relevant plans and programmes;	Scoping Report and Sections 2, 3, 4, 5, 6, 7 and 8.
b) The relevant aspects of the environment and the likely evolution thereof without implementation of the plan or programmes;	Scoping report
c) The environmental characteristics of areas likely to be significantly affected;	None of the environmental characteristics will be significantly affected by the proposed developments. Where development is proposed adjacent to Fens Pool SAC, for example, mitigation and enhancement packages will be incorporated.
d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any area of particular	Not Applicable

environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	
e) The environmental protection objectives established at international, Community or national level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation;	These will be discussed under monitoring once the plan is adopted.
f) The likely significant effects on the environment, including on issues such as biodiversity, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. (These effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects);	The effects have been discussed in the initial SA for the Issues and Options Report and this report, specifically sections 4, 5, 7, 8, 9. Each of the options are accompanied by a summary of the key social, economic and environmental effects.
g) The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme;	Section 9 and 10 of this document.
h) An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information;	Sections 4, 5, 6, 7 and 8 discuss these implications. The baseline report also discusses the reasons for selecting alternatives.
i) A description of the measures envisaged concerning monitoring in accordance with Article 10;	This is discussed briefly in section 11 of this document, and in more detail in the final report, at Submission Stage.
j) A non technical summary of the information provided under the above headings;	Non-technical summary.
The report shall include information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of	Information contained in this SA Report and previous SA Reports.

<p>detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of the assessment (Art 5.2).</p>	
<p>Consultation:</p> <ul style="list-style-type: none"> authorities with environmental responsibility, when deciding on the scope and level of detail of the information to be included in the environmental report (Art 5.4). 	<p>The SA Report will be sent to the 3 statutory SEA consultation bodies with environmental responsibilities:</p> <p>English Heritage;</p> <p>Environment Agency; and</p> <p>Natural England.</p>
<ul style="list-style-type: none"> authorities with environmental responsibility and the public shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Art 6.1,6.2). 	<p>Neighbouring authorities, statutory consultees and the general public have been given the opportunity to comment on the Area Action Plan and SA Report, to ensure that all the key issues have been considered. This is in accordance with the Planning and Compulsory Purchase Act 2008.</p>
<ul style="list-style-type: none"> other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Art 7). 	<p>Not applicable</p>
<p>Taking the environmental report and the results of the consultations into account in decision-making (Art 8)</p>	<p>Consultation on the SA and Preferred Options Supplementary Consultation Reports will contribute to the decision making process.</p>
<p>Provision of information on the decision:</p> <p>When the plan or programme is adopted, the public and any countries consulted under Art 7 shall be informed and the following made available to those so informed:</p> <ul style="list-style-type: none"> the plan or programme is adopted; statement summarising how environmental considerations have been integrated into the plan or 	<p>This will be done when the Area Action Plan is adopted. Currently the adoption date is scheduled for March 2011.</p>

<p>programme and how the environmental report pursuant to Article 5, the opinions expressed pursuant to Article 6 and the results of consultations entered into pursuant to Article 7 have been taken into account in accordance with Article 8, and the reasons for choosing the plan or programme as adopted, in the light of the other reasonable alternatives dealt with; and</p> <ul style="list-style-type: none"> the measures decided concerning monitoring (Art 9 and 10). 	
<p>Monitoring of the significant environmental effects of the plan's or programme's implementation (Art. 10).</p>	<p>Section 11 of this document to be worked up in more detail for submission. Monitoring will be undertaken once the Area Action Plan is adopted.</p>

The Sustainability Appraisal Stages

- 2.20** There are 5 main stages to the SA of a plan. Each stage is taken alongside the preparation, development and monitoring stages of the plan. The production of this report represents the 4th stage (Stage D) in the SA process.
- 2.21** Automatic Text demonstrates that the plan preparation and production are directly linked to the SA process. It also shows that SA is an iterative process and ensures that sustainability issues are considered in plan preparation and is a useful tool to identify the key issues to inform the document.

STAGE A: SETTING THE CONTEXT AND SCOPING		
<p>Aims to set the context of the plan area</p>	<p>Tasks include:</p> <ul style="list-style-type: none"> Identifying the relevant plans, programmes and policies; Collecting baseline information; Identifying sustainability issues; Developing the sustainability framework; and Consulting with stakeholders. 	<p>Stage A of the SA is prepared along side the pre-production stage of the DPD. Pre-production of the DPD involves collecting baseline information about a plan area. The SA Scoping Report can be viewed on the Council's website*¹.</p>

<p>STAGE B: DEVELOPING AND REFINING OPTIONS AND ASSESSING EFFECTS</p>		
<p>This stage aims to ensure that the plan objectives are in accordance with sustainability principles and assists in refining plan options by identifying and predicting sustainability affects objectives.</p>	<p>Tasks include:</p> <ul style="list-style-type: none"> • Testing the plan objectives against the SA Framework; • Carrying out an appraisal of emerging issues and options; • Predicting and mitigating the effects of the plan; and • Proposing measures to monitor the effects of the DPD. 	<p>Stage B of the SA is prepared alongside the production stage of the DPD, in the early stages of plan production when issues and options for the development plan are prepared. The SA Report accompanying the Brierley Hill Area Action Plan Issues and Options can be viewed on the Councils website at www.dudley.gov.uk.</p>
<p>STAGE C: PREPARING THE SA REPORT</p>		
<p>It aims to provide a detailed account of the SA process including the findings of SA and how it influenced the development of the plan.</p>	<p>Tasks include:</p> <ul style="list-style-type: none"> • Preparing the SA report. 	<p>Stage C of the SA is prepared alongside the production stage of the DPD.</p>
<p>STAGE D: CONSULTATION ON THE SA REPORT AND PREFERRED OPTIONS</p>		
<p>Aims to provide all stakeholders with an opportunity to express views on the SA report. The purpose of this stage is to allow more time for information to be gathered from the stakeholders and ensures that significant changes to the plan are assessed for their sustainability implications</p>	<p>Tasks include:</p> <ul style="list-style-type: none"> • Consultation on the SA report alongside the plan (D1); • Appraising significant changes to the plan (D2); • Appraising significant changes resulting from the representations (D2a); and • Making decisions and providing information (D3). 	<p>Stage D tasks D1 and D2 are carried alongside the Production stage of the document. Task D2a is undertaken alongside the examination of the DPD. Task D3 is undertaken along the 'adoption and monitoring' stage of DPD production.</p>
<p>STAGE E: ADOPTION AND MONITORING THE EFFECTS OF THE PLAN</p>		

The purpose of this job is to measure the sustainability performance of the plan and identify adverse affects in order to inform the future revisions to the plan.	Tasks include: <ul style="list-style-type: none"> ● Finalising aims and methods for monitoring; and ● Responding to adverse effects. 	Stage E of the SA is undertaken alongside the adoption and monitoring stage of the DPD process.
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Table 3 The stages, aims and tasks of Sustainability Appraisal and links with the Development Plan Documents (DPD) process

Scoping Report

2.22 The Scoping Report set out baseline information as well as the draft objectives and indicators that would be used in carrying out the appraisal. Consultation was undertaken in accordance with the following Government regulations and the Council's own Statement of Community Involvement (SCI):

- Article 5 (4) of the European Union Directive 2001/42/EC;
- The Environmental Assessment of Plans and Programmes Regulations 2004; and
- Regulation 25 of the Town and Country Planning (Local Development) (England) Regulations 2004.

2.23 The Scoping Report was produced in March 2007. There were 5 main tasks carried out in the Report:-

1. Identify other relevant policies, plans and programmes and sustainability objectives relevant to the DPD
2. Collect baseline information on social, environmental and economic issues.
3. Identify sustainability issues and problems for the Sustainability Appraisal to address
4. Develop Sustainability Appraisal framework comprising of Sustainability Appraisal objectives, Indicators and targets.
5. Consult on the Scoping Report with statutory bodies and relevant stakeholders

Scoping Responses

2.24 Scoping Report responses were received from:

- Natural England
- English Heritage
- Environment Agency
- Cannock Chase Council
- Centro
- Highways Agency

- Travel West Midlands
- Advantage West Midlands
- Inland Waterways Association

3 SA Framework

Sustainability Appraisal Framework

- 3.1** The SA Framework provides a way in which sustainability effects can be described, analysed and compared. The SA framework consists of sustainability objectives which, where practicable, may be expressed in the form of targets, the achievements of which are measurable using indicators. Objectives and indicators can be revised as baseline information is collected and sustainability issues and problems are identified and can be used in monitoring the implementation of the AAP.

Sustainability Appraisal Objectives and their Purpose

- 3.2** The purpose of the SA Objectives is to provide a way of ensuring the Area Action Plan considers the sustainability needs of Brierley Hill in terms of their social, environmental and economic effects. The SA objectives seek to reflect all these topic areas to ensure the assessment process is robust and thorough.

Identifying the Sustainability Appraisal Objectives

- 3.3** The purpose of the AAP Objectives is to set out what the AAP aims to achieve in spatial planning terms and set the context for the development of the options for the AAP.
- 3.4** It is important for the objectives of the AAP to be in conformity with the principles of sustainability. The guidance issued by the ODPM (2005) recommends that objectives are tested against the SA objectives for compatibility. Also the AAP objectives will have to be in compliance with each other. Testing the AAP objectives against the SA objectives is one way of checking this compliance.
- 3.5** The following table highlights the sustainability objectives:

	SA OBJECTIVE	SA (AND SEA) TOPICS COVERED
1.	To safeguard and improve community health, safety and well being	Health (Human Health and Population)
2.	To reduce traffic congestion and promote sustainable modes of transport into and throughout Brierley Hill	Transportation and Accessibility (Material Assets)
3.	Reduce waste	Waste (Material Assets)
4.	Plan for the anticipated different levels of climate change	Climate Change Adaption (Climatic Factors)

	SA OBJECTIVE	SA (AND SEA) TOPICS COVERED
5.	Minimise Brierley Hill's contribution to climate change	Climate Change Mitigation (Climatic Factors)
6.	Provide environmentally sound, affordable housing for all	Housing (Material Assets and Population)
7.	To reduce poverty, crime and social deprivation and secure economic inclusion in Brierley Hill	Economic Development (Population)
8.	To encourage opportunities for investment in order to grow the local and sub-regional economy	Equality and Social Inclusion (Population)
9.	Ensure easy and equitable access to services, facilities and opportunities;	Transportation and Accessibility (Material Asset)
10.	To protect, enhance and manage Brierley Hill's rich diversity of cultural, historical and archaeological assets, including the built environment	Heritage (Cultural Heritage and Landscape)
11.	Protect and enhance water quality and encourage water conservation	Townscape (Cultural Heritage and Landscape)
12.	To use land, energy, soil, mineral and water resources prudently and efficiently, and increase energy generated from renewables	Use of Resource (Material Assets, Soil, Water)
13.	Value, conserve, protect restore and re-create biodiversity	Biodiversity (Biodiversity, Flora and Fauna)
14.	Minimise air, water, soil, light and noise pollution levels and create good quality air, water and soils	Environmental Quality (Air, Soil, Water and Human Health)

Table 4

- 3.6** The Issues and Options report for the AAP proposed 11 Objectives which were assessed against the SA Objectives. Following the consultation the wording of the objectives was amended to meet the concerns raised by various stakeholders. The new objectives are listed below:

	AAP OBJECTIVE
a.	Enhance the role of Merry Hill as a primary shopping centre, including by making provision for a major anchor store to help facilitate retail-led regeneration and protect and enhance the economic prosperity of the High Street

	AAP OBJECTIVE
b.	Protect and enhance the special role of Brierley Hill High Street in serving its local community
c.	Increase the level of economic activity and vibrancy within Brierley Hill by accommodating appropriate office, retail, housing, cultural, educational and leisure facilities
d.	Create a fully integrated town centre by connecting the Merry Hill Shopping Centre, Brierley Hill High Street and the Waterfront triangle, making it easier for people to travel between these areas on foot, by cycling and by public transport
e.	Contribute to mitigating the causes and effects of climate change by reducing the need to travel by private vehicle, promoting sustainable travel choices, delivering highest urban quality development, improving air quality and minimising the use of non-renewable energy sources and waste production
f.	Create a sustainable, cohesive and socially inclusive community, by improving accessibility to jobs, shopping, education, health, open space and leisure/ recreation facilities and ensuring that Brierley Hill complements its surrounding areas
g.	Deliver a range of types and tenures of new homes to meet the needs of the local community and to retain and attract professional, managerial and entrepreneurial households
h.	Ensure sustainable and high quality urban design in all development that has full regard to community safety and crime reduction
i.	Protect and enhance the wildlife, biodiversity and geological value of Brierley Hill by using a green infrastructure approach, enhancing watercourses and establishing an ecologically functional wildlife corridor linking Fens Pool SAC to Saltwells Local Nature Reserve to make Brierley Hill more sustainable and climate proof
j.	To safeguard and remediate land from contamination through development
k.	To protect and enhance the locally distinctive character of Brierley Hill, including its historic environment, cultural and built heritage

Table 5

Compatibility with the AAP Objectives

3.7 The table below shows the compatibility matrix between the AAP and Sustainability Objectives:

AAP Objectives	Sustainability Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Objective a	-	x?	x	+?	x?	-	+	+?	-	-	x?	-	-	x?
Objective b	-	-	-	-	-	-	+	+?	-	-	-	-	-	-
Objective c	+?	x	x	+?	x?	+?	+	+	+?	-	x?	+?	-	x?
Objective d	+	+?	-	+	+	-	+?	+	+	-	-	-	-	+?
Objective e	+	+	++	+	++	+	x?	-	-	-	-	-	+	+
Objective f	+	+	-	-	+	-	-	+	++	-	-	-	-	-
Objective g	-	-	x	-	x	++	-	-	-	+?	x?	+?	-	-
Objective h	++	-	-	-	-	+?	-	+	-	-	-	-	-	-
Objective i	+	-	-	+	++	-	-	-	-	-	+	-	++	+
Objective j	-	-	-	-	-	+	-	-	-	-	-	-	-	-
Objective k	-	-	-	-	-	+?	-	-	-	++	-	-	-	-

4 Approach to Appraising the AAP

Phases in the process

- 4.1** In accordance with the ODPM guidance set out in the *Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents (2005)* and the advice set out in PPS 12, relevant stakeholders were consulted on the Scoping Report. The consultation was carried out to:
- Identify any gaps in the baseline information; and
 - To determine the appropriateness of sustainability objectives and key sustainability issues.
- 4.2** The consultation period lasted five weeks until the 13th April 2007. Various responses were received which were analysed and a few minor amendments were made to the draft Scoping Report. The [Final Scoping Report](#) was subsequently made available on the Council's website.
- 4.3** The second stage was the preparation of an initial Sustainability Appraisal for the Issues and Options. The report aimed to ensure that the plan objectives were in accordance with the sustainable principles. The key task of this report was to test the AAP objectives against the SA framework and appraise the emerging Issues and Options.
- 4.4** Consultation on this report was undertaken alongside the Issues and Options document for the BHAAP. The consultation period for this stage of the process was between the 29th June 2007 to 10th August 2007. Feedback from the consultation was taken into account in preparing the Sustainability Appraisal for the Preferred Options document. The consultation on this document was undertaken alongside the consultation on Preferred Options for the Brierley Hill Area Action Plan (BHAAP) between 17th March 2008 and 28th April 2008.
- 4.5** Feedback from consultees and initial findings from previous SA reports have been incorporated in this report. As a result of these earlier public consultation processes, comments regarding the SA methodology and sustainability framework have been given careful consideration, and the framework amended accordingly.
- 4.6** This report has been produced alongside the Preferred Options Supplementary Consultation document for the Brierley Hill AAP and should be read as an addendum to the Brierley Hill Area Action Plan Preferred Options and Brierley Hill Area Action Plan Preferred Options Sustainability Appraisal. The Supplementary Consultation document outlines a limited number of further options for how the area will be developed in the future, for example, on new development blocks proposed on the High Street and further options for the future of Harts Hill.

Assessment of Alternatives

- 4.7** The need to consider and appraise options stems partly from SEA Directive requirements. Under the SEA Directive Plan and Programme, proponents should ensure that "reasonable alternatives taking into account the objectives and the geographical scope of the plan or programme are identified, described and evaluated" (Article 5 (1)) and The Environmental Report should include "an outline of the reasons for selecting the alternatives dealt with" (Annex I (h)).

Assessment of AAP Policy Areas and AAP Spatial Policy Areas

- 4.8** At this stage in the process many of the detailed policies have not been appraised as the policy wording is still being drafted. This document therefore appraisal the spatial options, elements of the strategy and the development blocks.

Cumulative Effects Assessment, Mitigation Proposals and Recommendations for Improvement

- 4.9** To enable an assessment of the complete range of sustainability effects resulting from the emerging Area Action Plan the full range of cumulative, incorporating secondary, indirect and synergistic effects have been evaluated. The cumulative effects can be found in Chapter 9.
- 4.10** Following the cumulative effects assessment, potential mitigation measures and recommendations for improvement were then proposed, designed to enhance the sustainability performance of the AAP. These mitigation measures and improvements have been included in Chapter 10.

5 Assessment of Alternatives at Issues and Options Stage

Alternatives Assessed for the Area Action Plan

- 5.1** The role of the SA is to inform decision making and assist in determining which of the given options should be taken forward. The appraisal involves assessing each of the options against the SA Framework. When an option is carried forward, the appraisal will contain clear justification for doing so.
- 5.2** The appraisal report is a qualitative piece of work and makes professional judgement, taking into account the information contained in the Scoping Report the Issues and Options Report SA which was carried out in July 2007 and the SA for Preferred Options. All of the options contained within the Issues and Options, Preferred Options and further options arising from public consultation have been appraised, to inform the decisions made and evaluate the implications of those decisions.

Results of Assessment

- 5.3** This section sets out the key findings from the appraisal of the AAP options of the Issues and Options Stage. The complete matrix is given below. This summary matrix provides an overview of the general performance of the different options against the SA objectives. The subsequent section provides more detail on the factors which were considered to select the preferred options. For more details of this assessment at Issues and Options Stage please refer to the Sustainability Appraisal Report on Issues and Options and Preferred Options available on the councils website at www.dudley.gov.uk. The table below and following section relates to the Options Appraisal out of the 'Issues and Options' AAP only.

AAP Options	Sustainability Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Spatial Option 1	+	+	x?	+	+	+	+	+	+	-	-	-	-	-
Spatial Option 2	+	+	x?	+	+	+	+	+	+	-	-	-	-	-
Spatial Option 3	++	+	x?	+	+	++	+	+	+	-	-	-	-	-
Retail Option 1A	+	x?	x?	+	+	-	++	+	+	-	-	-	-	-
Retail Option 1B	+	x?	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 1C	+	x	x?	+	+	-	++	+	++	-	-	-	-	-

5 Assessment of Alternatives at Issues and Options Stage

Retail Option 2A	+	x?	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 2B	+	x	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 2C	+	x?	x?	+	+	-	++	+	+	-	-	-	-	-
Retail Option 2D	+	x	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 2BA	+	x	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 2BB	+	x?	x	+	+	-	++	+	+	-	-	-	-	-
Retail Option 2BC	+	x	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 2CA	+	x?	x?	+	+	-	++	+	+	-	-	-	-	-
Retail Option 2CB	+	x?	x?	+	+	-	++	+	++	-	-	-	-	-
Retail Option 3A	+	x?	x?	+	+	-	++	+	+	-	-	-	-	-
Retail Option 3B	+	x?	x?	+	+	-	++	+	++	-	-	-	-	-
Option B1	+	+	x?	+	+	+	+	+	+	-	-	-	-	-
Option B2	+	+	x?	+	+	+	++	+	+	-	-	-	+	-
Option B3	+	+	x?	+	+	+	+	+	-	-	-	-	-	-
Option B4	+	+	+	-	+	-	+	+	+	+	+	-	+	-
Option B5	+	+	x?	+	+	+	-	+	+	-	-	-	-	-
Option B6	+	+	x?	+	+	+	x?	+	+	-	-	-	-	-
Question 7 Secondary Frontage	+	-	-	-	-	-	+	+	+	-	-	-	-	-
Question 9 Residential in the High Street	+	+	+	+	+	+	+	+	+	-	-	-	-	-
Question 11	+	+	-	-	+	-	-	-	+	-	-	-	-	-
Question 12	+	+	-	-	+	-	-	+	-	-	-	-	-	-
Question 14	+	+	-	-	-	-	-	-	+	-	-	-	-	-
Question 15	-	+	-	-	+	-	x?	-	-	-	-	-	-	-

Question 19	+?	-	-	-	+?	-	-	-	-	-	+	-	+	+?
Question 20	-	-	-	-	-	-	-	-	-	+	-	-	-	-

Table 3

5.4 A summary is provided for each of the options with clear explanation and reasoning. The next section provides more detail on each option and those options which generated a positive or negative impact have been discussed, whilst those which generated a neutral impact have not. Please note that not all of the questions within the Issues and Options document have been appraised, given that they do not represent an option. For example, Question 5 in the document concerns land ownership within the boundary.

Question 2: Do you think that the vision is appropriate for Brierley Hill? How could it be improved?

The vision outlines key elements that the AAP needs to deliver. It includes increased retail floor space with better shops, a wide range of office employment, diverse leisure and cultural facilities, buildings with better design and energy efficient measures, improved connectivity both by public transport and the private car and delivering better and improved built and natural environments. The vision has been amended over time and reflects the aspirations of Dudley MBC and partners.

Summary

No alternative options were proposed in terms of the vision and this option is presented in the form of a statement. The vision outlines the Council's proposals as to what is to be achieved in the area in the next 15-20 years. The vision will have social, economic and environmental impacts on the area.

Question 4: Spatial Strategy

- **Spatial Option 1: Retail growth at Merry Hill and focus on delivering jobs within the town centre boundary**
- **Spatial Option 2: Retail growth at Merry Hill and the High Street with balance growth in other town uses**
- **Spatial Option 3: A corridor of retail growth between the High Street and Merry Hill focus on delivering housing and community uses with an extended town centre boundary**

Summary:

- 5.5** Spatial Option 1 has been discounted on the basis that it provides restricted town centre uses and this option presents fewer benefits in terms of the Sustainability Objectives. As less housing will be accommodated under this option, due to the predominance of office and retail growth, less affordable housing will be developed.
- 5.6** Whilst Spatial Option 2 presents a number of benefits, in terms of creating improved linkages and mixed use development, Spatial Option 3 proposes more opportunities for community, leisure and supporting town centre uses. An emphasis on a corridor of retail growth between the High Street and Merry Hill would enhance connectivity between the two areas, encouraging a greater footfall in the High Street, ensuring its long term vitality and viability.
- 5.7** Spatial Option 3 places an emphasis on housing delivery, which has become more significant given the increased housing targets contained within the RSS Phase 2 Revision. As a greater housing need has been identified within the Black Country, a considerable amount will be developed within Brierley Hill, as the strategic town centre in Dudley.

Preferred Option:

- 5.8** **Spatial Option 3 - With retail focused at Merry Hill and the High Street and an allowance for small scale retail elsewhere to support growth throughout the town centre**

1). For the first 51,000m² established through RSS1:

- **Option a.** 51,000 at Merry Hill;
- **Option b.** 6,500 at the Moor Centre and 44,500 at Merry Hill; or
- **Option c.** 6,500 at the Moor Centre, 42,000 at Merry Hill and 2,000 flexibility for further retail developments on the High Street or on the corridor between the High Street and Merry Hill.

Summary:

- 5.9** Option a. is our preferred option as it generally performs better in terms of economic sustainability objectives. It will allow for the delivery of a large anchor store at Merry which will be a great asset in the overall regeneration of the area. Option B and C would fail to deliver an anchor store, which is regarded as a catalyst for regeneration and needed to deliver the associated infrastructure to link the High Street and Merry Hill.

Preferred Option:

- 5.10** Option a. 51,000 at Merry Hill

2). For the additional 14,000m² established through RSS2:

If Option A is selected under the first set of options above, then appraise:

- a. 6,500 at the Moor Centre and the rest at Merry Hill;
- b. 6,500 at the Moor Centre, 2,000 flexibility for further retail developments on the High Street or on the corridor between the High Street and Merry Hill, and the rest at Merry Hill;
- c. All at Merry Hill; or
- d. As with Option B, but with a greater proportion for flexibility rather than at Merry Hill.

Summary:

5.11 Option b. is the preferred option as it generally performs better with the social and economic sustainability objectives and does not seem to have any potential large conflict with the environmental objectives in the plan. Option A and C will put constraints on the land available for uses other than retail.

Preferred Option:

5.12 Option b. 6,500 at the Moor Centre, 2,000 flexibility for further retail developments on the High Street or on the corridor between the High Street and Merry Hill, and the rest at Merry Hill;

3). For the additional 30,000m² post 2021 indicated in RSS2:

- a. All at Merry Hill through redevelopment of existing parking areas; or
- b. The majority at Merry Hill and a proportion on the High Street and elsewhere within the central areas, should capacity allow for it.

Preferred Option:

5.13 Option a. There is no further capacity or need identified for comparison retail development on the High Street after the initial redevelopment of the Moor Centre. There are economic and environmental benefits to concentrating retail growth in the primary shopping area.

Question 6: Do you consider that the strategic town centre should grow outwards or upwards? If you think that the centre should expand, what areas should it include and why?

- Option 1: Current boundary as defined in the Implementation Strategy (2006)
- Option 2: Harts Hill
- Option 3: Quarry Bank High Street
- Option 4: Delph Locks
- Option 5: Area between Brierley Hill High Street and Brockmoor
- Option 6: High rise flats at Chapel Street/ Derry Street

Summary:

5.14 Given the revised development figures in RSS Phase 2, which present higher levels of housing and office development compared to the Regional Planning Guidance (2008), the town centre boundary needs to be extended to accommodate development. Of the options explored, the preferred option is to incorporate Harts Hill. As this area has been identified as in need of regeneration, it provides an opportunity for a range of different uses and regeneration would make use of a degraded and underused site. The preferred option to extend the boundary north to Harts Hill positively relates to a number of Sustainability Objectives. The original boundary, simply consisting of the three core areas, would not accommodate the scale and mix of development required, and consequently housing targets would not be delivered. Redevelopment in this area allows the opportunity create a wildlife corridor linking Fens Pool SAC and Saltwells LNR thereby benefiting these important sites.

5.15 The alternative boundary options of Brookmoor, Delph Locks and Quarry Bank High Street, have not been chosen on the basis that they provide insufficient development opportunities. These areas present no large scale regeneration potential and, whilst they need to be enhanced, are not appropriate to be included within the Town Centre boundary.

Preferred Option:

Option 2: Harts Hill

Question 7: a) Should the High Street be identified as a Primary or Secondary frontage? b) Are there any particular types of uses that should be encouraged or restricted on the High Street? c) What role should the High Street play in the regeneration of the wider Brierley Hill Area?

- Option a1: Primary Frontage
- Option a2: Secondary Frontage
- Option a3: Primary and Secondary Frontage

Summary:

- 5.16** The High Street in the Preferred Options document has been designated as a local shopping area, which is regarded as a secondary frontage. The High Street, whilst accommodating new retail growth, will continue to provide a local function. However, comparison retail development will take place, which will also attract visitors into this area, to ensure that the High Street will not remain isolated from the shopping centre. Designating all or part of the High Street as a primary frontage would result in a dispersed core shopping area, which would be severed by residential, leisure and commercial development. This would have negative social, economic and environmental effects.

Preferred option:

- 5.17** Spatial Option a2: Secondary Frontage

Question 9: Do you think that residential development should be encouraged in the High Street area? If yes, where could new homes be provided?

- Option 1: Residential development in the High Street
- Option 2: No residential development in the High Street

Summary:

- 5.18** Residential development within the High Street would have positive effects, especially with regard to empty premises above existing shops and offices. Increasing the local population within the High Street area will sustain the vitality of the area during peak and off peak periods. This will have a positive effect on safety perceptions and reduce reliance on the private car.

Preferred Option:

- 5.19** Option 1: Residential development in the High Street

Question 11: Do you think that priority should be given to public transport over general traffic? If so, are there any particular priority measures that you feel should be implemented?

- Option 1: Priority should be given to public transport
- Option 2: Priority should be given to general traffic

Summary:

- 5.20** The question is set out to determine whether public transport should be given priority over the general traffic. This option seeks to prioritise public transport which will improve reliability and help to encourage people to use public transport and thereby reduce congestion on the roads and thus have a positive impact on the environment. There will however be a negative consequence of this as general traffic may have to wait longer thereby increasing emissions

Preferred Option:

- 5.21** Option 1: Priority should be given to public transport

Question 12: Which of the primary thoroughfares do you consider to be essential for delivering the vision for Brierley Hill? Do you disagree with any of the suggested primary thoroughfares? Are there any other options for creating pedestrian, cycle and vehicular transport links in Brierley Hill Town Centre?

- Option 1: Agreement with suggested primary thoroughfares
- Option 2: Disagreement with suggested primary thoroughfares

Summary:

- 5.22** The primary thoroughfares were identified to provide better connections into the centre from outside its boundary. All the primary thoroughfares are considered important as they all enhance connectivity to various parts of the area. The thoroughfares are in general conformity with the transport and social objectives of the SA.

Preferred Option:

- 5.23** Option 1: Agreement with suggested primary thoroughfare

Question 14: Where do you consider new public squares should be located?

- Option 1: The five sites proposed in the Implementation Strategy (2006)
- Option 2: Alternative sites (identified by respondent)

Summary:

- 5.24** This question is set out to determine where new public squares should be located in the area, as it has been recognised that a public square or a series of them are needed to improve the public realm and the connections between Merry Hill,

the Waterfront and Brierley Hill High Street. The Implementation Strategy (2006) proposes five public squares which have been put forward by the AAP. It is considered that all these locations have their advantages to the people living in the area. They also seem to be in conformity with most of the SA objectives in terms social, economic and environmental factors.

Preferred Option:

5.25 Option 1: The five sites proposed in the Implementation Strategy (2006)

Question 15: In principle do you think that more stringent car parking standards than those set out at national and regional level should be applied within Brierley Hill?

- Option 1: Yes
- Option 2: No

Summary:

5.26 This question is set out to determine whether more stringent parking standards should be introduced in Brierley Hill. This approach may have some environmental benefits as it can encourage people to use alternative modes of transport thereby reducing harmful emissions into the atmosphere. However this approach may have a negative impact on the economy of the area as it may deter investment in the town centre.

Preferred Option:

5.27 Option 1: Yes

Question 18 : The Joint Core Strategy promotes the concept of urban park and green infrastructure. There is an opportunity within this Area Action Plan to deliver these concepts using wildlife corridors. Which wildlife corridors from Picture 16 do you think would work best?

- Option 1: A or B
- Option 2: C,D,E,F,G,H or the canal?

Summary:

- 5.28** The corridors will have a positive social, environmental and economic impact. The corridors may have a limiting negative impact on the economic objectives of the AAP but these are outweighed by the benefits of taking a green infrastructure approach on climate change, biodiversity and social factors

Preferred Option

- 5.29** Option A: To achieve a link with the canal and Delph Locks. After further consideration the other corridors will not achieve a suitably strong link to Fens Pool and an alternative link through Herts Hill was identified at Preferred Option stage.

Question 19: Below is a list of possible green infrastructure elements. Are there any missing from the list? Which elements would you like to see developed in Brierley Hill and where? (Please refer to glossary for explanations)

Green infrastructure elements:

- a) wildlife corridors;
- b) sustainable drainage systems;
- c) wildlife friendly landscaping and street trees;
- d) wildlife roofs and walls;
- e) historical characteristics preserved;
- f) increased levels of public open space; and
- g) integrated cycleways and footpaths.

Summary:

- 5.30** The provision of these elements is in compliance with objectives that relate to the environment and social well being. Also, they do not contradict with any objectives set out in the AAP. Delivering these elements will not directly have a profound impact on the economic objectives, they will definitely have a positive impact on the overall environment of Brierley Hill, but may have a negative impact on viability and deliverability of marginal development opportunities.

Preferred Option:

- 5.31** All of the green infrastructure elements will have a role to play in Brierley Hill

Question 20: Are there any buildings or features which you think are worthy of being added to the locally listed building list or any of more special architectural or historic interest which should be added to the national statutory list?

Summary:

- 5.32** No alternative options were considered. This question will have a positive impact on the built environment of the area as providing protection to the historic buildings will enhance the built environment and make the area aesthetically valuable. It will not have any significant impact on social or economic objectives. Overall this question is in compliance with SA objective 10 and will not impact on the remaining SA objectives.

Preferred Option

- 5.33** The Brierley Hill Urban Historic Landscape Characterisation Study has identified additional buildings of worth to be added to the local list

Question 23: Ranking the demands for investment

Summary:

- 5.34** The majority of representations stated that due to changing circumstances and needs, it would be difficult to rank the priorities. Each of the priorities should be awarded equal consideration, as all have positive social, economic and environmental implications, aiding with the creation of sustainable communities, the Area Action Plan vision and the Sustainability Objectives.

Preferred Options:

- 5.35** Further consideration was given to the form of a planning obligation mechanism. Depending on statute and availability of new government guidance it may be possible to implement a form of Community Infrastructure Levy. Alternatively, planning obligations may have to be extracted on the basis of the Councils SPD which can be kept up to date more easily. More thought is being given to this as plan making progresses.

Question 27: How do you think that compliance with the Regional Spatial Strategy Phase 1 policy should be measured? Are there any other options that should be considered?

Trigger 1

- Option MT1: Completion of the Metro extension to Brierley Hill, currently programmed for end of 2012
- Option MT2: Commencement of Metro on schedule by May 2010 and substantially constructed by end of 2012
- Option MT3: Additional public transport capacity to replace the forecast modal shift to be achieved by Metro

Summary:

5.36 As funding for the extension of Midland Metro has yet to be approved, the preferred options are MT2 and MT3. If the Metro is delayed, additional public transport capacity will be delivered through Bus Rapid Transit (BRT) routes, which will include 'initiatives of equal quality and attractiveness to the proposed Metro extension', in accordance with the Secretary of State's recommendations. Given the need to regenerate Brierley Hill, due to the high levels of multiple deprivation and the opportunities for development, accessibility needs to be enhanced to enable this to occur. Both public transport modes would reduce traffic congestion, which is a key sustainability objective within the SA. Due to lower levels of car ownership in the Brierley Hill ward, compared to the national and regional average, enhancing public transport provision positively relates to the social inclusion agenda, as bus travel is regarded as a cost effective form of travel.

Preferred Option:

5.37 Option: MT2 and Option: MT3

Trigger 2

- Option BT1: Provision of a specified increase in capacity on the bus network to Brierley Hill
- Option BT2: Achievement of specified target for modal shift away from private vehicle

Summary:

5.38 It needs to be ensured that the town centre can be accessed by frequent and reliable public transport services, in order to achieve sustainable growth, which relates to option BT1. An increase in bus capacity therefore needs to take place on the bus network to/from Brierley Hill, connecting the centre to the Black Country and wider Region, including other town and local shopping centres. Additional connectivity is required, which is appropriate to a strategic town centre. Regular services would encourage modal shift and reduce congestion in and around the centre, enhancing the pedestrian environment and safety perceptions. These benefits relate to the Sustainability Objectives. In terms of accessibility planning, access to employment, shopping, education, health and leisure facilities will be

improved through an increase in bus capacity. This is a key strategic objective contained within the AAP. Option BT2 has not been selected as the trigger, although it also performs well against the sustainability objectives. It has to be recognised however that an increased demand in the town centre should be largely met by public transport and achievement of that wouldn't necessarily reflect in modal share targets. Also different parts of the centre currently have different issues and modal shares and a general modal target may be difficult to monitor and not address specific issues.

Preferred Option

5.39 Option BT1

Trigger 3

- Option AT1: Operation of public transport services between the Waterfront, Merry Hill and Brierley Hill High Street
- Option AT2: As above plus the completion of the east-west pedestrian link between the High Street and Merry Hill at Central Avenue
- Option AT3: Other measures to improve accessibility to and circulation within the centre by non-car modes (completion of PT7 Central Avenue)

Summary:

5.40 Given that the three key areas which the AAP seeks to integrate are currently disconnected, a greater emphasis needs to be placed on pedestrian connectivity, hence the introduction of trigger AT3. Pedestrian movement would benefit traders and development due to a greater footfall, but will also increase natural surveillance. The health benefits of walking and cycling also need to be promoted. The disconnected nature of the areas need to be overcome, and this could be achieved by improving east-west links specifically, but also by adopting an holistic approach, ensuring all areas within the centre are accessible by walking and cycling. This trigger would reduce congestion and emissions, whilst improving community health and well being. Brierley Hill's contribution to climate change would also be reduced. This trigger conforms to the conditions proposed by the Secretary of State, improving accessibility within the centre by non car modes.

Preferred Option:

5.41 Option AT3: Other measures to improve accessibility to and circulation within the centre by non-car modes (completion of PT7 Central Avenue)

6 Assessment of the AAP Spatial Policy Areas at Preferred Options Stage

The Benefits of Iteration

- 6.1** SA is a subjective and iterative process, involving informed judgements. Consequently, a rigorous and robust framework for assessment has been applied to determine the most appropriate options in environmental, economic and social terms at Preferred Option stage.

Assessment of the Area Action Plan policies as set out in the Preferred Options document

- 6.2** A further assessment of Preferred Options can be found in the Sustainability Appraisal of Preferred Options available on the Councils website at www.dudley.gov.uk
- 6.3** The following table contains policies from the BHAAP that have been assessed against the Sustainability Appraisal objectives. The Development Blocks will be assessed in the following chapter.

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Brierley Hill High Street Local Shopping Area	++	++	0	0	++	0	++	+	++	++	0	+	0	0
2. Brierley Hill High Street Conservation Area	0	0	0	0	+	0	0	0	0	++	0	0	0	0
3. Brierley Place	++	++	-	++	+	+	++	++	++	0	0	++	0	0
4. Ancillary Uses in Lower Brierley	+	+	-	0	0	++	++	++	++	0	0	++	0	0
5. Merry Hill Place	+	++	0	+	++	0	+	+	++	++	0	+	0	0
6. Level Street Square	++	++	0	0	++	0	+	+	++	0	0	+	0	0
7. Ancillary Uses in Canal Walk Central	0	++	0	0	0	0	++	+	++	0	0	0	0	0
8. Ancillary Uses in Merry Hill	0	0	0	0	0	0	++	++	++	0	0	0	0	0

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
9. Ancillary Uses in Canal Walk South	+	0	-	0	0	0	++	+	+	0	0	0	0	0
10. Round Oak Place	++	++	0	0	++	0	+	+	+	0	0	+	++	++
11. Ancillary Uses in Archill	++	0	-	0	0	0	++	++	++	0	0	0	0	0
12. Ancillary Uses in Waterfront West Business Park	++	0	-	0	0	0	++	+	++	0	0	0	0	0
13. Station Square	+	++	0	0	+	0	+	+	+	0	0	+	0	0
14. Ancillary uses in Harts Hill	++	0	-	0	0	0	++	++	++	0	0	0	0	0
15. Other Development Proposals	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-	+/-
16. Phasing of Comparison Retail Allocations	0	+	-	0	+	0	++	++	++	0	0	0	0	0
17. The Primary Shopping Area	++	+	-	0	+	+	++	+	++	0	0	0	0	0
18. Hot Food Takeaways	0	0	-	0	0	0	+	0	0	0	0	0	0	-
19. Primary Public Spaces	++	++	0	0	++	0	+	+	+	++	0	+	+	+
20. Primary Thoroughfares	++	++	0	0	++	0	+	0	++	++	0	+	+	++
21. Secondary Thoroughfares	++	++	0	0	++	0	+	0	++	++	0	+	+	++
22. Canals in Brierley Hill Town Centre	+	++	0	0	++	0	0	0	0	++	++	++	++	++
23. Midland Metro	+	++	0	0	++	0	++	0	++	0	0	+	0	+
24. Bus Priority	+	++	0	0	++	0	+	0	++	0	0	+	0	++

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
25. Car Parking Standards	+	+	0	0	++	0	0	-	+	0	0	+	0	+
26. Multi-Storey Car Parking	0	+	0	0	+	0	0	0	+	0	0	++	0	0
27. Offices	0	0	-	0	0	0	+	++	0	0	0	+	0	+
28. Housing Mix	++	+	-	0	+	++	+	0	+	0	0	+	0	0
29. Community Meeting Space	++	0	0	0	0	0	+	0	++	0	0	0	0	0
30. The Wildlife Network	++	+	0	++	++	0	+	0	+	+	++	++	++	++
31. The Local Environment	+	+	0	++	++	0	+	0	0	+	++	++	++	++
32. Local Character and Distinctiveness	+	0	0	0	0	0	0	0	0	++	0	0	0	0
33. Buildings of Local Architectural or Historic Interest	0	0	0	0	0	0	0	0	0	++	0	0	0	0
34. Archaeological Priority Areas	0	0	0	0	0	0	0	0	0	++	0	0	0	0
35. Development Blocks: Mass, Enclosure and Building Line	+	0	-	0	0	0	+	0	0	+	0	++	++	0
36. Active Frontages	++	++	0	0	0	0	+	0	0	+	0	+	0	0
37. Junctions and Corners	+	+	0	0	0	0	0	0	0	+	0	0	0	0
38. An Orderly and Comprehensive Approach to Development	+	+	0	0	+	0	++	0	0	0	0	++	0	0

Table 4

- ++ Significant Positive Impact**
- + Positive Impact**
- 0 Neutral**
- +/- Unsure whether it will Positive or Negative**
- Negative Impact**
- Significant Negative Impact**

7 Assessment of the Development Opportunity Blocks at Preferred Options Stage

Testing the Development Opportunity Blocks (DOB) against the SA objectives

7.1 Under this section each of the development opportunity blocks are assessed against the SA objectives. Where a positive and negative impact has been recorded, reasoning has been provided.

Development Opportunity Blocks Options	Sustainability Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
DOB- BRI-Moor Centre	+	x?	+	0	+	+	+	+	+	0	0	+	0	0
DOB- BR2	+	x?	0	0	0	+	+	+	+	+	0	0	0	0
DOB- BR9	+	x?	0	0	0	+	+	+	0	0	0	0	0	0
DOB- BR15B & BR15E	+	x?	0	0	+	0	+	0	+	0	0	0	0	0
DOB- BR12	0	x?	0	0	+	+	+	+	0	0	0	0	0	0
DOB- BR13C	+	x?	0	0	+	+	+	+	+	0	0	0	0	0
DOB- BR10	+	x?	+	0	+	0	+	+	+	0	0	0	0	0
DOB BR11 & BR15a	+	x?	+	0	+	+	+	+	+	0	0	0	0	0
DOB BR 15c & BR15f	0	x?	+	0	+	+	+	0	0	0	0	0	0	0
DOB BR16a, BR16b & BR16c	0	x?	+	0	+	+	+	+	0	0	0	0	0	0
DOB BR14	+	x?	+	0	+	+	+	+	+	0	0	0	0	0
DOB BR15d, BR15g & BR16d	0	x?	+	0	+	+	+	+	0	0	0	0	0	0

DOB C2, C3, C4&C5	+	x?	+	0	+	+	+	+	+	0	0	0	0	0
DOB R5, R6, R4, R3&R10	+	+	+	0	+	0	+	+	0	0	0	0	0	0
DOB P1	0	x?	+	0	+	+	+	+	0	0	0	0	0	0
DOB P4	0	x?	+	0	+	+	+	+	0	0	0	0	+	0
DOB BR13a, 13d&13e	+	x?	+	0	+	+	+	+	0	0	0	0	+	0
DOB BR13b	+	x?	+	0	+	+	+	+	+	0	0	0	0	0
DOB BS1	0	x?	+	0	+	0	+	+	0	0	0	0	+	0
DOB BS2, BS3, BS4&BS5	+	x?	+	0	+	+	+	+	+	0	0	0	+	0
DOB W1, W2, W3&W4	0	x?	x?	0	+	0	+	+	+	0	0	0	0	0
DOB W5	0	x?	x?	0	+	+	+	+	0	0	0	0	0	0
DOB WW1, WW2&WW3	0	x?	x?	0	+	0	+	+	+	0	0	0	0	0
DOB W7	0	+	x?	0	+	+	+	+	+	0	0	0	+	0
DOB W8 and W10	0	x?	x?	0	+	+	+	+	0	0	0	0	+	0
DOB H1, H2, H3, H4, H5, H6, H7, H9, H10, H11 and H12	0	x?	x?	0	+	+	+	+/x	0	0	0	0	+	0

- ++ Significantly contributes
- + Contributes
- x Conflicts
- xx Significantly conflicts
- 0 Neutral
- +? Unpredictable (probably positive)
- x? Unpredictable (probably negative)

Development Opportunity Blocks (DOB)

7.2 Set out below is a summary of the potential positive and negative significant effects resulting from the proposals for each Development Opportunity.

Significant Effects of the DOB in the Preferred Options Document

Development Opportunity Block BR1 - Moor Centre	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments of any kind can be encouraged to make use of sustainable materials and design to minimise the area's contribution to climate change	Climate Change Mitigation (Climatic Factors)
New homes can be designed to include environmentally friendly features. Also, the developers can be encouraged to provide affordable homes to meet the needs of key workers and those on low wages	Housing (material asset and population)
Provision of new retail and leisure facilities will surely attract new investment opportunities into the area thus having a positive impact on the local and sub regional economy.	Economic Development (Population)
Provision of new retail and leisure facilities will create more job opportunities in the area which can help to reduce poverty and social deprivation.	Economic Development (Population)
Significant Negative Effects	
Provision of more retail at the Moor Centre will lead to more traffic generation into the area	Transportation and Accessibility (Material Asset)
New retail, housing and leisure provision will lead to the increased production of waste in the area	Waste (Material Assets and Population)

7.3 Summary: As the Moor Centre will consist of retail, housing and leisure facilities it is in compliance with most of the social and economic objectives of the SA and provides positive contribution to some of the environmental objectives as well. These provisions do not seem to be contrary to any objectives in the SA.

Development Opportunity Block BR2	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Provision of a new community facility will encourage people to use it and thus have a positive impact on people's health and well being.	Health (Human Health and Population)
If new homes are to be provided in this block, they can be encouraged to make use of environmentally friendly features and design.	Housing (material asset and population)

7.4 Summary: As this block will primarily provide for community facilities and housing it is in conformity with most of the objectives set out in the SA and does not undermine any of the objectives in the SA report.

Development Opportunity Block BR9	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Community uses can positively impact on people's health and well being, depending on the type of community facility which will be provided in the area.	Health (Human Health and Population)
New residential development can be encouraged to be more environmentally friendly in terms of design and construction. Also, affordable homes may be provided depending on the number of units proposed in the block.	Housing (material asset and population)
Provision of office development will result in more job opportunities in the area and have a positive impact on the local economy.	Economic Development (Population)
New community and office development will provide new job opportunities which may help to reduce poverty in Brierley Hill.	Economic Development (Population)
Significant Negative Effects	
Loss of car parking may adversely affect the economic prosperity of the High Street unless alternative parking is provided	Economic Development (Population)

- 7.5** The provision of business development, residential and community facilities in this block are in compliance with the social, economic and a number of environmental objectives in the SA and are fairly neutral to some of the objectives relating to built environment and archaeology.

Development Opportunity Block 15B	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Provision of a health facility in this block will help to improve community health and well being.	Health (Human Health and Population)
Significant Negative Effects	
There may be an increase in car travel demand where customers to the health centre are unable or unwilling to use public transport thus having a negative effect on air pollution and other environmental objectives.	Transportation and Accessibility (Material Asset)

- 7.6 Summary:** The provision of a health facility via LIFT Scheme satisfies the SA social objectives, as it will positively impact on people's health and well being.

Development Opportunity Block 12	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to incorporate energy saving principles in terms of design and materials, and make a positive contribution to reducing green house gases.	Climate Change Mitigation (Climatic Factors)
New residential developments can be encouraged to take the aspirations set out in the above objective to help provide environmental sound decisions.	Housing (material asset and population)
Business development would help to encourage new investment opportunities in the area thus having a positive contribution to the local and sub regional economy.	Equality and Social Inclusion (population)
Significant Negative Effects	
Provision of car parking will encourage the use of the private car to access facilities on the High Street	Climate Change Mitigation (Climatic Factors)

Development Opportunity Block 12	
thereby affecting congestion, pollution and climate change.	

- 7.7 Summary:** The preferred use for this block is to be a multi deck car park with some business and residential development. None of the proposed uses seem to be contrary to the SA objectives. Provision of business development will have a positive contribution to the economic objectives, whereas residential development will contribute to the social objectives set out in the SA.

Development Opportunity Block BR13C	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
The new educational facility or business and residential development can be encouraged to make use of environmentally sensitive materials and design, therefore reducing green house gas emissions.	Climate Change Mitigation (Climatic Factors)
If education is accommodated in this area it will improve skills in the local labour force and attract new investment opportunities and have a positive contribution to areas local and sub regional economy.	Equality and Social Inclusion (population)
Significant Negative Effects	
An education use will create significant demand for travel	Transportation and Accessibility (Material Assets)

- 7.8 Summary:** The provision of educational facility does not conflict with any of the SA objectives and contributes positively to the social objectives. Also, if business and/or residential development are provided in the area, these uses will be in compliance with most of the SA objectives.

Development Opportunity Block BR10	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
The provision of a leisure facility in this block would positively contribute towards people's health and well being, depending on the type of facility that is provided.	Health (Human Health and Population)

Development Opportunity Block BR10	
New facilities can be encouraged to make use of sustainable design and environmentally friendly materials.	Climate Change Mitigation (Climatic Factors)
Significant Negative Effects	
An education or leisure facility may lead to more people coming and using the facilities which can lead to increased traffic on the roads. However, providing sustainable and alternative means of transport can help to overcome this issue.	Transportation and Accessibility (Material Assets)
New education or leisure facilities will lead to more waste production. But if waste is managed in a sustainable way, the amount can be minimised.	Waste (Material Asset)

- 7.9 Summary:** The provision of new educational or leisure facility is not contrary to any SA objectives but contributes positively to social, economic and environmental objectives in the SA.

Development Opportunity Block BR11 and BR15a	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Business development in these blocks will lead to more people coming into the area but it is a sustainable location and providing alternative means of transport can help to reduce traffic congestion in and around the area.	Transportation and Accessibility (Material Assets)
New business development units can be encouraged to take account of energy saving and climate mitigation and adaptation measures.	Climate Change Mitigation (Climatic Factors)
New business development opportunities will attract other investment opportunities to invest into the area thus having a positive impact on the local and sub regional economy.	Equality and Social Inclusion (Population)
Significant Negative Effects	
Provision of business development or residential development may lead to increased waste production in the area	Waste (Material Assets)

Development Opportunity Block BR11 and BR15a	
Development in Block BR15A may necessitate the relocation of the Fat Yue Temple, which could result in the loss of a community resource to the detriment of social objectives	Transportation and Accessibility (Material Assets)

7.10 Summary: Providing business development opportunities or residential development in these blocks is not in contrary to any of the SA objectives but contributes positively to some social, economic and environmental objectives set out in the SA.

Development Opportunity Block BR15c, BR15e and BR15f	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New residential development can be encouraged to make use of environmentally friendly design and materials making a positive contribution to reducing greenhouse gases.	Climate Change Mitigation (Climatic Factors)
Residential developments can be encouraged to be sensitive to the environment and affordable homes can be provided for key workers and those on low wages.	Housing (Material Assets and Population)
Significant Negative Effects	
Provision of residential development in these blocks may lead to increased waste production	Waste (Material Assets)

7.11 Summary: Provision of residential development can have a slight negative impact on the environmental objectives but this can be mitigated or minimised using environmentally friendly measures. Also providing new homes in the area will have a positive contribution to the social objectives of the SA.

Development Opportunity Block BR16a, BR16b & BR16c	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
This is a sustainable location and the provision of alternative sustainable means of transport can mitigate for adverse effects.	Transportation and Accessibility (Material Assets)

Development Opportunity Block BR16a, BR16b & BR16c	
New developments can be encouraged to make use of sustainable design and features and environmentally sensitive materials to minimise this impact.	Climate Change Mitigation (Climatic Factors)
New residential development can be encouraged to take into account the environmental design and features and a mix of homes can be provided including affordable homes for key workers and low wagers.	Housing (Material Assets and Population)
New business development will encourage more investment opportunities which will make a positive contribution to local and sub regional economy.	Equality and Social Inclusion (Population)
Significant Negative Effects	
Business and residential development in the area will lead to more people coming to work and live in the area and this can lead to increased traffic generation	Transportation and Accessibility (Material Assets)
New businesses and homes will generate more waste.	Waste (Material Asset)

7.12 Summary: Business and residential development are not contrary to any of the SA objectives but provision of these uses will make a positive contribution to social, economic and some environmental features.

Development Opportunity Block BR14	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to make use of sustainable design and materials.	Climate Change Mitigation (Climatic Factors)
If residential development is provided in the area the new homes could be encouraged to make use of sustainable design features and environmentally friendly materials.	Housing (Material Assets and Population)
If education is accommodated in this area it will improve skills in the local labour force and attract new investment opportunities and have a positive contribution to areas local and sub regional economy	Equality and Social Inclusion (Population)
Significant Negative Effects	

Development Opportunity Block BR14	
Provision of either an educational facility or business development would lead to increased traffic coming into the area but this is a sustainable location and if alternative modes of transport are provided this issue can be overcome.	Transportation and Accessibility (Material Assets)
Provision of higher education facility or business development would lead to increased waste production. Managing waste in a sustainable way and emphasising reduction and reuse of materials can help to reduce waste arisings from this block.	Waste (Material Asset)

7.13 Summary: Providing an educational facility in this block will contribute positively to social and economic objectives. Also if business development or residential development is provided in this block it will have a positive contribution to social, economic and some environmental objectives. None of the proposals are contrary to any of the SA objectives.

Development Opportunity Block BR15d, BR15g & BR16d	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to make use of sustainable design and use environmentally friendly features and materials.	Climate Change Mitigation (Climatic Factors)
As housing development is going to be provided in this block new homes can be encouraged to use better design features and sustainable construction material. Also a mix of homes including an element of affordable homes can be provided.	Housing (Material Assets and Population)
New business development will attract investment opportunities and have a positive contribution to the local and sub regional economy.	Equality and Social Inclusion (Population)
New development fronting the canal can be required to contribute positively to the wildlife corridor network	Biodiversity (Biodiversity, Flora and Fauna)
Significant Negative Effects	
Business or residential development in this block could lead to increased amounts of traffic on the roads but providing sustainable and alternative means of transport can help overcome this issue.	Transportation and Accessibility (Material Assets)

Development Opportunity Block BR15d, BR15g & BR16d	
New developments in this block may lead to production of more waste but if waste is managed in a sustainable way this issue can be overcome	Waste (Material Asset)

7.14 Summary: Provision of business development uses and high density residential development in this block will have a positive contribution to social and economic objectives set out in the SA. Although there may be some environmental considerations but they can be minimised using mitigation and adaptation measures.

Development Opportunity Block C2, C3, C4 and C5	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to use sustainable construction materials and design to have a positive contribution to reducing greenhouse gases.	Climate Change Mitigation (Climatic Factors)
New developments can be encouraged to take into account the principles of sustainable design and construction.	Housing (Material Assets and Population)
New retail development in this block will attract new investment opportunities which will in turn have a positive contribution to local and sub regional economy.	Equality and Social Inclusion (Population)
Significant Negative Effects	
New retail and residential development will lead to more people coming to work and live in the area leading to increased traffic on the roads but providing alternative and sustainable means of transport will help to overcome this issue.	Transportation and Accessibility (Material Assets)
New retail development and homes may lead to increased waste production. However if sustainable means of waste collection and disposal are used this issue can be resolved.	Waste (Material Asset)

7.15 Summary: Provision of retail in this block will have a positive contribution to economic and social objectives set out in the SA. They will also contribute positively to some of the environmental objectives.

Development Opportunity Block R5, R6, R4, R3 & R10	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New retail outlets will encourage new businesses and investment to the area contributing positively to the local and sub regional economy.	Equality and Social Inclusion (Population)
New retail developments can be encouraged to use sustainable design and environmentally friendly materials to help the area's contribution to greenhouse gases.	Climate Change Mitigation (Climatic Factors)
Significant Negative Effects	
Provision of retail development will lead to more people coming to shop in the area but provision of sustainable alternative means of transport can help to overcome this issue.	Transportation and Accessibility (Material Assets)
New retail development will lead to more waste production but managed in a sustainable way this impact can be minimised.	Waste (Material Asset)

7.16 Summary: Retail development in this block will have a positive contribution to some of the SA objectives and it does not seem to contradict any of the objectives set out in the SA.

Development Opportunity Block P1	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New residential development can be encouraged to incorporate energy efficiency measures and sustainable design measures to minimise the area's contribution to climate change.	Climate Change Mitigation (Climatic Factors)
New residential development can be encouraged to use sustainable construction materials and take account of environmentally friendly design features and principles.	Housing (Material Assets and Population)
Development in this location will be required to maintain and enhance the wildlife corridor network thereby having a positive environmental impact	Biodiversity (Biodiversity, Flora, Fauna)

Development Opportunity Block P1	
Significant Negative Effects	
New residential development will mean more waste will be generated by the people who live in them but collecting and disposing waste in an environmentally sustainable way can help overcome this issue	Waste (Material Asset)

7.17 Summary: Residential development is not in contrary to any of the objectives set out in the SA but will have a positive contribution to the social and environmental objectives in the SA.

Development Opportunity Block P4	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to take energy efficiency measures and sustainable design and construction materials into consideration which can help make a positive contribution to reducing the impact of greenhouse gases.	Climate Change Mitigation (Climatic Factors)
Residential development can be encouraged to consider environmentally friendly features and materials into account.	Housing (Material Assets and Population)
Development in this location will be required to maintain and enhance the wildlife corridor network thereby having a positive environmental impact	Biodiversity (Biodiversity, Flora, Fauna)
Hotel development may lead to more people coming and using the service and this will have a positive contribution on local and sub regional economy.	Equality and Social Inclusion (Population)
Significant Negative Effects	
Provision of a hotel and residential development in the block will lead to more people coming into the area thereby affecting congestion on the roads. However provision of sustainable means of transport can help to resolve this issue.	Transportation and Accessibility (Material Assets)
More development in the area will mean more waste will be generated due to increases in the number of homes and a hotel development. However if waste is	Waste (Material Asset)

Development Opportunity Block P4	
collected and managed in a sustainable way this issue can be resolved.	

7.18 Summary: Provision of residential development and hotel development will have a positive impact on social and economic SA objectives. They do not seem to be contrary to any of the objectives set out in the SA.

Development Opportunity Block BR13a, BR13d, BR13e	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to use environmentally sensitive construction materials and make use of energy efficiency measures to help minimise the area's contribution to climate change.	Climate Change Mitigation (Climatic Factors)
New homes can be designed to include environmentally friendly features and make use of sustainable construction materials.	Housing (Material Assets and Population)
New business development will have a positive impact on the overall economy of the area.	Economic Development (Population) Equality and Social Inclusion (Population)
New development along canal corridor can be required to maintain and enhance the wildlife corridor network having a positive impact on environmental impacts	Biodiversity (Biodiversity, Flora, Fauna)
Significant Negative Effects	
New business and residential development will lead to more people coming to live and work in the area which could lead to increased traffic on the roads and congestion. However this is a sustainable location and providing sustainable and alternative means of transport can help to overcome this issue.	Transportation and Accessibility (Material Assets)
New developments of any kind will lead to increased waste production but sustainable means of waste disposal and collection can help to overcome this.	Waste (Material Asset)

- 7.19 Summary:** Providing residential and business development in these blocks will not contradict with any of the objectives set out in the SA. These provisions will have a positive contribution to social and economic objectives and some environmental objectives in the SA.

Development Opportunity Block BR13b	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to use environmentally friendly design and materials to help the area's contribution to greenhouse gases.	Climate Change Mitigation (Climatic Factors)
New residential development can be encouraged to use energy saving principles and sustainable design and materials.	Housing (Material Assets and Population)
Significant Negative Effects	
Provision of either an educational facility or the use of blocks for business and residential proposes will lead to increased traffic in the area. However this is a sustainable location and sustainable means of transport will help to overcome this issue.	Transportation and Accessibility (Material Assets)
New developments may lead to increased waste production but if waste is managed in a environmentally sustainable way this issue can be resolved.	Waste (Material Asset)

- 7.20 Summary:** The proposed educational facility or residential development will not have a negative impact on any of the SA objectives but they will contribute positively to social, economic and some environmental objectives.

Development Opportunity Block BS1	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to take energy efficiency measures into account to minimise area's contribution to climate change.	Climate Change Mitigation (Climatic Factors)

Development Opportunity Block BS1	
Office or hotel development in this block will encourage more investment opportunities to locate in the area and this can have a positive impact on the area's economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	
New hotel or office development will attract more people to come and visit the area or work in the offices which could lead to increased traffic on the roads leading to traffic congestion. However provision of alternative means of transport can help to resolve this issue.	Transportation and Accessibility (Material Assets)
New developments will lead to more waste production but management of waste in a sustainable way can help overcome this problem.	Waste (Material Asset)
Development in this block could require the relocation of the BEST training centre and tennis club which may have a negative social and economic impact	Health (Human Health and Population) Transportation and Accessibility (Material Assets)

7.21 Summary: Provision of office space or hotel development can have a positive contribution to social and economic objectives and also make a positive contribution to some of the environmental features.

Development Opportunity Block BS2, BS3, BS4 and BS5	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to take energy efficiency measures into account to minimise area's contribution to climate change.	Climate Change Mitigation (Climatic Factors)
As this block is capable of providing 300 new homes they can be encouraged to use environmentally friendly materials and design and also good amount of affordable homes can be provided	Housing (Material Assets and Population)
Significant Negative Effects	
New business or residential development will attract more people to come and visit the area or live in new homes which could lead to increased traffic on the	Transportation and Accessibility (Material Assets)

Development Opportunity Block BS2, BS3, BS4 and BS5	
roads leading to traffic congestion. However this is a sustainable location and provision of alternative means of transport can help to resolve this issue.	
New business and provision of approximately 300 homes in this block will lead to increased waste production but if waste is managed in a sustainable and environmentally sensitive way this impact can be minimised.	Waste (Material Asset)

7.22 Summary: Provision of homes and business development is not contrary to any of the objectives set out in the SA. They will have a positive contribution to some of the environmental objectives and most of the social and economic objectives.

Development Opportunity Block W1,W2,W3 and W4	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New business developments can be encouraged to include energy efficiency measures and make use of sustainable means to reduce the emissions of carbon dioxide and other gases from the buildings.	Climate Change Mitigation (Climatic Factors)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	
New office or business development will attract more people to come and work in the area leading to increased traffic congestion. However as this block is to benefit from improved traffic routes and provision for sustainable means of transport is to be provided this issue can be resolved.	Transportation and Accessibility (Material Assets)
Provision of office or business development would lead to increase in the production of waste but if waste is collected and disposed of in a sustainable way this impact can be reduced.	Waste (Material Asset)
Development in W1 and W4 may result in the loss of existing wildlife rich habitat on the steep bank but there negative environmental effects can be reduced	Biodiversity (Biodiversity, Flora, Fauna)

Development Opportunity Block W1,W2,W3 and W4	
through effective mitigation and adaption measures and the reformation of a wildlife corridor elsewhere in the town centre	

7.23 Summary: New business developments will make a positive contribution to economic objectives of the SA. Also this provision does not seem to contradict any other objectives set out in the SA.

Development Opportunity Block W5	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New developments can be encouraged to make use of sustainable construction materials and energy efficiency measures to reduce the production of greenhouse gases from the new buildings.	Climate Change Mitigation (Climatic Factors)
New homes can be encouraged to take account of energy efficiency principles and make use of sustainable design and construction materials. Also as 170 new homes are to be provided provision can be made for a mix of homes including affordable homes for key workers and those on low wages.	Housing (Material Assets and Population)
New business development will attract new investment opportunities having a positive contribution towards the regional and sub regional economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Development in this block will be required to create and enhance the wildlife corridor network	Biodiversity (Biodiversity, Flora, Fauna)
Significant Negative Effects	
Provision of business development and new homes will attract more people to work and live in the area leading to more traffic generation in the area. However providing sustainable means of transport and improving existing means of transport will help to overcome this issue.	Transportation and Accessibility (Material Assets)
New developments may lead to increased waste production but if waste is managed in an environmentally sustainable way this issue can be resolved.	Waste (Material Asset)

- 7.24 Summary:** Provision of business development and new homes will contribute positively to social, economic and some environmental objectives and not be in contradiction to any of the SA objectives.

Development Opportunity Blocks WW1, WW2 and WW3	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New business developments can be encouraged to include energy efficiency measures and make use of sustainable means to reduce the emissions of carbon dioxide and other gases from the buildings.	Climate Change Mitigation (Climatic Factors)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	
New office or business development will attract more people to come and work in the area leading to increased traffic congestion. However as this block is to benefit from improved traffic routes and provision for sustainable means of transport this issue can be mitigated against.	Transportation and Accessibility (Material Assets)
Provision of office or business development would lead to increase in the production of waste but if waste is collected and disposed off in a sustainable way this impact can be reduced. Also the new developments can be provided with enough space to accommodate recycling.	Waste (Material Asset)

- 7.25 Summary:** New business developments will make a positive contribution to economic objectives of the SA. Also this provision does not seem to contradict any other objectives set out in the SA.

Development Opportunity Block W7	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Using this site as a car park or providing park and ride facilities will positively contribute to sustainability	Transportation and Accessibility (Material Assets)

Development Opportunity Block W7	
objectives by encouraging modal shift and reducing emissions	
New developments can be encouraged to make use of sustainable design and construction materials to minimise the emission of greenhouse gases. Also, improvements in technology will mean cars using fuels types which can help to emit lower harmful gases.	Climate Change Mitigation (Climatic Factors)
New homes in this block can be encouraged to make use of environmentally friendly materials and design. Also affordable homes can be provided.	Housing (Material Assets and Population)
If new business opportunities are provided in the area they will encourage new investment opportunities, positively impacting on the local and sub regional economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Provision of park and ride facilities will ensure easy access to service and facilities.	Transportation and Accessibility (Material Assets)
Significant Negative Effects	
The provision of business development and new homes will attract more people to work and live in the area leading to more traffic generation in the area. However, providing sustainable means of transport and improving existing means of transport will help to overcome this problem.	Transportation and Accessibility (Material Assets)
If this block is used for business development or residential purposes it will lead to increased waste production. But if managed in a sustainable way, the amount can be minimised.	Waste (Material Asset)
Provision of new homes or business development will lead to increased production of emissions from new developments. Also if park and ride facilities are provided it will mean more cars coming to the area and leading to more emissions in the area	Transportation and Accessibility (Material Assets)

7.26 Summary: Providing new homes and business opportunities will contribute positively to the economic and social objectives of the SA and to some of the environmental SA objectives. These forms of development do not seem to have any negative impacts on any of the SA objectives overall.

Development Opportunity Block W8 and W10	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
This block includes Metro proposals which will help to ease congestion as more people will use Metro as oppose to the private car.	Transportation and Accessibility (Material Assets)
Redevelopment would require the remediation of former industrial land	Environmental Quality (Air, Soil, Water and Human Health)
Development in these blocks will be required to contribute to the wildlife corridor network	Biodiversity (Biodiversity, Flora, Fauna)
New developments can be encouraged to make use of sustainable construction material and energy efficiency measures to reduce the production of greenhouse gases from the new build.	Climate Change Mitigation (Climatic Factors)
New homes in this block can be encouraged to make use of environmentally friendly materials and design. Also affordable homes can be provided	Housing (Material Assets and Population)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	
New residential and business development will attract more people into the area leading to increased traffic congestion.	Transportation and Accessibility (Material Assets)
Provision of residential development in these blocks will lead to increased waste production but managing waste in a more sustainable way can help to reduce waste arising in the area.	Waste (Material Asset)
In W10 redevelopment would necessitate the loss or relocation of existing industrial employers which may have a negative economic impact	Economic Development (Population)

7.27 Summary: Providing new homes and business opportunities will contribute positively to the economic and social objectives of the SA and to some of the environmental SA objectives. Both the provisions do not seem to have any negative impact on any of the SA objectives overall.

Development Opportunity Block H1, H2, H3, H4, H5, H6, H7,H9, H10, H11 & H12	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
This block will accommodate improved traffic routes and the provision of sustainable means of transport, this impact will be reduced.	Transportation and Accessibility (Material Assets)
New developments can be encouraged to include energy efficiency measures and make use of sustainable means to reduce the emissions of carbon dioxide and other gases from the buildings.	Climate Change Mitigation (Climatic Factors)
New homes in this block can be encouraged to make use of environmentally friendly materials and design. Also affordable homes can be provided.	Housing (Material Assets and Population)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy.	Economic Development (Population) Equality and Social Inclusion (Population)
Development in these blocks will be required to contribute to the wildlife corridor network	Biodiversity (Biodiversity, Flora, Fauna)
Significant Negative Effects	
New office or business development will attract more people to come and work in the area leading to increased traffic congestion	Transportation and Accessibility (Material Assets)
New developments will lead to increased waste production. But if waste is managed in an environmentally sustainable way this issue can be resolved.	Waste (Material Asset)
Redevelopment would necessitate the loss or relocation of existing industrial employers which may have a negative economic impact	Economic Development (Population)

7.28 Summary: Office development in this block will contribute positively to the economic objectives and to some of the social and environmental objectives. The land uses proposed do not conflict with the objectives set out in the SA.

7.29 The Preferred Options and discounted options (those within the Issues and Options document) have been appraised to inform why certain options have been carried forward. The SA for the Issues and Options document evaluated the effects of the main options, which are likely to be significant given the scale of

development proposed. The number of people who will come to work and live in the area is going to increase significantly. Approximate floorspace figures at Preferred Option stage include:

- 51,000m² comparison retail up until 2016 and a further 14,000 thereafter;
- 186,000m² of offices up to 2016 and a further 34,000 thereafter
- An estimated 10,000m² of new convenience retail or more;
- 10,000-15,000m² of financial and professional services and food and drink uses;
- 8,000m² for hotel(s);
- A possible 3,620 new homes;
- 31,000-38,000m² of community uses; and
- 27,000-33,000m² of leisure and recreation.

8 Assessment of Additional Options and Development Blocks in the Policy Development Update

8.1 The following are additional options, development blocks or policies that were not contained within previous SA publication for the Brierley Hill Area Action Plan. The options have been assessed using the same sustainability objectives as in previous SA's.

Development Blocks/ Policies	Sustainability Objectives													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Local Shopping Area	++	++	0	0	++	0	++	+	++	++	0	+	+	0
DOB B2a & BR2b	+	x?	0	0	0	+	+	+	+	+	0	0	0	0
DOB BR20	+	x?	0	0	0	+	+	++	+	+/x	0	0	0	0
DOB CW1	+	x?	x?	+	+	+	+	+/x	0	+/x	0	0	+	0
DOB W11	+	x?	x?	+	+	+	+	+/x	0	0	0	0	+	0
Harts Hill Option 1	0	x?	x?	+	+	+	+	+/x	+	+/x	+	0	+	0
Harts Hill Option 2	+	x?	x?	++	+	+	+	+/x	++	+/x	++	0	++	0
Harts Hill Option 3	+	x?	x?	++	+	+	+	+/x	+	+/x	++	0	++	0
Town Centre Boundary	++	+/x	0	+	+	0	+	+	+	++	0	+	0	0
Active Frontages	++	++	0	0	0	0	+	0	0	+	0	+	0	0
Marsh Park	++	0	0	+	++	0	0	0	+	++	+	+	++	+
Car Parking Standards	++	++	+	+	++	0	+	+	+	0	0	++	0	+
Bus priority	++	++	+	+	++	0	++	++	++	0	0	++	0	+
Primary Shopping Area	++	+	0	0	+	+	++	+	++	0	0	0	0	0
Edge of town centre	+	+	0	+	++	0	+	+/x	++	0	0	+	0	0

Landscape design	++	0	+?	++	++	0	+	++	+	+	++	++	++	++
Wildlife network	++	+	0	++	++	0	+	0	+	+	++	++	++	++
Approach to delivery	+	+	+	0	0	0	+	++	+	0	0	0	0	0
Planning Obligations	++	++	0	++	++	++	++	+/x	++	++	+	+	++	+

Table 6

Local Shopping Area	
Amendments to Local Shopping Area boundary and Secondary Frontage	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Inclusion of more existing retail within the Local Shopping Area will protect the retail offer from being eroded	Economic Development (population)
More control over take-aways will be gained therefore having a positive benefit on pollution, the local environment and experience of being on the High Street	Economic Development (population)

8.2 Summary: The boundary has been extended to more accurately reflect the existing pattern of retail development within the High Street area. This will help prevent the erosion of retailing in this location, emphasise the importance of the area for local shopping and give greater control to the types of uses allowed within the frontage. This will have a positive impact on economic development and social inclusion.

Development Block BR2A and BR2B	
Amendments to boundaries of these development blocks	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New homes in this block can be encouraged to make use of environmentally friendly materials and design. Also affordable homes can be provided.	Housing (Material Assets and Population)

Development Block BR2A and BR2B	
Amendments to boundaries of these development blocks	
New developments can be encouraged to include energy efficiency measures and make use of sustainable means to reduce the emissions of carbon dioxide and other gases from the buildings.	Climate Change Mitigation (Climatic Factors)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	
Provision of residential development in these blocks will lead to increased waste production but managing waste in a more sustainable way can help to reduce waste arising in the area.	Waste (Material Assets)
Provision of business development and new homes will attract more people to work and live in the area leading to more traffic generation in the area.	Transportation and Accessibility (Material Assets)

8.3 Summary: Providing residential and business development in these blocks will not contradict with any of the objectives set out in the SA. These provisions will have a positive contribution to social and economic objective and some environmental objectives in the SA. In particular, the extension of block BR2B onto the High Street will have positive environmental, economic and social impacts from creating an attractive gateway into the town centre.

Development Block BR20	
Allocation of new proposed development block	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New residential development can be encouraged to make use of environmentally friendly design and materials making a positive contribution to reducing greenhouse gases.	Climate Change Mitigation (Climatic Factors)

Development Block BR20	
Allocation of new proposed development block	
New facilities can be encouraged to make use of sustainable design and environmentally friendly materials.	Housing (Material Assets and Population)
Significant Negative Effects	
New businesses and homes will generate more waste	Waste (Material Assets)
New business or residential development will attract more people to come and visit the area or live in new homes which could lead to increased traffic on the roads leading to traffic congestion.	Transportation and Accessibility (Material Assets)

8.4 Summary: Provision of new development can have a positive contribution to social and economic objectives and also make a positive contribution to some of the environmental features. Creating this block on the High Street will have positive environmental, economic and social impacts from creating an attractive gateway into the town centre, particularly considering the cumulative effects of combining blocks BR2B and BR20.

Development Block CW1 (Canal Walk South)	
Allocation of new proposed development block	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New homes in this block can be encouraged to make use of environmentally friendly materials and design. Also affordable homes can be provided.	Housing (Material Assets and Population)
New developments can be encouraged to include energy efficiency measures and make use of sustainable means to reduce the emissions of carbon dioxide and other gases from the buildings.	Climate Change Mitigation (Climatic Factors)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	

Development Block CW1 (Canal Walk South)	
Allocation of new proposed development block	
New office or business development will attract more people to come and work in the area leading to increased traffic congestion	Transportation and Accessibility (Material Assets)
New developments will lead to increased waste production. But if waste is managed in an environmentally sustainable way this issue can be resolved.	Waste (Material Assets)

8.5 Summary: Providing new homes and business opportunities will contribute positively to the economic and social objectives of the SA and to some of the environmental SA objectives. Both the proposed uses do not seem to have any negative impact on any of the SA objectives overall. There may however be a negative economic impact from the loss of the existing industrial premises depending on their intentions for the future of the business.

Development Block W11	
Allocation of new proposed development block	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
New homes in this block can be encouraged to make use of environmentally friendly materials and design. Also affordable homes can be provided.	Housing (Material Assets and Population)
New developments can be encouraged to include energy efficiency measures and make use of sustainable means to reduce the emissions of carbon dioxide and other gases from the buildings and add to the wildlife network	Climate Change Mitigation (Climatic Factors)
New business developments will attract new investment opportunities having a positive contribution to the area's overall economy	Economic Development (Population) Equality and Social Inclusion (Population)
Significant Negative Effects	

Development Block W11	
Allocation of new proposed development block	
New office or business development will attract more people to come and work in the area leading to increased traffic congestion	Transportation and Accessibility (Material Assets)
New developments will lead to increased waste production. But if waste is managed in an environmentally sustainable way this issue can be resolved.	Waste (Material Assets)

8.6 Summary: Providing new homes and business opportunities will contribute positively to the economic and social objectives of the SA and to some of the environmental SA objectives. Both the proposed uses do not seem to have any negative impact on any of the SA objectives overall. Development in this block can contribute positively to the wildlife network. There may however be a negative economic impact from the loss of the existing industrial premises depending on their intentions for the future of the business.

Assessment of Alternative Harts Hill Options

8.7 An additional question has been added to the SA that covers potential development options for Harts Hills regeneration. Harts Hill was included in the Brierley Hill Area Action Plan Preferred Options as there was a need to plan for a larger quantity of development than previously envisaged for Brierley Hill, particularly office floorspace, which justified the extension of the Town Centre into this area with significant potential and regeneration need. Following preferred options consultation, Dudley MBC undertook further public consultation with the landowners and businesses in Harts Hill on new options for the future of this area.

Which of the following options is considered the most appropriate for Harts Hills regeneration?

- Option 1: The Flexible Solution (no specific development blocks are allocated and changes of use to be considered on their merits)
- Option 2: Creating a Corridor of New Development Linked into the Town Centre whilst retaining an Industrial Core (allocation of development blocks H1, H2, H3, H4, H7, H10 and H11)
- Option 3: A Consolidated Industrial Core (allocation of development blocks H1, H2, H3, H4, part of H9, H11 and H12)

8.8 **Summary:** The Flexible Solution has the benefit of not identifying any one site for change which therefore allows more flexibility for both those who wish to keep their industrial use and those seeking a change of use. This option also has the flexibility to deliver a significant amount of new development. However supporting this option will make it difficult to comprehensively regenerate the necessary infrastructure and change could happen 'hot-potch' through the area and undermine the industrial core. Also without a defined strategy there is the danger that not enough development could come forward to effectively regenerate the area therefore having negative economic and environmental affects.

8.9 Options 2 and 3 both have the benefit of establishing a wildlife corridor, whilst giving more certainty as to locations for future development and also provide greater flexibility and more opportunity for effective regeneration. Option 2 also benefits from the office area being concentrated closer to the town centre and the potential metro stop. The main drawbacks of Options 2 and 3 is that less industry could remain by the end of the plan period in 2026 as identification for change of use in the plan could lead to increasing pressure on landowners to sell. Further drawbacks of Option 3 include the main office area still being separate from the rest of the town centre and although there will be a wildlife corridor created it would have a 'pinch-point' which could weaken its overall structure.

Preferred Option:

8.10 Option 2: Creating a Corridor of New Development Linked into the Town Centre whilst retaining an Industrial Core. This will have significant positive environmental and economic impacts.

Town Centre Boundary	
Amendment of the boundary south of the High Street to match the Conservation Area Boundary	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Inclusion of Marsh Park and St. Michaels Church within the boundary adds to cultural identity	Heritage (Cultural Heritage and Landscape)
Inclusion of Marsh Park and St. Michaels Church within the boundary allows conservation area policy within the AAP to be applied to them and safeguarded	Heritage (Cultural Heritage and Landscape)

8.11 Summary: The boundary has been extended to follow the boundary of the Conservation Area. This allows the conservation policies within the AAP to be applied to the whole conservation area. It also responds to representations received about the cultural importance of St. Michaels Church and Marsh Park to the history, identity and local community of Brierley Hill.

Active Frontages	
Proposed new map allocation to accompany policy	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Clarity on where the active frontages are to be developed will enhance the public realm and the benefits that go with that including reducing the fear of crime, creating a pleasant environment and stimulating economic prosperity.	Economic Development (population)

8.12 Summary: Providing a mapped designation to add clarity to the policy will have positive sustainability affects across environmental, economic and social objectives.

Marsh Park	
Proposed new policy and allocation	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Protection of the existing resource for community benefit in terms of promoting healthy lifestyles	Health (Human health and Population)
Protection of the existing resources for the benefit of the local environment, heritage and townscape	Townscape (cultural heritage and landscape)

8.13 Summary: Local residents feel that Marsh Park is part of the local and historical identity of Brierley Hill and should be included within the Town Centre boundary. Allocating the site as a Town Park will protect it from future development and contribute to the quality of the local environment, townscape and community wellbeing.

Car Parking Standards	
Further clarification on policy proposed at Preferred Options stage	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
More restrictive parking standards will reduce traffic congestions and promote sustainable modes of transport	Transportation and Accessibility (Material Assets)
Reducing congestion and promoting sustainable modes of transport will minimise Brierley Hill's contribution to climate change	Climate change mitigation (Climatic factors)

8.14 Summary: More restrictive car parking standards over the life of the Area Action Plan will restrain the ability of the private car to service growth and encourage the use of more sustainable modes of transport having numerous beneficial sustainability effects particularly on accessibility, social inclusion and climate change.

Bus Priority	
Further clarification on policy proposed at Preferred Options stage	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Bus priority will promote sustainable modes of transport	Transportation and Accessibility (Material Assets)
Promoting sustainable modes of transport will reduce the increase in air pollution and minimise Brierley Hill's contribution to climate change	Climate change mitigation (Climatic factors)

8.15 Summary: Encouraging the use of more sustainable modes of transport will have numerous beneficial sustainability effects particularly on accessibility, social inclusion and climate change.

Primary Shopping Area	
Amendment of the boundary to exclude retail warehouses	
Summary of Significant Effect	Sustainability Topic Affected

Primary Shopping Area	
Amendment of the boundary to exclude retail warehouses	
Significant Positive Effects	
A more restrictive primary shopping area will ensure that investment is guided to the locations where it can have the most beneficial sustainability effects.	Economic Development (population)
Significant Negative Effects	
This will reduce the potential for retail expansion in these locations which could stifle investment and economic benefits.	Economic Development (population)

8.16 Summary: Amending the boundary of the Primary Shopping Area to remove all retail warehousing will have mixed sustainability effects but an overall positive impact, particularly on economic sustainability objectives.

Edge of Town Centre Development	
New policy proposed	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
This policy would ensure that investment is guided to the locations where it can have the most beneficial sustainability effects.	Economic Development (population)
Significant Negative Effects	
This will reduce the potential for retail expansion outside the retail core which could stifle investment and economic benefits.	Economic Development (population)

8.17 Summary: Adding a policy to further ensure that retail development is restricted outside of the retail core will have mixed sustainability effects but an overall positive impact, particularly on economic sustainability objectives.

Landscape Design	
New policy proposed	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Seeking suitable landscape design within the town centre will help tackle climate change through reducing the heat island effect and promoting permeable surfaces	Climate Change Adaption (climatic factors)
Positive effects from new landscape will be felt in terms of air pollution	Climate Change Mitigation (climatic factors) & Environmental Quality (Air, Soil, Water and Human Health)
Suitable landscaping will have positive effects on biodiversity and quality of the land	Biodiversity (Biodiversity, Flora & Fauna) and Use of Resource (Material Assets, Soil, Water)

8.18 Summary: Ensuring suitable landscaping accompanies new development will have a range of significantly positive environmental impacts and will also have consequential positive impacts on economic and social objectives. This policy was proposed post Preferred Options stage and it is likely that it will be incorporated within the provisions of another policy rather than be inserted as a standalone requirement.

Wildlife Network	
Amendment to designations and boundaries of the wildlife network	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
The green infrastructure approach within the town centre will help tackle climate change through reducing the heat island effect and promoting permeable surfaces	Climate Change Adaption (climatic factors)
Positive effects from new landscape will be felt in terms of air pollution	Climate Change Mitigation (climatic factors) & Environmental Quality (Air, Soil, Water and Human Health)

Wildlife Network	
Amendment to designations and boundaries of the wildlife network	
Creating a functional wildlife link between Fens Pools and Saltwells Local Nature Reserve will have positive effects on biodiversity and quality of the land	Biodiversity (Biodiversity, Flora & Fauna) and Use of Resource (Material Assets, Soil, Water)

8.19 Summary: The wildlife corridor network was changed between the Issues and Options stage and Preferred Options stage to take advantage of the change in boundary which now includes the redevelopment of the Harts Hill. This will allow a more direct link between Fens Pool and Saltwells which will have the dual benefits of a more direct route for wildlife and reduced volume of land needed for a strategic network. Post preferred options stage the wildlife network has been clarified further into three designations: Sites of Local Importance for Nature Conservation, Wildlife Corridors and Strategic Wildlife Corridors. The wildlife network will have a range of significantly positive environmental impacts and will also have consequential positive impacts on economic and social objectives.

An Orderly and Comprehensive Approach to Development	
Policy wording drafted for appraisal	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Stopping incremental development to ensure the comprehensive delivery of each block will ensure the necessary infrastructure, mitigation measures and economic development is achieved and the town centre has a suitable balance of uses	All SA topics
Significant Negative Effects	
Small scale economic development may be stifled with negative social and economic impacts	Economic Development (population)

8.20 Summary: Effective delivery of the strategy will have a significantly positive impact across all SA objectives in the long term but at the cost of small scale opportunities for investment thereby having short-term negative economic impacts.

Planning Obligations	
New policy proposed and policy wording drafted for appraisal	
Summary of Significant Effect	Sustainability Topic Affected
Significant Positive Effects	
Achieving the necessary infrastructure will have positive effects on accessibility, affordable housing, the wildlife network and public realm, thereby positively impacting across all SA objectives	All SA objectives
Significant Negative Effects	
Viability of individual development proposals may suffer and some blocks may be prevented from being delivered in the short term dependant on economic circumstances	Economic Development (population)

8.21 Summary: Achieving the necessary infrastructure will have positive effects on accessibility, affordable housing, the wildlife network and public realm, thereby positively impacting across all SA objectives and resulting in the delivery of a balanced town centre which achieves the vision and objectives set out in the Area Action Plan.

9 Cumulative Effects Assessment

- 9.1** Whilst the assessment of each of the AAP policy areas and Development Opportunity Blocks in isolation has highlighted a number of positive and negative effects in relation to the SA framework, many of the sustainability effects of the AAP can only be realised when two or more of the aspects of the AAP interact with each other.
- 9.2** As required by the SEA regulations cumulative, synergistic and indirect effects have been identified and evaluated during the assessment. An explanation of these is as follows:
- Indirect effects are effects that are not a direct result of the plan, but occur away from the original effect or as a result of a complex pathway
 - Cumulative effects arise where several developments each have insignificant effects but together have a significant effect, or where several individual effects of the plan have a combined effect
 - Synergistic effects interact to produce a total effect greater than the sum of the individual effects
- 9.3** The table below summarises the cumulative, synergistic and indirect effects that are likely to come from the interaction of the various aspect proposed for the Brierley Hill Area Action Plan. These are presented in relation to the 14 SA Objectives.

SA Objective	Principles which combine to bring cumulative/ synergistic. Indirect effects	Significance
1. To safeguard and improve community health, safety and well being	<p>The interaction of public thoroughfares, blocks BR1, BR2A, BR2B, BR15B, BR9, BR10, BR11, BR12, BR15A, BR15F, BR15E, BR13A, BR13B, BR13C, BR13D, BR13E, BR14, BR16C, C2,C3, P1 and Wildlife Corridor Networks will have cumulative, synergistic and indirect effect for improving accessibility to health, leisure and recreation facilities across Brierley Hill</p> <p>The interaction of primary and secondary thoroughfares, metro and public transport improvements will have</p>	<p>Significant positive effects over the short, medium and long term</p> <p>Significant positive effects over the short, medium and long term</p> <p>Significant positive effects over the medium and long term</p>

SA Objective	Principles which combine to bring cumulative/ synergistic. Indirect effects	Significance
	<p>cumulative, synergistic and indirect effects in supporting healthier modes of travel including walking and cycling</p> <p>The interaction of public thoroughfares, blocks BR1, BR2A, BR2B, BR15B, BR9, BR10, BR11, BR12, BR15A, BR15F, BR15E, BR13A, BR13B, BR13C, BR13D, BR13E, BR14, BR16C, C2,C3, P1, Wildlife Corridors and Public Spaces will have cumulative, synergistic and indirect benefits for the health and well being of residents</p>	
2. To reduce traffic congestion and promote sustainable modes of transport into and throughout Brierley Hill	<p>The interaction of primary thoroughfares and development blocks will have cumulative, synergistic and indirect effects on stimulating traffic growth across Brierley Hill</p> <p>The interaction of primary thoroughfares, development blocks, metro, public spaces, car parking standards, improvements to public transport and improvements to public realm including through urban design and active frontages will have cumulative, synergistic and indirect effects on sustainable transport use through the encouragement of public transport use and walking and cycling.</p>	<p>Significant negative effects over the short, medium and long term</p> <p>Significant positive effects over the short, medium and long term</p>
3. Reduce waste	<p>The interaction of development blocks will increase the production of waste but also support the minimisation of waste and sustainable waste management</p>	<p>Mixed effects over the short and medium term. Positive effects over the long term</p>

SA Objective	Principles which combine to bring cumulative/ synergistic. Indirect effects	Significance
4. Plan for the anticipated different levels of climate change	The interaction of thoroughfares, Wildlife Corridors, Canal Networks, urban and landscape design policies and public transport strategy will have cumulative, synergistic and indirect effects for climate change adaption by supporting the growth of green infrastructure and open space, which will help to reduce the risk of flash flooding and reduce the urban heat effect	Significant positive effects over the medium and long term
5. Minimise Brierley Hill's contribution to climate change	<p>The interaction of thoroughfares, development blocks and public transport strategy will have cumulative, synergistic and indirect effects on reducing greenhouse gas emissions through supporting sustainable transport use and reducing the need to travel:</p> <p>The interaction of thoroughfares and development blocks will have cumulative, synergistic and indirect effects on increasing greenhouse gas emissions through stimulation of traffic growth</p> <p>The interaction of development blocks will have cumulative effect on reducing greenhouse gas emissions from non-transport sources through sustainable design and features.</p>	<p>Significant positive effects over the short, medium and long term</p> <p>Significant negative effects over the medium and long term</p> <p>Significant positive effects over the short, medium and long term</p>
6. Provide environmentally sound, affordable housing for all	The interaction of H11, BR2A, BR2B, BR9, BR20, BR11, BR12, BR15A, BR15F, BR15D, BR15G, BR16D, C2, C3, P1, P4, BR13A, W5, C4, BR1, BR13D, BR16C, BR16B, BR16A, CW1, BR13E, W8, W11, BR15C, H7, H1, H2, H3 and H4 will have cumulative effects for providing a range of housing needs and addressing housing requirements across Brierley Hill	Significant positive effects over the short, medium and long term

SA Objective	Principles which combine to bring cumulative/ synergistic. Indirect effects	Significance
7. To reduce poverty, crime and social deprivation and secure economic inclusion in Brierley Hill	The interaction of thoroughfares, development blocks, active frontages, urban design and public squares will have cumulative, synergistic and indirect effects for social inclusion in Brierley Hill through improving accessibility to services, facilities and amenities	Significant positive effects over the short, medium and long term
8. To encourage opportunities for investment in order to grow the local and sub-regional economy	The interaction of thoroughfares, public transport, car parking, development blocks, environmental quality and urban design will have cumulative, synergistic and indirect effects increasing the economic viability of investment in Brierley Hill	Significant positive effects over the short, medium and long term
9 Ensure easy and equitable access to services, facilities and opportunities	The interaction of thoroughfares, public spaces, public transport, car parking and urban design will have cumulative, synergistic and indirect effects for improving accessibility to services, facilities and amenities across Brierley Hill through improved sustainable links and appropriate development policies	Significant positive effects over the short, medium and long term
10. To protect, enhance and manage Brierley Hill's rich diversity of cultural, historical and archaeological assets, including the built environment	<p>The interaction of thoroughfares, urban design, conservation area policy, archaeological policy, local character and distinctiveness policy and development blocks will have cumulative, synergistic and indirect effects on the setting of cultural heritage assets through improvements to the built environment, the public realm and townscape.</p> <p>The interaction of thoroughfares, public spaces and development blocks will have cumulative, synergistic and indirect effects on cultural and heritage assets and their settings through supporting highway improvements</p>	<p>Significant positive effects over the short, medium and long term</p> <p>Significant negative effects over the short, medium and long term</p>

SA Objective	Principles which combine to bring cumulative/ synergistic. Indirect effects	Significance
11. Protect and enhance water quality and encourage water conservation	The interaction of thoroughfares, public spaces, Wildlife Corridor and SUDs policy will have cumulative, synergistic and indirect effects on water quality and water conservation	Significant positive effects over the short, medium and long term
12. To use land, energy soil, mineral and water resources prudently and efficiently and increase energy generated from renewables	The interaction of thoroughfares, development blocks and the wildlife network will have cumulative, synergistic and indirect effects on helping to reduce energy use through supporting sustainable transport use and limiting the need to travel.	Significant positive effects over the short, medium and long term
13. Value, conserve, protect restore and recreate biodiversity	The interaction of thoroughfares, development blocks, urban design, public spaces and Wildlife Corridors will have cumulative and synergistic effects on supporting an enhancement of biodiversity linkages and networks through improvements in green infrastructure and protection and enhancements of habitat.	Significant positive effects over the short, medium and long term
14. Minimise air, water, soil, light and noise pollution levels and create good quality air, water and soils	<p>The interaction of thoroughfares, the public realm, development blocks, public transport, canal and Wildlife Corridors will have cumulative, synergistic and indirect effects on reducing air and noise pollution by promoting sustainable transport links and open space provision.</p> <p>The interaction of thoroughfares, the public realm, development blocks and public transport will have cumulative, synergistic and indirect effect on air and noise quality through stimulating traffic growth across Brierley Hill</p>	<p>Significant positive effects over the short, medium and long term</p> <p>Negative effects over the medium and long term</p>

Table 47

9.5 A brief assessment of the cumulative effects of development was undertaken during the initial SA based on the Issues and Options report. Now the supplementary consultation document has been produced, the following are noted:

- Large scale development in terms of commercial, residential, open space and leisure land uses will attract more people. However, given that public transport improvements are proposed in terms of frequency and reliability, growth can be regarded as sustainable and welcomed;
- The mix of uses proposed in the AAP will result in diverse development benefiting from linked trips which reduces the need to travel. This is likely to contribute to the achievement of sustainability objectives;
- New and existing development can make a positive contribution to mitigating the effects of climate change if they incorporate energy efficient technologies and energy saving principles. However, if developers fail to embrace sound climate change solutions, given the scale of development proposed, the adverse impact could be quite significant (to a large extent this will be controlled through building regulations rather than through the policies in the Area Action Plan);
- Waste production will need to be minimised due to the considerable amount of development taking place. A failure to do so will result in unsustainable development which fails to satisfy the sustainability objectives. Managing waste locally would also reduce the need to travel and will positively impact on reducing congestion (the Core Strategy is addressing this issue);
- The amount of commercial development proposed represents an opportunity to boost local employment opportunities, and therefore would contribute towards securing economic inclusion in Brierley Hill;
- In terms of affordable, environmentally sound housing, the AAP is likely to contribute to the achievement of this sustainability objective given the amount of housing proposed and many developers now conform to the Building for Life standards; and
- The creation of a wildlife network which links Fens Pools SAC to Saltwells Local Nature Reserve will have long term benefits for biodiversity.

9.6 The duration of the impacts is difficult to gauge, however, in terms of negative effects, most of these were regarded as unpredictable as mitigation measures would most likely reduce impact. In terms of the sustainability objectives, those which generated adverse effects concerned waste minimisation, traffic congestion and minimising air and noise pollution levels given the large scale development proposed. Some of the impacts will be temporary as they will only take place during the construction phase. This particularly involves the importation of construction materials and the removal of construction and demolition waste. There will be on going traffic, such as lorries, which will create dust, noise and

congestion on local roads. However, as development will be phased, with regard to retail development, this will help to reduce the intensity of the cumulative impact. Once development is complete, these impacts will no longer be apparent, and economic, social and environmental benefits will be experienced in the long-term.

Appropriate Assessment of Fens Pool Special Area of Conservation (SAC)

- 9.7** A Habitats Regulations Assessment has been produced by White Young Green for the Brierley Hill Area Action Plan. This followed consultations with Natural England. The report concluded that there were no likely significant effects arising from the implementation of the Brierley Hill Area Action Plan in relation to Fens Pool SAC beyond those considered at Core Strategy level. The Core Strategy is expected to have a statement regarding continued support for the management of Fens Pool Nature Reserve for nature conservation and public enjoyment. The Appropriate Assessment is available to view on the Council's website at www.dudley.gov.uk.

10 Mitigation and Best Practice Recommendations

10.1 The assessment of the Brierley Hill Area Action Plan Preferred Options and Preferred Options Supplementary Consultation document has highlighted a number of potential significant negative effects, which have been documented in the preceding chapters. To help address these issues, the table below sets out a number of proposed mitigation measures and recommendations to help improve the sustainability performance of the Brierley Hill Area Action Plan.

Potential Significant Negative Effect	Proposed Mitigation/ Recommendations
Impacts from growth of traffic on air and noise pollution, townscape and the public realm	The improvement of highways should focus on the provision of sustainable transport links. Bus priority measures will be recommended as will the development of cycle and walk networks. The proposal for an extension to the Midland Metro and a more restrictive car parking standard will reduce the need and desire of people to travel by private transport into the town centre. Highway improvements should consider low noise surfacing, Sustainable Urban Drainage Systems, green infrastructure and open space
Extension of Area Action Plan boundary to incorporate Harts Hill	This extension to the boundary could be seen as contentious, given its location adjacent to the Fens Pool SAC (Special Area of Conservation). However, this was regarded as a positive, yet unpredictable, impact as development undertaken in a sensitive way and the application of a green infrastructure approach will ensure nature conservation is protected and indeed enhanced. A failure to fully implement the wildlife network would result in a neutral - adverse impact, which would satisfy economic objectives but would conflict with environmental objectives
Impacts of new developments on increased waste production	The development of new residential and business areas will lead to an increase in waste production. However if waste is managed in an environmentally sustainable way this issue can be resolved. The core strategy will address waste issues
Impacts of new development on the natural and built environment	New developments could potentially affect the natural and built environment in terms of its historic and biological value. However the council recognises there is a need to promote the retention of historic features through policy and developments that are not of sound design or are detrimental to historic buildings should not be permitted. A Conservation Area has now been designated on the High Street. Additionally a green infrastructure approach should be provided to enable the movement and protection of wildlife species. An Urban Design in Brierley Hill Town Centre SPD is to be produced

Potential Significant Negative Effect	Proposed Mitigation/ Recommendations
	provide further guidance on how new development should be formed to have the most beneficial impact on the natural and built environment.

Table 48

10.2 The regeneration of Brierley Hill will also provide a number of opportunities, and these beneficial effects need to be maximised. These positive effects, which contribute to the achievement of the sustainability objectives, include:

- Job creation in Brierley Hill, and this is especially significant given that the ward is socially and economically deprived;
- The creation of mixed use development, with an emphasis on community facilities including health and leisure provision to safeguard community health, safety and well being;
- Extending the boundary north provides a greater opportunity to provide more homes within the town centre boundary, comprising of a range of tenures, types and affordable housing provision;
- The protection of locally distinctive character by safeguarding and enhancing architectural and historic interest;
- Aiming to reduce Brierley Hill's contribution to greenhouse gases and climate change;
- Recognising the importance of wildlife and habitats by enhancing wildlife corridors; and
- Enhancing accessibility by sustainable modes of transport, including increased public transport provision and walking and cycling access.

10.3 Dudley MBC has undertaken a Strategic Flood Risk Assessment (SFRA) and Habitats Regulation Assessment (HRA). These have sought to identify any issues related to the development of Brierley Hill in relation to possible flood risk and its impact on Fens Pool SAC.

Strategic Flood Risk Assessment

10.4 Planning Policy *Statement (PPS) 25: Development and Flood Risk* has been developed to underpin decisions relating to future development (including urban regeneration) within areas that are subject to flood risk. In simple terms, PPS25 requires local planning authorities to review the variation in flood risk across their district, and to steer vulnerable development (e.g. housing) towards areas of lowest risk. Where this cannot be achieved and development is to be permitted

in areas that may be subject to some degree of flood risk, PPS25 requires the Council to demonstrate that there are sustainable mitigation solutions available that will ensure that the risk to property and life is minimised (throughout the lifetime of the development) should flooding occur.

- 10.5** The Strategic Flood Risk Assessment (SFRA) is the first step in this process, and it provides the building blocks upon which the Council's planning and development control decisions will be made. Jacobs have undertaken a Black Country Strategic Flood Risk Assessment (SFRA) to inform the preparation of the Joint Core Strategy for the Black Country and other Local Development Documents. The SFRA is available to download on the Council's website.
- 10.6** Dudley Borough generally includes mostly open channel watercourses. These watercourses mainly contain the headwaters of the River Stour and, to some extent, the River Tame, catchment, and therefore tend to have a narrow, well-defined floodplain. Subsequently, only a small number of properties are affected by fluvial flooding within the Borough.
- 10.7** Some river stretches however, are (almost entirely) culverted, of which Swan Brook to the Northeast is most notable. This particular culverted stretch appears to be of significant size, therefore potentially reducing, if not eliminating the current Zone 3a High Probability at this location. Through consultations with the local Drainage Officer it was also highlighted that an unknown tributary of the River Stour to the Southeast of Dudley is almost entirely culverted. However, the culvert dimensions were not made available for this project and therefore the (possible) overland flow route indicated by the National Flood Zone Maps has been adopted as a true representation of flood risk.
- 10.8** Historically, the Borough has been affected by various localised flooding incidents, ranging from excessive surface water runoff to culvert blockage. There also exists some concern regarding the maintenance of culverts along the Main Rivers (e.g. the River Stour, Illey Brook etc) within the Borough. These maintenance programmes are now the responsibility of the Environment Agency, and current staffing issues within the Agency could potentially increase the number of localised flooding incidents regarding culvert blockages.
- 10.9** During the summer of 2008 some locations along the upper reach of the Stour and Illey Brook experienced significant flooding, although it is understood that these incidents were caused by a combination of high river levels and culvert capacity problems.
- 10.10** No issues with flooding have been identified within Brierley Hill Town Centre itself as the entire area is outside flood zone 2 or above and is therefore categorised as a low risk area. As such there are no restrictions on development from a flooding perspective.

Habitats Regulation Assessment

- 10.11** A Habitats Regulations Assessment (HRA) was undertaken by White Young Green Environmental (March 2008) to determine the implications of the Brierley Hill Area Action Plan on Fens Pool SAC. A copy of the HRA is available to download from the Council's website at www.dudley.gov.uk.
- 10.12** This report is part of a series which have been prepared to provide information to the Black Country Local Authorities and Cannock Chase District Council on the implications of the Black Country Core Strategy and Cannock Chase Core Strategy on Fens Pools SAC and Cannock Extension Canal SAC. It has been prepared in accordance with Regulation 48 of the Conservation (Natural Habitats etc) Regulations 1994, as the possibility of a significant impact on the European sites has been identified. Owing to the relationship between the Black Country Core Strategy and the Brierley Hill Area Action Plan, the Habitats Regulations Assessment of the Area Action Plan can be considered subsidiary to the Habitats Regulation Assessments of the Core Strategy, and the finding of the previous report have been taken into account in that study.
- 10.13** EU Directive 92/43/EC on the Conservation of Natural Habitats and Wild Fauna and Flora, known more commonly as the Habitats Directive, provides legal protection for habitats and species of European importance. Articles 3 to 9 provide the legislative means to protect habitats and species of community interest through the establishment and conservation of an EU wide network of sites known as Natura 2000. Natura 2000 sites include Special Areas of Conservation (SACs), designated under the Habitats Directive, and Special Protection Areas (SPAs), designated under the Conservation of Wild Birds Directive (79/409/EEC). Articles 6(3) and 6(4) of the Habitats Directive establish a requirement for competent authorities to undertake Appropriate Assessment of any plan or project likely to have a significant effect upon Natura 2000 sites. The assessment is termed 'Appropriate Assessment' because the assessment should be appropriate to its purpose under the Habitats Directive prescribed in Articles 6(3) and (4); to assess the implications of the plan in respect of the site's 'conservation objectives'.
- 10.14** In relation to the Fens Pool SAC, no likely significant effects arising from the Black Country Core Strategy were identified. Also, no significant effects were considered likely to arise from the implementation of the Brierley Hill Area Action Plan beyond those considered at Core Strategy level.

Recreational activity on Fens Pool SAC

- 10.15** The potential for visitor numbers at Fens Pool SAC to increase as a result of increased housing provision at Brierley Hill has been considered here and at Core Strategy level. Following discussions between White Young Green and the Black Country Local Authorities and site manager it emerged that although Brierley Hill is thought to be under-supplied with public green-space, the current pattern of visitor activity is that the large fishing lakes at Fens Pools are the hotspot, with few visitors straying from this area into the northern part of the site

where the majority of newt ponds are situated. Consequently, an increase in visitor numbers would, in fact, not be likely to have a significant impact on newt populations.

Development near Fens Pools SAC and great crested newt metapopulations

- 10.16** This report considered that infill of greenspace adjacent to the SAC and in the wider area, especially around Barrow Hill, had the potential for likely significant impacts due to loss of habitat and loss of habitat connectivity. Following discussions on this subject with the Black Country local authorities, it has been agreed that the Core Strategy will be amended to state that land adjacent to the SAC comprising Fens Pools Nature Reserve, the SSSI and locally designated wildlife site would be protected from development. This reflects current planning policy for the area which is intended to be continued through the LDF process. This means that the possibility of a significant impact arising from development adjacent to the SAC is completely removed.
- 10.17** It has also emerged that the population of great crested newts at Barrow Hill, which was thought to have potential to be connected to the Fens Pools population, was in fact introduced, and that prior to this there were no great crested newts in the Barrow Hill area (Robert Duff, Natural England). This strongly suggests that existing habitat connectivity is poor and that the two populations are not linked. In actual fact there are aspirations to create habitat linkages in future through the Environmental Transformation scheme. Taking this into account, it can be seen that although development in the Barrow Hill area has the potential to affect the local great crested newt population (depending on the extent of development), if this were the case, this would not be an impact on Fens Pools SAC.

Other Recommendations

- 10.18** Set out below are a number of recommendations for improving the sustainability performance of the Brierley Hill Area Action Plan, building on some of the aspects raised through the assessment:
- The AAP should encourage design and layout which supports adaption to climate change. This can include: appropriate shading and planting, solar control, increased ventilation, improved drainage and (SUDs), green roofs, management of flood pathways, rain harvesting and storage, grey water recycling and a range of other features.
 - The AAP should support localised waste management, through the neighbourhood provision of sustainable waste facilities, and new developments should be supported by local waste facilities which make it easier for residents to reduce, reuse, recycle and compost.
 - Development of green infrastructure within Brierley Hill is an important issue for the AAP to cover. The remit of green infrastructure covers areas such as formal parks, gardens, woodlands, green corridors, waterways, street

trees and open countryside. The AAP should emphasise green infrastructures value as a tool for sustainable resource management relating to pollution control, climatic improvement and increased porosity of land use. Furthermore green infrastructures is important for biodiversity, recreation and regional development and promotion and this should be highlighted in the AAP.

- The encouragement of design that incorporates renewable energy features and energy efficiency principles should be supported in the AAP. With the level of redevelopment proposed in Brierley Hill is essential that new builds are environmentally sound in design and features and minimise any adverse environmental effects.

11 Monitoring

Proposals for Monitoring

- 11.1** The SEA Directive states that member states shall monitor the significant environmental effects of the implementation of plans and programmes in order to identify at an early stage unforeseen adverse effects and to be able to undertake appropriate remedial action.
- 11.2** It is apparent that the options contained within the AAP will have both positive and negative effects. Where negative effects have been predicted, means of mitigation will be applied to lessen such effects. In some instances, adverse environmental effects will be unavoidable, as they will need to be offset against economic gain. However, it needs to be borne in mind that plans and policies also provide an opportunity to enhance environmental conditions, especially in areas which have been abandoned and remain derelict.
- 11.3** ODPM (2005) guidance reiterates the need to consider the monitoring implications of plans and programmes, which should take place throughout the plan production process, rather than being a consideration at submission stage. As a result, the sustainability effects of implementing the Area Action Plan will be monitored to identify unforeseen effects and to enable remedial action to be taken. Monitoring will help to assess the impact of the AAP on the baseline information discussed, for example, impacts on job creation, low carbon development and affordable housing delivery. Such issues relate to the specific sustainability objectives devised, which the plan seeks to satisfy. Appraising the options (by means of positive, negative and neutral indicators) has enabled significant effects to be predicted, however, monitoring is imperative to assess how actual development contributes towards social, economic and environmental objectives.

Significant Effect and/ or Opportunity	Indicator	Data Source	Frequency of monitoring and scale	Target/ Trigger	Links to Baseline
Air quality					
Impacts of highway improvements on air quality	No. Of days when air pollution is moderate or high for No ₂ or PM ₁₀	Council - Environmental Protection Manager	Annually	When number of days exceeds year on year	
Biodiversity and Geodiversity					

Significant Effect and/ or Opportunity	Indicator	Data Source	Frequency of monitoring and scale	Target/ Trigger	Links to Baseline
Opportunity to reduce the effect of new development on brownfield habitats and species	Protection for all, or suitable mitigation for, sites within the wildlife corridor	Council - Nature Conservation Officer	Annually	Target of 100%	
Water and Climate Change					
Climate change adaption: Incorporation of sustainable drainage within new development	No. of planning permissions incorporating SUDs	Council - Nature Conservation Officer	Annually	When percentage reduces year on year	
Climate Change adaption: Use of sustainable energy sources	Renewable energy capacity installed by type	Council - Principal Planning Officer for monitoring	Annually	When number reduces year on year	
Cultural Heritage					
Impacts of new development on buildings and areas of cultural heritage value	Number of demolitions of listed or locally listed buildings	Council Principal Conservation Officer	Annually	Target of 0.	

Table 49

- 11.4** The purpose of monitoring is to measure the environmental effects of a plan, as well as to measure success against the plans objectives. It is therefore beneficial if the monitoring strategy builds on monitoring systems that are already in place. It should also be noted that monitoring can provide useful information for future plans and programmes.

Links with the Annual Monitoring Report

- 11.5** The SA Guidance suggest that SA monitoring and reporting activities can be integrated into the regular planning cycle. As part of the monitoring process for their LDF's, the council will be required to prepare an Annual Monitoring Report (AMR). It is anticipated that elements of the SA monitoring programme for the Core Strategy will be incorporated into this process.

12 Next Steps

- 12.1** By documenting the work undertaken during the SA process and reporting on the significant social, environmental and economic effects of the Brierley Hill Area Action Plan, the SA Report is a key consideration document for the SA process.
- 12.2** This SA Report has been published alongside and at the same time as the Brierley Hill Area Action Plan Policy Development Update. This will enable comments to be made on the document with the benefit of the information presented in the SA Report.
- 12.3** The Brierley Hill Area Action Plan Policy Development Update document and the accompanying SA Report is available for public consultation until 10th April 2009. This addresses Regulation 13 of the SEA Regulations, which states that the 'Environmental Report' should be made available to the public for their views and comments.

How to Comment on the Sustainability Appraisal

- 12.4** Representations are invited on this document during 13th March 2009– 10th April 2009. We would encourage you to submit electronic representations to this document wherever possible. You can respond to this consultation using the online interactive version which is available on the Council's website on the following link:

<http://www.dudley.gov.uk/environment-planning/planning/local-development-framework/bhill-aap/bhill-sa>

- 12.5** You can also provide us with your views on this document using the following contact details:

Nicki Thomas, Tim Brown or Rachel Gandolfi
 Planning Policy Section
 Directorate of the Urban Environment
 Dudley Metropolitan Borough Council
 3 St. James's Road
 Dudley
 DY1 1HZ

Tel: 01384 816967, 01384 817215 or 01384 816964

Fax: 01384 814141

Email: nicki.thomas@dudley.gov.uk, tim.brown@dudley.gov.uk or rachel.gandolfi@dudley.gov.uk

- 12.6** Hard copies of this document are available to view at the main libraries in the Borough and at the reception of the Council offices at the address above. The document can be made available in large print, in languages other than English and in a format suitable for the partially-sighted and blind upon request.

- 12.7** For more detailed information, this report can be read in conjunction with the [Baseline Report](#) . The Baseline Report contains more information about the evidence that has been collected about the area, and the other relevant plans and strategies that are informing the preparation of this Area Action Plan. The Baseline Report will remain purposely in draft format until this Area Action Plan is submitted so that more information can be added and removed as legislation and circumstances change.
- 12.8** There are a number of new and recent studies being undertaken by the Council which provide valuable evidence to the AAP. A list of the evidence being used to inform the preparation of this plan is available on the Council's website.
- 12.9** Following this consultation the AAP will be finalised with a view to publishing the document in November 2009. At this stage you will have the opportunity to submit representations on the soundness of the plan. The AAP will then be submitted to the Secretary of State in February 2010 for independent examination in the summer of 2010. Adoption of the AAP is time-tabled for March 2011.