

Black Country Consortium

Black Country Study Sustainability Appraisal

Sustainability Appraisal of Draft RSS
Policies for the Black Country

March 2006

Entec UK Limited

Report for

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1. Introduction

1.1 Introduction

1.1.1 Purpose of this Document

This Report outlines the Sustainability Appraisal (SA) of the emerging draft Regional Spatial Strategy (RSS) for the Black Country. This has been achieved through an appraisal exercise undertaken on 27th February 2006 and a review of relevant consultation responses to the Black Country Choices Report. The draft policies (see Appendix A) have been considered against the Sustainability Framework set out in the Black Country Study Sustainability Appraisal Scoping Report. The process and methodology developed by Entec to produce this report has been developed with reference to the ODPM guidance, *'Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks'* November 2005, and *"A practical guide to the Strategic Environmental Assessment Directive"* published by the ODPM in September 2005.

1.1.2 Draft RSS Policies

Following the Black Country Study Choices Consultation held between 14 November 2005 and 6 January 2006 draft policies are being developed for that part of the RSS relevant to the Black Country. These policies will form Phase 1 of the revision of the Regional Spatial Strategy and will deal specifically with the Black Country. The RSS policies will be supported by the Black Country Study, a non-statutory document, which will be the subject of a separate sustainability appraisal exercise in March 2006.

The underlying strategy basis for the draft policies has emerged as a result of the Choices consultation, previous Sustainability Appraisals and other ongoing technical work. It is broadly based on a combination of Direction of Change A – An emphasis on growing the four centres and Direction of Change B- An emphasis on growth along the corridors.

Entec have considered the emerging draft policies, which are described in more detail below. Five new policies or policy amendments are proposed for the RSS to address the outcomes of the Black Country Study. These are described briefly below and set out in detail in Appendix A. The policy wording set out in Appendix A has formed the basis of the appraisal.

- ◆ **Policy UR1A – Implementing Urban Renaissance – Black Country Regeneration Priorities**
 - This is the key policy relating to the regeneration of the Black Country based on four strategic centres and two corridors. It also deals with housing and employment provision and environmental enhancement.
- ◆ **Policy CF3 Levels and Distribution of housing development**
 - Sets a target for the annual average rate of housing provision.
- ◆ **Policy PA11: The Network of Town and City Centres**

- Replaces Dudley with Brierley Hill/Merry Hill as a strategic centre.

◆ **PA11A: Brierley Hill/Merry Hill and Dudley**

- Sets out proposals for the future expansion of Brierley Hill/Merry Hill and planning conditions including public transport improvements, car parking management and development of a Master Plan.

◆ **T12: Priorities for Transport Investment**

- Sets out the range of transport infrastructure priorities for the Black Country covering public transport and highway improvements.

1.2 Appraisal Methodology

Entec have completed Stage A of the SA process as defined in the draft ODPM guidance and the revised Scoping Report is now available. The first element of Stage B involved appraising broad strategic land use options. The results of this appraisal exercise is reported in *Sustainability Appraisal of the Black Country Study – Appraisal of Potential Directions of Change October 2005 Entec UK Ltd*. The recommendations of this report were;

1. ***“Remove Direction of Change C ‘Planned Dispersal’ from further consideration subject to further consideration of certain elements - As a result of its poor performance against many sustainability objectives there is considerable justification in excluding this option from further consideration. However, Entec consider that there are some positive benefits surrounding this Direction of Change which should be considered further including, the ability to deliver employment land requirements, the apparent benefits of comparatively less congestion and the emphasis given to the existing smaller centres.***
2. ***Consider further a hybrid Direction of Change based on a combination of Directions of Change A and B - Overall Directions of Change A and B perform well against many of the SA objectives and should therefore be considered further paying particular regard to transport implications, the balance of housing and employment and the delivery of environmental improvements. Key elements of Direction of Change C should also be considered.***
3. ***Further information needs to be provided on the environment in particular the Black Country Urban Park - This information is considered essential if the implications of the Directions of Change are to be better understood.”***

The next stage in the process is to appraise the preferred land use option for the Black Country which is expressed through the draft RSS policies described above. The remainder of this document reports the outcomes of this appraisal.

1.2.1 Workshop

The Appraisal of the preferred option was undertaken in a workshop format. The workshop was held on 27th February 2006 and the appraisal team comprised Entec and Black Country Consortium staff and stakeholders from organisations within the Black Country. A full list of attendees is given in Appendix B. The appraisal team were provided with Parts 1 and 2 of

Phase 1 of the draft revision of the RSS prior to the meeting and further material was provided on the day. The appraisal team carried out an appraisal of **Policy UR1A – Implementing Urban Renaissance – Black Country Regeneration Priorities** using the framework set out in Table 5.1 of the Scoping Report. Comments and symbols were entered into the matrix during the course of the day. The appraisal focused on this policy as it is the main expression of the preferred spatial option for the Black Country. The other policies were not subject to the detailed appraisal matrix, however they were discussed in the context of the sustainability appraisal objectives and conclusions drawn. After the event Entec edited and completed the matrix and where necessary adding references for source material referred to during the workshops. Entec have also taken account of relevant consultation responses received through the SA Reference Group¹ and the responses received from the four statutory agencies² for SA to the Choices Consultation.

¹ SA Reference Group - This Reference Group provides an **independent** source of advice, guidance and views on sustainability issues relating to the Black Country Study, in particular the interplay between the environmental, social and economic factors. It includes representative from a range of organisations across the Black Country.

² English Nature, Countryside Agency, Environment Agency and English Heritage.

2. The Findings of the Sustainability Appraisal

2.1 Significant social, economic and environmental effects of the preferred policies

For the purposes of summary these have been subdivided into four sustainability themes derived from *Securing the future: The UK Government Sustainable Development Strategy 2005*. The fifth principle “*Using sound science responsibly*” applies universally to the Sustainability Appraisal process.

2.1.1 Promoting Good Governance (Objective 1)

In general performance against this objective is considered to be positive. Although there is no specific reference to community participation in Policy UR1A there is reference to supporting “*the local network of centres and communities*” in part ii) and to “*identification of Beacons, Corridors and Communities*” in part vi). There is potential for the major changes envisaged in this policy to encourage community participation and potential to highlight the benefits of diverse communities within the Black Country.

The Black Country Study has strong support from the political leadership of the authorities involved and from the voluntary sector. There are however some concerns about the morale and negative perceptions held by some in the community. The Health Survey for England reports low levels of social trust and social capital within the Black Country (2001). Much will depend upon how the community is engaged and involved with the strategy as it is implemented. The effects are therefore likely to be neutral in the short term as it will take time to alter perceptions and encourage greater participation.

2.1.2 Ensuring a Strong, Healthy and Just Society (Objectives 2 - 8)

The overall effect of the urban renaissance proposed under Policy UR1A is positive on these objectives. The effects on crime, poverty, housing, education and health are closely linked. A summary of the key effects on these social objectives is shown in the table below.

Table 2.1 Summary of Social Effects

Objective	Overall Effect	Nature of Effect	Other comments
2. Crime	+	Many of the effects are likely to be secondary resulting from the overall approach to regenerate existing centres and corridors. Achieving quality design is key and other RSS policies will deal with this issue in detail.	<p>Much depends on how improvements are delivered and managed.</p> <p>Crucial to make short term gains in terms of this objective to improve perceptions.</p> <p>There is also potential to raise the profile of the Black Country through marketing existing quality developments which are designed to reduce crime.</p>
3. Health	++	<p>Part vi) emphasises the potential to contribute to this objective.</p> <p>Current trends in health provision are based around central hospitals with satellite facilities so the preferred strategy focusing on centres and corridors supports this objective well.</p> <p>Considerable potential exists for improvements to health and well being through improving access to services such as outlets for healthy food, green space for recreation education and employment opportunities. This should lead to improvements in life expectancy, self reported health and infant mortality.</p>	<p>Areas of deprivation match with the centres and corridors which are the focus for development. The positive effects may well extend outside of the sub-region by virtue of providing recreational facilities and linkages which can stimulate recreational activity for people living outside the Black Country. Improvements will be more positive in the medium/long term.</p>
4. Poverty and Deprivation	++	<p>Creating a regenerated economy and improved public transport should widen access to opportunities and services. Most environmentally degraded areas coincide with areas of poorest housing, and health. There are strong linkages between environmental enhancement and reducing deprivation.</p>	<p>Beneficial effects outside of the sub-region by virtue of contributing to meeting housing needs (Birmingham) and providing services and facilities for those living on the periphery.</p> <p>Effects are likely to be more noticeable in the medium/longer due to the lead in times for significant changes to occur.</p>
5. Education	+	<p>Secondary effects likely to occur as a result of improvements to the economy and focus on centres allowing for provision of centralised facilities.</p>	<p>A complementary skills strategy will enhance the effect on this objective.</p>
6. Access to Services	++	<p>Overall approach towards centres and corridors adds to accessibility by concentrating facilities and services in areas which match with the priorities for transport investment.</p>	<p>Effects are likely to be more significant in the medium/longer term due to the lead in time for infrastructure improvements. There may be some marginal benefits outside the sub-region, especially in areas close to the Black Country.</p>
7. Culture and Recreation	++	<p>Overall effects very positive due to part vi) of the policy which refers to World Heritage Status and the GeoPark. Combination of corridors/centres offers improved access to cultural, leisure activities.</p>	<p>Designating the Black Country as a GeoPark would provide opportunity for quick win which would have knock on culture, heritage and recreation benefits. Potential for short term improvements to canal system to enhance access and safety.</p>
8. Housing	++	<p>Combination of corridors and centres approach together with relevant reference to quality, fabric and density issues would lead to positive contribution to this objective.</p>	<p>The scale of the redevelopment of land required to deliver the housing provision suggests that the effects are likely to be more positive in the longer term and also that there is an element of risk associated with delivering benefits for this objective.</p>

Policies PA11 and PA11A

As regards Policies PA11 and PA11A there are potential positive effects arising from the designating Brierley Hill/Merry Hill as a strategic centre. It has the potential to contribute to the wider regeneration through further growth. Provision for improved public transport and adoption of a Master Plan for mixed use development should help ensure that the centre can contribute positively to social objectives. Importantly the policy builds in a review exercise before decisions about further growth beyond 2016.

Policy TA12

The priority given to public transport improvements under Policy TA12 particularly with respect to the Metro extensions and the related package of measures to enhance accessibility to the strategic centres offers considerable potential to positively affect social objectives, notably Objective 6 Access to Services.

There are many secondary, indirect and cumulative effects associated with these objectives. There are close relationships between crime, education, health, economic factors and access to services and poverty and deprivation. The effects of the policy on these objectives have the potential to lead to considerable cumulative benefits.

2.1.3 Living within Environmental Limits (Objectives 9 - 16)

The overall effect of strategy proposed under Policy UR1A is positive on these objectives. The following table summarises those effects.

Table 2.2 Summary of Environmental Effects

Objective	Overall Effect	Nature of Effect	Other comments
9. Natural Resources	+	<p>Policy to be read in the context of other policies in the RSS on energy efficiency and resource efficiency. Code for sustainable buildings.</p> <p>Whilst the level of growth proposed for the Black Country will potentially increase demand on resources, the strategy of concentration on the centres and corridors will help ensure that these demands can be met as efficiently as possible.</p>	Effects of the policy are likely to be felt outside the sub-region as well as within it as the demand for natural resources will not be met solely within the Black Country.
10. Transport	+	<p>Overall approach of corridors and centres plus transport investment and there is a good match between homes and jobs which will contribute positively to this objective. PRISM model will test preferred land use distribution against network proposals. Demand management is built in to a degree, which may defer some capital expenditure.</p> <p>In the longer term canals may offer potential as an alternative to moving</p>	<p>PRISM model data relating to the preferred option is not currently available.</p> <p>Greater access to public transport may have positive secondary benefits on deprivation particularly as the strategy focuses on the centres and corridors which also coincide with the main areas of deprivation.</p>

Objective	Overall Effect	Nature of Effect	Other comments
		freight.	
11. Waste	+	<p>There is no specific reference to waste in the policy and therefore the effects arising are likely to be indirect. There are several initiatives which indicate that the contribution to this objective would be positive. These include the preparation of a Black Country waste strategy which will inform the review of RSS waste policies in due course. It is likely that redevelopment in the Black Country will generate significant amounts of construction and demolition waste. Potential statutory requirements for waste minimisation in construction will help in meeting this objective.</p>	<p>The opportunities for joint working across the BCS should support this objective. Black Country Waste Strategy being prepared. The key preferred option is to maximise front end recycling and composting with energy from waste plant to treat residual waste.</p> <p>Revised RSS should give consideration to reducing the amount of waste generated.</p>
12. Historic Environment	++	<p>There are many positive components to this policy which will contribute to this objective. Reference to "heritage features" as part of the Landscape Plan and the promotion of the World Heritage Status for the Black Country Canal Network. There is potential for short term gains related to existing policies and initiatives e.g. canal buildings.</p> <p>The overall approach set out in the policy is considered to have positive effects although it is acknowledged that this needs to be carefully managed. Effects are likely to become more positive in the medium to long term although some short term gains from funding opportunities are possible.</p>	<p>Potential concerns exists around the impact of higher densities on historic townscapes and designated areas although there is reference to careful management of growth in the policy and supporting text which refers to the importance of heritage assets as part of wider environmental enhancement.</p> <p>Consideration should be made with regard to heritage resources outside the centres/corridors and the potential impacts on regeneration of historic smaller centres of a policy focused on strategic centres and corridors. Again this is addressed to a degree in part ii) of the policy which refers to supporting "the network of local centres and communities".</p>
13. Landscape and Biodiversity	++	<p>Development of a Landscape Plan as set out in the policy should contribute very positively to this objective by setting a clear</p> <p>Concentration of development on brownfield should also support protection of the landscape.</p>	<p>Important that the joined up working, longer term management and community engagement should be made.</p> <p>Study will also be influenced by Biodiversity Strategies and by Historic landscape study. Link to European GeoPark bid and World Heritage bid is also supportive.</p> <p>Considerable potential secondary and cumulative effects arising from environmental enhancement. The development of environmental corridors and beacons could have significant benefits for recreation, culture and promoting heritage.</p>
14. Local Environmental Quality	++	<p>Part vi) of the policy covers many of these aspects. Furthermore heavy concentration of development on brownfield land is supportive of this objective.</p> <p>The study promotes green corridors including canals that should provide links to the countryside. Requirement for on-going</p>	<p>There may be cumulative positive effects for this objective in relation to health and well being, biodiversity and landscape, historic environment, housing, culture and recreation.</p> <p>There are also secondary effects on the economy as improvements in environmental quality resulting from the policy are likely to increase the attractiveness of the area for investment.</p>

Objective	Overall Effect	Nature of Effect	Other comments
		management is again important as is joint working.	The temporary effects of major redevelopment and related construction activity may be negative on environmental quality until such time as developments are complete.
15. Air, Water and Soil quality	++	<p>Generally positive with regard to soil (brownfield development) and should lead to positive effects in terms of cleaning up contaminated land. With regard to air quality, it is recognised that poor air quality is caused by traffic emissions. It is assumed that an increase in development, substantially more housing, office and retail, will lead to a greater number of vehicles in the Study area, this is likely to worsen air quality over the present baseline, (although less than compared with a dispersed pattern of development). Mitigation in the form of improved public transport, demand management and changing work patterns will be supportive.</p> <p>In terms of the Water Framework Directive most of the rivers in the Black Country will be designated as heavily modified and have to meet the standard of good ecological potential recognizing that they cannot match the standard of a pristine rural river. Much of the Black Country overlies aquifers which can be used for drinking water, industry and base flow for rivers. The proposed policy through the Landscape Plan should be able to contribute positively to the objective of improving water quality.</p>	These are secondary effects arising from improvements to air, soil and water qualities. These are particular in relatives to improved health and well being.
16. Climate Change	+	<p>There is no explicit reference within policy to flooding although it is considered within paragraph 6.8. Furthermore it is to be addressed within the RSS revision Phase 2. Concentration of development may minimise flood risk providing it is focussed in areas outside of sites at risk from flooding. Concentrated development can also be more supportive in the delivery of alternative forms of energy generation. Opportunities to promote energy efficiency, SUDs could be taken in future guidance or advice. The Housing Capacity Study discounted sites for flood risk. Other strategies such as those relating to transport and air quality can also contribute to reducing greenhouse gas emissions.</p>	<p>This sustainability objective is closely linked to other including those relating to transport and air quality and therefore there are likely to be secondary and cumulative effects arising from the policy.</p> <p>There needs to be a commitment to improving energy conservation in new and existing buildings and to increase the proportion of energy conservation in new and existing buildings.</p> <p>Whilst there are no significant areas of flooding in the Black Country it should be recognized that there may be impacts of development further downstream or elsewhere in the catchment outside of the Black Country. Urban flooding is likely to increase with climate change (see Foresight Future Flooding Report www.foresight.gov.uk)</p>

Policies CF3

The distinction made in Policy CF3 that the annual average rate of housing provision should be an upper target (as opposed to a minimum) has significant implications for the environmental objectives. Minimum targets can lead to exceedance which may have sometimes unplanned consequences on environmental conditions. The use of a maximum target can help to resolve these problems based upon an assessment of environmental capacity.

Policies PA11 and PA11A

The replacement of Dudley with Merry Hill/Brierley Hill has a number of potential effects on the environmental objectives. With regard to Dudley, there is concern expressed³ that the removal of strategic status may harm the momentum for restoring and managing the historic centre of the town. However provided that the change in status is managed carefully, there may also be benefits to Dudley's historic environment from less focus on strategic development and growth which will shift to Brierley Hill. There is no mention of specific environmental policy for Brierley Hill in PA11A although the emphasis on planned and managed growth may have positive effects on the environmental objectives. One of the key factors is of course the integration of land use and transport within the centre and this in turn will effect a number of the objectives – 11 (Transport), 15 (water, air and soil quality) and 16 (climate change)

Policy TA12

The priority given to public transport improvements under Policy TA12 particularly with respect to the Metro extensions and the related package of measures to enhance accessibility to the strategic centres may lead to positive benefits for the environmental objectives. In particular they may help with objectives relating to transport, air quality and climate change. There is however some concern that there is little reference to other strategic walking/cycling routes within the Black Country for example the national cycle network. This should also be given some priority in the context of meeting Objective 10 - Transport.

2.1.4 Achieving a Sustainable Economy (Objectives 17 - 22)

The strategy set out in Policy URA11 contributes positively to economic objectives. It clearly sets out a focus for Employment Land Investment Corridors and for planned growth in the strategic centres. A summary of the key effects is set out below;

³ English Heritage response to Black Country Choices Consultation Jan 2006

Table 2.3 Summary of Economic Effects

Objective	Overall Effect	Nature of Effect	Other comments
17. Economy	++	The effects on this objective are considered to be very positive within the sub-region and in the medium to long term. It is acknowledged that the scale of change envisaged will mean that the effects in the short term are more marginal. Parts iv) and v) are particularly relevant. Support for employment also provided by improvements to the transport network. Part 1 of the RSS revision states that the aim is to "maximise self-sufficiency of the Black Country in meeting its own needs for homes and jobs".	
18. Job opportunities	+	The overall effect on this objective is positive although there is no specific reference to it in the policy. It is assumed that the reference to high quality jobs refers to technology led jobs, to R&D and to Hi-tech jobs. For these jobs to be accessible to Black Country residents there will be a requirement to develop skills and education in tandem. Potential opportunities in Environmental Technology.	The Long Term Economic and Employment Strategy for the Black Country 2005 refers to enabling activity which leads to "Investment in the knowledge economy: in the requisite human capital, and supporting institutional and physical infrastructure" In practice this will be delivered through a skills strategy for the Black Country, which will not be directly spatial. As a result the effects on this objective are likely to be very closely linked to those relating to the economy as a whole and are likely to be both secondary and cumulative.
19. Investment		Covered in Objectives 17 and 18. Not explicitly considered.	
20. Skills	+	There is considerable overlap with the education objective. The overall approach to centres and corridors should support this objective	Links with other initiatives are essential if local residents are to take advantage of new job opportunities. Examples include the Black Country Knowledge Society www.bcks.org.uk which aims "to create a skilled labour force, support the growth of knowledge-based industries, foster a culture of entrepreneurial e-business and address the digital divide that exists in communities across the BlackCountry." ⁴
21. Enterprise and Innovation	+	There needs to be a diversity of stock to support enterprise (e.g. incubator units) and stakeholder engagement is being undertaken in conjunction with BCS. This needs to be complemented by relevant non spatial activities (e.g. venture capital).	Supporting strategies will help positively effect this objective e.g. West Midlands Regional Innovation Strategy Action Plan 2004-2010 http://www.advantagem.co.uk/west-midlands-regional-innovation-action-plan.pdf . Examples include the Promoting Innovation initiative http://www.promotinginnovation.co.uk/
22. New Technology	++	A key objective of the BCS is to diversify the employment base, support the delivery of quality employment land with emphasis towards new technology	Complementary strategies will again help deliver this objective. Priority business clusters have been identified for the West Midlands and these have been examined within the Black

⁴ Building Bridges to Mainstreaming 2005 Black Country Knowledge Society

Objective	Overall Effect	Nature of Effect	Other comments
		businesses. Complementary skills support is essential.	Country in the Diversification and Modernisation Strategy and again in the <i>Long - Term Economic and Employment Strategy For The Black Country 2005</i> Financial and business services , Logistics and wholesale distribution ,Tourism and leisure services (including creative industries) , Public services are identified as catalytic sectors Potential also exists to build on emerging environmental technologies. There is already a cluster of metals recycling and recycling equipment suppliers in the Black Country, linked to the area's long tradition in foundries and metal fabrication.
15. Corporate, Social Responsibility	N	Preferred strategy should raise the profile of the issue but there are no direct links between this policy and the objective.	Suggest that the Study recommends CSR as something that would be appropriately reported by the RDA.

Policies PA11 and PA11A

The managed growth outlined in Policy PA11A offers significant positive benefits for the economic objectives, by virtue of the provision for retail expansion and associated residential and employment uses. Further potential expansion beyond 2016 could offer longer term benefits. As regards Dudley the preferred option is that its future renaissance is founded on residential and tourism/cultural assets and this may bring complementary economic benefits to the Black Country.

Policy TA12

Policy TA12 provides a clear framework for transport investment both public transport and highway improvements. The package of measures is designed to improve accessibility to the strategic centres e.g. Metro extensions and also to enhance accessibility to the employment land investment corridors outlined in Policy URA1.

2.2 Risk and Mitigation Measures

The draft ODPM⁵ Guidance states that the appraisal should include “...*recommendations as to how each of the options could be improved.*” This was addressed in the *Sustainability Appraisal of the Black Country Study – Appraisal of Potential Directions of Change October 2005 Entec UK Ltd.* As part of the appraisal of the preferred option and the draft RSS policies these potential risks and mitigation measures have been reviewed. The table below shows these

⁵ Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks Consultation Paper September 2004

mitigation measures and how they have been addressed in the draft policies. Clearly there may be mitigation measures which could be put in place outside of the remit of the strategy e.g. lower emission fuels, however we concentrate here on those which can be directly influenced through the strategy. Some of the risks shown are inter-related and the mitigation measures themselves may have knock-on effects in terms of creating additional risks.

Table 2.4 Risks and Potential Mitigation associated with the Black Country Study Directions of Change.

Risks	Cause	Potential Mitigation	Has mitigation been addressed in the Preferred Option?
Continuing low levels of participation and social trust	Current situation which may not be changed or may be exacerbated by planned patterns of development.	<p>Range of mitigation related to improving democratic governance: focus on skills and education programmes.</p> <p>Ensure that new and existing developments provide people with the opportunity to mix with others in, for example, well maintained community facilities</p>	<p>Although this has not been explicitly addressed in the preferred option policies, there are several references to “communities” in Policy UR1A which will set the foundation for increase community involvement.</p> <p>Consideration should also be given to amending part i) of the policy as follows “Local Authorities <i>with their communities</i> should ensure.....” to help strengthen the contribution to this objective.</p>
Increased contribution to climate change through greenhouse gas emissions.	<p>Road traffic increases as predicted in the PRISM Model.</p> <p>Increased non-renewable energy consumption resulting from greater levels of development</p>	<p>Increased investment in public transport infrastructure and demand management above that accounted for within the PRISM model would be required. The role of demand management is uncertain. If demand management such as Highways Agency toll schemes prove effective then it may be possible to defer some investment in public transport or shift investment to other areas.</p> <p>Increase in use of renewable energy within the Black Country.</p> <p>High standards of energy efficiency in all new developments.</p> <p>Explore business opportunities relating to renewable energy/energy efficiency to help deliver economic objectives. Also opportunities to enhance the skills base.</p>	<p>The results of the PRISM modelling for the preferred option were not available at the time of writing so there is some uncertainty as to the extent to which this risk has been assessed.</p> <p>Policy TA12 sets out clearly the transport investment priorities and the focus on public transport, including the metro extensions. This combined with the package of measures to improve accessibility should mitigate against road traffic increases.</p> <p>Greater emphasis could be provided on the provision on local services and facilities, support for cycling and walking and minimisation of the need to travel.</p> <p>There is no specific reference to energy within the preferred option and it is noted that the issue of climate change is being</p>

Risks	Cause	Potential Mitigation	Has mitigation been addressed in the Preferred Option?
			addressed in RSS Revision Phase 2. If it is not possible to incorporate these measures into the Phase 1 revision then they will need to be fully addressed in Phase 2. Appropriate cross referencing to relevant climate change policies could be made in the text.
Reduction in air quality	Road traffic increases as predicted in the PRISM Model.	Increased investment in public transport infrastructure and demand management above that accounted for within the PRISM model would be required.	See comments above
Failure to deliver housing and/or employment requirements of the strategy	Insufficient land capacity to meet both employment and housing requirements.	<p>Consider location of logistics employment on the periphery or possibly outside the Black Country.</p> <p>Increase housing densities and/or release green field land for development.</p> <p>Education and skills programmes are an important component if the employment opportunities are to benefit residents of the Black Country.</p>	<p>It is understood that the preferred strategy of a combined centres and corridors approach enables the employment and housing requirements to be met without the release of greenfield land.</p> <p>Part 1 of the draft revision to the RSS points out that work carried out for the Housing Capacity Study shows that if efforts to accelerate land provision are not achieved, then there may be a substantially reduced housing provision to 2021. This is due to potentially complexities in making sites available for development. A delivery strategy is required if the scale of land use change envisaged to deliver the housing requirement is to be achieved.</p> <p>Whilst the study makes a strong case for a sub-regional logistics site outside the Black Country this will be a matter for consideration in RSS Revision Phase 2.</p>
Failure to deliver sufficient new A/B households in suitable locations with consequent continued out-migration	Over emphasis on high density development which proves unattractive to larger A/B households.	Requirement for high quality developments with necessary infrastructure, open space and community and education facilities.	Policy URA1 refers to the need to give careful consideration to the issue of density. Whilst this remains an area of risk the preferred option policies and

Risks	Cause	Potential Mitigation	Has mitigation been addressed in the Preferred Option?
from the Black Country		Ensure location of new economy, i.e. development, is well related to proposed locations of A/B households.	supporting text have gone some way to ensuring that this matter is carefully considered in their LDFs.
Negative environmental effects including reduced biodiversity, loss of local distinctiveness, damage to landscape character and the historic environment.	High density development and/or release of green field land	<p>Ensure the conversion of brownfield land to green space/wildlife resources through 'green gain' i.e. pooling resources from individual developments.</p> <p>Ensure complementary strategies are in place to deliver the Urban Park concept.</p> <p>Opportunities to improve air, water and soil quality through remediation of contaminated land. Improving opportunities for carbon sequestration through creation of new habitats.</p>	<p>Inclusion of Part vi) in the policy goes a long way to clarifying the framework for delivering environmental enhancement.</p> <p>Explicit reference to strategic environmental policy for Brierley Hill Policy TA11A may help in clarify priorities for environmental enhancement for this newly defined strategic centre.</p>
Failure to adequately balance economic restructuring	<p>Overemphasis on either inward investment and international competitiveness or indigenous growth.</p> <p>Insufficient regard to competition for certain sector growth from other areas.</p>	<p>Clear economic strategy which seeks to ensure that Black Country economy develops and evolves its existing strengths.</p> <p>Successful economic regeneration should provide for increased opportunities to enhance quality of life. Pooling of contributions to achieve enhancements in the environment, skills, education and community provision.</p>	The preferred option provides a clear spatial framework for economic regeneration with a focus on delivering quality employment land. The issue of the balance between indigenous growth and inward investment is not specifically referred to although it should be addressed through complementary strategies.

3. Conclusions and Recommendations

3.1 Overall Performance

The spatial strategy expressed through the draft policies performs well against many of the sustainability criteria. In terms of social objectives the focus on the four centres and two corridors matches well with the current areas of deprivation within the Black Country and is therefore considered to offer potential to contribute to social objectives including Objective 3 – Health, Objective 4 – Poverty, Objective 6 – Access to services, Objective 7 – Culture and recreation and Objective 8 – Housing.

The key to the delivery of environmental objectives is part vi) of draft policy UR1A which refers to the Black Country Urban Park and the implementation of a Landscape Plan. This offers potential to deliver positive benefits against Objective 13 Landscape and Biodiversity, Objective 12 Historic Environment and Objective 14 Local Environmental Quality. Whilst other environmental objectives are not specifically addressed in the policies, it is considered that there will be positive secondary effects arising from the preferred strategy, provided that these are supported by relevant policies for such topics in other parts of the RSS. These include Objective 9 – Natural Resources, Objective 11 – Waste and Objective 16 – Climate Change.

With regard to impacts upon reducing the need for transport (Objective 10), it is noted that the results of the PRISM modelling of the preferred land use strategy are not yet available so it has been difficult to assess the effect on the objective. Within Policy TA12 there is however considerable emphasis and priority given to the Metro extension schemes and other public transport measures to improve accessibility to the centres which should help contribute positively to this objective. The role of demand management is uncertain. If demand management such as Highways Agency toll schemes prove effective then it may be possible to defer some investment in public transport or shift investment to other areas.

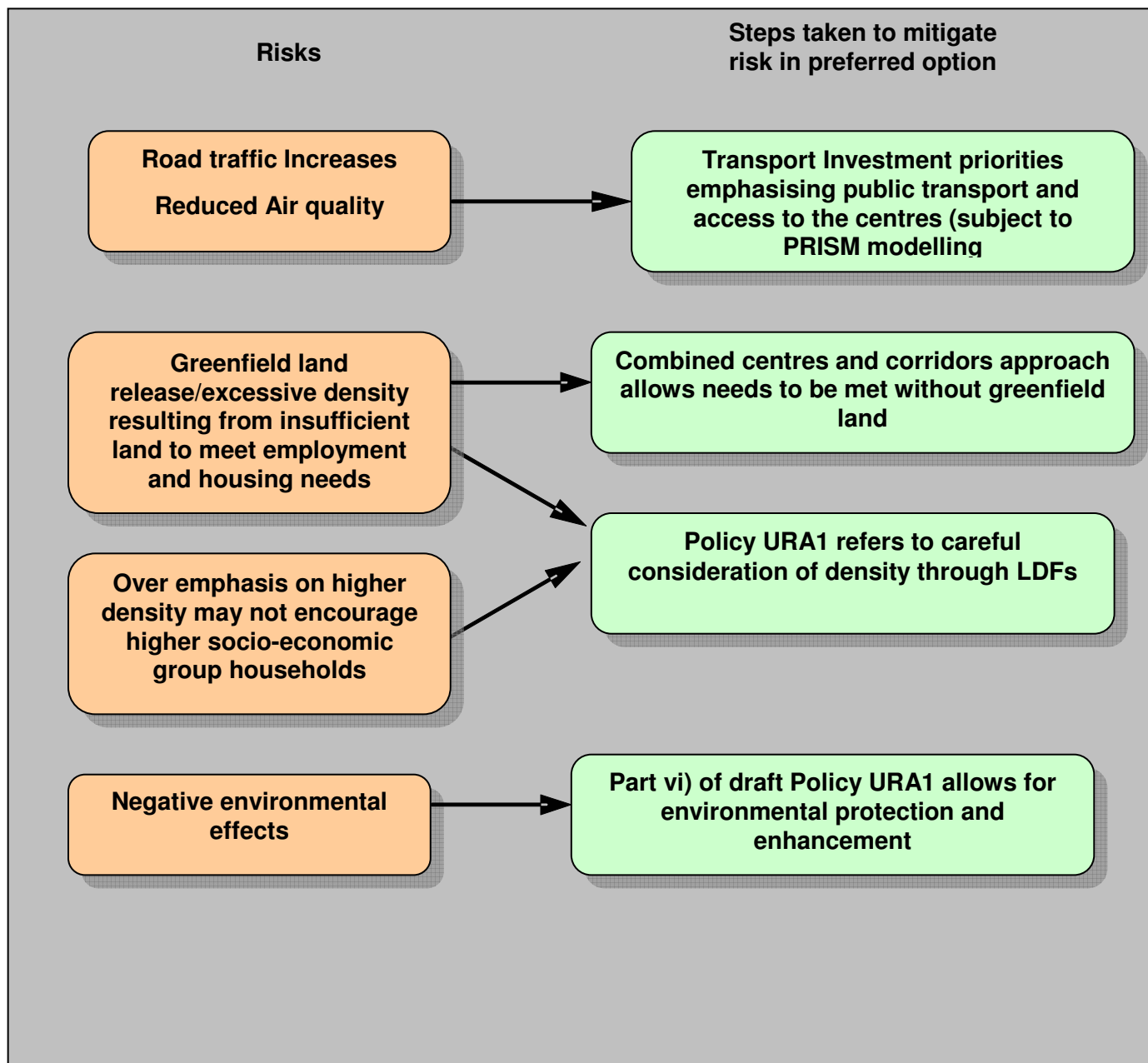
In terms of economic objectives the preferred spatial strategy sets out a clear framework to provide for sub-regional employment sites and quality employment land in priority Employment Land Investment corridors. It also sets targets for the growth in retail and office floorspace in the main centres. A specific framework for growth at Brierley Hill is also set out in Policy TA11A. As a result the preferred policies score very positively against Objective 17 – Economy and Objective 18 – Job Opportunities. The emphasis on “*technology led business*” in part iv) of Policy UR1A should also ensure that a positive contribution is made to Objective 22 – New technology businesses. Other economic objectives are likely to be affected more indirectly by the preferred policies in particular Objective 20 – Skills and Objective 21- Enterprise and Innovation and much will depend on the implementation of complementary strategies.

3.2 Refining the Preferred Option

Entec have considered the recommended mitigation measures set out in *Sustainability Appraisal of the Black Country Study – Appraisal of Potential Directions of Change October 2005 Entec UK Ltd* with a view to considering the extent to which they have been taken on board within the

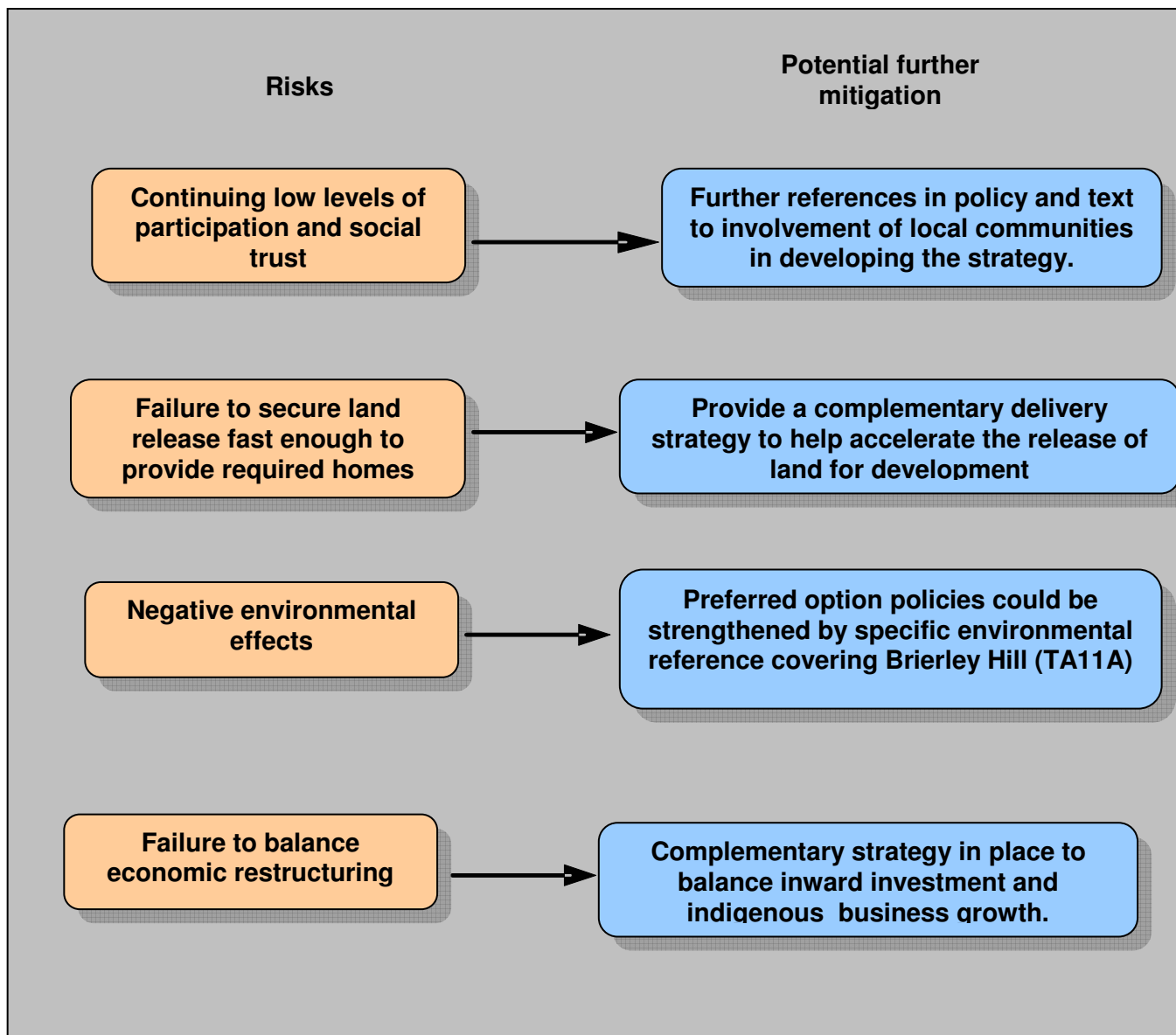
Preferred Option. It is evident that in developing the preferred option policies a number of the key mitigation measures have been taken aboard. These are summarised in the diagram below

Figure 1. How mitigation measures have been taken on board in the Preferred Option



There are however some risks identified which could still affect the ability to deliver the sustainability benefits which have been outlined. These are summarised below;

Figure 1. Potential further mitigation for the Preferred Option



3.3 Recommendations

In light of the above findings Entec would recommend;

1. **Additional reference the role of local communities is added to Policy URA1.** To help strengthen the contribution of the policy to Objective 1 – Participation, Part i) of the policy should be amended as follows “Local Authorities *with their communities* should ensure, through their LDFs that the growth of the strategic centres is planned for and carefully managed ...”
2. **The importance of complementary strategies to support the preferred option policies is made clear in supporting text.** Achieving positive effects on several of the sustainability objectives depends very much on complementary strategies being in place which are often non-spatial. These include skills and education strategies and innovation strategies. A delivery strategy is also required to ensure land becomes available to meet housing requirements. Although these are matters outside of the RSS policies themselves it would be beneficial to refer to them in the text where relevant.
3. **Appropriate cross referencing should be made to other environmental policies where they are outside the scope of Phase 1 of the RSS review.** It is apparent that the preferred option policies will have considerable implications for sustainability objectives which are addressed elsewhere in the RSS document. These include resource efficiency, sustainable construction, climate change, flooding and waste minimisation. Whilst it may not be appropriate to develop Black Country specific policies on these topics, appropriate cross referencing should be made in the text given the scale of development envisaged for the Black Country.
4. **Additional reference to the environmental priorities for Brierley Hill should be added to Policy TA11A.** This policy deals with the future growth of Brierley Hill as a newly designated strategic centre. In order to help provide further guidance on the future development of Brierley Hill consideration should be given to expressing the environmental priority for this area in the policy. This will ensure that there is an appropriate balance of social, economic and environmental factors addressed in the policy.
5. **Consideration should be given to the references to strategic cycling/walking routes in Policy TA12.** The focus of TA12 is on public transport and highway improvements in the Black Country. The positive effects in relation to Objective 10 – Transport could be further enhanced by inclusion of reference to strategic cycling/walking routes for example the National Cycle Network.

3.4 Next Steps

This appraisal exercise has considered the draft RSS policies for the Black Country and made a number of recommendations. These are intended to inform the process of finalising the policies prior to submission to the Secretary of State.

In addition Entec will be undertaking a further appraisal, later in March 2006, of the Black Country Study, which will be the supporting non-statutory document for the RSS policies.

Appendix A

Draft RSS Policies

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities

- i) In the Black Country the focus for most regeneration activity, development and investment will be the four strategic centres and two broad corridors as illustrated on Map 2. Local Authorities should ensure, through their LDF's, that growth of the strategic centres is planned for and carefully managed and that sites are identified in the corridors for housing and employment, environmental improvement, and transport and other infrastructure provision
- ii) Development and environmental enhancement must continue to be planned for and encouraged in appropriate locations across the whole Black Country, particularly to support the network of local centres and communities which exists, taking advantage of the availability of suitable sites and the accessibility of many areas to public transport.
- iii) The range of housing choice across the Black Country must be protected and extended. Local authorities should give careful consideration through their LDFs to issues of density and the fabric of existing residential areas.
- iv) Local authorities should identify in LDDs and work towards the delivery of sub-regional employment sites (10 – 20 has) and quality employment land, in particular for technology-led business, focussing on the following four priority Employment Land Investment Corridors: (PA6);
 1. Wolverhampton Centre – Stafford Road Technology Corridor (incorporating Wolverhampton Science Park and Wobaston Road i54/MIS);
 2. Walsall Centre – Darlaston – Wednesbury Employment Corridor (incorporating Darlaston SDA, Hill Top , the Black Country Route and Wednesfield Way, Wolverhampton);
 3. Pensnett – Brierley Hill – Dudley Town Centre Technology Corridor;
 4. Oldbury – West Bromwich Corridor (incorporating M5 Jcts 1 & 2).
- v) Local authorities will plan for and promote growth in main town centre uses in the four strategic centres. The overall target for growth in comparison retail floorspace in the Black Country (including commitments) in the period 2004 to 2021 is 236,000 sqm gross. Growth of 185,000 sqm gross is to be planned for in the four strategic centres in the period 2004 to 2021. The overall target for growth in office floorspace in the Black Country (including commitments) in the period 2004 to 2021 is 930,000 sqm gross. Growth of 800,000 sqm gross is to be planned for in the four strategic centres in the period 2004 to 2021.
- vi) Local Authorities will plan and promote enhancement of the quality of the urban environment giving physical expression to the concept of the 'Black Country as Urban Park' through identification of Beacons, Corridors and Communities, including:
 - joining up the two Biodiversity enhancement areas identified in the Black Country in RSS policy QE7;

-
- preparation and implementation of a joint Landscape Plan defining a network of greenspaces, waterways, topographical, biodiversity and heritage features promoting walking and cycling interconnections between Centres, Communities and the environs;
 - promoting World Heritage Status for the Black Country Canal Network and its environs and European GeoPark status for the Black Country;
 - promoting the Black Country as an integrated tourist destination with a focus on Dudley Town Centre and its environs

POLICY CF3. Levels and distribution of housing development.

A Development plans should make provision for additional dwellings to be built at the annual rates specified in Table 1 below. These rates are to be applied as minima for the MUA's, except in the case of the Black Country where they are a target, and maxima elsewhere.

Table 1. Annual average rate of housing provision

	2011 – 2021
Black Country	3600

Policy PA11: The Network of Town and City Centres.

A. Delete “Dudley”

Insert “Brierley Hill/Merry Hill”

Policy PA11A: Brierley Hill/Merry Hill and Dudley

The designation of Brierley Hill/Merry Hill as a strategic town centre will enable the development of a balanced network of 4 strategic town and city centres in the Black Country. Carefully managed growth in main town centre uses at Brierley Hill/Merry Hill will enable it to play an important role in the regeneration of the sub-region.

Exceptionally, as a newly designated strategic town centre future retail growth at Brierley Hill/Merry Hill will be carefully phased and conditioned in the following manner:

i) Growth in retail floorspace for comparison goods will be limited to 36,000 sq metres gross in the period 2004 to 2016. Any new retail development at Brierley Hill/Merry Hill in the period to 2016 is also conditional upon:

- Improvements to public transport, including the extension of the Metro to Brierley Hill/Merry Hill or a range of other public transport initiatives of equivalent effectiveness, to improve the accessibility of the centre by non-car modes relative to the car;
- A car parking management regime at Brierley Hill/Merry Hill, including the use of parking charges, compatible with those in the Region's network of major centres;
- Adoption by the local planning authority of a master plan for Brierley Hill/Merry Hill which will define the centre and provide a clear framework for mixed use development, including residential and employment uses.

ii) Further comparison retail development at Brierley Hill/Merry Hill in the period beyond 2016 will be considered in the context of the Joint Core Strategy for the Black Country and the need to create a balanced network of strategic town and city centres. This will include an assessment of the overall need in the Black Country and the region for additional floorspace, especially for comparison retail, leisure and office development and, having regard to the capacity and accessibility of the strategic centres, identification of where this need would best be met. In particular, further retail growth in the period beyond 2016 will be conditional upon:

- Evidence through monitoring that the strategy for balanced growth of the 4 strategic town and city centres is being achieved;
- Review of the extent to which development at Brierley Hill/Merry Hill has contributed to the regeneration of the Black Country;
- Further improvements in public transport accessibility to Brierley Hill/Merry Hill;
- Evidence through monitoring that the car parking management regime at Brierley Hill/Merry Hill remains compatible with other major centres in the region;
- Review of the extent to which the adopted masterplan for Merry Hill has been implemented.

Dudley will continue to perform an important role as a non-strategic town centre in the Black Country. The level of new retail development in Dudley will be determined through the LDF in accordance with its revised status

Policy T12: Priorities for Transport Investment

Sub category

- Improved transport networks within the Black Country
(Policy links T9, T5, UR2)
Status: delete “UI” + delete brackets around BCS.
- Improved access to regeneration sites
(Policy links PA7 – 9)
Status – delete for the BC “ongoing”. Insert “BCS”

Revised Policy T12: Priorities for Investment

Scheme	Key Policy Links	Status as of May 2006	Delivery Mechanism	Key Delivery Role	Support delivery	Implementation Period
National and Regional Priorities						
Metro extension Wednesbury to Brierley Hill	UR1A, UR1B, T5, UR2, PA11A	C Business case to be presented to Government	TiF/LTP	Centro	LA, Operators	2010-2015
Further Metro extensions in the Black Country and Birmingham	UR1A, UR1B, T5, UR2	TWA orders to be obtained	TiF/LTP	Centro	LA, Operators	2010
M5 junc 1-2 improvements	UR1A, UR1 B	PI		LA/HA		2010-2021
M6 Junc 9-10 improvements	UR1A UR1 B	PI		LA/HA		2010-2021
ATM junction 3-M5-Junction 10a M6	UR1A UR1 B	PI		HA		

Scheme	Key Policy Links	Status as of May 2006	Delivery Mechanism	Key Delivery Role	Support delivery	Implementation Period
M54 junc 1 Wobaston Rd (i54)	UR1A, UR1B, PA 7	UC		HA		
Sub-regional-within MUAs						
Improved transport networks to facilitate access to Walsall, West Bromwich, Wolverhampton, and Brierley Hill/ Merry Hill	UR1 A, UR1 B.	UI	LTP	LA	LA	2011-2031
Walsall Town Centre Package	UR1A, UR1B	C	LTP	LA		2005-2009
Brierley Sustainable Access Network	UR1A. UR1B	C	LTP	LA		2006-2009
Darlsaton Sustainable Development Access	UR1A, UR1B	C	LTP	LA		2007-2011
Owen street level crossing	UR1A, UR1B	C	LTP	LA		2007-2011

Scheme	Key Policy Links	Status as of May 2006	Delivery Mechanism	Key Delivery Role	Support delivery	Implementation Period
Improved transport networks to facilitate improved access to key employment sites: (list employment areas and corridors i.e. Stafford road)	UR1 A, UR1 B.	UI	LTP	LA	LA	2011-2031
Quality Bus Network to facilitate improved access to Brierley Hill/ Merry Hill	PA11 A, UR1 A, UR1 B.	UI	LTP	LA	LA	2011-2015
Rail Showcase 1 Cannock Line	UR1A, UR1B	C	LTP	LA		2007-2011
Wolverhampton Bus station re-development	UR1A, UR1B	C	LTP			2008-2011
A123/A461 junction improvement Burnt tree island	UR1A, UR1B	C	LTP	LA		2008-2011
Brown Hills transport package	UR1A	C	LTP	LA		2008-2011
Wolverhampton	Ur1A,	C	LTP	LA		2009-2011

Scheme	Key Policy Links	Status as of May 2006	Delivery Mechanism	Key Delivery Role	Support delivery	Implementation Period
railway station	UR1B					
M6 junction 10	UR1A, UR1B	C	LTP	LA		2009-2011
Rail showcase II Cross city line and Walsall lines	UR1A, UR1B	C	LTP	LA		2009-2011
Bradford Place Bus station	UR1A, UR1B	C	LTP	LA		2009-2011
West Bromwich A41 Expressway/ A461 junction improvement	UR1 A, UR1 B.	C	LTP	LA	LA	2006-2015

Status

C (committed) schemes approved for the SoS and included in the relevant programme

FA (further appraisal work needed) schemes identified in a MMS or the strategic plan but requiring further appraisal work

UI (under investigation) appraisal work is underway

PI (proposed for investigation) schemes or studies required to deliver the spatial strategy, but not yet clearly defined.

Organisations

HA Highways Agency

LA Local Transport Authorities

Appendix B

Workshop Appraisal Attendees

Preferred Option Appraisal 27th February 2006

Name	Organisation
Alan Cave	Black Country Consortium
Chris Parry	Black Country Consortium
Roger Herrington	British Waterways
Pam Levy	Dudley Metropolitan Borough Council
Rachel Simkins	Government Office for the West Midlands
Tim Perkins	Entec
Dave Kenyon	Entec

Appendix C

Appraisal Matrices

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
<p>Objective 1. To increase the opportunities for the community to participate in and contribute to decisions which affect their quality of life within the Black Country.</p> <p>Will it increase participation rates in local election?</p> <p>Will it increase participation in community and volunteering activities?</p>								
<p>Turnout for local elections in 2001/2002 is 26.1% for Dudley 29% for Wolverhampton 22.9% for Sandwell and 27.7% for Walsall</p> <p>Participation rates in community and voluntary activity in the West Midlands Region 38% in 2003 (and 41% in 2001).</p>	+	+	+	N	N	+	+	<p>The effects of the policy on this objective are likely to be mainly secondary or cumulative. The major changes envisaged in housing, employment and transport will stimulate community involvement within the Black Country</p>

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
<p>Objective 1. To increase the opportunities for the community to participate in and contribute to decisions which affect their quality of life within the Black Country.</p> <p>Will it increase participation rates in local election?</p> <p>Will it increase participation in community and volunteering activities?</p> <p>Can the effects be quantified? Although there are indicators of community participation it is difficult to relate these directly to this strategy without carefully targeted research. For this reasons the appraisal is based on a broad understanding of community participation and qualitative judgements about how this might relate to the Black Country Study.</p> <p>Comments</p> <p>There is potential for the major changes envisaged in this policy to encourage community participation. Part vi) of the draft policy references “<i>communities</i>”. The Black Country Study has strong support from the political leadership of the authorities involved and from the voluntary sector. There are however some concerns about the morale and negative perceptions held in the community. There is potential to highlight the “privilege of diversity” within the Black Country.</p>								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities

Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 2. Reduce crime levels, the fear of crime and anti-social behaviour to help people have pride in their communities.								
Will it reduce actual crime levels?								
Total crime rates per 1,000 households have fallen in the Black Country since 2001/2. The largest fall has been in Walsall. Recorded incidents per 1,000 households in 2003/04. Walsall 282 , Dudley 255 Sandwell and Wolverhampton 330	+	+	+	N	+	+	+	The effects on this objective are closely interlinked with the effects on other objectives such as housing, poverty and education. There is considerable potential for cumulative effects resulting from improvements in the environment, improved job opportunities and housing quality.

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 2. Reduce crime levels, the fear of crime and anti-social behaviour to help people have pride in their communities.								
Will it reduce actual crime levels?								
Can the effects be quantified?								
Monitoring crime figures over time should help indicate the extent to which the Black Country Study is achieving its objectives, although crime is affected by many factors and this is likely to be an indirect relationship. The strategic level of the Study means that it is not possible to predict the effects at this stage as much will depend on implementation. Qualitative judgements have therefore been made on the basis of a general understanding of factors affecting crime.								
Comments								
The overall effect of urban renaissance is positive on this objective, even though this is not directly referenced in the policy. Other RSS policies deal with this issue in detail and should be cross referenced. The detailed effects of this policy on this objective will depend on how they are delivered and managed. It is crucial to make short term gains in terms of this objective to improve perceptions. There is also potential to raise the profile of the Black Country through marketing existing quality developments.								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities

Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
<p>Objective 3. Improved health and well being giving everyone an equal chance to live a long and active life and reduce inequality in access to health and social care</p> <p>Will it improve people's health and well being?</p> <p>Will it increase opportunities to participate in sport and exercise?</p>								
<p>The Standardised Mortality Rates</p> <p>UK average 100</p> <p>101 for Dudley</p> <p>116 for Sandwell</p> <p>102 for Walsall and Wolverhampton.</p> <p>No data on sport and recreation participation.</p>	++	++	++	+	+	++	++	<p>The preferred strategy which focuses on improving public transport accessibility, environmental enhancement, regenerating employment areas and high quality housing focused around current areas of deprivation should lead to many secondary and cumulative effects on this objective. Health and well being are central to achieving sustainability and will be indirectly influenced by most if not all of the other sustainability objectives. The potential for synergistic effects of the combined improvements envisaged is considerable.</p>

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
<p>Objective 3. Improved health and well being giving everyone an equal chance to live a long and active life and reduce inequality in access to health and social care</p> <p>Will it improve people's health and well being?</p> <p>Will it increase opportunities to participate in sport and exercise?</p>								
<p>Can the effects be quantified?</p> <p>There are numerous health indicators which can be used to help monitor the effects of the strategy for the Black Country over time e.g. infant mortality; self reported health, life expectancy. However it is difficult at this stage to predict change in those indicators over time based the draft policy. As a result only qualitative judgements are made at this stage.</p> <p>Comments</p> <p>Given that current trends in health provision are based around central hospitals with satellite facilities the preferred strategy focusing on centres and corridors supports this objective well. There is a correlation between the areas of deprivation and the centres and corridors which are the focus for development. Considerable potential therefore exists for improvements to health and well being through improving access to services such as outlets for healthy food, green space for recreation education and employment opportunities. This should lead to improvements in life expectancy; self reported health and infant mortality. Part vi) emphasises the potential to contribute to this objective. This may well extend outside of the sub-region by virtue of providing recreational facilities and linkages which can stimulate recreational activity for people living outside the Black Country. Improvements will be more positive in the medium/long term.</p> <p>Promotion of sport and celebrating successes would enhance the profile of sport and physical activity.</p>								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 4. To reduce poverty and disadvantage, taking into account the particular difficulties of those facing multiple disadvantages.								
Index of Multiple Deprivation (2004) ranking out of 354 English districts. Wolverhampton 35 th (29 th in 2000) Sandwell 16 th (17 th in 2000) Walsall 51 st (39 th in 2000), Dudley 109 th (129 th in 2000)	++	++	++	+	+	++	++	There are many secondary and indirect affects associated with this objective. Poverty and deprivation are linked to crime, education, health, economic factors and access to services. The effects of the policy on these objectives will also impact on the levels of poverty and disadvantage leading to cumulative and secondary effects

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities

Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 4. To reduce poverty and disadvantage, taking into account the particular difficulties of those facing multiple disadvantages.								
<p><u>Can the effects be quantified?</u></p> <p>It is difficult to make any quantified predictions regarding poverty and disadvantage due to the complexity of factors which influence it. However the Index of Multiple Deprivation will allow the effects of the strategy to be monitored over time.</p> <p>Comments</p> <p>The overall approach to spatial strategy should contribute positively to this objective. Creating an economy and improved public transport to widen access to opportunities and services. There are strong linkages between environmental enhancement and reducing deprivation. Most degraded areas environmentally are areas with poorest housing, environmental degradation. Beneficial effects outside of the sub-region by virtue of contributing to meeting housing needs (Birmingham) and providing services and facilities for those living on the periphery.</p>								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities

Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 5. Improved access to education and lifelong learning for all.								
Qualification levels are lower than any other LSC. Dudley has the most residents with qualifications (62.6%) whilst Sandwell has the least (54.4%). Both are significantly below the national average of 76.15%.	+	+	+	+	+	+	+	Education is not specifically referenced in the policy, but likely to be secondary benefits from the policy as a whole.
<p><u>Can the effects be quantified?</u></p> <p>The effects of the strategy overall can be monitored with reference to changing skills levels, however at the strategic level it is not possible to predict how skills levels may change according to different spatial illustrations. The appraisal is therefore based on qualitative judgements based on factors which may influence.</p> <p><u>Comments</u></p> <p>Separate strategy for learning and skills must be an essential complement to the spatial strategy.</p>								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities

Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 6. Improve accessibility to services for all, close to home and driven by local needs and decisions								
Between 1992 and 1994 only 76% of homes were within 13 minutes of a regular bus service. In the period from 1999 to 2001 this had risen to 94%.	++	++	++	+	+	++	++	Secondary effects may occur on health, deprivation and education as a result of the level of accessibility. If accessibility is improved it is likely that this will also contribute positively to these objectives.
No other data available								
<p>Can the effects be quantified?</p> <p>Very little data is available on access to facilities which makes it difficult to quantify the effects of the Directions of Change on this objective. It is considered that additional information is essential if the effect on this objective is to be properly assessed. Predictions set out are therefore estimates based on current understanding of accessibility, and taking account of the various conclusion reached from the technical reports regarding the future location of new housing, employment, retail and leisure. The Black Country Observatory is looking at developing accessibility indices facilities.</p> <p>Comments</p> <p>Overall approach towards centres and corridors adds to accessibility by concentrating facilities and services in areas which match with the priorities for transport investment.</p>								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 7. Encourage increased cultural and recreational activity across all sections of the community								
No data	++	++	++	++	++	++	++	
<p>Can the effects be quantified?</p> <p>There is very little data on cultural and recreational activity across the Black Country and this makes assessing the effects of the Directions of Change on this objective very difficult. Conclusions are therefore drawn on the basis of broad qualitative judgments.</p> <p>Comments</p> <p>A number of very positive statements in the policy (part vi) contribute to this objective, World Heritage Status, GeoPark. Designating the Black Country as a GeoPark would provide opportunity for quick win which would have knock on culture, heritage and recreation benefits. Combination of corridors/centres offers improved access to cultural, leisure activities. Potential for short term improvements to canal system to enhance access and safety.</p>								

Policy UR1A: Implementing Urban Renaissance – Black Country Regeneration Priorities								
Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 8. To provide the opportunity for everyone to live in a decent home which reflects individual needs preferences and resources								
<p>The housing affordability index shows the Black Country is one of the most affordable sub-regions in the West Midlands.</p> <p>Poor housing conditions across tenures with particularly high levels of unfitness in the private rented sector (In Sandwell 74% of local authority homes are considered not to achieve the decent homes standard, in Wolverhampton 54%)</p> <p>Completions of social housing were 13.5% of total completions in 2001/2 and 9.3% in 2002/3.</p> <p>Low levels of social class A/B households (14.8% compared to 22% nationally in 2001).</p> <p>High levels of social housing stock (26% compared to 21% regional average).</p>	++	+	++	+	+	++	++	<p>There are many potential secondary effects arising from these Directions of Change. The supporting text to the policy recognises that “<i>significant amounts of land currently (or last) in use for employment or allocated for such uses, will need to be developed for housing</i>”. As a result of this significant land use change, which is dependent on delivering other infrastructure, services and environmental enhancement, there are potentially significant cumulative effects resulting from this preferred strategy.</p>

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Objective 8. To provide the opportunity for everyone to live in a decent home which reflects individual needs preferences and resources								
<p><u>Can the effects be quantified?</u></p> <p>Greater clarification is required as to what is defined as a ‘decent home’, however baseline information is available on the quantity, condition and type and distribution of housing within the Black Country. The Housing Capacity study has allowed predictions as to whether the Black Country sufficient new households to meet it’</p> <p><u>Comments</u></p> <p>Combination of corridors and centres approach together with relevant reference to quality, fabric and density issues would lead to positive contribution to this objective. Resource efficient dwellings will help fuel poverty.</p> <p>Part 1 of the draft revision to the RSS points out that <i>“On complex and difficult sites or where large scale proposals to create residential neighbourhoods require land assembly the lead in time from site identification to development could exceed 5 years.”</i> It goes on to point out that work carried out for the Housing Capacity Study shows that if efforts to accelerate land provision are not achieved, then there may be a substantially reduced housing provision to 2021. This suggests that the effects are likely to be more positive in the longer term and also that there is an element of risk associated with delivering benefits for this objective.</p>								

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Objective 9. To conserve natural resources including water and minerals so as to meet the needs of present and future generations.								
<p>Surface water throughout the majority of the West Midlands is already fully committed to existing abstractions. Exceptions include abstraction from the River Trent, and parts of the River Tame sub-catchment.</p> <p>About 1400 ML/day is currently consumed for public supply and a further 230ML/day for industry within the West Midlands. Taking account of forecast population increase changes in demand of up to 40% increase could occur by 2025.</p>	+	+	+	+	+	+	+	<p>The effects of the policy are likely to be felt outside the sub-region as well as within it as the demand for natural resources will not be met solely within the Black Country.</p>

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Objective 9. To conserve natural resources including water and minerals so as to meet the needs of present and future generations.								
<p>Can the effects be quantified?</p> <p>It should be possible to predict the overall effects of the strategy on resource consumption however there does not appear to any relevant information at present. The appraisal is therefore based on qualitative judgements.</p> <p>Overall comment</p> <p>This policy needs to be read in the context of other policies in the RSS on energy efficiency and resource efficiency. Code for sustainable buildings. Whilst the level of growth proposed for the Black Country will potentially increase demand on resources, the strategy of concentration on the centres and corridors will help ensure that these demands can be met as efficiently as possible.</p>								

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<p>Objective 10. To reduce congestion and pollution by increasing transport choice and by reducing the need to travel by lorry/car.</p> <p>Will it increase the proportion of journeys made by means other than the private car?</p> <p>Will increase the amount of freight transported by rail?</p>								
<p>In 2002, 78% of people travelled to work by car with the bus attracting 9%. Only 5% used the train to get to work and 3% cycle and walk. Congestion/journey times- mean travel time to work in 2002 was 27 minutes.</p> <p>The national targets for rail freight are an 80% increase in the volume carried by rail, increasing rails share of the market by 10% by 2010.</p>	+	+	+	+	N	+	+	<p>There are secondary effects arising from this policy. Greater access to public transport may have positive benefits on deprivation particularly as the strategy focuses on the centres and corridors which also coincide with the main areas of deprivation.</p>

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<p><u>Can the effects be quantified?</u></p> <p>Yes, the implications of the various spatial illustrations for road/public transport have been modelled using PRISM although at the time of writing the results of this relating to the preferred land use option were not available. Conclusions at this stage are based on qualitative judgements. The effects on rail traffic cannot be quantified due to lack of data.</p> <p><u>Comments</u></p> <p>Given the overall approach of corridors and centres plus transport investment and there is a good match between homes and jobs which will contribute positively to this objective. PRISM model will test preferred land use distribution against network proposals. Demand management is built in to a degree, which may defer some capital expenditure.</p> <p>In the longer term canals may offer potential as an alternative to moving freight.</p>								

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<p>Objective 11. To minimise the growth in waste the waste stream and increase the amount of waste which is re-used, recycled and recovered.</p> <p>Will it result in an increase in the % of waste recycled?</p> <p>Will it minimise the total growth in waste arisings?</p>								
<p>The percentage of household waste recycled in Dudley is 7.12%, Sandwell 6.26%, Walsall 3.21%, and for Wolverhampton 4.24%. Average for all authorities was 10.79% in 2002-2003</p> <p>% of population served by kerbside collection ranges from 12.4% in Wolverhampton to 82.4% in Sandwell. This compares with the regional average of 77% and the national average of 86%.</p> <p>Target: Recycle 30% domestic waste by 2010.</p>	+	+	+	+	+	+	+	<p>There are secondary effects of waste management. For example, an increase in recycling may generate opportunities for new business development in the sub region.</p>

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<p><u>Can the effects be quantified?</u></p> <p>It should be possible to predict the effects of the overall increase in households on waste growth within the Black Country although this data is not yet available. At this strategic level it is difficult to predict the effects of the spatial illustrations on waste reduction and recycling as much will depend on implementation. Conclusions have therefore been drawn based on general principles and practice regarding the management of waste.</p> <p>Comments</p> <p>There is no specific reference to waste in the policy and therefore the effects arising are likely to be indirect. There are several initiatives which indicate that the contribution to this objective would be positive. It is noted that a Black Country Waste Strategy being prepared. The key preferred option is to maximise front end recycling and composting with energy from waste plant to treat residual waste. The opportunities for joint working across the Black Country Study should support this objective. Waste is being dealt with under Phase 2 of the RSS and it is important that the implications for the Black Country are considered.</p> <p>There is a need to consider waste management implications of new developments including construction waste. The redevelopment of the Black Country will involve the demolition of buildings and construction and demolition waste already accounts for the majority of the waste produced in the West Midlands. DEFRA will shortly be consulting on the introduction of mandatory “Site Waste Management Plans (SWMPs)” whereby developers must develop a plan that outlines waste minimisation strategies during design and construction.</p>								

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<p>Objective 12. To protect and enhance the value of important historic buildings, landscapes and features of the Black Country</p> <p>Will it preserve or enhance archaeological sites/remains, buildings of architectural or historic interest, conservation areas, historic parks and gardens and where necessary encourage their conservation and renewal?</p> <p>Will it support heritage led regeneration?</p> <p>Will it improve and broaden access to, understanding, and enjoyment of the historic environment?</p>								
<p>There are currently 1195 Listed Buildings in the Black Country.</p> <p>There is no other data currently available</p> <p>There are 24 Scheduled Ancient Monuments in the Black Country, 11 in Dudley, 5 in Sandwell and 4 each in Wolverhampton and Walsall. There are 10 registered Parkas and Gardens across the four Black Country Boroughs.</p>	++	++	++	+	+	++	++	

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<p>Objective 13. To recognise and enhance the value of important landscape character and local distinctiveness, and Biodiversity through appropriate protection and management</p> <p>Will it enhance landscape character?</p> <p>Will it protect and enhance the biodiversity of the Black Country?</p>								
<p>The majority of the Black Country landscape lies within the Cannock Chase and Cank Wood National Character Area. The overall assessment (1990-98) using the Countryside Quality Counts Indicator is that the area has undergone <i>“some changes inconsistent with character”</i> including, heavy recreational use causing erosion, poor landscape treatment on new employment sites, extensive areas of poorly restored land, unrestored mine workings and derelict pasture on the urban fringe. The Black Country has two candidate Special Area of Conservation (21 Ha) 17 sites of Special Scientific Interest (154 Ha) 150 sites of Nature Conservation Importance (1307 Ha) 27 Local Nature Reserves (739 Ha). In the West Midlands 93.76% of SSSI area is in favourable or recovering condition in March 2005. There is a disparity in the provision of Local Nature Reserves across the Black Country, with Wolverhampton having only 51Ha.</p>	++	++	++	+	+	++	++	<p>Considerable potential secondary and cumulative effects arising from environmental enhancement. The development of environmental corridors and beacons could have significant benefits for recreation, culture and promoting heritage</p>

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<p>Can the effects be quantified?</p> <p>Yes, by monitoring the no. and condition of wildlife sites and the condition of the landscape, although to date there is little information collated to date on local nature conservation sites. Local distinctiveness may be more difficult to quantify. At this strategic level it is not however possible to predict the effects on these aspects of the environment. The housing capacity and employment reports allow some conclusions to be drawn as to the effect on release of Greenfield land based on predicted land take.</p> <p>Comments</p> <p>Development of a Landscape Plan that will develop the three layers of Corridors, Beacons and Communities within the Black Country. Study will also be influenced by Biodiversity Strategies and by Historic landscape study. Link to European GeoPark bid and World Heritage bid is also supportive.</p> <p>Green infrastructure offers potential multi-functional uses i.e. wildlife, recreation and culture, flood protection. Many of the Black Country rivers are in culvert and opening these up could have considerable benefits for people and wildlife</p> <p>Concentration of development on brownfield should also support protection of the landscape. Important that the joined up working, longer term management and community engagement should be made.</p>								

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<p>Objective 14. To enhance the Black Country environment by making it cleaner, more attractive and safer for present and future generations</p> <p>Will it improve --accessibility to quality green spaces? - connectivity of green spaces, development of 'green corridors' and links to the countryside? - resident satisfaction with their environment?</p> <p>Will it increase the proportion of development on previously developed land?</p>								
<p>33% of Birmingham and the Black Country is green space, and over 7% of this is designated under law or by the local authority.</p> <p>98% of residential development occurs on previously developed land.</p> <p>Regional target of new housing on previously developed land and through conversion of existing buildings to 65% by 2011.</p> <p>There is no data available on resident satisfaction with their environment.</p>	++	++	++	+	+	++	++	<p>There may be cumulative positive effects for this objective in relation to health and well being, biodiversity and landscape, historic environment, housing, culture and recreation.</p> <p>There are also secondary effects on the economy as improvements in environmental quality resulting from the policy are likely to increase the attractiveness of the area for investment.</p> <p>The temporary effects of major redevelopment and related construction activity may be negative on environmental quality until such time as developments are complete</p>

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<p>Can the effects be quantified? The effects could be quantified by monitoring resident's satisfaction, access to green space etc however there is insufficient information at present to do this.</p> <p>Comment Part vi) of the policy covers many of these aspects. Furthermore heavy concentration of development on brownfield land is supportive of this objective. The study promotes green corridors including canals that should provide links to the countryside. Requirement for on-going management is again important as is joint working.</p>								

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Objective 15 Improve air , water and soil quality Will it improve air quality? Will it improve water quality? Will it improve soil quality?								
Dudley has one air quality management area monitoring NO2. Sandwell has six air quality management areas monitoring NO2. (Whole of Sandwell will shortly become an AQMA). Walsall has five air quality management area monitoring NO2. 68% of river lengths in the West Midlands were of good chemical quality. 54% of river lengths were of good biological quality in 2002. Water quality has improved significantly since 1991. Target: 68% of main rivers and canals “good” quality by 2015.	+	+	+	+	N	+	+	These are secondary effects arising from improvements to air, soil and water qualities. These are particular in relatives to improved health and well being.

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Objective 15 Improve air , water and soil quality Will it improve air quality? Will it improve water quality? Will it improve soil quality?								
The area of brownfield /derelict /contaminated land in the Black Country amounts to c 700 Ha.								

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<p>Objective 15 Improve air , water and soil quality</p> <p>Will it improve air quality?</p> <p>Will it improve water quality?</p> <p>Will it improve soil quality?</p>								
<p>Can the effects be quantified?</p> <p>Air and water quality can be monitored against established indicators and targets. At the strategic level predicting effects on air or water quality is likely to be difficult. There is however a clear relationship between growth in traffic and air pollution which can be used as a proxy for effects on air quality.</p> <p>Overall comment</p> <p>Generally positive with regard to soil (brownfield development) and should lead to positive effects in terms of cleaning up contaminated land. With regard to air quality, it is recognised that poor air quality is caused by traffic emissions. It is assumed that an increase in development, substantially more housing, office and retail, will lead to a greater number of vehicles in the Study area, this is likely to worsen air quality over the present baseline. Mitigation in the form of improved public transport, demand management and changing work patterns will be supportive.</p> <p>In terms of the Water Framework Directive most of the rivers in the Black Country will be designated as heavily modified and have to meet the standard of good ecological potential recognizing that they cannot match the standard of a pristine rural river. Much of the Black Country overlies aquifers which can be used for drinking water, industry and base flow for rivers. The proposed policy through the Landscape Plan should be able to contribute positively to the objective of improving water quality</p>								

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<p>Objective 16 To reduce vulnerability and contributions to climate change ensuring that energy is used efficiently and renewable energy is promoted.</p> <p>Will it reduce the Black Country's vulnerability to flood risk?</p> <p>Will it reduce the Black Country's contribution towards climate change?</p>								
<p>Approximate number of properties in Flood Zone 3 is 7350. Wolverhampton CO2 emissions in 2002 were highest of the four authorities with 12,249 tonnes followed by Sandwell with 10,449 tonnes, Dudley emitting 9.013 tonnes and finally Walsall's 7,462 tonnes.</p> <p>Target: Reduce regional CO2 emissions by 18% (2.4 Mt) by 2010 and an additional 16% (1.5Mt) by 2020.</p> <p>Approximate number of properties in Flood Zone 3 is 7350</p>	+	+	+	+	N	+	+	<p>This sustainability objective is closely linked to other including those relating to transport and air quality and therefore there are likely to be secondary and cumulative effects arising from the policy.</p>

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<p>Can the effects be quantified?</p> <p>Considerable information exists on climate change and on factors which affect climate change such as greenhouse gas emissions. No specific predictions for the Black Country have been undertaken and therefore qualitative judgements have been used on the basis of current information and understanding.</p> <p>Comments</p> <p>There is no explicit reference within policy to flooding although it is considered within paragraph 6.8. Furthermore it is to be addressed within the RSS revision Phase 2. Concentration of development will minimise flood risk and support the delivery of alternative forms of energy generation. Opportunities to promote energy efficiency, SUDs could be taken in future guidance or advice. The Housing Capacity Study discounted sites for flood risk. Other strategies such as those relating to transport and air quality can also contribute to reducing greenhouse gas emissions.</p> <p>There needs to be a commitment to improving energy conservation in new and existing buildings and to increase the proportion of energy conservation in new and existing buildings.</p> <p>Whilst there are no significant areas of flooding in the Black Country it should be recognized that there may be impacts of development further downstream or elsewhere in the catchment outside of the Black Country. Urban flooding is likely to increase with climate change (see Foresight Future Flooding Report www.foresight.gov.uk)</p>								

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Objective 17. To improve and regenerate the Black Country economy by developing a successful and diverse modern economy								
<p>Manufacturing industry providing 23.5% in 2002, followed by 23.4% in distribution, and 23.1% in public administration, education and health. There is a rapid decline in manufacturing employment, although at a slightly slower rate than Birmingham.</p> <p>Service sector jobs, in both the public and private sectors are forecast to replace most although not quite all of the jobs lost from manufacturing in the Black Country</p> <p>3.6% claimed unemployment benefit in 2004</p> <p>The GVA per head in 2001 was £12,300 this being a growth of 3.1% from 2000.</p>	++	++	++	+	+	++	++	<p>There are likely to be secondary effects</p> <p>Due to the close links to the skills agenda and the need for knowledge jobs is recognised together with a quality land portfolio in accessible locations.</p>

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Objective 17. To improve and regenerate the Black Country economy by developing a successful and diverse modern economy								
<p>Can the effects be quantified?</p> <p>Yes, the Employment Land capacity has been used to predict the land and floorspace capacity under each of the spatial illustrations based on the economic change required by the vision. This allows an assessment of the effect of the policy on achieving this objective. The effects can be monitored over time using a number of indicators including GVA, uptake in employment land related to targets.</p> <p>Comments</p> <p>The effects on this objective are considered to be very positive within the sub-region and in the medium to long term. It is acknowledged that the scale of change envisaged will mean that the effects in the short term are more marginal. Parts iv) and v) are particularly relevant. Support for employment also provided by improvements to the transport network. Part 1 of the RSS revision states that the aim is to <i>“maximise self-sufficiency of the Black Country in meeting its own needs for homes and jobs”</i>.</p>								

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Objective 18. To increase the number of and access to high quality job opportunities suited to the present and future needs of the local workforce								
Will it reduce the level of unemployment in the Black Country?								
Of the working age population 3.6% claimed unemployment benefit in 2004 this is lower than previous years, but still above the regional and national averages	++	++	++	+	+	++	++	The Long Term Economic and Employment Strategy for the Black Country 2005 refers to enabling activity which leads to “Investment in the knowledge economy: in the requisite human capital, and supporting institutional and physical infrastructure” In practice this will be delivered through a skills strategy for the Black Country, which will not be directly spatial. As a result the effects on this objective are likely to be very closely linked to those relating to the economy as a whole and are likely to be both secondary and cumulative.

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Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
<p>Objective 18. To increase the number of and access to high quality job opportunities suited to the present and future needs of the local workforce</p> <p>Will it reduce the level of unemployment in the Black Country?</p> <p>Can the effects be quantified?</p> <p>There is a question as to what is meant by ‘high quality’ job opportunities. Could be as expressed in the vision. ‘secure, well paid and skilled’ – should also add healthy. It is possible through monitoring to assess the number and type of job opportunities provided through the strategy and the effect on unemployment levels. Changes in skill levels can also be monitored. It is not possible to predict how the spatial illustrations will affect this objective other than to say in broad terms that Directions of Change involving more change are likely to offer more opportunities for improvement.</p> <p>Comment</p> <p>The overall effect on this objective is positive although there is no specific reference to it in the policy. It is assumed that the reference to high quality jobs refers to technology led jobs, to R&D and to Hi-tech jobs. For these jobs to be accessible to Black Country residents there will be a requirement to develop skills and education in tandem. Potential opportunities in Environmental Technology.</p>								

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Key baseline info and target (where available)	Geographic Scale				Timescale			Cumulative, Synergistic Secondary and Temporary effects
	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 19. Promote investment in future prosperity								
No data								
<p>Can the effects be quantified?</p> <p>The appraisal team found difficulty in practice in interpreting this objective and no data has been identified which would enable the effects to be quantified. In the absence of any clear understanding of this objective and a view that it could be addressed as part of consideration of the overall economy it has been not been considered explicitly in the SA Framework</p> <p>Comment</p> <p>Covered in Objectives 17 and 18. Investment in housing, transport and the environment should support this objective.</p>								

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	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 20. To ensure that everyone has the skills they need to access the job they want and support long term competitiveness								
Investment in training by employers % of companies with liP in June 2003 = 2.89%	+	+	+	+	+	+	+	Positive with accompanying Skills Strategy
<p>Overall comment</p> <p>The spatial strategy does not directly address skills enhancement although this is an important part of delivering the vision. The effect on this objective depends very much on the implementation of a complementary skills strategy.</p> <p>Comment</p> <p>There is considerable overlap with the education objective. The overall approach to centres and corridors should support this objective. Links with Black Country Skills initiative is essential if local residents are to take advantage of new job opportunities.</p>								

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		Geographic Scale				Timescale			
Key baseline info and target (where available)		Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	Cumulative, Synergistic Secondary and Temporary effects
Objective 21. Encourage a culture of enterprise and innovation									
No data		+	+	+	+	+	+	+	
<p>Can the effects be quantified?</p> <p>The appraisal team found difficulty in practice in interpreting this objective and no data has been identified which would enable the effects to be quantified. In the absence of any clear understanding of this objective and a view that it could be addressed as part of consideration of the overall economy it has not been considered explicitly in the SA Framework.</p> <p>Comment</p> <p>There needs to be a diversity of stock to support enterprise (e.g. incubator units) and stakeholder engagement is being undertaken in conjunction with BCS. This needs to be complemented by relevant non spatial activities (e.g. venture capital).</p>									

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	Overall effect	Local	Sub-Region	Outside the sub-region	Short Term (0-5 yrs)	Medium term (6-- 20 yrs)	Long term (20 + yrs)	
Objective 22. To increase the development of new technology businesses through making the Black Country an attractive location to start, expand or relocate a business.								
<p>VAT registrations stable over the period 1999 - 2003. Black Country registrations continue to be below that of the national average. Business survival rates have improved over time - 91.5% of businesses in 2001 had not de-registered a year after setting up compared to 82.1% in 1993.</p> <p>92.1% of businesses in the West Midlands in 2001 had not de-registered a year after setting up compared to 84.8% in 1993.</p> <p>There was a 9.4% increase in Vat registered companies in the Black Country between 1993 and 2001.</p>	++	++	++	++	+	++	++	

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Objective 22. To increase the development of new technology businesses through making the Black Country an attractive location to start, expand or relocate a business.								
<p>Can the effects be quantified?</p> <p>No data has been identified which could form the basis for quantifying effects. Conclusions have therefore been drawn around general principles regarding the vision for change and how this might relate to each of the spatial illustrations.</p> <p>Comment</p> <p>A key objective of the BCS is to diversify the employment base, support the delivery of quality employment land with emphasis towards new technology businesses. Complementary skills support is essential.</p>								

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Objective 23. To increase the uptake of Corporate Social and Environmental responsibility by organisations within the Black Country.								
Total 98 business with ISO14001 registration or 0.4% of VAT registered business. In Dudley there are 19 ISO 14001 certified companies in Walsall 30, 26 in Sandwell and 23 in Wolverhampton.	N	N	N	N	N	N	N	
<p>Overall comment</p> <p>No obvious spatial implications although overall the strategy should be looking to work with partners to deliver CSR within companies as part of the overall economic restructuring.</p> <p>Comment</p> <p>It is assumed that the study should raise the profile of the issue but there are no direct links between this policy and the objective.</p>								