

Appendix 1

Wyre Forest District Site Allocations and Policies and Kidderminster Central Area Action Plan Issues and Options Consultation Summary

Following the Council's approval of the Issues and Options Papers in November 2008 the following documents were produced:

- Site Allocations and Policies Issues and Options Paper
- Kidderminster Central Area Action Plan Issues and Options Paper (KCAAP)
- A4 leaflet promoting the Site Allocations and Policies and KCAAP Issues and Options and its consultation
- General Comments Form

Consultation:

The consultation period for the Issues and Options Paper ran from 15th January until 13th March 2009. During this time the consultation was promoted in the following ways:

- **Letters**

In January 2009, a total of 584 letters or emails were sent out to Statutory Consultees, Hard to Reach Groups and various organisations and individuals who had expressed an interest in the Local Development Framework.

- **Exhibitions**

During January and February 2009, the Forward Planning Section manned a series of exhibitions across the District. This gave consultees and members of the public the opportunity to learn more about the Development Plan Documents and to discuss the consultation papers with officers. Documents were made available to view and to loan. The table below sets out attendance figures for the exhibitions.

Venue	No Visitors
Bewdley Library	82
St Wulstans Church Hall, Stourport-on-Severn	17
Corn Exchange, Town Hall, Kidderminster	90
Sports Pavillion, Callow Hill Rock	34
Upper Arley Village Hall	12
Cookley Sports and Social Club	27
Blakedown Parish Rooms	4
Chaddesley Village Hall	32
Wolverley Memorial Hall	3
Stourport-on Severn Civic Centre	35
Corn Exchange, Town Hall, Kidderminster	74
Total	410

- **Mini Displays**

Mini displays comprising of posters, documents, leaflets and comments forms were set up in the Wyre Forest Customer Services Centre at Kidderminster Town Hall, Stourport-on-Severn Civic Centre and in the libraries of Stourport-on-Severn, Kidderminster and Bewdley.

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- **Website**

All documents, leaflets and comment forms were made available to view or download on the District Council's web-site via the Limehouse consultation portal. Respondents were also able to make electronic responses online via Limehouse.

- **Posters**

Posters were distributed for display to all of the Post Offices in the District. The posters highlighted the consultation event and the times and locations of the exhibitions.

- **Leaflets**

During January 2009 a leaflet promoting the Site Allocations and Policies and KCAAP Issues and Options Papers was distributed to households in the District by way of an insert in the Kidderminster Shuttle. The leaflets were distributed as follows:

- 33,338 leaflets dispatched with the free Kidderminster Shuttle
- 10,420 leaflets sent to householders within the District that do not receive the Kidderminster Shuttle
- 4300 leaflets inserted into retail copies of the Kidderminster Shuttle and Times

- **Presentations**

The Forward Planning Section offered to give presentations to the District's Parish and Town Councils. In February and March 2009 presentations were given to Bewdley Town Council, Chaddesley Corbett Parish Council and the Bromsgrove and Wyre Forest Branch of the Campaign to Protect Rural England.

Response Summary – Site Allocations

The District Council has received responses from 125 respondents, including key stakeholders such as the Environment Agency, Natural England, English Heritage, Government Office West Midlands (GOWM), West Midlands Regional Assembly (WMRA) and many from local residents.

A total of 692 comments were made on the Site Allocations and Policies with 28% being made via e-mail, 18% directly into Limehouse, 38% via the response form and 16% via letter. A breakdown of the subject areas that respondents commented on is provided in the table below.

Subject Area of Site Allocations and Policies	Number of Comments	Number of Comments as %
Local Development Context – The Wider Picture	7	1.0
How to Comment	0	0.0
What happens next	0	0.0
Key Spatial Issues	7	1.0
How have the initial sites been identified?	0	0.0
Delivering Housing Choice	287	41.5
A Diverse Local Economy	98	14.2
Local Distinctiveness and Regeneration	38	5.5
Managing Travel and Transport Demand and Promoting Sustainable Modes	33	4.8

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Delivering Sustainable Development Standards	16	2.3
Addressing Flood Risk Through Future Development	18	2.6
Rural Development and Countryside Protection	84	12.1
Providing a Green Infrastructure Network and Supporting Local Biodiversity	28	4.0
Promoting Community Wellbeing	20	2.9
Historic Environment, Culture and Tourism	35	5.1
Jargon Guide	0	0.0
Appendix A – Potential Residential Sites	4	0.6
Appendix B – Employment Land Review Sites	1	0.1
Appendix C – Proposed Stourport Road Employment Corridor (S.R.E.C)	0	0.0
Appendix D – ‘Other’ Groups of Shops	0	0.0
Appendix E – Proposed Retail Areas	0	0.0
Appendix F – Line of the Stourport Relief Road (Indicative)	0	0.0
Appendix G – Areas of Development Restraint	0	0.0
Appendix H – Sites of Biodiversity and Geological Conservation Value	3	0.4
Appendix I – Existing Open Space Sites	0	0.0
General Comments	13	1.9
Total	692	100

Response Summary – Kidderminster Central Area Action Plan

The District Council has received responses from 46 respondents, including key stakeholders such as the Environment Agency, Natural England, English Heritage, Government Office West Midlands (GOWM), West Midlands Regional Assembly (WMRA) and many from local residents.

A total of 368 comments were made on the KCAAP with 48% being made via e-mail, 22% directly into Limehouse, 15% via the response form and 15% via letter. A breakdown of the subject areas that respondents commented on is provided in the table below.

Subject Area of Kidderminster Central Area Action Plan	Number of Comments
Local Development Context- The Wider Picture – General	18
Box 1 – Aims and Objectives	7
How to Comment - General Comments	12
Key Spatial Issues	9
Land Use Requirements – General	1
Land Use Requirements – Context	1
Housing – Key Issues 1	1
Housing – Question 1	7
Options 1 – Housing in the KCAAP Area	5

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Housing – Question 2	7
Options 2 – Housing Density and Type	8
Options 3 – Affordable Housing	7
Housing - Question 3	8
A Diverse Local Economy – Key Issues 2	2
A Diverse Local Economy – Question 4	7
Options 4 – Employment Uses	4
Employment Uses - Question 5	6
Table 5.1	1
Table 5.2	1
Options 5 – Town Centre Definitions	7
Leisure Sites - Question 6	6
Options 6 – Leisure Sites	6
Options 7 – Mixed Uses	9
Key Challenges – General	1
Local Distinctiveness and Regeneration – General	1
Local Distinctiveness and Regeneration - Key Issues 3	1
Options 8 – KCAAP Area	9
Options 9 – Town Centre Districts	9
Options 10 – Redevelopment Sites	7
Economy and Business - Key Issues 4	1
Options 11 – Economics	8
Urban Design and Open Space (General)	3
Urban Design and Open Space - Key Issues 5	2
Options 12 – Urban Environment	6
Options 13 - Character and Place Identity	5
Options 14 – Open Space	8
Options 15 – Re-Connecting with the Waterways	18
Managing Travel Demand and Promoting Sustainable Modes – General	1
Managing travel Demand and promoting Sustainable Modes - Key Issues 6	3
The Ring Road - Question 7	7
Options 16 – The Ring Road	6
Options 17 – Movements around Town	11
Pedestrian -Vehicle Conflict - Question 8	7
Options 18 – Space for Pedestrians	5
Options 19 – Air Quality Management	5
Historic, Environment, Culture and Tourism – General	3
Historic, Environment, Culture and Tourism - Key Issues 7	4
Options 20 – Conservation Areas	5
Options 21 – Heritage	5
Tourism - Question 9	5

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Options 22 – Tourism	8
Development and Environmental Sustainability - General	1
Development and Environmental Sustainability Key Issues 8	2
Options 23 – Climate Change	8
Options 24 – Flood Risk	7
Providing a Green Infrastructure Network - General	2
Options 25 – Green Infrastructure	8
Site Appraisals – General	3
Site 1 - Canal Corridor Area (North) Morgan's Timber yard and Rock Works	5
Site 2 – canal Corridor Area (South) Land adjoining the Water Mill Public House	3
Site 3 – Canal Heritage processions Area (Dixon Street)	2
Site 4 - Canal Heritage processions Area (Green Street)	2
Site 5 - Canal Heritage processions Area (Tram Street/New Road)	3
Site 6 – Churchfields Business Park (North), Former Georgian Carpets and Stoney lane Industrial Areas	5
Site 7 – Churchfields Business Park (West), Basketball Court and Engineering Business	1
Site 8 – Churchfields Business Park (South), Former Tomkinsons; CMS Car Sales Area; Veldonn Printers	2
Site 9 – Comberton Hill Area	5
Site 10 – Town Centre Area	3
Site 11 – Waterloo Street Area	2
Site 12 – Worcester Street Area	2
Delivery - General	2
Options 26 - Events and Marketing	1
Options 27 – Quality Environment	1
Options 28 – Business	1
Options 29 – Community Safety	2
Options 30 - Funding	1
TOTAL	368