

Appendix 3: Summary of Responses received to the Kidderminster Central Area Action Plan Issues and Options Consultation Paper

Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Government Office for the West Midlands - Planning Team	KCAAPIO204	Local Development Context - General	Considers the document to be succinct, readable and easy to follow and supported by illustrative material and a good contextual evidence base.	Noted.
Government Office for the West Midlands - Planning Team	KCAAPIO205	Local Development Context - General	The document provides a good introduction and sets out links with the SCS and other strategies relevant to town centres such as PPS6.	Noted.
West Midlands Regional Assembly	KCAAPIO133	Local Development Context - General	The Kidderminster Central Area Action Plan Issues and Options and objectives generally accord with the emerging and published WMRSS. With regards to the site analysis section of the document, many of the options presented raise local issues that have no implications for WMRSS conformity.	Noted. The KCAAP must be in accordance with the WMRSS. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO134	Local Development Context - General	Although a limited number of options, if pursued, may not be in line with the WMRSS, there appear to be no significant inconsistencies or omissions which would significantly harm the implementation of the WMRSS should they be taken forward to the next stage.	Noted. Further consideration to be given as part of detailed development.
English Heritage	KCAAPIO168	Local Development Context - General	English Heritage is the government's adviser on the historic environment, our <i>Conservation Principle, Policies and guidance</i> (2008) provides the	Noted.

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			basis by which the following judgements and advice are made and is consistent with the thrust of PPS1, PPG15 and PPG16 and the explicit objective of 'protecting and enhancing the natural and historic environment'.	
English Heritage	KCAAPIO169	Local Development Context - General	English Heritage seeks to manage change to a significant place in its setting in ways that will best sustain its heritage values, while recognising opportunities to reveal or reinforce those values for present and future generations.	Noted. Agreed - it is important that the town's heritage is recognised and incorporated into new developments to help create a sense of place and identity.
English Heritage	KCAAPIO170	Local Development Context - General	Throughout the AAP the historic environment should be broadly defined. All historic places and features, designated or not, should be taken into account as they can help create a sense of place and identity.	Noted. Further consideration to be given as part of detailed development.
English Heritage	KCAAPIO171	Local Development Context - General	We strongly recommend that the Council's and County Council's historic environment officers are involved at the earliest opportunity, as well other relevant heritage groups.	Noted. Further consideration to be given to joint working as part of detailed development.
English Heritage	KCAAPIO172	Local Development Context - General Para 1.14	In our response to the Sustainability Appraisal Scoping Report we set out a number of recommendations on the evidence base for informing the appraisal process as well as the preparation of the Site Allocations DPD	Noted.

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			and Kidderminster AAP.	
Worcestershire County Council	KCAAPIO243	Local Development Context - General Evidence Base	Recommend the use of County Council Technical Research Papers to inform the DPD evidence base. The County Infrastructure study is due in Spring 2009 and the Renewable Energy Study in May 2009 - these should be used.	Noted. Further consideration to be given as part of detailed development.
Sport England	KCAAPIO49	Local Development Context - General Para 1.14	The Playing Pitch Strategy needs to be updated as soon as possible.	Noted.
The Inland Waterways Association	KCAAPIO25	Local Development Context - General Para 1.12	Sets out the history and role of the Inland Waterways Association (IWA). Comments that the document and the IWA have no comments to make in regard to the discussion areas.	Noted
The Inland Waterways Association	KCAAPIO26	Local Development Context - General Para 1.12	IWA suggests further documents to be considered under the Plans, policies and programmes section as follows: <ul style="list-style-type: none"> • The Environment Agency's Severn Catchment Flood Management Plan • The Environment Agency's Severn River Basin Plan (currently in draft) • DEFRA's present review of Waterways for Tomorrow which is likely to be a subsidiary 	This response relates to Question 1 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.

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			document of the 2000 version rather than a rewrite.	
The Inland Waterways Association	KCAAPIO27	Local Development Context - General Para 1.12	Q2 - notes that Scheduled Ancient Monuments are not mentioned under the "Better Environment" section of the main report and requests that these are identified separately.	This response relates to Question 2 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.
The Inland Waterways Association	KCAAPIO28	Local Development Context - General Para 1.12	3. Q3 - No	This response relates to Question 3 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.
The Inland Waterways Association	KCAAPIO29	Local Development Context - General Para 1.12	Identifies that the canals system can not be used to transport freight in a sustainable manner unless waterside wharves are provided. Suggests that the plan consider how these facilities can be provided.	This response relates to Question 4 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is undertaken.
The Inland Waterways Association	KCAAPIO30	Local Development Context - General Para 1.12	5. Q5 - We have nothing to add or remove.	This response relates to Question 5 of the questions set out within the Sustainability Appraisal Scoping Report and as such will be considered when further Sustainability Appraisal work is

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				undertaken.
Government Office for the West Midlands - Planning Team	KCAAPIO207	Box 1 - Aims and Objectives Omissions	<p>The document doesn't appear to have a clear vision of how KCAAP will be developed in the future. You should set out a vision for the central area and show how this will contribute to the delivery of the overall vision for the district set out in the Core Strategy. We would also expect your vision to include an element about climate change.</p> <p>As the plan progresses, the vision should more site specific and detail what areas will be like in 15-20 years time.</p>	Noted. Further consideration to be given to a vision for the KCAAP document as part of detailed development.
Advantage West Midlands	KCAAPIO234	Box 1 - Aims and Objectives	<p>AWM welcomes the role of the KCAAP in guiding development and regeneration, installing investor confidence. The aim of the plan to maximise economical vitality and the environment of the town is supported. AWM welcomes the aim to realise Kidderminster's role as strategic centre, being the premier destination for shopping and entertainment in the District.</p>	Noted.
Environment Agency	KCAAPIO334	Box 1 - Aims and Objectives Para 1.9	<p>We support the opening up of the River Stour to create enhanced biodiversity potential and environmental setting.</p>	Noted.

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English Heritage	KCAAPIO173	Box 1 - Aims and Objectives	A robust understanding of the historic environment is crucial to successfully achieving a large number of aspirations.	Noted and agreed - particularly in creating high quality urban environment and creating a sense of place.
Worcestershire County Council	KCAAPIO240	Box 1 - Aims and Objectives	The DPD will need to ensure that Kidderminster reflects its role as a Strategic Centre - being the preferred location for major retail developments, uses which attract large numbers of people, and large scale office development.	Noted. The Key Spatial Issues section of the DPD recognises that Kidderminster should be promoted as the strategic centre of the District. The RSS retail and office floorspace requirements also determine that Kidderminster will be the focus for major retail and office developments. This is also reflected by the DPD. The DPD also recognises that the town will be the preferred location for major leisure developments.
Centro- WMPTA	KCAAPIO40	Box 1 - Aims and Objectives	Support for the overall vision and objectives of all three LDF documents. Emphasises the need for strong correlation between the LDF objectives and the principles laid out in the WMRSS, in particular Policies T1 - T12, the Regional Transport Strategy, and the West Midlands Local Transport Plan.	Noted. Clearer and stronger links could be made with regional strategies.
Shaylor Construction Ltd	KCAAPIO54	Box 1 - Aims and Objectives	Consider that the growth of retail and leisure services within the town should be encouraged to improve its attractiveness to visitors.	Noted. Agree - retail and leisure facilities have an important role in attracting visitors to the town. The canal is a great asset for the town and needs to be better utilised. British

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			Regeneration and new development should be focused around the riverside and canal corridor - used to link the various quarters of the town.	Waterways are now actively supporting partners in this vision to help ensure this opportunity is fully realised.
Government Office for the West Midlands - Planning Team	KCAAPIO203	How to Comment - General Comments	We have discussed the paper with colleagues in the Government office and this response includes comments from other Government departments as well as those from the planning perspective.	Noted.
Advantage West Midlands	KCAAPIO233	How to Comment - General Comments	The document aligns with the RSS and sets economic development goals which align spatially. The guidance within this document is of direct relevance to, and can form part of the evidence base for, LDF documents.	Noted.
Environment Agency	KCAAPIO330	How to Comment - General Comments	It is essential to ensure that contaminated sites are adequately characterised before redevelopment. Issues such as ensuring remediation must also be considered. Regeneration and the planning regime allow such issues to be addressed and can ultimately result in betterment.	Noted. Agreed - further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
Environment Agency	KCAAPIO331	How to Comment - General Comments	There should be reference to the Water Framework Directive.	Noted. Further consideration to be given to making reference to the Water Framework Directive.
Environment Agency	KCAAPIO332	How to Comment - General Comments	The River Severn Draft River Basin Management Plan is an important part	Noted. Further consideration to be given to making reference to the

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			of the LDF evidence base and should be referenced.	River Severn Draft River Basin Management Plan.
Environment Agency	KCAAPIO333	How to Comment - General Comments	<p>The WEEE Directive 2002/96/EC and 2003/108/EC is not mentioned - the Directive puts responsibility on the District to provide Designated Collection facilities. This should be included for completeness.</p> <p>Would be useful to say that the primary drive to date nationally has been to target household waste. A cultural change is needed across all sectors to decouple waste growth from economic growth. New housing development should make it easier for people to recycle.</p>	Noted. Further consideration to be given to making reference to the stated Directives and to explicitly mentioning the need for waste reduction across all sectors, not just households.
Natural England	KCAAPIO352	How to Comment - General Comments	<p>This document as a whole would benefit from better spatial presentation to aid consultees in making their responses.</p> <p>We support the Aims and Objectives of the KCAAP and particularly welcome the incorporation of environmental enhancement as a key part of the town centres improvement</p>	Noted.
Worcestershire County Council	KCAAPIO239	How to Comment - General Comments	Comments represent Officer comments only.	Noted.
Worcestershire	KCAAPIO297	How to Comment -	County Council officers will be pleased	Noted.

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County Council		General Comments	to discuss these comments in more detail with you and will be happy to be involved in the ongoing Development Plan process.	
Upper Arley Parish Council	KCAAPIO216	How to Comment - General Comments	Generally we welcome and support the WFDC in preparing and producing the Core Strategy and supplementary papers. Being on the banks of the river Severn and having the SVR and its station, Upper Arley is attractive to visitors and tourism and has unfulfilled potential. The area to the west, namely Pound Green and Button Oak, is a landscape protection area and next to the Wyre Forest.	Support is noted.
Upper Arley Parish Council	KCAAPIO217	How to Comment - General Comments	We feel that the language of the documents could have been further simplified with the removal of some planning jargon and therefore made easier to read.	Support is noted. Seek to simplify language and planning terms in the future where possible.
British Waterways	KCAAPIO135	How to Comment - General Comments	Support the view that the canal can make a major contribution to the regeneration and planning aims of the district and agrees that it can create a sense of place being central to Weavers Wharf, Crossley Retail Park and Churchfields. Currently most buildings turn their back on to the canal	Noted. Agreed. The town's waterways can be better utilised and make an important contribution to the physical, economic and social regeneration of the town centre. Further consideration to be given to joint working as part of detailed development & implementation.

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			<p>and boaters feel let down by their experience of Kidderminster.</p> <p>Waterways can act as a catalyst for economic and social renewal, increase development value and the opportunities for investment, focus and link regeneration opportunities in urban and rural areas, contribute to civic renaissance, increase urban capacities, generate long term economic activity and opportunities for employment, sustainability, social inclusion, healthy living and quality of life.</p>	
Government Office for the West Midlands - Planning Team	KCAAPIO206	Key Spatial Issues	It is good that options are based on issues facing the area. A key test of soundness is whether all reasonable options and alternatives have been considered.	Noted.
Environment Agency	KCAAPIO335	Key Spatial Issues - Para 3.1	We agree that the need to balance regeneration with flood risk and mitigation for climate change is a key spatial issue for your district.	Noted.
Environment Agency	KCAAPIO336	Key Spatial Issues - Para 3.1	Agree with maximising opportunities to safeguard and improve biodiversity within new development.	Noted.
Environment Agency	KCAAPIO337	Key Spatial Issues - Para 3.1	Recommend that remediation of contaminated industrial land be considered as a key spatial issue.	Noted. Further consideration to be given to including contaminated land, as a result of the town's industrial

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Upper Arley Parish Council	KCAAPIO218	Key Spatial Issues - Para 3.1	<p>Any extension to caravan sites would be at odds with the focus to reduce travel congestion set out in the KCAAP Spatial Issues.</p> <p>Any housing provision should be in Kidderminster where public transport is able to meet demand.</p>	<p>heritage, as a key spatial issue.</p> <p>Noted. This development plan document (DPD) exclusively deals with issues and options for the defined KCAAP area (see Appendix 2). Therefore, specific details regarding extensions to caravan sites would not be within the remit of this DPD but would be dealt with through the Site Allocations & Policies DPD. Note the respondent has also made representations on this document and the Core Strategy on this matter.</p> <p>In regard to new housing, it is anticipated that the majority of the new housing provision is likely to be accommodated in Kidderminster and Stourport. However, limited development may occur in rural settlements where a local need can be identified.</p>
Herefordshire & Worcestershire Earth Heritage Trust	KCAAPIO219	Key Spatial Issues	There is a need to include geo-diversity in the spatial portrait for Kidderminster. The red sandstone can be seen throughout the town and has influenced its character. Many of the exposures belong to the rock unit 'Kidderminster Formation'. These sites need to be identified and safeguarded.	Noted. Further consideration to be given to the inclusion of geo-diversity in the spatial portrait for Kidderminster. However, the District Council anticipates that the preparation of a Local Landscape Character and Biodiversity Supplementary Planning Document

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				will begin in 2011. This will provide a more detailed assessment of the area's geological profile.
Shaylor Construction Ltd	KCAAPIO55	Key Spatial Issues - Para 3.1	Support for the identification of Kidderminster Town Centre as a location for housing to meet the needs of the elderly and protecting historic character. The redevelopment of Brinton's Offices is considered to fulfil this requirement.	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport. Mixed-use schemes, particularly in the town centres, are key to the vitality and viability of communities. Further consideration to be given as part of detailed development and business planning.
Royal British Legion	KCAAPIO9	Key Spatial Issues	Would like a suitable premises to establish an ex-servicemen's club. Needs to be well connected to transport systems i.e. trains, bus and taxi facilities.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including health, education, housing and community facilities. Further consideration to be given as part of detailed development and business planning.
Hinton Mr G J	KCAAPIO8	Key Spatial Issues	Would like to see a venue provided to establish an ex-servicemen's club. Would like the Council to provide such a site within the town centre redevelopment area.	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including community facilities. Further consideration to be given as part of detailed development and business

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				planning.
Kidderminster Property Investments	KCAAPIO190	Section 5 Land Use Requirements	I will respond to the questions and options posed on this matter as follows.	Noted.
Environment Agency	KCAAPIO339	Land Use Requirements - Context Para 5.1	The fourth bullet point should make clear that safe development includes safety from a flood risk perspective.	Noted. Further consideration to be given to including flood risk into Key Issue 1.
Worcestershire County Council	KCAAPIO244	Housing - Key Issue 1	The value to biodiversity of brownfield sites should be recognised. Any proposal should include a biodiversity impact assessment. Green infrastructure should be included. Key Issue on housing should specify that development should be located near to key passenger transport links.	Noted. The green infrastructure network, providing biodiversity habitats and corridors, throughout the town and out to the wider countryside needs to be developed. This is to be incorporated into the redevelopment of brownfield sites. New housing development in the KCAAP area will be in a sustainable location, being close or in the town centre, and therefore near to public transport hubs.
Kidderminster Civic Society	KCAAPIO298	Housing - Question 1	Support more housing in the town centre, but as apartments are likely to be slow to sell, we do not want to be left with empty properties. Potential for good apartment developments with river/canal views, but oversupply is a concern. Some sort of limit to match likely demand with supply should be considered.	Noted. Further discussions will be required with the Council's Housing Services team and other external partners to understand the possibilities and strike the appropriate balance between different housing types.

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			Seems sensible to reduce level of affordable housing on brownfield sites with high redevelopment and clean-up costs. However, it is likely that this type of development may lend itself to such housing provision.	
Wyre Forest District Council	KCAAPIO71	Housing - Question 1	Consideration of carbon emissions of new dwellings (e.g. building x houses to Code level 6 instead of Code Level 3).	Noted. The Core Strategy recognises the importance of sustainable developments and supports the Code for Sustainable Homes. Maybe more specific and higher standards could be outlined in the KCAAP. Further consideration to be given as part of detailed development.
Wyre Forest District Council	KCAAPIO67	Housing - Question 1	There will be a need for housing development in locations other than just Kidderminster. Whilst principally housing will be within Kidderminster and Stourport, small scale sites will also need to be allocated in Bewdley and the rural areas. Housing in the town centre is important for the sustainability of Kidderminster, but schemes must be designed carefully to ensure privacy, space and security.	The preference for brownfield redevelopment and in the interest of sustainability, the focus of new residential development is likely to be primarily in Kidderminster and Stourport. However, there may be limited development in Bewdley and the rural settlements where a local need for it can be demonstrated.
Kidderminster Property Investments	KCAAPIO191	Housing - Question 1	Central Kidderminster, particularly Churchfields, can contribute significantly in providing the 3,400	Noted. Kidderminster will have a major role to play in supplying the additional dwellings required by the

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			extra dwellings as it is centrally located and could be redeveloped appropriately. Providing a large number of dwellings on this site will be in accordance with PPS and help to attract people back into the town centre, a key aim of the RSS.	RSS and is likely to take the majority of district's allocation. The Churchfields area in particular provides one of the largest and most sustainable opportunities to provide such housing in the town. Further consideration to be given as part of detailed development.
Hillcrest Residents Association	KCAAPIO227	Housing - Question 1	There used to be homes in town centres, and if it can be done at Merry Hill then it is achievable, but what sort of house and who for and certainly above any flood risk.	Noted. Agreed. Further discussions will be required with the Council's Housing Services team and other external partners to understand possibilities and strike the appropriate balance between different housing types. The Council will work with the Environment Agency to avoid inappropriate development in flood zones.
West Midlands Regional Assembly	KCAAPIO81	Options 1 - Housing in the KCAAP Area	Option 1 of the KCAAP asks a question rather than provides an option.	Noted.
Natural England	KCAAPIO353	Options 1 - Housing in the KCAAP Area	Yes, provided that sustainability concerns such as green infrastructure and sustainable transport are fully addressed.	Noted. The redevelopment of brownfield land provides opportunities for creation of additional green infrastructure and biodiversity corridors integrated into new development. Public transport accessibility warrants further consideration, working with Worcestershire County Council as

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English Heritage	KCAAPIO174	Options 1 - Housing in the KCAAP Area AND Options 2 - Housing Density	<p>Opportunities for encouraging the reuse and renewal of existing buildings for housing should be maximised - this can help the vitality of town centre and the maintenance of buildings.</p> <p>Housing density should be informed by the context of its surroundings, for historic places it should be informed by an appropriate understanding of the historic environment and character of the townscape.</p> <p>Site appraisals have limited information on opportunities and particularly in relation to historic environment. This raises concerns about the adequacy of the historic environment evidence base. Comments are reserved until more information about sites is available.</p>	<p>part of detailed development and business planning.</p> <p>Noted. It is important that new development complements and enhances the character of the area. The reuse of existing buildings can especially help to achieve this. Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.</p>
Kidderminster Property Investments	KCAAPIO192	Options 1 - Housing in the KCAAP Area	Sites within central areas, particularly Churchfields, are suitable for significant amount of residential development. This will help to re-establish the town's role as an urban centre and create new, and underpin existing, communities and revitalise the area.	Kidderminster will have a major role to play in supplying the additional dwellings required by the RSS and the Churchfields area in particular presents one of the best opportunities for residential development. Furthermore, achieving a greater

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				residential population in the town centre is one of the key regeneration aspirations for Kidderminster and is seen as way to revitalise the town centre.
Kidderminster Civic Society	KCAAPIO299	Housing - Question 2	<p>Support more housing in the town centre, but as apartments are likely to be slow to sell, we do not want to be left with empty properties. Potential for good apartment developments with river/canal views, but oversupply is a concern. Some sort of limit to match likely demand with supply should be considered.</p> <p>Seems sensible to reduce level of affordable housing on brownfield sites with high redevelopment and clean-up costs. However, it is likely that this type of development may lend itself to such housing provision.</p>	Noted. Further discussions will be required with the Council's Housing Services team and other external partners to understand the possibilities and strike the appropriate balance between different housing types.
Sport England	KCAAPIO50	Housing - Question 2	Noted. Agreed - residential developments must take into consideration the provision of easily-accessible green, open, community and recreational amenity spaces.	Noted. The regeneration approach is very much about taking a comprehensive look at opportunities, including community infrastructure.
Wyre Forest District Council	KCAAPIO68	Housing - Question 2	Town centre apartments should be designed sympathetically with good space standards (no 1 beds or studios) and should have communal outdoor	Noted. It will be important to strike the appropriate balance between housing types and tenures in new residential developments. Having this mix is

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			<p>space where possible.</p> <p>Apartments must have parking and be accessible to a range of people and so must have lifts, space and be appropriately designed.</p> <p>Care must be taken not to create an oversupply of apartments. Sites outside the immediate retail area should include some family housing.</p> <p>A range of tenures should be available, apartments attract a more transient population and this should be discouraged by providing a mix of tenures and people.</p> <p>Lowering of requirements for affordable housing on sites with issues of land ownership or contamination should be judged on a site by site basis rather than across the board.</p>	<p>important for the vitality and viability of the area. Further consideration to be given, working with WFDC Housing Services section, as part of detailed development.</p>
Shaylor Construction Ltd	KCAAPIO56	Housing - Question 2	Support for the identification of Kidderminster Town Centre as a location for housing to meet the needs of the elderly and protecting historic character. The redevelopment of Brinton's Offices is considered to fulfil	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport. Mixed-use schemes, particularly in the town centres, are key to the vitality and

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			this requirement.	viability of communities. Further consideration to be given as part of detailed development and business planning.
Kidderminster Property Investments	KCAAPIO193	Housing - Question 2	<p>There should be a variety of housing in terms of tenure and price according with the principles of PPS3. However, any housing should be informed by existing and future demographics to ensure properties are available for all levels of the community.</p> <p>In terms of density, the LPA should make the most use of land, particularly brownfield like Churchfields, which has the ability to accommodate a great choice of type and density.</p>	Noted. Agreed - Further discussions required with the Council's Housing Services team and other external partners as part of detailed development to understand the possibilities and strike the appropriate balance between different housing types in the Kidderminster area.
Hillcrest Residents Association	KCAAPIO228	Housing - Question 2	We must avoid the craze for apartments. Some people like them, but not everybody.	Noted. Further discussions required with the Council's Housing Services team and other external partners to understand possibilities and strike the appropriate balance between different housing types in the Kidderminster area. All new developments must be built to a high quality design and be sympathetic to the character of the surrounding area.
West Midlands Regional Assembly	KCAAPIO82	Options 2 - Housing Density and Type	Option 2 would accord with WMRSS policy UR3, emerging policy CF6 and published policy T2.	Noted.

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West Midlands Regional Assembly	KCAAPIO83	Options 2 - Housing Density and Type	Option 2 might conflict with WMRSS Policy SR2 Part A, Policy CF8, and para. 6.41 of the emerging WMRSS if provision isn't made for a mix of housing types, size and tenure in the remainder of the Kidderminster area.	Noted. Further discussions required with the Council's Housing Services team and other external partners to understand possibilities and strike the appropriate balance between different housing types in the Kidderminster area.
West Midlands Regional Assembly	KCAAPIO84	Options 2 - Housing Density and Type	Option 2 - if car parking spaces are in line with the sub-regional standard and PPG13 then the option can be said to be in accordance with the emerging WMRSS and WMRSS Publish Policy T7.	Noted.
West Midlands Regional Assembly	KCAAPIO85	Options 2 - Housing Density and Type	'Recognise the specific economic challenges of redeveloping town centre sites when assessing the development of new homes within the town centre ring road and the environment of Park Lane (north)'. This is not an option which can be judged against the WMRSS.	Noted.
West Midlands Regional Assembly	KCAAPIO86	Options 2 - Housing Density and Type	Future stages of the KCAAP need to set out mixes of residential development to be built in a particular area to accord with WMRSS Published Policy CF5 and WMRSS emerging policy CF8.	Noted. Future stages of the DPD to set out more specifically the general mix of housing types in given areas. Further consideration to be given as part of detailed development.
Natural England	KCAAPIO354	Options 2 - Housing Density and Type	Do not agree with the option for dedicated parking for new homes.	Noted. Agree in part - improving pedestrian and cycle links and public

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			Instead we advocate improved pedestrian and cycle links and public transport.	transport accessibility in and around Kidderminster is a key issue. However, some dedicated parking will still need to be provided for new residential developments, although may be reduced when near to public transport nodes and routes.
Worcestershire County Council	KCAAPIO248	Options 2 - Housing Density and Type	Should recognise that new developments should have good access to local public transport services. Car Park will need to be provided in line with the sub-regional standards and PPG13. Options 2 (4th option) - would be use to state what the specific economic challengers are.	Noted. Further consideration to be given as part of detailed development.
Government Office for the West Midlands - Planning Team	KCAAPIO208	Options 3 - Affordable Housing	The option for 30% affordable housing provision should be supported by evidence. It is hoped that this will include homes, not just apartments. It is important to have an appropriate mix to create sustainable communities.	Noted. The Strategic Housing Market Assessment (March 2007, updated May 2008) forms part of the evidence base for the KCAAP. Further discussions required with the Council's Housing Services team and other external partners to understand the possibilities and strike the appropriate balance between different housing types.
West Midlands	KCAAPIO87	Options 3 - Affordable	Uncertain about how Option 3	This option recognises that some

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Regional Assembly		Housing	addresses affordable housing. Appears to suggest that many town centre sites will not provide affordable housing - which may conflict with WMRSS policy CF8.	brownfield sites in the town centre may have complicated challenges that mean that they are not as economically viable to development - particularly if a higher level of affordable housing provision was enforced. On such sites, the level of affordable housing would instead be determined by a viability assessment to make sure that it would be economically feasible for a developer. This issue would have to be dealt with on a site by site basis.
West Midlands Regional Assembly	KCAAPIO88	Options 3 - Affordable Housing	This option raises no regional conformity issues.	Noted.
West Midlands Regional Assembly	KCAAPIO89	Options 3 - Affordable Housing	The District total for affordable housing should be set as a minimum to be in line with the emerging WMRSS Policy CF7. Emerging WMSS Policy CF7 also requires separate targets for social-rented and intermediate affordable housing at district level.	Noted. Further consideration to be given as part of the detailed development of the DPD.
West Midlands Regional Assembly	KCAAPIO90	Options 3 - Affordable Housing	The District total for affordable housing should be set as a minimum to be in line with the emerging WMRSS Policy CF7.	Noted. Further consideration to be given as part of the detailed development of the DPD.
Worcestershire	KCAAPIO249	Options 3 - Affordable	It is unclear how this option is	This option recognises that some

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County Council		Housing	<p>addressing affordable housing. Is it suggesting that affordable housing will not be provided in many town centre sites? This may conflict with emerging RSS policy CF8.</p> <p>The affordable housing figure might be better set as a minimum rather than 'up to 40%'.</p>	brownfield sites in the town centre may have complicated challenges that mean that they are not as economically viable to development - particularly if a higher level of affordable housing provision was enforced. On such sites, the level of affordable housing would instead be determined by a viability assessment to make sure that it would be economically feasible for a developer. This issue would have to be dealt with on a site by site basis. A blanket 40% as a minimum may act to hinder the development of some sites.
Kidderminster Property Investments	KCAAPIO194	Options 3 - Affordable Housing	A mix of types and tenures should be accommodated, however, a realistic approach needs to be taken as to the percentage of affordable housing required. It is suggested that a maximum of 30% of housing sites be given to affordable housing. Any higher and viability may be compromised. A lower threshold may be needed where there are abnormal costs involved.	Noted. Further consideration to be given to affordable housing requirements in the KCAAP area. It is recognised that certain sites in the town centre may have complex challenges that make the site less economically viable. On such sites, the level of affordable housing would instead be determined by a viability assessment to make sure that it would be economically feasible for a developer. This issue would have to be dealt with on a site by site basis.
Natural England	KCAAPIO355	Housing - Question 3	The KCAAP area should offer ample opportunities. Access to essential	Noted.

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			services would need considering on a site by site basis.	
British Waterways	KCAAPIO138	Housing - Question 3	Many schemes for older people are located close to the waterway to take advantage of the direct routes to shops and amenities on the flat towpath, the amenable ambiance and the location adjacent to existing developments.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO300	Housing - Question 3	It is thought that residences for older people could be well accommodated in the KCAAP but safety and security could be a problem and perception of many older people is that the town centre is to be avoided at night. Query whether contributions towards security/policing could be assisted by contributions from developers.	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport - such as the town centre. The concerns over security can be relieved somewhat by ensuring that new developments in the town centre contain a mix of uses that promote activity at all times of the day. Further consideration to be given as part of detailed development.
Wyre Forest District Council	KCAAPIO72	Housing - Question 3	Affordability should consider running costs, energy efficiency etc. to avoid fuel poverty.	Noted.
Wyre Forest District Council	KCAAPIO69	Housing - Question 3	The town centre is a good location for accommodation for vulnerable and older groups due to proximity to facilities and public transport. However, schemes must be designed appropriately taking into account	Noted. Agreed - further consideration to be given as part of detailed development and business planning. The KCAAP document states that care home facilities should be located in appropriate sites which have good

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			accessibility. Any scheme should take account of Local Authority needs assessments and the requirements of statutory authorities.	access to facilities, services and public transport.
Wyre Forest District Council	KCAAPIO70	Housing - Question 3 Para 5.10	Paragraph 5.10 - There is a need to omit 'extra care' as it is only one option for older persons accommodation	Noted.
Shaylor Construction Ltd	KCAAPIO57	Housing - Question 3	Support for the identification of Kidderminster Town Centre as a location for housing to meet the needs of the elderly and protecting historic character. The redevelopment of Brinton's Offices is considered to fulfil this requirement.	Noted. The KCAAP document states that care home facilities should be located in appropriate sites which have good access to facilities, services and public transport. Mixed-use schemes, particularly in the town centres, are key to the vitality and viability of communities. Further consideration to be given as part of detailed development and business planning.
Morbaine Ltd	KCAAPIO213	A Diverse Local Economy - Key Issues 2	KCAAP will not be able to accommodate all of the office accommodation needed in Kidderminster during the plan period. Nor are some types of offices appropriate within a town centre location.	Noted. The Area Action Plan must look to accommodate the levels of office accommodation as specified in the RSS Phase 2 Preferred Option. This is specified in the emerging Core Strategy.
Advantage West Midlands	KCAAPIO238	A Diverse Local Economy - Question 4	B1, retail, leisure and professional office uses can contribute to the town's economy. B2 and B8 use sites are	Noted. A mix of employment uses is important for the vitality and viability of the town. Further consideration to

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>present in the town. AWM would not encourage the exclusion of any particular use class, given that there are sites which can accommodate a range of uses. Redevelopment of sites should be determined on individual merit.</p> <p>Older premises provide cheap rents and short term tenancies which suits some business - there will need to be an alternative supply if these areas are redeveloped.</p>	be given as part of detailed development.
Environment Agency	KCAAPIO340	A Diverse Local Economy - Question 4	The main areas of flood risk are within the town centre areas of Stourport, Kidderminster and Bewdley - the use of B1/B2/B8, retail and leisure is more appropriate than residential in the KCAAP.	Noted. It is crucial that inappropriate development within flood zones is avoided. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
British Waterways	KCAAPIO139	A Diverse Local Economy - Question 4	BW supports the use of the British Sugar site and the Stourport Road for the location of B1, B2 and B8 land uses.	Noted. Further consideration to be given as part of detailed development.
Kidderminster	KCAAPIO301	A Diverse Local	Some light industrial business could be	Noted. Agree - a mix of employment

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Civic Society		Economy - Question 4	retained in the KCAAP area to give diversity - as long as heavy vehicle access is no problem.	uses in the town centre is important for its vitality and viability. However, access to these sites must be an important factor. Further consideration to be given as part of detailed development
Worcestershire Wildlife Trust	KCAAPIO31	A Diverse Local Economy - Question 4	Notes that locating B1, B2 and B8 land uses on out-of-centre sites needs to carefully considered in terms of sustainability, transport, ecological mitigation, pollution control in order that the most sustainable solution can be found.	Noted. Agree - further consideration to be given as part of detailed development and business planning.
Wyre Forest District Council	KCAAPIO73	A Diverse Local Economy - Question 4	Transport issues (public transport availability, cycle paths etc) should be taken into account when deciding where to locate employment land.	Noted. Agreed - The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including infrastructure. Further consideration, to working with Worcestershire County Council, as part of detailed development
West Midlands Regional Assembly	KCAAPIO91	Options 4 - Employment Uses	Both options presented in Options 4 would generally accord with relevant published WMRSS and emerging WMRSS policies.	Noted.
KPI and Asda Stores Ltd	KCAAPIO10	Options 4 - Employment Uses	Supports the principle that retail, leisure and office developments should be focused within the KCAAP area. However, it should not exclude light industrial uses.	Noted. A mix of uses in the KCAAP is important for the vitality of the town. Further discussions required with partners to understand possibilities and strike the appropriate balance

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				between residential regeneration and employment generating uses.
West Midlands Safari Park	KCAAPIO22	Options 4 - Employment Uses	<p>New retail, commercial, leisure and office development should not just be focused within the KCAAP. The policy should recognise that it is appropriate to develop these uses elsewhere.</p> <p>WMSLP intends to continue to evolve through the plan period and for this to happen there needs to be a recognition that leisure developments within this area are acceptable.</p>	Noted. The LDF must be in general conformity with the RSS. This looks to direct new retail, commercial, leisure and office development to Kidderminster.
Environment Agency	KCAAPIO341	Question 5 - Offices	The main areas of flood risk are within the town centre areas of Stourport, Kidderminster and Bewdley - the use of B1/B2/B8, retail and leisure is more appropriate than residential in the KCAAP.	Noted. It is crucial that inappropriate development within flood zones is avoided. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
English Heritage	KCAAPIO175	Question 5 - Offices	Unable to comment on site appraisals without further details on potential impact to the historic environment.	Noted. Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of

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Kidderminster Civic Society	KCAAPIO302	Question 5 - Offices	Waterloo St and Carpet Processions area are suitable for office use. Office development along the SREC could work and many towns have well used office complexes out of town. Identifying an office area on the eastern side of town could attract Stourbridge/Black Country firms. Lea castle would seem ideal.	detailed development. Noted. Further consideration to be given as part of detailed development. Regarding the Lea Castle site, this is outside of the KCAAP area and therefore is being dealt with separately in the Site Allocations and Policies DPD.
Morbaine Ltd	KCAAPIO215	Question 5 - Offices	<p>It isn't practical for office requirements to be located within the KCAAP, nor are some types appropriate for town centre locations. Other suitable sites will need to be identified - Puxton Lane is proposed.</p> <p>The sites outlined in the KCAAP display similar characteristics to the majority of employment land identified within the Employment Land review. Those sites may be suitable for B1c, B2 and B8 uses, but the attractiveness of this land to cater for high quality B1a is low.</p> <p>Much of the available land in the KCAAP does not offer sufficient quality of environment to attract B1a development. Many of the sites</p>	<p>Noted. The Area Action Plan must look to accommodate the levels of office accommodation as specified in the RSS Phase 2 Preferred Option. This is specified in the emerging Core Strategy.</p> <p>Site viability work will be undertaken to inform the Kidderminster Central Area Action Plan.</p>

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			<p>highlighted are located within an industrial and/or manufacturing setting - this presents a barrier to other uses other than B2 and B8.</p> <p>The majority of the 11 KCAAP sites are large and occupied by B2 and B8 uses. Aspirations for these sites are for mixed use schemes - possibly incorporating elements of office space. The timing of such developments is dependant on factors largely out of the control of office developers. It is therefore unclear at this point the amount and timing of office development that would be realistic. Furthermore, many sites do not lend themselves to significant office floorspace development.</p> <p>The SREC potential to accommodate office development is low. It is one of the main industrial zones and is unlikely to prove attractive as an office location. The area suffers from traffic congestion and potential site contamination. This contributes to a poor quality environment making it unviable for a high quality office</p>	

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			<p>destination.</p> <p>In recent years office demand in Worcestershire has been for smaller, purpose built, freehold office units, built to a high standard. The opportunity to provide such space in Kidderminster is currently limited.</p> <p>Wyre Forest Council should consider the allocation of further suitable sites that are proximate to the Kidderminster Central Area and are known to be available, deliverable and viable for B1a office based development</p>	
Kidderminster Civic Society	KCAAPIO303	Table 5.1	<p>We need to keep Kidderminster Town Centre as a vibrant, busy town with quality and diverse shops and a Market as well as being an economic/administrative centre for area.</p> <p>25,000 sqm for shopping seems wildly optimistic at the moment. Figures for requirements are not necessarily sustainable for some time to come.</p>	Noted.
Stanley Mrs E	KCAAPIO1	Table 5.2	Would like to see higher quality shops, particularly clothing, to attract shoppers. Thinks there are too many discount shops.	Noted. The development of the town's retail offer is important. Further consideration to be given as part of detailed development and

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				business planning.
West Midlands Regional Assembly	KCAAPIO92	Options 5 - Town Centre Definitions	Defining the town centre will enable the implementation of emerging WMRSS Policies PA12A and PA13A and associated supporting text.	Noted. Further consideration to be given as part of the detailed development of the DPD.
Kidderminster Civic Society	KCAAPIO304	Options 5 - Town Centre Definitions	Yes.	Noted.
Chester Properties	KCAAPIO210	Options 5 - Town Centre Definitions	Crossley Retail Park is the only retail park in Kidderminster and contributes greatly to retailing in the district. The contribution of the retail park should be recognised in emerging policy documents.	Noted. Further consideration to be given as part of detailed development.
Chester Properties	KCAAPIO211	Options 5 - Town Centre Definitions	Consider that the proposed Primary Shopping Area should include Weavers Wharf in total.	Noted. Further consideration to be given as part of detailed development.
Shaylor Construction Ltd	KCAAPIO58	Options 5 - Town Centre Definitions	Believe there should be a revised shopping area where Exchange Street is included and identified as secondary retail frontage. It is felt that its exclusion would lead to the devastation of this part of the town centre.	Noted. Further consideration to be given to the inclusion of Exchange Street as a secondary retail frontage.
WM Morrison Supermarkets Plc	KCAAPIO80	Options 5 - Town Centre Definitions	Request that further consideration be given to expanding Kidderminster's Primary Shopping Area to include the new Morrisons store. The store is a key anchor for the town and generates a significant number of linked journeys between the store and the town centre.	Noted. This will need to be considered as a possible option and in light of regional planning policy.
Environment	KCAAPIO342	Question 6 - Leisure	The main areas of flood risk are within	Noted. It is crucial that inappropriate

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Agency		Sites	<p>the town centre areas of Stourport, Kidderminster and Bewdley - the use of B1/B2/B8, retail and leisure is more appropriate than residential in the KCAAP.</p> <p>'Less vulnerable development' according to PPS25 should be favoured ahead of residential in flood zones 2 and 3.</p>	development within flood zones is avoided. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
English Heritage	KCAAPIO176	Question 6 - Leisure Sites	Unable to comment on site appraisals without further details on potential impact to the historic environment.	Noted. Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO141	Question 6 - Leisure Sites	Supports high footfall uses adjacent to waterways where they link to the towpath.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO305	Question 6 - Leisure Sites	Do not want to shift the historic town centre more than Weavers Wharf has - retail should be focused in the area between the new Morrisons and New Road.	Noted. This will be further appraised as an option.
Hillcrest Residents Association	KCAAPIO229	Question 6 - Leisure Sites	We have almost all supermarkets, banks and phone operator occupying the primary shopping area, and we want leisure. This is good, but we also have empty properties and more to	A mix of uses present in the town centre is important for its vitality and its viability. More leisure facilities in the town, for example, would attract a different type of 'user' from those

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			come. A little less ambition to have everything and preserving what we have might cost less in the long run.	visiting for shopping, adding to the visitor numbers. Furthermore, the development of an 'evening economy' is important to get people visiting the towns in the later hours when shops are closed.
West Midlands Regional Assembly	KCAAPIO93	Options 6 - Leisure Sites	Option 6 would be in general conformity with published WMRSS Policy UR3 and emerging WMRSS Policy PA11 The Network of Town and City Centres, part B ii.	Noted.
English Heritage	KCAAPIO177	Options 6 - Leisure Sites	Unable to comment on site appraisals without further details on potential impact to the historic environment.	Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO146	Options 6 - Leisure Sites	Supportive of the expansion of leisure facilities adjacent to waterways. There is significant opportunity in sites 1,2 and 3 (Park Lane, Water Mill PH and Dixon Street?) to accommodate a destination site.	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised.
Kidderminster Civic Society	KCAAPIO306	Options 6 - Leisure Sites	Morgan's Timber Yard, Tram Street and Worcester St area would make ideal leisure development sites	Noted. Further consideration to be given as part of detailed development.
Sport England	KCAAPIO51	Options 6 - Leisure Sites	Concern about allocating health and fitness clubs and other sporting activities within the KCAAP area without impact assessments.	Noted. Further consideration to be given as part of detailed development and implementation.

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West Midlands Regional Assembly	KCAAPIO94	Options 7 - Mixed Uses	Should this option be pursued, it should take account of published WMRSS policy UR3 part v, and UR4 part vi.	Noted. Further consideration to be given as part of the detailed development of the DPD.
Advantage West Midlands	KCAAPIO236	Options 7 - Mixed Uses	Sustainable communities promotes a mix of land uses so people can easily reach employment and services and are not reliant on car usage - relieving congestion and air quality issues.	Noted. Agreed - It is likely that the majority of new residential development will be located in Kidderminster and the Churchfields area in particular provides one of the largest and most sustainable opportunities to provide such housing. An appropriate mix of uses in the town centre will also be important for the vitality and viability of this area.
Environment Agency	KCAAPIO343	Options 7 - Mixed Uses	Mixed use development in Flood Zones 2 and 3 should not be encouraged where there is a residential element and no flood-free access.	Noted. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
Natural England	KCAAPIO356	Options 7 - Mixed Uses	Residential, employment and retail in close proximity can reduce the need to travel.	Noted.
British Waterways	KCAAPIO147	Options 7 - Mixed Uses	Many successful waterway schemes incorporate a mix of uses particularly	Noted. A mix of uses can improve the vitality and vibrancy of an area.

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			retail, restaurant, fitness, leisure and office uses.	
Kidderminster Civic Society	KCAAPIO307	Options 7 - Mixed Uses	Yes.	Noted.
KPI and Asda Stores Ltd	KCAAPIO11	Options 7 - Mixed Uses	Supports mixed use developments in the central area, but states that specific circumstances have to be taken in context as not all sites can viably accommodate a mix.	Noted. A mix of uses in the KCAAP area is important for the vitality of the town. Further and more detailed studies are required for each of the sites individually to understand the opportunities and constraints that my dictate its potential future land use.
Shaylor Construction Ltd	KCAAPIO59	Options 7 - Mixed Uses Para 5.31	Support the town centre as a location for mixed use developments that help to create sustainable communities. Extra Care accommodation can help to achieve this and the proposed scheme for Brinton's Offices is considered to be an ideal mixed use scheme which will revitalise this area of town.	Noted. A vibrant mix of uses in the town centre is important for its overall vitality. Extra Care facilities should be located in areas with good access to services, facilities and public transport and can contribute to this mix of uses.
Kidderminster Property Investments	KCAAPIO195	Key Challenges	The three key issues presented are supported.	Noted.
Commission for Architecture and the Built Environment	KCAAPIO221	Local Distinctiveness and Regeneration (General)	Raises some general points about including design policies within the Core Strategy. Design should be embedded as a priority from strategic frameworks to site specific scales. It should be treated as a cross cutting issue.	Noted. Agreed - Kidderminster has suffered from a number of poor quality buildings and outdated architecture, contributing to a poor quality urban environment. High quality buildings which reinforce an attractive street scene is therefore a

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			Includes a list of key questions to assess the Core Strategy against to ensure a design ethos is embedded in the strategy.	<p>key aspiration for the town.</p> <p>Design guides and codes as part of detailed site briefs, dealing with a range of cross-cutting issues, will be required for individual opportunity sites to ensure that WFDCs expectations for potential development are met.</p> <p>Further consideration to be given to the integration of the issue of design and the creation of robust design policies in the KCAAP as part of detailed development.</p>
West Midlands Regional Assembly	KCAAPIO95	Options 8 - KCAAP Area	This question raises no regional conformity issues.	Noted.
Natural England	KCAAPIO357	Options 8 - KCAAP Area	Yes	Noted.
English Heritage	KCAAPIO178	Options 8 - KCAAP Area	An urban characterisation study would provide an important part of the evidence base to inform these options. This element is not currently reflected in the policy framework. The historic environment is fundamental to the local character and distinctiveness and regeneration opportunities and hence should be integrated.	Further consideration will have to be given to individual sites to analyse more specifically their issues and opportunities. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO308	Options 8 - KCAAP Area	Yes.	Noted.

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KPI and Asda Stores Ltd	KCAAPIO12	Options 8 - KCAAP Area	The northern boundaries of the KCAAP are supported.	Noted. No further action required.
Chester Properties	KCAAPIO212	Options 8 - KCAAP Area	We agreed with the KCAAP boundary.	Noted.
Kidderminster Property Investments	KCAAPIO196	Options 8 - KCAAP Area	The KCAAP boundary is adequate as it covers the key areas of the town.	Noted.
Morbaine Ltd	KCAAPIO214	Options 8 - KCAAP Area	<p>The proposed boundary of the KCAAP will help to facilitate the accommodation of most town centre uses.</p> <p>The town centre will not be able to accommodate some of the quantity or quality of office accommodation required during the Plan period, nor indeed should it. Other sites will need to be identified. The site at Puxton Lane is proposed to be allocated.</p> <p>Morbaine note that the KCAAP Issues and Options document appears to use the terms 'central area' and 'town centre' interchangeably. It seems that this is to be regarded as a 'town centre' boundary as defined in PPS6. As such the proposed boundary is supported.</p>	Noted. The Area Action Plan must look to accommodate the levels of office accommodation as specified in the RSS Phase 2 Preferred Option. This is specified in the emerging Core Strategy.
West Midlands	KCAAPIO96	Options 9 - Town Centre	This question raises no regional	Noted.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Regional Assembly		Districts	conformity issues.	
Natural England	KCAAPIO358	Options 9 - Town Centre Districts	Yes	Noted.
English Heritage	KCAAPIO179	Options 9 - Town Centre Districts	An urban characterisation study would provide an important part of the evidence base to inform these options. This element is not currently reflected in the policy framework. The historic environment is fundamental to the local character and distinctiveness and regeneration opportunities and hence should be integrated.	Agreed. Further work can be undertaken on a characterisation study to inform the KCAAP.
Worcestershire County Council	KCAAPIO285	Options 9 - Town Centre Districts	<p>Glad to see green infrastructure addressed, but better links need to be made to other sections of the DPD, e.g. Key Issues 5.</p> <p>Recommend that use is made of the emerging 'Planning for Green Infrastructure in Worcestershire' paper to inform the DPD.</p> <p>The town would benefit from having improved access to green open space. Green infrastructure network should be used to connect Kidderminster to the wider countryside - with a biodiversity-rich habitat encouraged, rather than</p>	Noted. Agree - a green infrastructure network that links green open spaces and corridors throughout the town and out to the wider District must be developed. These spaces must also be recognised for their biodiversity value. Further consideration to be given as part of detailed development.

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			<p>just a physical linkage.</p> <p>Key to the redevelopment of underused land is an assessment of their biodiversity value. The area of woodland on Park Lane would benefit from management and enhancement. The area of potential green space to the rear of Sainsbury's would also benefit from management to enhance biodiversity and contribute to a green infrastructure.</p>	
British Waterways	KCAAPIO148	Options 9 - Town Centre Districts	BW wishes to work with WFDC to develop detailed regeneration action plans as part of a canal corridor action plan/study. They wish to ensure high quality design along the corridor and development opportunities should be linked to each other visually and physically, ensuring that maximum use is made of the assets and resources of BW.	Noted. Further consideration to be given to joint working as part of detailed development. The canal is a great asset for the town and it is essential that any new development is of a sufficient quality as to enhance and improve this area.
British Waterways	KCAAPIO149	Options 9 - Town Centre Districts	British Waterways has already engaged with Connecting Kidderminster and wishes to take this partnership forward.	Noted and agreed.
Kidderminster Civic Society	KCAAPIO309	Options 9 - Town Centre Districts	Yes.	Noted.
KPI and Asda Stores Ltd	KCAAPIO13	Options 9 - Town Centre Districts	The northern areas identified in the KCAAP are supported.	Noted. No further action required.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Kidderminster Property Investments	KCAAPIO197	Options 9 - Town Centre Districts	Support the dividing of the KCAAP area into six separate Districts as all have different issues and opportunities.	Noted.
West Midlands Regional Assembly	KCAAPIO97	Options 10 - Redevelopment Sites	Please see comments on the site analysis section.	Noted.
Natural England	KCAAPIO359	Options 10 - Redevelopment Sites	Agree with sites.	Noted.
English Heritage	KCAAPIO180	Options 10 - Redevelopment Sites	An urban characterisation study would provide an important part of the evidence base to inform these options. This element is not currently reflected in the policy framework. The historic environment is fundamental to the local character and distinctiveness and regeneration opportunities and hence should be integrated.	Agree. Further work can be undertaken on a characterisation study to inform the KCAAP.
KPI and Asda Stores Ltd	KCAAPIO14	Options 10 - Redevelopment Sites	Supports the proposed redevelopment of Churchfields Business Park (South).	Noted. Further consideration to be given as part of detailed development and business planning.
Shaylor Construction Ltd	KCAAPIO60	Options 10 - Redevelopment Sites Para 6.5	Support the town centre as a location for mixed use development that helps to create sustainable communities. Extra Care accommodation can help to achieve this and the proposed scheme for Brinton's Offices is considered to be an ideal mixed use scheme which will revitalise this area of town.	Noted. A vibrant mix of uses in the town centre is important for its overall vitality. Extra Care facilities should be located in areas with good access to services, facilities and public transport and can contribute to this mix of uses.
Kidderminster Property	KCAAPIO198	Options 10 - Redevelopment Sites	It is considered that the redevelopment sites identified are appropriate in this	Noted.

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Investments			case.	
West Midlands Regional Assembly	KCAAPIO98	Options 11 - Economics	This option would be in general accordance with published WMRSS policies UR3 and UR4, and emerging WMRSS policy SR2 Part A.	Noted.
West Midlands Regional Assembly	KCAAPIO99	Options 11 - Economics	This option would tend to undermine the following policies: published WMRSS policies UR2, UR4 and UR3 and emerging WMRSS policy SR2 part A.	Noted. Agreed - the regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including health, education, housing and community facilities.
West Midlands Regional Assembly	KCAAPIO100	Options 11 - Economics	This option raises no regional conformity issues.	Noted.
West Midlands Regional Assembly	KCAAPIO101	Options 11 - Economics	This option raises no regional conformity issues.	Noted.
Worcestershire County Council	KCAAPIO264	Options 11 - Economics	The following option should not be pursued as it would not be beneficial to the community.	Noted. Agreed. Community infrastructure will be important to support existing and new residential areas as more housing is accommodated in the town.
Sport England	KCAAPIO52	Options 11 - Economics	Sport should be recognised as a major economic generator.	Noted.
KPI and Asda Stores Ltd	KCAAPIO15	Options 11 - Economics	It is believed that the role of enabling development is a very important factor in achieving wider regeneration and	Noted. The role that the Council and its partners have to play in enabling development is an important part of

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			community infrastructure. It is thought that retail development will perform a critical role for the foreseeable future.	the regeneration process. The emphasis is on looking at diversifying the economic base of the town centre whilst recognising the continuing role of retail to the centre.
Worcestershire County Council	KCAAPIO241	Urban Design and Open Space (General)	The Open Spaces section of the DPD would better fit under the Key Issue 9.	Noted. Further consideration to be given to the organisation and layout of the DPD.
Worcestershire County Council	KCAAPIO242	Urban Design and Open Space (General)	Urban Design needs to address sustainable design and it might fit better under Key Issue 8 - which should be amended to address this better.	Noted. Further consideration to be given to the organisation and layout of the DPD.
Bateman Mr F	KCAAPIO20	Urban Design and Open Space (General)	Suggests that the vacant area between Worcester and Oxford Street (J.P. Harvey & Co. Ltd site) be retain as an open space with tree planting and landscaping.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
Environment Agency	KCAAPIO344	Urban Design and Open Space - Key Issues 5	The improvement and opening of watercourses can contribute to improved open space and urban design. The value of green infrastructure and opening up culverts and watercourses for public amenity should be emphasised.	Noted. Agreed - the green infrastructure network linking public open spaces and biodiversity habitats both throughout the town and out to the wider countryside needs to be developed. The watercourses that run through the town provide a great opportunity to achieve this. Further consideration to be given as part of detailed development.
Worcestershire	KCAAPIO265	Urban Design and Open	Key Issue 5 - open space would be	Noted. Agreed - The green

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County Council		Space - Key Issues 5	<p>better placed in the Green Infrastructure section.</p> <p>Urban Design needs to address sustainable design and may be better combined or cross referenced with Key Issue 8.</p> <p>Consideration for the promotion of green infrastructure within open space and throughout the town centre should be given and should be integrated within urban design.</p> <p>High quality public transport infrastructure could improve the street scene. Bus priority measures may be needed to allow closer public transport access.</p>	<p>infrastructure network linking public open spaces and biodiversity habitats both throughout the town and out to the wider countryside needs to be developed. Further consideration to be given as part of detailed development.</p> <p>Agree that public transport accessibility warrants further consideration to improve access and ensure that it serving the appropriate areas of the town centre. Further consideration to be given to working with Worcestershire County Council as part of detailed development and business planning.</p> <p>Further consideration to be given to the organisation and layout of the DPD.</p> <p>Noted</p>
West Midlands Regional Assembly	KCAAPIO102	Options 12 - Urban Environment	The options above would be in general conformity with proposed WMRSS policies UR3 vi, QE3 Parts A and B i, ii, iv and emerging WMRS policy SR2 Part C.	Noted.
Natural England	KCAAPIO360	Options 12 - Urban Environment	Backs of buildings shouldn't be positioned towards open spaces and	Noted and agreed.

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			watercourses. They should face them, helping to create a sense of ownership and identity.	
English Heritage	KCAAPIO181	Options 12 - Urban Environment	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a thorough understanding of the resource via characterisation and other supporting data.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO266	Options 12 - Urban Environment	This section should address sustainable design and should be combined or cross referenced with Key Issues 8.	Further consideration to be given to the organisation and layout of the DPD.
British Waterways	KCAAPIO150	Options 12 - Urban Environment	British Waterways supports all these options particularly in relation to the canal towpath and waterways.	Noted.
Kidderminster Civic Society	KCAAPIO310	Options 12 - Urban Environment	Agreed. The back of the shops on Vicar Street give an unsightly image and spoils the riverside. This area could be made into a fenced-off service area, retaining a walk through along the river.	Noted. Agreed - there should be a sense of enclosure to this space to improve the public realm and the riverside environment. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO103	Options 13 - Character and Place Identity	If this option went forward it would be in general conformity with the published WMRSS policy QE3 part ii.	Noted.
English Heritage	KCAAPIO182	Options 13 - Character and Place Identity	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a through understanding of the resource via characterisation and other	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity. Public art would only

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			supporting data. Option 13 - town's heritage should be utilised rather than relying on public art.	enhance the character of the area and further reinforce this sense of place and identity.
British Waterways	KCAAPIO151	Options 13 - Character and Place Identity	British Waterways welcomes the strengthening of local identity using the historic waterways to inform the local vernacular.	Noted. Agreed - the recognition of the town's heritage is an important part of creating a local identity. This can also provide opportunities to get visitors to the town. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO311	Options 13 - Character and Place Identity	More public art and open space are needed and general greenery and softening. Bridge to Park Lane would be attractive and link to mixed-use site, making the canal side attractive. Like making Bull Ring into an open space but there is the problem of vehicle access into Church Street.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. In cases such as the Bull Ring an in front of the Town Hall, a detailed assessment would be required to explore any possible impact on traffic movement around the town. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO104	Options 14 - Open Space	Any options that are taken forward will need to be in conformity with Published WMRSS policy QE4: Greenery, Urban Greenspace and Public Spaces.	Noted. Further consideration to be given as part of detailed development.
Natural England	KCAAPIO361	Options 14 - Open Space	Agree that there is a lack of open space within the town centre and advocate its inclusion, enhancement	Noted. There is a widely shared view that there is insufficient open space in the town centre, but the KCAAP does identify a number of potential new

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			<p>and creation.</p> <p>Support the provision of biodiversity opportunities and mitigating against climate change. However, a distinction between 'civic space', 'open space' and 'green space' is needed. Civic Spaces are unlikely to benefit biodiversity or climate change.</p> <p>Agree that better use should be made of open space, but existing areas name have limited potential. New open space to be created in the town.</p>	<p>spaces. It will be important to integrate a green infrastructure network throughout the town centre which links together the town's waterways, open spaces and biodiversity corridors.</p> <p>Further consideration to be given to distinguishing the different types of open space and the roles that they have.</p>
English Heritage	KCAAPIO183	Options 14 - Open Space	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a thorough understanding of the resource via characterisation and other supporting data.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity.
Worcestershire County Council	KCAAPIO268	Options 14 - Open Space	Open Space would fit better under Key Issues 9.	Further consideration to be given to the organisation and layout of the DPD.
British Waterways	KCAAPIO152	Options 14 - Open Space	A bridge across the canal provides potential for a new park in the woodland on Park Lane. BW supports the bridge concept. Need to make more of important connecting spaces like St. George's Park and BW would	Noted. Agreed - there is a widely shared view that there is a lack of public open space in the town centre. The green infrastructure network that links open spaces and waterways throughout the town must also be

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			appreciate linking towpaths to other open spaces.	developed. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO312	Options 14 - Open Space	<p>More public art and open space are needed and general greenery and softening.</p> <p>Bridge to Park Lane would be attractive and link to mixed-use site, making the canal side attractive.</p> <p>Like making Bull Ring into an open space but there is the problem of vehicle access into Church Street.</p>	Noted. There is a widely shared view that there is a lack of public open space in the town centre. In cases such as the Bull Ring and in front of the Town Hall, a detailed assessment would be required to explore any possible impact on traffic movement around the town. Further consideration to be given as part of detailed development.
Worcestershire Wildlife Trust	KCAAPIO33	Options 14 - Open Space	Strong support for the retention and expansion of public open space within the KCAAP area and better links between it and the wider countryside.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. The green infrastructure network that links these spaces throughout the town and to the wider countryside must also be developed. Further consideration to be given as part of detailed development.
Sport England	KCAAPIO53	Options 14 - Open Space	Agree with connecting to parks, but note that it may be appropriate to improve areas outside the KCAAP area. Other open space types (playing fields, allotments etc) also need to be considered.	Noted. Further consideration to be given as part of detailed development.
West Midlands	KCAAPIO105	Options 15 - Re-	Whichever options are selected they	Noted. Further consideration to be

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Regional Assembly		connecting with the waterways	will need to be in general conformity with published WMRSS policy QE9: The Water Environment.	given as part of detailed development.
Environment Agency	KCAAPIO345	Options 15 - Re- connecting with the waterways	The treatment of watercourses such as at Morrisons and Tesco is something we would like to see more of. A policy should be included to ensure the utilisation of watercourses.	Noted. Further consideration to be given as part of detailed development.
Natural England	KCAAPIO362	Options 15 - Re- connecting with the waterways	Would support limited development which delivers ecological enhancement, but would not support the wholesale development of watercourses. Instead we strongly recommend their enhancement as a linear open space, for recreation and biodiversity.	Noted. The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and restoration of habitats. These spaces must also be recognised for their biodiversity value and as part of a wider green infrastructure throughout the town.
English Heritage	KCAAPIO184	Options 15 - Re- connecting with the waterways	Historic environment is a key part of character and place identity and should inform these options. Realising this will be via a thorough understanding of the resource via characterisation and other supporting data.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity
Worcestershire County Council	KCAAPIO269	Options 15 - Re- connecting with the waterways	Waterways form part of the green infrastructure so why has it not been included under Key Issued 9. Agree that waterways should be better utilised, however, development of these and adjacent land must consider	Further consideration to be given to the organisation and layout of the DPD. Agreed the waterways must also be recognised for their biodiversity value and as part of a wider green

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			their biodiversity value. Where possible a biodiversity corridor should be enhanced.	infrastructure throughout the town. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO153	Options 15 - Re-connecting with the waterways	BW considers that the canal within Kidderminster is an under-utilised asset.	Noted and agreed.
British Waterways	KCAAPIO154	Options 15 - Re-connecting with the waterways	BW is working with the Environment Agency to improve the quality of the canal water. BW is unable to fund this work above the state agreed model unless external funding is found.	Noted. Need to explore the possibilities for securing additional funding for this work. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO155	Options 15 - Re-connecting with the waterways	New waterside destinations and attractions are needed to encourage more tourism, including facilities for recreational opportunities. The natural and historic environment needs to be protected and improved to create a sense of place. Waterside destinations need to be linked.	Noted. Agreed - the regeneration of the town's canals could have an important role in attracting visitors to the town. The development of waterside destinations, attractions and boating facilities would only add to the appeal of these areas. New development must complement the town's heritage and help create a sense of place and identity. Further consideration to be given as part of detailed development.
Herefordshire & Worcestershire Earth Heritage Trust	KCAAPIO220	Options 15 - Re-connecting with the waterways	Support	Support is welcomed.
Kidderminster Civic Society	KCAAPIO313	Options 15 - Re-connecting with the waterways	Yes to all 3 points.	Noted.

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Worcestershire Wildlife Trust	KCAAPIO34	Options 15 - Re- connecting with the waterways	Strong support for the utilisation of the waterways in the town. However, tensions between public use and potential wildlife value need to be carefully considered. Sensitive river restoration and the biodiversity corridor should be a prerequisite of all riverside developments	Noted. Agreed - The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and the restoration of habitats.
Wyre Forest District Council	KCAAPIO74	Options 15 - Re- connecting with the waterways	Development of water side walk/cycle paths, for leisure and access to employment/facilities, connected to a wider walking and cycling infrastructure.	Noted. Agreed - further consideration to be given as part of detailed development. In particular, the redevelopment of the former British Sugar site provides an opportunity for the canal to act as a direct walk/cycle path to the area from Kidderminster and Stourport.
Wyre Forest District Council	KCAAPIO45	Options 15 - Re- connecting with the waterways	States that a lot of redevelopment is alongside the waterways and the celebration of these features is good. However, the importance of wildlife being able to travel through Kidderminster has to be considered. Natural areas should be left when developments are against a water body to allow for a continued wildlife corridor.	Noted. The regeneration approach is very much about striking an appropriate balance between urban and natural regeneration and restoration of habitats. These spaces must also be recognised for their biodiversity value and as part of a wider green infrastructure throughout the town.
Shaylor Construction Ltd	KCAAPIO61	Options 15 - Re- connecting with the waterways	Promotion of Kidderminster's waterways are supported, especially the linkage that could be created from Weavers Wharf to the southern area of	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised. Further consideration to be given as part of detailed

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			the town centre.	development and business planning. British Waterways are fully supportive of this option.
Shaylor Construction Ltd	KCAAPIO62	Options 15 - Re- connecting with the waterways	Promotion of Kidderminster's waterways are supported, especially the linkage that could be created from Weavers Wharf to the southern area of the town centre.	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of this option.
Shaylor Construction Ltd	KCAAPIO63	Options 15 - Re- connecting with the waterways	Promotion of Kidderminster's waterways are supported, especially the linkage that could be created from Weavers Wharf to the southern area of the town centre.	Noted. Agreed - the canal is a great asset for the town and needs to be more utilised. Further consideration to be given as part of detailed development and business planning. British Waterways are fully supportive of this option.
Kidderminster Property Investments	KCAAPIO199	Options 15 - Re- connecting with the waterways	The waterways could be utilised, but consideration must be given to how this will be achieved and to make sure that it is not to the detriment of the regeneration of the key sites identified. While there is opportunity to make better use of areas adjacent to watersides, it should be subject to the overall viability of the site in question.	Developments adjacent to the canal would benefit from incorporating improvements to it. This will help to enhance their marketability.
Prigg Liz	KCAAPIO21	Options 15 - Re- connecting with the	Thinks the canals could be a lovely feature, although believes that	Noted. Agreed - the canal is a great asset for the town and could be

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		waterways	currently people's experiences of them are not good. It is felt that the development of a marina and utilising this feature is a commendable idea. Supports any action by the Council to lobby British Waterways and local supermarkets to take responsibility for the canals.	utilised more fully. Further consideration to be given as part of detailed development and business planning.
Centro- WMPTA	KCAAPIO43	Managing Travel Demand and Promoting Sustainable Modes (General)	Centro would welcome continued involvement in Wyre Forest District Local Development Framework in order to ensure that policies and proposals promote sustainable transport within the West Midlands and the wider area.	Noted. Centro will continue to be consulted on appropriate LDF documents, as well as the Kidderminster Regeneration Prospectus.
Worcestershire County Council	KCAAPIO270	Managing Travel Demand and Promoting Sustainable Modes - Key Issues 6	Bus priority measures and improved public transport links may reduce car dependency and combat congestion and the AQM issues. Parking policies and charges will affect how attractive bus services are compared to cars.	Noted. Further consideration, working with Worcestershire County Council, to be given as part of detailed development and business planning.
Worcestershire County Council	KCAAPIO328	Managing Travel Demand and Promoting Sustainable Modes - Key Issues 6	A full multi-modal study of the Kidderminster area is needed - will enable all development proposals to be evaluated in terms of their impact on transport network. Kidderminster Passenger Transport Study - aims to inform future passenger transport investment across	Noted. Agree that a multi-modal study of Kidderminster is needed, this would help to inform the future development in the town in respect of transport issues. Further consideration to be given to joint working with Worcestershire County Council, as part of detailed development and business planning.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			the town centre. Will inform of optimum location and quality of infrastructure and recommend measures to ensure high levels of accessibility and promote commercial viability.	
Centro- WMPTA	KCAPIO41	Managing Travel Demand and Promoting Sustainable Modes - Key Issues 6	<p>A high quality public transport network can assist in sustainable economic growth and regeneration, whilst also ensuring that the West Midlands transport sector contributes to the wider challenges including reducing climate-changing emissions.</p> <p>In all three documents, cross boundary issues should be given further consideration and all should make reference to Centro's Draft '<i>West Midlands Rail Vision: Network Development Strategy</i>' proposals for connecting the Severn Valley Railway line to the national network.</p> <p>Centro also supports a new bus station in Kidderminster in principle, but would like to ensure it is effectively connected with both the rail station and the wider public transport network. The footpath system should be seen as an important element of the public transport system and designed to be as direct, safe,</p>	Noted. Agree - Further consideration to be given as part of detailed development and business planning.

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			easy and convenient to use as possible. It should also connect well with the key development opportunities and new town centre districts, as proposed in the ' <i>Connecting Kidderminster - Regeneration prospectus</i> '.	
Environment Agency	KCAAPIO346	Question 7 - The Ring Road	The subway at Mill Streets acts as a flow conveyance route during extreme flooding events from the River Stour. The impact of filling this in must be considered.	Noted. This is important information.
British Waterways	KCAAPIO142	Question 7 - The Ring Road	Canal could be sign posted as a key crossing over the ring road and opened up with access ways. If ring road is slowed it could cause congestion and possibly deter visitors - this would need to be managed	Noted. Agreed - the canal network has an important role in providing key pedestrian linkages into and around the town centre. In regard to the ring road, detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO314	Question 7 - The Ring Road	Undoubtedly - the subways are one of Kidderminster's worst and disliked features.	Noted.
Wyre Forest Friends of the Earth	KCAAPIO46	Question 7 - The Ring Road	Recommends that bridges are used to cross the ring road in place of subways. These bridges should be attractively designed and would provide good views of the surrounding	Noted. Further consideration to be given as part of detailed development and business planning.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			area.	
Centro- WMPTA	KCAAPIO44	Question 7 - The Ring Road	Support the removal of all subways, and in particular the Comberton Hill island.	Noted. Agree - further consideration to be given as part of detailed development and business planning.
Angell Mr G	KCAAPIO4	Question 7 - The Ring Road	Supports the removal of subways and their replacement with ground-level crossings to provide a more welcoming approach to the town centre.	Noted. Further consideration to be given as part of detailed development.
Shaw Mr A	KCAAPIO3	Question 7 - The Ring Road	Is concerned that pedestrian crossings across the ring road would cause congestion and could lead to accidents.	Noted. Detailed designs would require further investigation and research to assess the impact of any proposals on traffic flows and congestion.
West Midlands Regional Assembly	KCAAPIO106	Options 16 - Ring Road	This option raises no regional conformity issues.	Noted.
Kidderminster Civic Society	KCAAPIO315	Options 16 - Ring Road	Bridges where possible, otherwise surface crossings. Bridge design is important - wide long structures that don't look like bridges are best.	Noted. Detailed designs would require further investigation. Further consideration to be given as part of detailed development.
Wyre Forest Friends of the Earth	KCAAPIO47	Options 16 - Ring Road	Recommends that bridges are used to cross the ring road in place of subways. These bridges should be attractively designed and would provide good views of the surrounding area.	Noted. Further consideration to be given as part of detailed development and business planning.
KPI and Asda Stores Ltd	KCAAPIO16	Options 16 - Ring Road	Is in support of surface level crossings across the ring road. The improvement of subways and construction of bridges is an alternative, but priority should be	Noted. Further consideration to be given as part of detailed development and business planning.

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			surface level crossings.	
Angell Mr G	KCAAPIO5	Options 16 - Ring Road	Supports the removal of subways as they are considered to be a threat to public safety and well being.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO107	Options 17 - Movements Around Town	Any options selected would need to be in conformity with the transport section of the WMRSS revision and emerging policy SR4 Improving air quality for sensitive ecosystems.	Noted. Further consideration to be given as part of detailed development.
Advantage West Midlands	KCAAPIO237	Options 17 - Movements Around Town	Providing safe and attractive linkages to key destinations will be very important, with the green infrastructure encouraged wherever possible.	Noted. Agreed. The green infrastructure network linking to the town and out to the wider area needs to be developed. Further consideration to be given as part of detailed development.
Natural England	KCAAPIO363	Options 17 - Movements Around Town	Support improved pedestrian and public transport connections - recommend that they are integrated into the green infrastructure where possible.	Noted. Agreed - a green infrastructure network, and in particular utilising the canal network, could provide pedestrian and cycle connections throughout the town and out to the wider area.
Worcestershire County Council	KCAAPIO273	Options 17 - Movements Around Town	Improved infrastructure and bus priority measures will encourage operates to extend services to town centre and the rail station, reinforcing the importance of a Kidderminster Interchange,	Noted. Agreed - Further consideration to be given as part of detailed development and business planning.
Worcestershire County Council	KCAAPIO329	Options 17 - Movements Around Town	There is a need to provide traffic signals at junction of Comberton Road and the station forecourt. WCC is proposing to upgrade the station	Noted. Agreed. WFDC to continue working with the County Council on this matter.

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			<p>access from a 'give way' layout to one controlled by traffic lights. Technical work has established a design and cost.</p> <p>This will allow easier bus access to the station and benefit the local community by reducing congestion, improving accessibility and creating a high quality gateway to the town.</p>	
British Waterways	KCAAPIO223	Options 17 - Movements Around Town	British Waterways would welcome the development of cycle routes as well as a pedestrian route to the Severn Valley Railway from various points within Kidderminster.	Noted. Promoting sustainable modes of transport and improving pedestrian and cyclist accessibility around the town is a key issue for the KCAAP. Further consideration to be given as part of detailed development and business planning.
British Waterways	KCAAPIO156	Options 17 - Movements Around Town	British Waterways is able to advise on design and layout of schemes adjacent to the water corridor though examples of successful schemes which may improve upon the Round Hill Wharf.	Noted. Further consideration to be given to joint working as part of detailed development.
Kidderminster Civic Society	KCAAPIO316	Options 17 - Movements Around Town	<p>Suggest a tram link between railway station and town centre.</p> <p>Agree that bus station and bus accessibility needs improving and station isn't in the right place.</p>	Noted. Further consideration to be given as part of detailed development.
Wyre Forest District Council	KCAAPIO75	Options 17 - Movements Around Town AND	Improve access to railway station for pedestrians and cyclists. A cycle and	Noted. Agreed - improving the pedestrian/cycle access into and

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
		Options 18 - Space for Pedestrians	<p>pedestrian path from station to town is needed.</p> <p>More attractive and well signposted pedestrian routes needed as well as dedicated cycle lanes to encourage more people to walk/cycle.</p>	<p>around the town, and in particular the link between the town centre and the station, is a key regeneration aspiration. Improved signposting would only help to achieve this. Further consideration to be given as part of detailed development.</p>
Angell Mr G	KCAAPIO7	Options 17 - Movements Around Town	<p>Supports the idea of a transport interchanges at the existing railway station, although would like to see a signalised junction entrance from Comberton Hill.</p> <p>Unhappy with current bus station facilities and suggests that it may have annexed some of Tesco's parking provision. Believes car access to Tesco should have been nearer the petrol station. Asks why a bus station could not have been integrated into the Morrison's car park area.</p> <p>Suggests Coventry Street as a bus lane. Calls for increased signage.</p>	<p>Noted. Agree that the bus station and accessibility issues warrant further consideration, working with Worcestershire County Council as part of detailed development and business planning.</p> <p>Worcestershire County Council is currently exploring a scheme for a signalised junction at the station entrance on Comberton Hill.</p>
Butler Mr G	KCAAPIO226	Options 17 - Movements Around Town	<p>Move the bus station to the college car park, with buses entering opposite Tesco and exiting by the new toilet block. Existing car park can be located to the bus station and used for Piano Building.</p>	<p>Noted. Agree that the bus station and accessibility issues warrant further consideration, working with Worcestershire County Council as part of detailed development and business planning.</p>

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Worcestershire County Council	KCAAPIO274	Question 8 - Pedestrian- Vehicle Conflict	Better public transport including bus priority measures, improved service, and park & ride will promote increased bus use and reduce car dependency. Car parking policies should discourage long term parking in the town centre.	Noted. Agreed - Further consideration to be given as part of detailed development and business planning.
British Waterways	KCAAPIO143	Question 8 - Pedestrian- Vehicle Conflict	Dominance of the car could be reduced by opening up pedestrian and cycle ways making them more visible.	Noted. Agreed - Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO317	Question 8 - Pedestrian- Vehicle Conflict	<p>Unless much public money is injected it is unlikely that there will be sufficient public transport. While use of cars can be discouraged, realities need to be recognised.</p> <p>Where we are trying to attract out-of-town shoppers to Kidderminster - we are not strong enough to have a park & ride scheme.</p> <p>Town centre workers may need parking.</p>	Noted. The regeneration approach is very much about taking a comprehensive look at the regeneration opportunities including transport infrastructure. These issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.
Wyre Forest Friends of the Earth	KCAAPIO48	Question 8 - Pedestrian- Vehicle Conflict	<p>Measures to reduce the dominance of the car in the town centre:</p> <ul style="list-style-type: none"> • Shared areas • 20mph speed limit • signalised crossings • fill in subways - replace with 	Noted. Further consideration to be given as part of detailed development and business planning, in partnership with Worcestershire County Council's Transport Section

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			bridges	
Hillcrest Residents Association	KCAAPIO230	Question 8 - Pedestrian- Vehicle Conflict	Lower speed limits and enforcing them would reduce need for traffic calming and cycle lanes if traffic was slower. Reduced speed limit in shopping areas such as Crossley Retail park - if it is 20mph at schools then it should be in these areas.	Noted. This is a detailed transport matter that is perhaps beyond the scope of the KCAAP. Your comments have been forwarded to the Transport section of Worcestershire County Council.
Angell Mr G	KCAAPIO6	Question 8 - Pedestrian- Vehicle Conflict	Supports the increase in provision of green spaces and the reduction of space allocated to car parking.	Noted. There is a widely shared view that there is a lack of public open space in the town centre. Further consideration to be given as part of detailed development.
Butler Mr G	KCAAPIO225	Question 8 - Pedestrian- Vehicle Conflict	A new multi-storey car park with access from the ring-road, spiralling down to Morrisons car park. Footbridge from car park, across ring road, leading to the Harriers ground. Operate car park so that people pay when they leave with hourly charges reducing the longer you stay to encourage visitors to stay longer and worry free.	Noted. This proposal is indeed an interesting one, although it is a complicated suggestion. However, the option of a multi-storey car park in the town, and its method of operation, is something that may need to be explored to help contribute to parking capacity and increase visitor numbers to Kidderminster and encouraging them to stay longer. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO108	Options 18 - Space for Pedestrians	This is a question rather than an option. Any options selected would need to be in conformity with the transport section of the WMRSS.	Noted. Further consideration to be given as part of detailed development.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Natural England	KCAAPIO364	Options 18 - Space for Pedestrians	These options have all worked elsewhere and should do the same in Kidderminster.	Noted.
British Waterways	KCAAPIO157	Options 18 - Space for Pedestrians	BW support the use of Sustrans standard and government cycleway standards for pedestrian and cycle routes.	Noted.
British Waterways	KCAAPIO158	Options 18 - Space for Pedestrians	BW welcome the use of the towpath as a cycle route linked to key destinations and within high footfall areas and out of town locations.	Noted. The canal network provides an important pedestrian and cycle route through the town, linking it to the former British Sugar site and to Stourport. The use of the canal as an important link route should be promoted, aided by improving the links on to the canal itself.
West Midlands Regional Assembly	KCAAPIO109	Options 19 - Air Quality Management	Any options selected would need to be in conformity with the transport section of the WMRSS, and emerging WMRSS Policy SR4, and published WMRSS policy QE4 Part C and paras. 8.45 and 8.46.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO318	Options 19 - Air Quality Management	A new road is the best option.	Noted.
KPI and Asda Stores Ltd	KCAAPIO17	Options 19 - Air Quality Management	Supports the construction of a Blackwell Street bypass as part of the Churchfields redevelopment as it would improve traffic flow and environmental conditions in the local area. Alternative arrangements for Blackwell Street in the wake of a bypass would need to be	Noted. The KCAAP does highlight the possibility of a new road connection in the vicinity of the Horsefair. However, care will need to be taken to strike the right balance between relieving congestion at key bottlenecks such as Blackwell Street

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			properly assessed.	and not creating barriers elsewhere. Agree that these issues warrant further consideration, working with Worcestershire County Council, as part of detailed development and business planning.
Kidderminster Property Investments	KCAAPIO200	Options 19 - Air Quality Management	<p>It is appreciated that traffic in and around the Horsefair and Blackwell Street needs to be carefully examined and pedestrian and cycle routes improved. Air quality management also needs to be addressed.</p> <p>It is not considered appropriate to draw any firm conclusions on these matters until further investigation into infrastructure changes in this area has been done.</p>	Noted. Detailed designs would require further investigation and research, in partnership with Worcester County Council, to assess the impact of any proposals on traffic flows and congestion.
English Heritage	KCAAPIO185	Historic Environment, Culture and Tourism - General	A positive and proactive approach to the historic environment should be adopted in terms of its contribution to character, distinctiveness, regeneration and renewal of the town centre.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO222	Historic Environment, Culture and Tourism - General	Suggests that Kidderminster Town Centre should be developed as a visitor destination with sustainable transport links to attractions via bus and cycle access to the rail station.	Noted. Agreed - Kidderminster has great potential to capitalise on the significant numbers of tourists who already come to the District to visit such attractions as the SVR and the

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>Suggests the re-organisation of the Safari Park so that visitors do not have to bring a car coupled with the development of a hotel in the town centre with a priority bus link to the Safari Park. With sufficient planning and organisation Kidderminster could be marketed as a sustainable destination.</p> <p>Supports the softening of the ring road and the opening up of the canal as a sustainable transport route.</p>	<p>Safari Park. Improved public transport and pedestrian links between the town centre and the train station is key to achieving this. The development of a hotel in the town centre is vital to attracting visitors for longer stays.</p> <p>Detailed discussions with partners would be needed to explore the possibility of bus links to the Safari Park and other attractions around the District. Further consideration to be given as part of detailed development and business planning.</p>
The Theatres Trust	KCAAPIO79	Historic Environment, Culture and Tourism - General	Concerned that the Core Strategy has numerous mentions of a Cultural Quarter in the town centre but there is no reference to it in the KCAAP document.	Noted. The cultural opportunities for Kidderminster should receive greater mention in the KCAAP so that it is in line with the Core Strategy.
Worcestershire County Council	KCAAPIO277	Historic Environment, Culture and Tourism - Key Issues 7	<p>Key Issue 7, bullet point 2 - include 'other archaeological sites and historic buildings recorded on the County Historic Environment Record.</p> <p>Consideration needs to be taken of historic character as defined in the Central Marches Historic Towns Survey.</p>	Noted. Further consideration to be given as part of detailed development.
Council for	KCAAPIO42	Historic Environment,	The second bullet point needs to say	Noted.

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British Archaeology West Midlands		Culture and Tourism - Key Issues 7	Scheduled Ancient Monuments and other archaeological remains and Locally Listed Buildings and other historic buildings	
West Midlands Safari Park	KCAAPIO23	Historic Environment, Culture and Tourism - Key Issues 7	In support of the documents' aim to encourage new tourism opportunities in the town centre. However, believes reference should be made to encouraging tourism in the district generally. Increasing visitors to the WMSLP and other major attractions is likely to increase the number of people visiting neighbouring towns.	Noted. Agree - this should be considered under the wider LDF remit, in particular, the Core Strategy.
West Midlands Regional Assembly	KCAAPIO110	Options 20 - Conservation Areas	Not a matter for regional conformity but any options selected would need to be in conformity with the published WMRSS policy QE5.	Noted. Further consideration to be given as part of detailed development.
English Heritage	KCAAPIO186	Options 20 - Conservation Areas	Additional information is needed on the historic environment resource of the whole AAP area and the accompanying policy response. Up to date appraisals and management plans of conservation areas should form part on the evidence base. An urban characterisation study would be to information new conservation areas and/or extensions to existing areas.	Agreed. Further additional work will be undertaken on this aspect of the evidence base in consultation with the Council's Conservation Officer.
British Waterways	KCAAPIO159	Options 20 - Conservation Areas	British Waterways supports the designation of the Staffordshire and Worcestershire Canal within the AAP	Noted.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			and welcomes its enhancement.	
Kidderminster Civic Society	KCAAPIO319	Options 20 - Conservation Areas	Green St to be added as a conservation area.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO111	Options 21 - Heritage	This is a question rather than an option and not a matter for regional conformity.	Noted.
English Heritage	KCAAPIO187	Options 21 - Heritage	A study of historic environment to stimulate interest in the area's heritage and how best it can be enjoyed. Utilise and enhance the management of surviving historic resources instead of relying on public art.	Noted. The recognition of the town's heritage and the enhancement of the historic environment is important in creating a sense of place and identity. Public art would only enhance the character of the area and further reinforce this sense of place and identity. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO279	Options 21 - Heritage	Option should be extended to include Anglo-Saxon and medieval history and archaeology.	Noted. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO160	Options 21 - Heritage	British Waterways welcomes measure to enhance and celebrate the canal and its related industrial heritage.	Noted.
Kidderminster Civic Society	KCAAPIO320	Options 21 - Heritage	Town doesn't celebrate its heritage as much as it should, but carpet museum should help. Public art could help.	Noted.
Natural England	KCAAPIO365	Question 9 - Tourism	Logical that more hotels would enable visitors to stay longer - but would not attract visitors in their own right. Making the town centre more attractive	Noted. A more attractive town centre will help to attract visitors, particularly those who already visit the District to go to some of the existing popular

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			would draw visitors. The enhancement of the canal and river as attractions should be an integral part of this.	destinations such as the SVR and the Safari Park, but who do not visit Kidderminster itself. The enhancement of the waterways is a major part of the town's enhancement, and has significant potential to attract visitors in its own right.
British Waterways	KCAAPIO144	Question 9 - Tourism	This depends on accessibility and desirability - if there is a reason to visit then local hostelrys will enable people to spend more time in the locality. There would need to be addition park and/or promotion of the railway along with local car/cycle hire.	Noted. Agreed - the improvement of the 'evening economy' is crucial for attracting and retaining visitors to the town. Furthermore, a new Carpet Museum is in development which will complement the town's existing attractions. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO321	Question 9 - Tourism	Yes.	Noted.
West Midlands Safari Park	KCAAPIO24	Question 9 - Tourism	There should be recognition that hotel development is acceptable in areas outside the KCAAP area, and specifically, the WMSLP. Believes that DCLG guidance suggests that the application of the sequential test as required by PPS6 may not be appropriate in all cases relating to a hotel.	Noted. However, this would not be in general conformity with the emerging RSS.
West Midlands	KCAAPIO112	Options 22 - Tourism	Hotel development - This option would	Noted. Further consideration to be

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Regional Assembly			be in general conformity with published WMRSS policy UR3 part iv. Other facilities - This is a question rather than an option, however any policy developed would need to be in conformity with published WMRSS policy PA10.	given as part of detailed development.
Natural England	KCAAPIO366	Options 22 - Tourism	Logical that more hotels would enable visitors to stay longer - but would not attract visitors in their own right. Making the town centre more attractive would draw visitors. The enhancement of the canal and river as attractions should be an integral part of this.	Noted. A more attractive town centre will help to attract visitors, particularly those who already visit the District to go to some of the existing popular destinations such as the SVR and the Safari Park, but who do not visit Kidderminster itself. The enhancement of the waterways is a major part of the town's enhancement, and has significant potential to attract visitors in its own right.
English Heritage	KCAAPIO188	Options 22 - Tourism	Proposals for a new hotel would need to be carefully appraised for its potential impact on the character of the town, particularly in historic places.	Noted. Agreed - any new developments must be implemented in a way that is sympathetic to the existing character of the town and the historic environment. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO161	Options 22 - Tourism	Please see question 15	Noted
Kidderminster	KCAAPIO322	Options 22 - Tourism	Town centre is suitable for a hotel.	Noted.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Civic Society			Other facilities should be a carpet museum, TIC, greater evening economy etc.	
KPI and Asda Stores Ltd	KCAAPIO18	Options 22 - Tourism	Supports the KCAAP as a suitable location for a new hotel development	Noted. No further action required.
Shaylor Construction Ltd	KCAAPIO64	Options 22 - Tourism	A potential new hotel development in Kidderminster is supported and is considered to be a viable way of attracting more visitors and encouraging longer visits.	Noted. Agreed - Further consideration to be given as part of detailed development and business planning.
Hillcrest Residents Association	KCAAPIO231	Development and Environmental Sustainability - General	Expresses appreciation of the recycling facility on Stourport Road. Questions the 'greenness' of having to drive to the facility in order take green waste, instead of it being collected.	Noted. This is a detailed refuse matter that is beyond the scope of the Local Development Framework. Comments have been forwarded to the Environmental Services section.
Environment Agency	KCAAPIO347	Development and Environmental Sustainability - Key Issues 8	We support all aspects.	Noted.
Worcestershire County Council	KCAAPIO282	Development and Environmental Sustainability - Key Issues 8	Key Issue 8 should also address sustainable design more clearly. A section on the need for on-site renewables and site waste management plans could be included. Any strategy which addresses climate change, flood risk etc, must also address biodiversity and green infrastructure.	Noted. Further consideration to be given as part of detailed development.
West Midlands	KCAAPIO113	Options 23 - Climate	Support for sustainable buildings? -	Noted. Further consideration to be

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Regional Assembly		Change	would be in conformity with the emerging WMRSS policy SR1 and with emerging WMRSS policy SR3 if the targets as set out in SR3 were met. More developments like Morrisons? - question rather than an option, however any policy developed would need to be in conformity with the targets as set out in the emerging WMRSS policy SR3.	given as part of detailed development.
Environment Agency	KCAAPIO348	Options 23 - Climate Change	Strongly support the policy towards BREEAM and the Code for Sustainable Homes and recommend that town centre developments are built to excellent sustainability standards.	Noted. Further consideration to be given as part of detailed development.
Natural England	KCAAPIO367	Options 23 - Climate Change	Support the policy toward sustainable development and its support for Code for Sustainable Homes and BREEAM. More development in town should be built to excellent sustainability standards.	Noted.
Worcestershire County Council	KCAAPIO283	Options 23 - Climate Change	Support for Code for Sustainable Homes, BREEAM and SUDS as long as it is in line with national targets set out in the WMRSS.	Noted.
Kidderminster Civic Society	KCAAPIO323	Options 23 - Climate Change	Yes	Noted.
Worcestershire	KCAAPIO35	Options 23 - Climate	Welcome the strong support given to	Noted. Agree - further consideration

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
Wildlife Trust		Change	the Code for Sustainable Homes and the BREEAM assessment. The council should take the lead in promoting ever high standards. Green building technologies that deliver biodiversity and environmental enhancement should be the preferred option for all new development.	to be given as part of detailed development and business planning.
Wyre Forest District Council	KCAAPIO76	Options 23 - Climate Change	Sustainable building standards should be required, not just encouraged. Best practice examples such as Morrisons should be the norm.	Noted. Further consideration to be given as part of detailed development.
Hillcrest Residents Association	KCAAPIO232	Options 23 - Climate Change	Justified to look for provision in new developments but installations are most cost effective when they are bigger rather than smaller. Solar panels do work when enough people are using, but we don't have a culture of community supply. CHP is most effective when demands of electricity and steam/heat are in balance. The River Severn is a tremendous source of heat if we were to apply heat pumps of a grand scale.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO115	Options 24 - Flood Risk	If all of these options were further developed in to policy then they would be in generally conformity with would be in emerging WMRSS Policy SR1 part C iii and Policy SR2 Part G and	Noted.

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			paragraphs 8.42 -8.44 in the published WMRSS.	
Environment Agency	KCAAPIO349	Options 24 - Flood Risk	<p>Support focusing residential development outside flood zones 2 and 3. Commercial development is less vulnerable and may be more acceptable.</p> <p>Support the requirement for SUDS. Flood attenuation and storage should be promoted within a development site. Contributions for off site measures may be required.</p>	Noted. It is crucial that inappropriate development within flood zones is avoided. Further consideration to be given to flood mitigation measures, in partnership with the Environment Agency, as part of detailed development and implementation of specific sites.
Natural England	KCAAPIO368	Options 24 - Flood Risk	<p>All developments should be built in line with PPS25 guidance. Where off-site flood storage and SUDS are delivered, they should be soft-engineering to benefit amenity and biodiversity. Where possible they should be integrated with waterways and wetlands.</p> <p>Where development densities are reduced we advocate the creation of open space, delivered within a green infrastructure network.</p>	Further consideration to be given to flood mitigation and prevention measures, working in with Natural England and the Environment Agency, as part of detailed development & implementation of specific sites.
Worcestershire County Council	KCAAPIO284	Options 24 - Flood Risk	<p>Would not support residential development within the flood zone. Would support reduced development</p>	Noted. Further consideration to be given as part of detailed development and business planning. The Council will work in partnership with the

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>densities in flood prone areas.</p> <p>Would support requirement to provide off-site compensatory flood storage capacity and the provision and enhancement of the green infrastructure.</p>	<p>Environment Agency to ensure that inappropriate development in flood zones is avoided.</p>
British Waterways	KCAAPIO162	Options 24 - Flood Risk	<p>SFRA stage 2 flood plain maps do not include the impact of BW canals, therefore, the allocation of canal side development should not be limited by the application of these maps.</p> <p>BW supports SUDS in principle, but would like the Core Strategy to be more definitive on their long term maintenance and performance. Concerned about potential flood risk if LA or sewerage undertaker does not adopt SUDS.</p> <p>There may be opportunities for better water management and flood control, including the creation of new weirs.</p>	<p>Noted. Further consideration to be given as part of detailed development. Further work to be undertaken in partnership with the Environment Agency and BW to assess flood risk and mitigation measures for individual sites, as well as appropriate land uses.</p>
Worcestershire Wildlife Trust	KCAAPIO36	Options 24 - Flood Risk	<p>Residential development (and indeed all development) should be focused outside of the flood zone. Would support a reduction in development density in areas liable to flood and would urge the following of guidance</p>	<p>Noted. Further consideration to be given as part of detailed development. Further work to be undertaken in partnership with the Environment Agency to assess flood risk and mitigation measures for</p>

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			from the Environment Agency. Compensatory flood storage should be a last resort and development that leads to a loss of flood storage capacity should be resisted.	individual sites, as well as appropriate land uses.
Wyre Forest District Council	KCAAPI078	Options 24 - Flood Risk	<p>Flood resistance and resilience measures should be incorporated where ever possible, not only for the potential development site, but also in and around the area to reduce risk to others.</p> <p>When considering any flood zone (zones 2,3,3a) developments, thought should be given to whether the intended use is appropriate, i.e. is it vulnerable. Developers should incorporate integrated flood relief or reduction schemes.</p> <p>It is important that any future developments do not exacerbate any existing problems.</p> <p>Where possible developer contributions should be sought to enhance existing drainage network capacity.</p>	Noted. It is important to avoid any inappropriate development within flood zones. WFDC has commissioned consultants to undertake a Strategic Flood Risk Assessment which will help to inform policies by assessing sites in the town centre which are at risk. Further work to be undertaken in partnership with the Environment Agency to assess flood risk and mitigation measures for individual sites. Further consideration to be given as part of detailed development.
English Heritage	KCAAPI0189	Providing a Green Infrastructure Network -	The need for the Green Infrastructure Study to include consideration of the	Noted. Further consideration to be given as part of detailed

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		General	historic environment is considered as an integral part of the approach.	development.
Worcestershire Wildlife Trust	KCAAPIO37	Providing a Green Infrastructure Network - General	Providing a strong Green Infrastructure Network through the town must be a fundamental part of this document.	Noted Agreed - The green infrastructure network linking public open spaces and biodiversity habitats both throughout the town and out to the wider countryside needs to be developed. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO114	Options 25 - Green Infrastructure	These are questions rather than options and very specific therefore they can not easily be judged against the WMRSS. any policy developed should be in accordance with the WMRSS and in particular published WMRSS Policy QE4 and emerging WMRSS policy SR2 part E.	Noted. Further consideration to be given as part of detailed development.
Environment Agency	KCAAPIO350	Options 25 - Green Infrastructure	We support more green open space with the use of green infrastructure.	Noted.
Natural England	KCAAPIO369	Options 25 - Green Infrastructure	Advocate increasing access to good quality green space within the town centre. Welcome the inclusion of the sites named, but recommend that any other opportunities are taken. The reduction of densities in floodplains	Noted. There is a widely shared view that there is insufficient open space in the town centre. The redevelopment of brownfield land provides opportunities for creation of additional open space and biodiversity corridors as part of a wider green

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Organisation/ Respondent	Response Reference	Document Reference	Summary of Comment	Director of Planning and Regulatory Services Response
			<p>may provide opportunities.</p> <p>Recommend the enhancement of the canal and river as green space. All open space should be strategically considered and delivered in the context of green infrastructure.</p>	<p>infrastructure, including the areas around waterways. Land left for flood plains on redeveloped sites provide significant possibilities for implementing this.</p>
Worcestershire County Council	KCAAPIO286	Options 25 - Green Infrastructure	<p>There is an overlap in interest between the natural and historic environment in creating green spaces. This can significantly add to the interest and attraction of a designated area.</p>	Noted.
British Waterways	KCAAPIO163	Options 25 - Green Infrastructure	<p>The waterways must be integrated with the rest of town via opening vistas and creating new access routes.</p> <p>Pedestrian and cycle routes and canal crossings should have their viability and environmental impact assessed.</p>	<p>Noted. Further consideration to be given as part of detailed development. The canal is an important asset and a key pedestrian route through the middle of the town. There appear to good opportunities to create new access points onto the canal that can provide important links to different areas of the town.</p>
Kidderminster Civic Society	KCAAPIO324	Options 25 - Green Infrastructure	Yes to all.	Noted.
Worcestershire Wildlife Trust	KCAAPIO38	Options 25 - Green Infrastructure	<p>The town would benefit from having more access to open space and particularly biodiverse green space. Soft landscaping and trees can also contribute much to the urban environment.</p>	<p>Noted. Agreed - There is a widely shared view that there is a lack of public open space in the town centre. However, these spaces must also be recognised for their biodiversity value and as part of a wider green</p>

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				infrastructure throughout the town. Further consideration to be given as part of detailed development.
Wyre Forest District Council	KCAAPIO77	Options 25 - Green Infrastructure	Greater access to green open space would have many benefits.	Noted. Agreed.
Environment Agency	KCAAPIO351	Site Appraisals - General	Part of canal corridor is in flood zone 3 - development in these areas should be subject to the sequential and exception tests in line with PPS25. Ten of these areas are within a SPZ2 and Green Street is in an SPZ1. Strict conditions will be needed to ensure appropriate remediation to protect the public water supply. Acceptability of the proposals will also depend on proposed land use.	Noted. Agreed. Further consideration to be given to joint working with the Environment Agency as part of detailed development & implementation of specific sites.
Worcestershire County Council	KCAAPIO287	Site Appraisals - General	The ecological value of potential redevelopment sites must be determined - this will inform mitigation and green infrastructure measures. (Attached diagram from the Worcestershire Habitat Inventory - not attached?)	Noted. Agreed - further consideration to be given as part of detailed development
Worcestershire Wildlife Trust	KCAAPIO39	Site Appraisals - General	All identified redevelopment sites have the potential to deliver an element of a town wide green infrastructure. The Council is urged to consider the position of each site in a Green	Noted. Further consideration to be given as part of detailed development and business planning.

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			Infrastructure framework for the town. Pleased to note comments regarding green technology and public parks.	
West Midlands Regional Assembly	KCAAPIO116	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	These options would generally accord with the WMRSS in particular published policies UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO288	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	Bus station is ideally located for the timber yard; a connecting bridge would be of real benefit. Developer contributions should be sought for town centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO164	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	British Waterways would support the options that are assessed a promoting the greatest access and use of the waterway. This may involve the assessment of the funding of the development through 106 and CIL processes. The canal could form the transport link.	Noted. Agreed - a mix of uses, promoting activity at all times of day throughout the year, is essential for the vitality and viability of an area.
Shaw Mrs J	KCAAPIO2	Site 1 - Canal Corridor Area (North) Morgan's Timber Yard and Rock Works	Is concerned about the loss of disabled parking spaces due to the development work taking place in Weavers Wharf. Wants to know what provision is being made available in the meantime.	Noted. However, this issue is too specific and short-term to be considered as apart of the KCAAP. Your comment will be forwarded to the Town Centre Manager for their information.
Smith Mrs J	KCAAPIO66	Site 1 - Canal Corridor	Rock Works, Park Lane - Could have	Noted. Detailed study must be

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		Area (North) Morgan's Timber Yard and Rock Works	underground parking if nearby tree area is to be gardens. Could be partly used as a TIC, craft/leisure complex with art gallery and cafe. Maybe a training centre for people with learning difficulties.	completed to find the most appropriate and viable use for this building . Its re-use must also be considered in light of the potential redevelopment of the Park Lane/Canalside area. Further consideration to be given as part of detailed development and business planning.
West Midlands Regional Assembly	KCAAPIO117	Site 2 - Canal Corridor Area (South) Land adjoining the Watermill Public House	These options would generally accord with the WMRSS in particular published policies UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO289	Site 2 - Canal Corridor Area (South) Land adjoining the Watermill Public House	Well located for buses, though return journey would involve crossing the A451 and therefore a safe crossing is needed. Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development.
British Waterways	KCAAPIO165	Site 2 - Canal Corridor Area (South) Land adjoining the Watermill Public House	BW would support the creation of a destination at this point and would welcome linkages between the canal, river and carpet heritage processions area.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional	KCAAPIO118	Site 3 - Canal Heritage Processions Area (Dixon	These options would generally accord with the WMRSS in particular	Noted. Further consideration to be given as part of detailed

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Assembly		Street)	published policy UR3 and T3. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	development.
Worcestershire County Council	KCAAPIO290	Site 3 - Canal Heritage Processions Area (Dixon Street)	Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO119	Site 4 - Canal Heritage Processions Area (Green Street)	These options would generally accord with the WMRSS in particular published policy UR3. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO291	Site 4 - Canal Heritage Processions Area (Green Street)	Developer contributions could be sought for Town Centre public transport infrastructure. Service 3 operates to Stourport via the Ringway - could operate via Green Street if priority measures were in place.	Noted. Further consideration working with Worcestershire County Council as part of detailed development and business planning.
West Midlands Regional Assembly	KCAAPIO120	Site 5 - Canal Heritage Processions Area (Tram Street/New Road)	These options would generally accord with the WMRSS in particular published policy UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO292	Site 5 - Canal Heritage Processions Area (Tram Street/New Road)	Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development and business planning.
British Waterways	KCAAPIO166	Site 5 - Canal Heritage Processions Area (Tram Street/New Road)	Site could form an ambitions scheme incorporating the adjacent vacant land, Watermill PH area and Brinton Park. It would be necessary to have	Noted. Further consideration to be given as part of detailed development.

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			development to attract visitors, for example, water based and leisure activities and maybe a hotel.	
West Midlands Regional Assembly	KCAAPIO121	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	These options would generally accord with the WMRSS, in particular published policies UR3, QE5, T3 and PA10. Should office development be contemplated, account should be taken of emerging WMRSS Policy PA13B. Account should also be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Worcestershire County Council	KCAAPIO293	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	No existing bus routes - consider enhancing routes 7 & 9 to serve Churchfields and Crossley Retail Park. Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration working with Worcestershire County Council as part of detailed development and business planning.
British Waterways	KCAAPIO167	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas AND Site 7 - Churchfields Business Park (West) Basketball Court and Engineering Business	BW supports the provision of marinas however this is in the context of the proposal going through the New Marinas Unit of BW. WFDC may wish to clarify what type of marina model is most appropriate for the area - BW is able to offer its expertise in this area. BW supports the principle of bridges, which should be well designed and add value to the area and should link to the	Noted. The utilisation of the canal could have an important role in attracting visitors to the town. It is acknowledged that BW have the expertise in regard marina development and WFDC would wish to continue the existing partnership built through the Kidderminster Prospectus. Further consideration to be given to joint working as part of detailed development.

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			<p>towpath and other regeneration areas.</p> <p>Kidderminster could be a valued destination along an enjoyable rural cruising ring. There is an opportunity to create or expand boating related business to support boaters.</p>	
Kidderminster Property Investments	KCAAPIO201	Site 6 - Churchfields Business Park (North), Former Georgian Carpets and Stoney Lane Industrial Areas	<p>It is considered that this site should be solely considered for residential redevelopment to compliment the other regeneration sites at Churchfields that are being promoted for mixed use development purposes.</p> <p>The site is in a highly sustainable location with near access to jobs, health care, education, shops, leisure and community facilities. It is also brownfield land that is positioned within a principle settlement that has been identified for growth.</p> <p>There are no flood risk issues as it lies outside the floodplain and has a relatively elevated topography. There also no issues of access, contamination or stability likely to arise from its redevelopment.</p>	Noted. Agree in part - the Churchfields area provides one of the largest and most sustainable opportunities to provide residential development in town. It would also contribute to revitalisation of the town centre and help to create a new residential community in the central area. However, Further discussions will be required with partners to understand the possibilities and strike the appropriate balance between residential and other uses, taking the Churchfields area as a whole.
Kidderminster Property	KCAAPIO202	Site 6 - Churchfields Business Park (North),	The site will need to link into the surrounding highway and pedestrian	Noted. Detailed designs would require further investigation and

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Investments		Former Georgian Carpets and Stoney Lane Industrial Areas	network. However, it is not considered appropriate to draw firm conclusions on what form these connections would take without detailed investigation into the potential infrastructure changes.	research, in partnership with Worcester County Council, to assess the impact of any proposals on traffic flows and congestion.
West Midlands Regional Assembly	KCAAPIO122	Site 7 - Churchfields Business Park (West), Basketball Court and Engineering Business	These options would generally accord with the WMRSS in particular published policy UR3, QE5, T3 and PA10. Account should be taken of emerging WMRSS Policy PA6B where this is relevant. Due account should be taken of published WMRSS policies CF3, part B ii, QE2, part C, QE4, part B in considering the options.	Noted. Further consideration to be given as part of detailed development.
West Midlands Regional Assembly	KCAAPIO123	Site 8 - Churchfields Business Park (South), Former Tomkinsons; CMS Car Sales; Veldonn Printers	These options would generally accord with the WMRSS in particular published policy UR3, and T3. Account should be taken of emerging WMRSS Policy PA6B where this is relevant.	Noted. Further consideration to be given as part of detailed development.
Oldington & Foley Park Pathfinder	KCAAPIO145	Site 8 - Former Tomkinson Factory & Veldonn Printers 7.03ha (17.38acre)	Important that this site is not just seen on its own and that the master planning process also covers the wider area. This will ensure wider regeneration benefits for the existing community.	Noted. Agreed - the regeneration approach is very much about taking a comprehensive look at the regeneration opportunities in this area.
KPI and Asda Stores Ltd	KCAAPIO19	Site 8 - Churchfields Business Park (South), Former Tomkinsons; CMS Car Sales; Veldonn Printers	Supports the principle of redeveloping the Churchfields area as it is an opportunity to deliver a number of significant benefits of Kidderminster, including:	Noted. Agreed in part - the Churchfields area is one town's largest opportunity sites for regeneration which could help to reinforce and enhance the existing Horsefair area and its community.

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			<ul style="list-style-type: none"> • Blackwell Street Bypass • Enhancement of Horsefair local centre • Improve pedestrian connectivity to town centre • Improve environmental quality of the area • Increase choice and competition in foodstore retailing • Could be done in a relatively short timescale • Provision of a large number of new jobs <p>Believes that the involvement of a major retail is needed to progress the redevelopment of the site. It is considered that the proposal would meet the tests of PPS 6</p>	<p>However, the site is considered to be out-of-centre and this may limit the scope for certain forms of commercial uses. Further discussions will be required with partners to understand possibilities.</p> <p>The site is considered to be out-of-centre and this may limit the scope for certain forms of commercial uses. Further discussions will be required with partners to understand possibilities.</p>
West Midlands Regional Assembly	KCAAPIO124	Site 9 - Comberton Hill Area	These options would generally accord with the WMRSS in particular published policy UR3, QE5, T3 and PA10.	Noted.
Worcestershire County Council	KCAAPIO294	Site 9 - Comberton Hill Area	We support proposals for improved station building and junction.	Noted.
Kidderminster Civic Society	KCAAPIO325	Site 9 - Comberton Hill Area	More attractive railway station required.	Noted.
Butler Mr G	KCAAPIO224	Site 9 - Comberton Hill Area	Construct a Rotunda type building containing a mix of uses in the middle	Noted. The proposal for a landmark building in the centre of Comberton

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			<p>of Comberton island. Retain the subways and have them maintained including CCTV and other security. If necessary subways can be closed after-hours except for resident-only access. Pedestrians can be redirected via pedestrian crossings.</p> <p>Services, water, electricity and sewerage connections already exist. Top of building could be used for communications aerials.</p>	<p>Island is certainly an interesting one. A building of this type could be an icon for the town would help to draw people from the train station and Severn Valley Railway and into the town.</p> <p>However, this proposal is too specific for this stage of the KCAAP and would need to be explored further through detailed site-specific analysis. Further consideration to be given as part of detailed development.</p>
West Midlands Regional Assembly	KCAAPIO125	Site 10 - Town Centre Area	These options would generally accord with the WMRSS in particular published policy UR3.	Noted.
Kidderminster Civic Society	KCAAPIO326	Site 10 - Town Centre Area	Crown House - something needs to be done to improve it if it can't be demolished. Step Entry needs redesigning.	Noted. Agreed - Crown House is a widely recognised unattractive building. Further consideration to be given as part of detailed development.
Shaylor Construction Ltd	KCAAPIO65	Site 10 - Town Centre Area	The promotion of the central areas of Kidderminster for redevelopment is supported, especially around Exchange Street. Retaining listed buildings in use should be a priority to avoid further deterioration.	Noted and agreed.
West Midlands Regional	KCAAPIO126	Site 11 - Waterloo Street Area	In general conformity with the WMRSS.	Noted.

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Assembly				
Worcestershire County Council	KCAAPIO295	Site 11 - Waterloo Street Area	Developer contributions could be sought for Town Centre public transport infrastructure.	Noted. Further consideration to be given as part of detailed development and business planning.
West Midlands Regional Assembly	KCAAPIO127	Site 12 - Worcester Street Area	In general conformity with emerging WMRSS policy PA11 and published WMRSS policy UR3.	Noted.
Worcestershire County Council	KCAAPIO296	Site 12 - Worcester Street Area	Developer contributions could be sought for Town Centre public transport infrastructure, e.g. improvements at Swan Centre, potential for bus lane on Prospect Hill/Bromsgrove Street.	Noted. Further consideration to be given as part of detailed development and business planning.
Government Office for the West Midlands - Planning Team	KCAAPIO209	Delivery - General	Development proposals in the KCAAP should be brought forward in accordance with a specified programme. The final document must show details of how proposals will be implemented, by which organisation and when. It is important to reflect the role of wider strategic partnership working and investment programme of stakeholders and ensure they are fully engaged and support the proposals.	Noted. Further consideration to be given to a programme of implementation and partnership working as part of detailed development and business planning.
Advantage West Midlands	KCAAPIO235	Delivery - General	AWM has been part of a partnership that has sought to help fund assist the development of the Regeneration Prospectus - which will provide an important tool to help drive regeneration. The sustainability	Noted and Agreed.

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			appraisal of specific sites and this public consultation will assist the finalisation of the Prospectus and help inform the KCAAP.	
West Midlands Regional Assembly	KCAAPIO128	Options 26 - Events and Marketing	This option raises no regional conformity issues.	Noted.
West Midlands Regional Assembly	KCAAPIO129	Options 27 - Quality Environment	See comments above. (Comment ID: KCAAPIO 128?)	Noted.
West Midlands Regional Assembly	KCAAPIO130	Options 28 - Business	See comments above. (Comment ID: KCAAPIO 128?)	Noted.
West Midlands Regional Assembly	KCAAPIO131	Options 29 - Community Safety	The policy will need to be in accordance with emerging WMRSS Policy SR2 Creating Sustainable Communities part c.	Noted. Further consideration to be given as part of detailed development.
Kidderminster Civic Society	KCAAPIO327	Options 29 - Community Safety	Both	Noted.
West Midlands Regional Assembly	KCAAPIO132	Options 30 - Funding	This option raises no regional conformity issues.	Noted.