

**WELLINGBOROUGH TOWN CENTRE
SHOP FRONT AND ADVERTISEMENT DESIGN GUIDE SPD**

SUSTAINABILITY APPRAISAL

DRAFT FOR CONSULTATION

prepared by

Matrix Partnership

on behalf of

Borough Council of Wellingborough

March 2009

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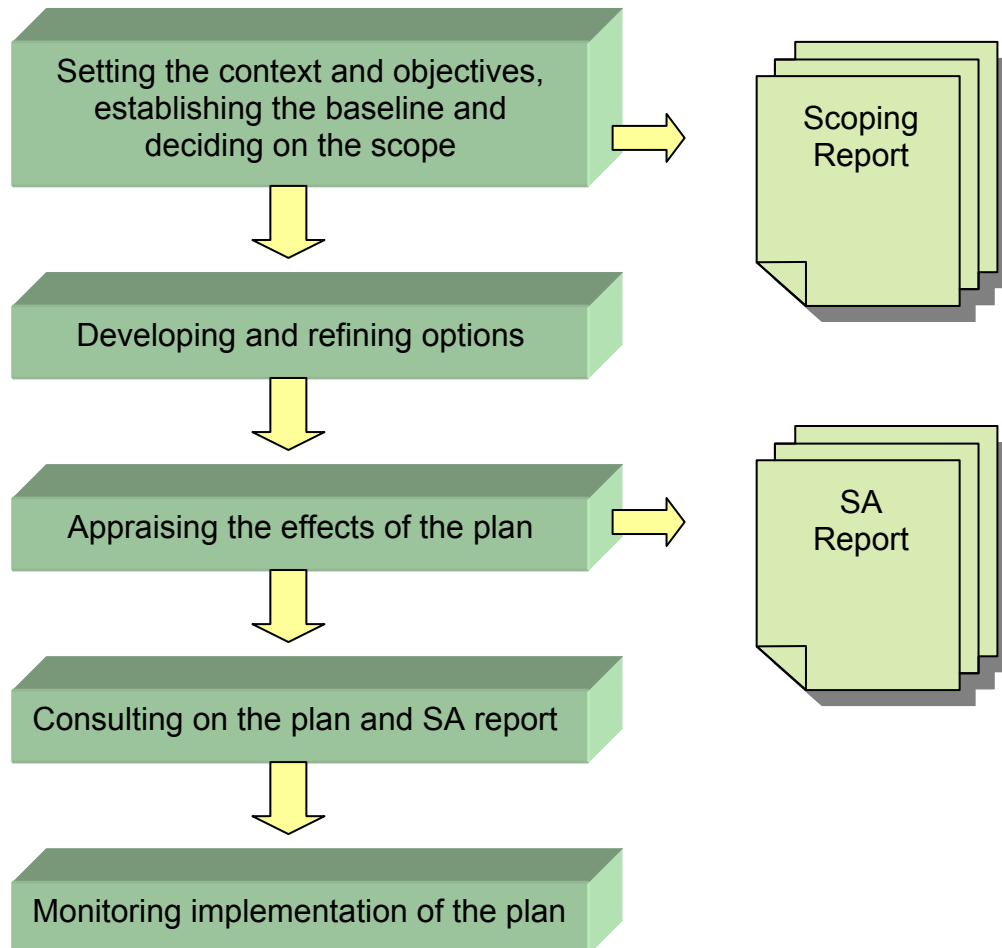
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1.0 NON-TECHNICAL SUMMARY

1.1 Introduction

- 1.1.1 The Borough Council of Wellingborough is producing a range of Local Development Documents that together form the North Northamptonshire Local Development Framework (LDF). The LDF sets out the planning policies for the Borough. This document is concerned with the Shop Front and Advertisement Design Guide which, when adopted, will become a Supplementary Planning Document within the LDF.
- 1.1.2 The principal aim of the North Northamptonshire Local Development Framework is to promote sustainable development. To ensure that the Shop Front and Advertisement Design Guide is sustainable, this process of Sustainability Appraisal is undertaken. The purpose of Sustainability Appraisal is to promote sustainable development through better integration of sustainability considerations into the preparation and adoption of plans. Sustainability Appraisal is an integral part of good plan making and should not be seen as a separate activity. It is an iterative process that identifies and reports on the likely significant effects of the plan and the extent to which implementation of the plan will achieve the social, environmental and economic objectives by which sustainable development can be defined.
- 1.1.3 Under the Planning and Compulsory Purchase Act 2004, Sustainability Appraisal is mandatory for Supplementary Planning Documents (SPDs). When preparing these documents planning authorities must also conduct an environmental assessment in accordance with the requirements of European Directive 2001/42/EC on the 'assessment of the effects of certain plans and programmes on the environment' (known as the 'strategic environmental assessment' or SEA Directive).
- 1.1.4 The requirement to carry out a Sustainability Appraisal and a Strategic Environmental Assessment are distinct. However, government guidance advises that it is possible to satisfy both through a single appraisal process. Throughout the remainder of this report therefore reference to Sustainability Appraisal should be taken to include the requirements of the SEA Directive.
- 1.1.5 This report has been prepared having regard to Office of the Deputy Prime Minister (now Communities and Local Government) *Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents (2005)* and *Local Development Frameworks: Guidance on Sustainability Appraisal* issued by the Planning Advisory Service.
- 1.1.6 The key stages and tasks in Sustainability Appraisal are shown in the simplified diagram overleaf.



1.1.7 The SA Report accompanies the Shop Front and Advertisement Design Guide SPD (in accordance with Regulation 26 of the Local Development Regulations). If there are any changes made to the strategy following this stage the SA Report will need amending accordingly before it is finalised.

1.1.8 This non-technical summary sets out a summary of the findings.

1.2 Sustainability Appraisal Scoping Report for the Shop Front and Advertisement Design Guide

1.2.1 As part of the Pre-Production stage, the Borough Council has published a Sustainability Appraisal Scoping Report for the Town Centre Public Realm Strategy. This forms the key document in the first stage of the SA. The Scoping Report helps to set the context of the Shop Front and Advertisement Design Guide, define its objectives, establish the baseline, and decide on the scope and level of detail required of the Sustainability Appraisal, to ensure that sustainability concerns will be taken into account throughout production of the Plan. Also developed within this is a SA Framework, which is central to the SA process. Consisting of Sustainability Objectives and Indicators, this provides a way in which sustainability effects can be described, analysed and compared. A copy of the Scoping Report can be viewed on the Borough Council's website at:

http://www.wellingborough.gov.uk/site/scripts/download_info.php?downloadID=1396

1.2.2 Consultation on the scope of the Sustainability Appraisal was undertaken during September and October 2008. A list of those consulted is provided in Appendix B and a summary of the responses received in relation to the SA Scoping Report is included in Appendix C. Appendix D summarises the findings of a review of relevant plans and programmes, which have informed the Sustainability Appraisal at various levels (and which has been modified to take account of Scoping Report feedback).

1.3 The Objectives of the Shop Front and Advertisement Design Guide

1.3.1 Three objectives have been identified for the Shop Front and Advertisement Design Guide, which set out desired outcomes the Council will aim to achieve through its implementation (see Chapter 4.4). These have been produced based on the evidence-gathering stage, as outlined in the Scoping Report, and further refined following consultation.

1.4 Baseline information and issues

1.4.1 A Baseline Report was prepared to inform the Strategy, which formed an appendix to the Sustainability Appraisal Scoping Report (available at the Borough Council's website – see link above). This summarises the principal issues relating to town centre shop fronts and advertisements.

1.5 The Sustainability Framework

1.5.1 In order to assess how the Shop Front and Advertisement Design Guide contributes to sustainability, the Sustainability Framework developed to appraise each of the Development Plan Documents of the Local Development Framework was applied

(see SA Scoping Report). This establishes the sustainability objectives, indicators and targets used to evaluate the process.

1.6 Compatibility of objectives

1.6.1 The Sustainability Appraisal Scoping Report included a comparison of the sustainability objectives against the Shop Front and Advertisement Design Guide objectives (see Chapter 5 of the Scoping Report). This sought to determine whether there are any areas where the objectives conflict. The results from this assessment showed that there are no potential conflicts.

1.7 Assessment of options

1.7.1 As part of the preparation of the Shop Front and Advertisement Design Guide, the option of preparing the Guide was compared with the 'do-nothing' option of not preparing the Guide. The results of the appraisal of the 'do nothing' option showed that this option has negative and neutral effects. To reduce the neutral effects, special consideration would have to be given to improve the standard of shop front and advertisement design and construction within the town centre to arrest the continued deterioration in quality. The most effective means of doing this is through a specific Shop Front and Advertisement Design Guide.

1.8 Assessment of preferred option

1.8.1 The preferred option therefore is to proceed with the preparation of the Shop Front and Advertisement Design Guide as a supplementary planning document. The results of the appraisal (set out in Appendix I) showed that preparation of the Guide would only have positive effects. There would be no negative effects. It is concluded therefore that the Guide will enhance sustainability.

1.9 The difference the process has made to date

1.9.1 The SA process made the following differences to the development of the Shop Front and Advertisement Design Guide:

- identified how the specified objectives could be further improved;
- identified environmental indicators that would need to be priorities with more detailed investigation at the planning application stage;
- provided a consistent and comprehensive approach to investigating the effects of the guide at each stage of its evolution and implementation.

1.10 Monitoring

1.10.1 It is important to monitor the Shop Front and Advertisement Design Guide in order to identify any unforeseen effects on sustainability and to enable appropriate remedial action to be taken. Monitoring allows the actual effects of the Guide to be tested against those predicted in the sustainability appraisal. It is intended that the

sustainability monitoring will be incorporated into existing monitoring arrangements and be included in the Annual Monitoring Report.

1.11 The next stages

1.11.1 The Draft Shop Front and Advertisement Design Guide and this associated Sustainability Appraisal are to be subjected to public consultation during March - May 2009. Feedback will be reviewed prior to the final documents being prepared for adoption, which is scheduled for Summer 2009.

2.0 INTRODUCTION

- 2.1 The purpose of sustainability appraisal is to promote sustainable development through better integration of sustainability considerations into the preparation of a planning document. It can be used to highlight problem areas where a plan or strategy may not contribute to sustainable development. By identifying these problems at an early stage as part of preparation of the planning document, it can be changed to make it as sustainable as possible.
- 2.2 Sustainability appraisal has been built-in to the process of preparing of the Shop Front and Advertisement Design Guide. A preliminary consideration of matters for inclusion in the Sustainability Report was published for consultation as part of the process of preparing the Guide. This initial Sustainability Appraisal Scoping Report established a sustainability appraisal, comprising objectives, indicators and targets for evaluating the strategy proposals as they are developed.
- 2.3 This Sustainability Appraisal examines the options of either preparing or not preparing a Strategy, following an appraisal of each scenario, and makes recommendations on their overall sustainability effects. These recommendations have been taken into account when preparing the draft Shop Front and Advertisement Design Guide.
- 2.4 We welcome your views on the Draft Shop Front and Advertisement Design Guide and this associated Sustainability Appraisal. Comments must be received within the formal six-week consultation period that extends **from Monday 23rd March** and ends at **4:30pm on Monday 4th May 2009**.

It would be most helpful if comments can be sent via email to:

sustainablecommunities@wellingborough.gov.uk

Comments can also be sent by post to:

**Planning Policy
Borough Council of Wellingborough
Council Offices
Swanspool House
Wellingborough
Northants
NN8 1BP
Fax: 01933 231984**

- 2.5 Only those representations received within this consultation period will be considered. Where appropriate, these will be incorporated into the Final Shop Front and Advertisement Design Guide and Final Sustainability Appraisal Report. The final documents are programmed to be completed in June 2009.

3.0 APPRAISAL METHODOLOGY

3.1 Approach adopted for the SA

- 3.1.1 This report has been prepared having regard to the Office of the Deputy Prime Minister (2005) *Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents* as well as the publication *Local Development Frameworks: Guidance on Sustainability Appraisal issued by the Planning Advisory Service* (2007). The SA has also been conducted to meet the requirements of the SEA Regulations (see Appendix E).
- 3.1.2 An outline of the reasons for selecting the alternatives dealt with can be found in Chapter 6.

Compliance with SEA Directive's requirements Annex I (h)

'An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information'

Health Impact Assessment

- 3.1.3 Health Impact Assessments (HIA) are not currently a statutory requirement for Plans and Programmes, however it is recognised that health and the determinant of health are an important aspect of spatial planning. The Local Primary Care Trust (PCT) has produced a checklist and guide to developing healthy sustainable Communities (Building in Health, 2006) and this was incorporated into the Sustainability Appraisal of the Area Action Plan, providing a framework for further supplementary documents and their associated SA's, such as this one.

Habitats Regulations Assessment

- 3.1.4 A Habitats Regulations Assessment of the AAP was undertaken to satisfy Article 6(3) of the Conservation (Natural Habitats &c.) Regulations 1994. This is available at:

http://www.wellingborough.gov.uk/site/scripts/download_info.php?downloadID=1287&fileID=2989

Appraising the effects

- 3.1.5 Both options have been appraised using the SA framework that was confirmed following consultation on the SA Scoping Report.
- 3.1.6 The results of the appraisal of the two options are presented in the Sustainability Appraisal in tables in Appendix I.

a) Predicted magnitude

3.1.7 Following the prediction of effects, SEA requires an assessment of effects. For the purposes of this SA the proposed scale of effects to be used is as follows:

✓	minor positive or indirect positive impact
✓✓	major positive impact
x	minor negative or indirect negative impact
xx	major negative impact
?	uncertainty or impact or lack of information
-	neutral impact or no relationship
i	impact depends upon implementation
x/✓	likely to be some negative and some positive impacts

b) Timescale

2.3.7 It is also important to consider when it will cause an effect. The following timescales are used:

Short Term	0-5 years
Medium Term	5-10 years
Long Term	10 + years

c) Likelihood

3.1.8 The different likelihood of effects occurring and the following categories are used:

High	effects predicted with high level of certainty
Medium	effects predicted are likely
Low	effects predicted are uncertain

d) Other effects

3.1.9 Effects were also recorded in terms of the scale (ie whether they related to a specific site, the borough as a whole or had a wider effect) and whether the impact was likely to be temporary or permanent.

3.1.10 A list of appraisal questions has been devised to assist in the appraisal process this is included as Appendix H.

3.1.11 The SA has attempted to focus on the significant sustainability effects of the guide and considered reasonable alternatives that take into account the objectives and scope of the plan (as required by the SEA Directive). Issues determined by the Regional Spatial Strategy (e.g. housing numbers), the Core Spatial Strategy (e.g. location of urban extensions) and Town Centre Area Action Plan have not been reappraised.

3.1.12 The format for this report has broadly followed the guidance contained in Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents by ODPM, November 2005.

3.2 Programme and Responsibility

3.2.1 The appraisal has been conducted by Matrix Partnership in close consultation with the Borough Council's planning policy team and other officers from different disciplines across the authority where possible. It is considered that these people will be able to:

- Consider and respond to local circumstances;
- Take a balanced and objective view;
- Understand the issues;
- Draw on good practice elsewhere; and
- Evaluate the full range of sustainability issues.

3.2.2 The programme is set out below:

Task	Timing
Preparation of the Scoping Report	September 2008
Consultation on Scoping Report	September – October 2008
Preparation of Sustainability Appraisal of Draft Shop Front and Advertisement Design Guide	January 2009
Development Committee and Full Council reviews	11 th February 2009 and 3 rd March 2009
Consultation on Draft Public Realm Strategy	April - May 2009
Preparation of Sustainability Appraisal of Final Public Realm Strategy	June 2009
Adoption	July 2009

3.3 Consultation

- 3.3.1 A list of the bodies consulted and sent a copy of the SA Scoping Report and SA of the Draft Shop Front and Advertisement Design Guide is included in Appendix B. Other consultees were informed of the existence of the report and were able to request a copy. Copies of the reports were also made available for inspection at the Croyland Abbey Council offices and in the libraries in the borough. Throughout the period both reports were also available on the Council's website www.wellingborough.gov.uk.
- 3.3.2 A summary of the comments received in relation to the SA Scoping Report is included in Appendix C.
- 3.3.3 This approach complies with the provisions of the SEA Directive.

Consultation requirements for SEA Directive:

Compliance with SEA Directive's requirements

Authorities which, because of their environmental responsibilities, are likely to be concerned by the effects of implementing the plan or programme, must be consulted on the scope and level of detail of the information to be included in the Environmental report. (Art. 5.4)

Authorities with environmental responsibility and the public shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Art. 6.1, 6.2)

Other EU Member states must be consulted if the plan or programme is likely to have significant effects on the environment in their territories (Art. 7)

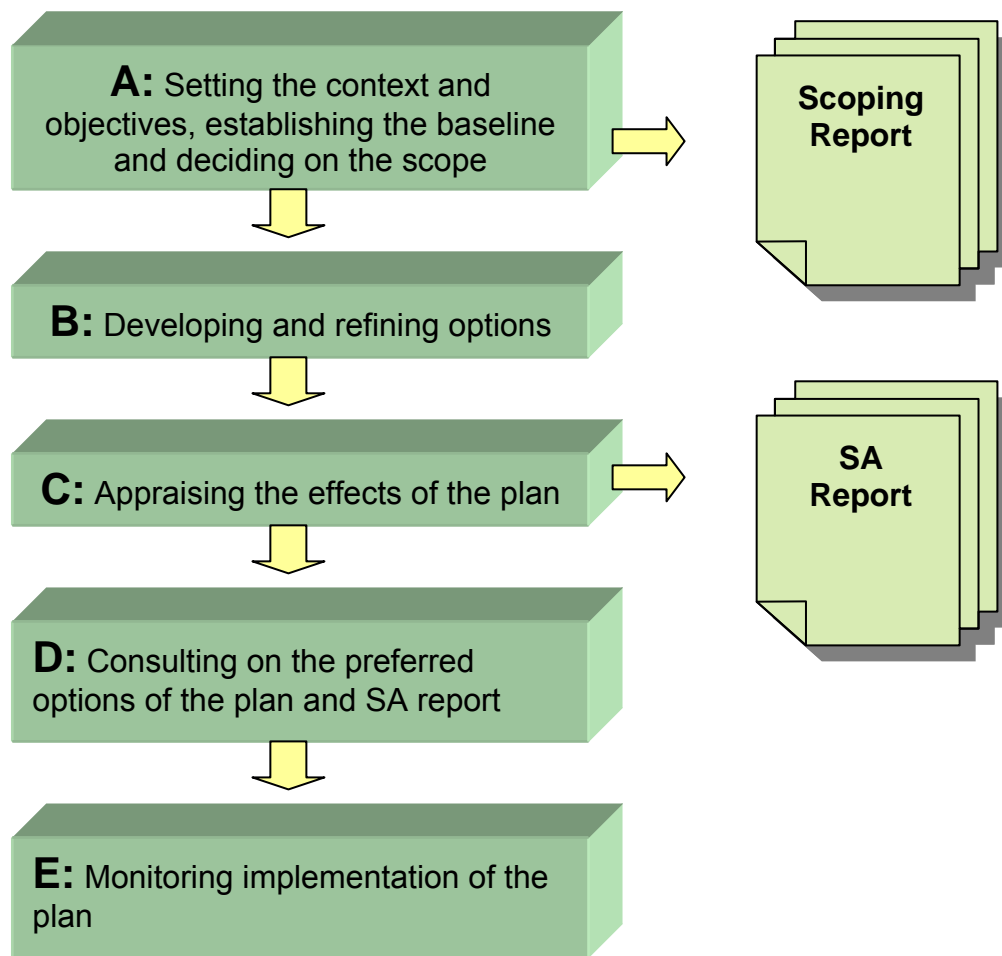
3.4 Difficulties encountered in compiling information or carrying out the assessment

- 3.4.1 There have been no difficulties in compiling information or carrying out the Sustainability Appraisal.

4.0 BACKGROUND

4.1 Purpose of the SA and SA Report

- 4.1.1 Under the Planning and Compulsory Purchase Act 2004, Sustainability Appraisal is mandatory for Development Plan Documents. When preparing these documents planning authorities must also conduct an environmental assessment in accordance with the requirements of European Directive 2001/42/EC on the 'assessment of the effects of certain plans and programmes on the environment' (known as the 'strategic environmental assessment' or SEA Directive).
- 4.1.2 The requirement to carry out a Sustainability Appraisal and a Strategic Environmental Assessment are distinct. However, recent government guidance suggests that it is possible to satisfy both through a single appraisal process. Throughout the remainder of this report therefore reference to Sustainability Appraisal should be taken to include the requirements of the SEA Directive.
- 4.1.3 This report has been prepared having regard to Office of the Deputy Prime Minister (2005) *Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents* as well as the publication *Local Development Frameworks: Guidance on Sustainability Appraisal* issued by the Planning Advisory Service (2007).
- 4.1.4 The purpose of Sustainability Appraisal is to promote sustainable development through better integration of sustainability considerations into the preparation and adoption of plans. Sustainability Appraisal is an integral part of good plan making and should not be seen as a separate activity. It is an iterative process that identifies and reports on the likely significant effects of the plan and the extent to which implementation of the plan will achieve the social, environmental and economic objectives by which sustainable development can be defined.
- 4.1.5 The key stages and tasks in Sustainability Appraisal are shown in the simplified diagram overleaf.



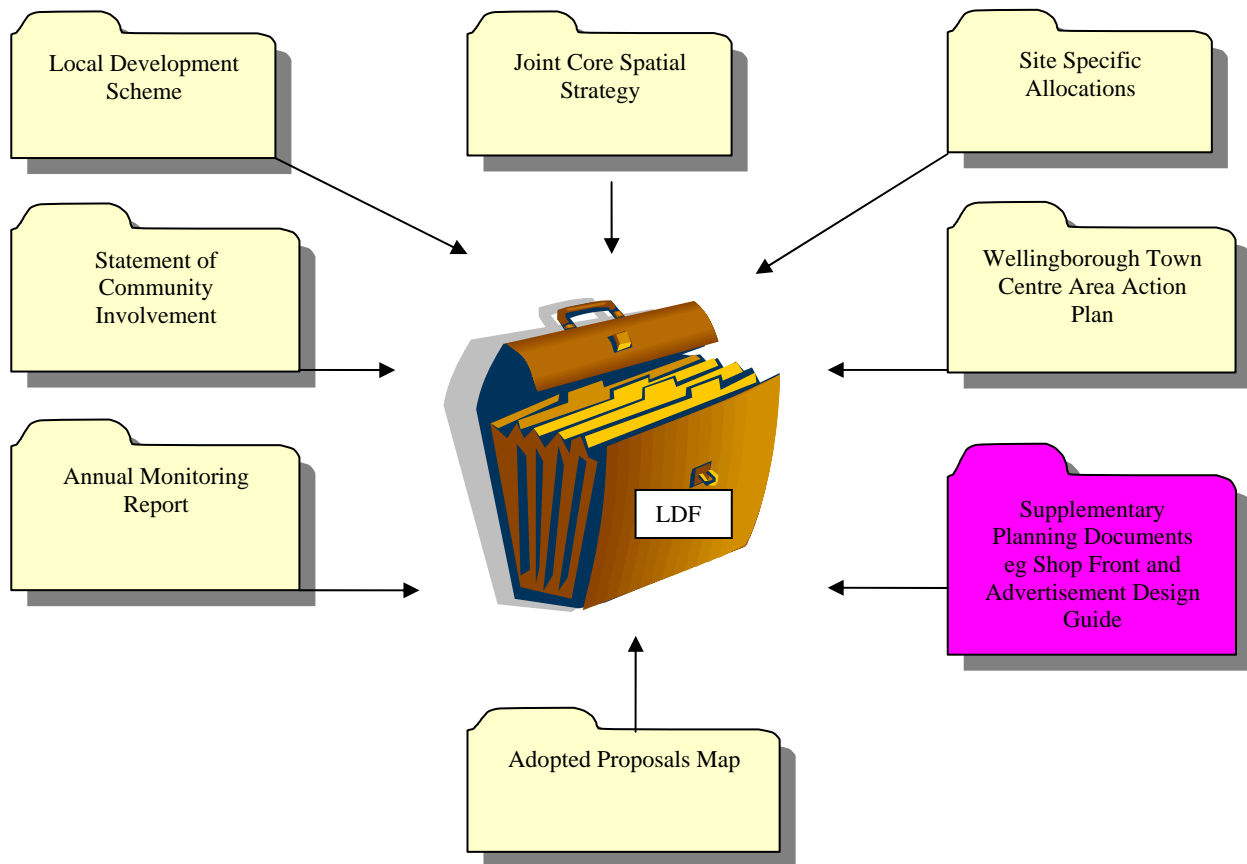
4.1.6 This Sustainability Appraisal of the Submission Version constitutes Stage C in that it appraises the options and the effects of the Draft Shop Front and Advertisement Design Guide, taking account of feedback on the Scoping Report.

4.2 The Local Development Framework

4.2.1 The County Structure Plan and Local Plans of North Northamptonshire are progressively being replaced by a joint North Northamptonshire Local Development Framework (LDF). Details of the documents that will make up the LDF for Wellingborough are shown below. The timetable for their production is set out in the Local Development Scheme (LDS) available from www.wellingborough.gov.uk/.

4.2.2 The overall planning strategy for the area is being prepared for North Northamptonshire by a Joint Planning Unit. This document is known as the Core Spatial Strategy and in May 2008 the Inspector examining the Strategy confirmed it to be sound.

4.2.3 The Wellingborough Town Centre Shop Front and Advertisement Design Guide, to which this sustainability appraisal relates, will be adopted as a Supplementary Planning Document, as highlighted pink in the diagram overleaf.



4.3 The Town Centre Area Action Plan

4.3.1 The Final Draft 'Submission Version' of the Wellingborough Town Centre Area Action Plan was published in June 2008 and submitted to the Secretary of State (SoS) for endorsement. An Examination in Public, presided over by an Inspector appointed by the SoS, took place 27th January – 4th February 2009 to determine whether the Plan is sound. It is intended that the Final Plan is adopted in the Summer of 2009.

4.3.2 Once adopted, the Shop Front and Advertisement Design Guide will be supplementary to Policy WTC6 'Shop Fronts' contained within the Town Centre Area Action Plan. This states:

Within the town centre, new shop fronts and advertisements should be designed to the highest standard in terms of:-

i their relationship to both the local context and the building of which they form a part;

ii the quality and durability of materials used;

iii the level and means of illumination.

- 4.3.4 Paragraph 5.3.10 of the AAP identifies the Council's intention to prepare design guidance, to be adopted as a Supplementary Planning Document (SPD) in pursuance of this policy.

Compliance with SEA Directive's requirements Annex I (a)

An outline of the contents, main objectives of the plan, and relationship with other relevant plans and programmes

4.4 The Objectives of the Shop Front and Advertisement Design Guide

- 4.4.1 Seven objectives have been identified for the Shop Front and Advertisement Design Guide, which set out desired outcomes the Council will aim to achieve through its implementation. These comprise:

1. to improve the town centre's image and making it a more welcoming, attractive and memorable place to use and enjoy;
2. to promote inclusive access, ensuring access for everyone, regardless of age or ability;
3. to ensure that a thoughtful and coherent design approach is followed based on an appreciation of local character, heritage and craftsmanship;
4. to create a legible town centre that is easy to use and navigate;
5. to incorporate 'secured by design' principles to ensure spaces are safe and appealing;
6. to ensure that proposals are as environmentally benign as possible in the specification of materials and lighting, and the utilisation of energy;
7. to help protect and enhance the town centre's vitality and viability.

- 4.4.2 These have been produced based on the evidence-gathering stage, and were tested in the Scoping Report (see Chapter 5.5), which was subject to consultation.

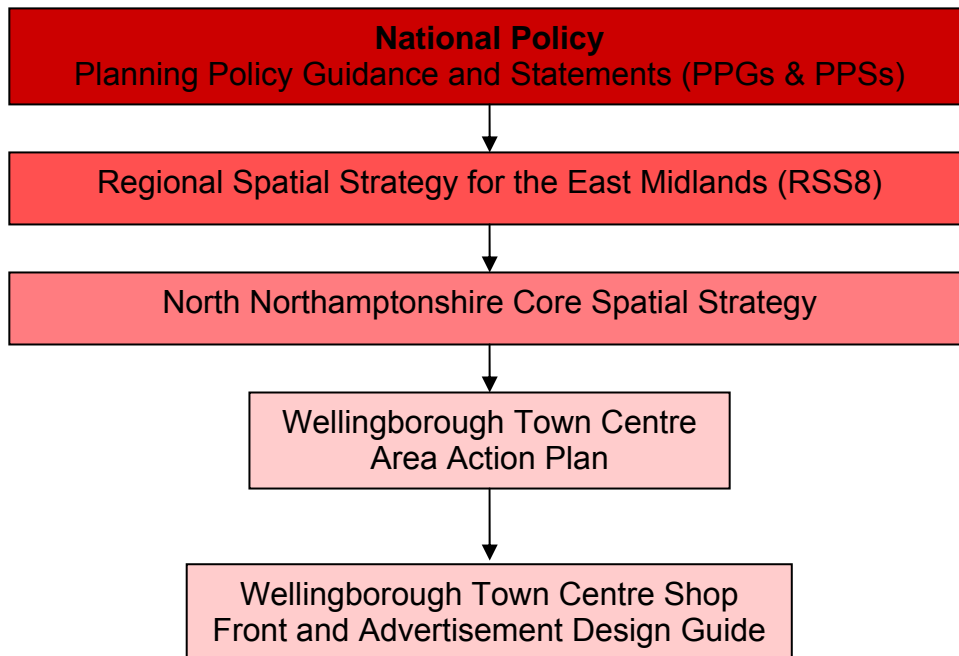
4.5 Compliance with the SEA Directive/Regulations

- 4.5.1 Under article 5 (1) of the SEA Directive, the likely impacts on biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage (including architectural and archaeological heritage) and the landscape need to be included in the environmental report. To ensure that the SA will properly address these issues, the table presented in Appendix E sets out which SA Objectives relate to each SEA Directive Issue, with a signpost to where these are being met in the report or related documents.

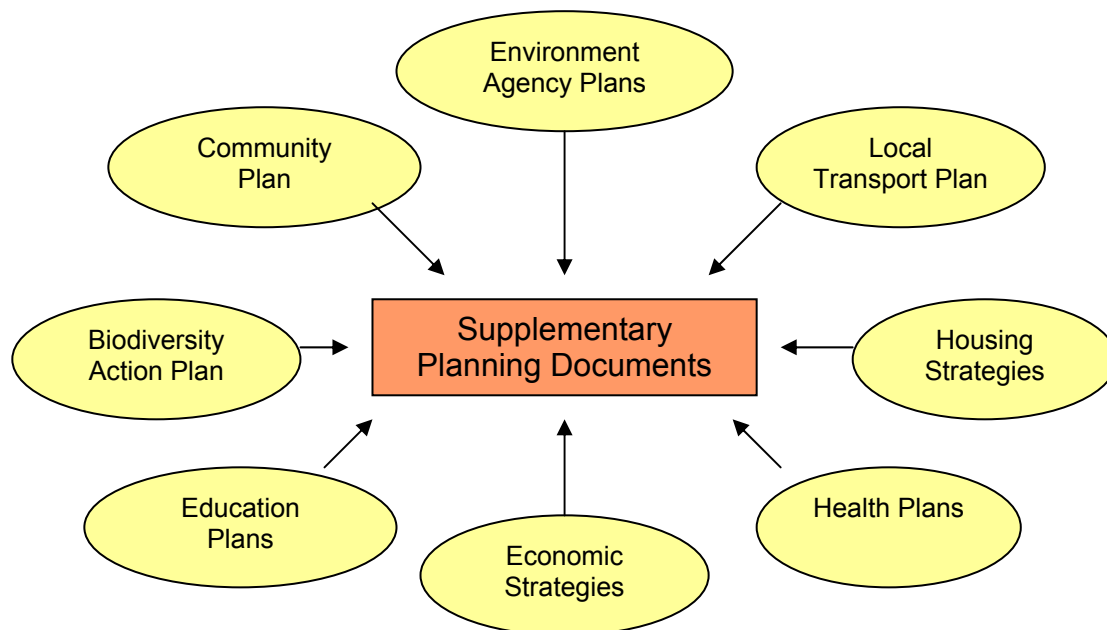
5.0 SUSTAINABILITY OBJECTIVES, BASELINE AND CONTEXT

5.1 Links to other policies, plans, programmes and sustainability objectives

- 5.1.1 During the production of the SA Scoping Report, a thorough review of relevant plans and programmes was undertaken and can be found with Appendix D. These policies and plans at varying levels have informed the Scoping Report, leading to the development of the SA framework used as the basis for assessment of the options. This includes the identification of international and EU level documents in order to comply with the requirements of the SEA Directive.
- 5.1.2 The proposals contained within the Wellingborough Town Centre Shop Front and Advertisement Design Guide need to be in accordance with national, regional and sub-regional policies and requirements as illustrated in the diagram below.



- 5.1.3 As well as planning policies, each of the Supplementary Planning Documents currently being prepared are influenced by a number of other documents, as indicated overleaf.



5.2 Description of the social, environmental and economic baseline characteristics and the predicted future baseline

5.2.1 A description of the existing and predicted baseline characteristics is contained in Appendix 2 of the SA Scoping Report (September 2008), which provides baseline information and can be viewed at:

http://www.wellingborough.gov.uk/site/scripts/download_info.php?downloadID=1396

5.2.2 This baseline information has helped to identify sustainability issues and ensure that the validity of 'sustainability objectives and indicators' against which strategy proposals can be tested to examine how they contribute to sustainable development.

5.3 Limitations of the information and assumptions made

5.3.1 Up-to-date quantifiable data is not available to substantiate all of the identified problems. Past trends and issues currently observed – on the ground and through recent studies – have been reviewed and indicated where relevant. Considerations in relation to the impact of Shop Front and Advertisement Design Guide on social and economic sustainability are difficult to evaluate, for example in terms of:

- *social sustainability*, shop front design will have a direct impact on social matters – there are links between good quality shop front design, the perceived safety and security of a place and the reduction of crime and fear of crime for example. However, these are not likely to be quantifiable.
- *economic sustainability* there is research that suggests that good design increases the economic value of buildings and areas, as opposed to poor

design, which can reduce values, particularly in town centres. However, this effect is difficult to quantify and thus a professional judgement has to be made.

5.4 The SA Framework

- 5.4.1 A Sustainability Appraisal Framework was developed for the North Northamptonshire Core Spatial Strategy with the intention that it be used for all Development Plan Documents and Supplementary Planning Documents across the area.
- 5.4.2 The framework was reproduced in the SA Scoping Report and consists of objectives, which were developed in consultation with the Consultation Bodies and other key stakeholders. The relationship to the SEA Directive is highlighted.
- 5.4.3 Whereas the SEA regulations concentrate on environmental issues, the requirement for a sustainability appraisal encompasses social and economic issues as well. The table below shows that the objectives cover these issues. They have been defined as follows:

Social	Social progress which recognised the needs of everyone
Environment	Effective protection of the environment and prudent use of natural resources
Economic	Maintenance of high and stable levels of economic growth and employment

SA TOPIC	Economic	Social	Environment
Accessibility		✓	
Housing	✓	✓	
Health	✓	✓	
Crime	✓	✓	
Community		✓	
Skills	✓	✓	
Liveability	✓	✓	
Biodiversity	✓	✓	✓
Landscape	✓	✓	✓
Cultural Heritage	✓	✓	✓
Built Environment	✓	✓	✓
Climate Change	✓	✓	✓
Air		✓	✓
Water Quality	✓	✓	✓
Water Conservation and Management	✓	✓	✓
Soil and Land	✓		✓
Minerals	✓		✓
Energy Use	✓		✓
Renewable Energy	✓		✓
Waste	✓		✓
Employment	✓	✓	
Wealth Creation	✓	✓	
Town Centres	✓	✓	✓

- 5.4.4 The SA framework consists of objectives and where practicable these are linked to targets, the achievement of which is measurable using indicators. These indicators can then be used in monitoring.
- 5.4.5 As highlighted in the SA report on the Core Spatial Strategy, it is vital for the districts in North Northamptonshire to take a combined approach for monitoring. Where possible the indicators therefore use data which is readily available and can be easily compared to other areas across the country. Monitoring of the SA forms part of the local authorities' Annual Monitoring Report.

5.5 Testing the Guide's Objectives against the SA Objectives

- 5.5.1 The 'Sustainability Appraisal Scoping Report for the Shop Front and Advertisement Design Guide' report prepared in September 2008 and consulted upon tested each of the Design Guide's proposed objectives against the Sustainability Objectives. The Scoping Report proposed to 'scope out' four of the SA objectives as being irrelevant to the Shop Front and Advertisement Design Guide, relating to biodiversity, water quality, water conservation and management and soil and land. The remaining SA objectives were all confirmed as being compatible with the Design Guide's objectives.

6.0 STRATEGY ISSUES, OPTIONS AND PROPOSALS

6.1 Strategic options considered

6.1.1 The purpose of the Shop Front and Advertisement Design Guide is to provide guidance on matters relevant to improvement of Wellingborough Town Centre's shop fronts and advertisements. It is supplementary to Policy 13 'General Sustainable Development Principles' of the North Northamptonshire Local Development Framework Core Spatial Strategy and to Policy WTC6 'Shop Fronts' contained within the Wellingborough Town Centre Area Action Plan. In addition to appraising the Draft Guide, a 'do-nothing' alternative has also been appraised, in other words, an assessment of the effect of not producing the Guide.

6.2 Other options considered and why these were rejected

6.2.1 No other options have been considered. The two scenarios are considered to be adequate.

6.3 Comparison of sustainability effects of the options

6.3.1 The appraisal evaluates the sustainability of these two options using the Sustainability Appraisal Framework. Appendix I provides an appraisal of both of the options in relation to the Sustainability Appraisal Objectives. The alternatives are assessed to determine whether they support or conflict with each sustainability objective, the size of impact and how this may change over time. Each detailed assessment was supported by comments to explain or clarify the rating and a summary of its overall impact.

Compliance with SEA Directive's requirements Annex I (f)

'The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage, including architectural and archaeological heritage, landscape and the interrelationship between the above factors'

6.4 Proposed mitigation measures

6.4.1 Appendix I also sets out a series of mitigation measures that could be applied to Option 1 (preparation of Shop Front and Advertisement Design Guide) to further enhance the social, environmental and economic effects. Mitigation of negative impacts identified in relation Option 2 (no preparation of Shop Front and Advertisement Design Guide) would be adopted by pursuing Option 1. More detailed 'mitigation options' have therefore not been specified in this option.

Compliance with SEA Directive's requirements Annex I (g)

'The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme'

6.4.2 The impact that the proposals contained within the Draft Shop Front and Advertisement Design Guide are having on the sustainability objectives are in a number of cases mitigated or enhanced by the implementation of other policies in the LDF Core Spatial Strategy or Town Centre Area Action Plan. In addition, planning conditions to detailed planning applications involving shop fronts play an important role in providing mitigation or enhancement measures via negotiations with shop owners or developers.

6.5 Key findings

6.5.1 In summary, the 'do-nothing' approach has overwhelmingly negative effects. This is because the baseline study has identified a deterioration in the quality of shop fronts and advertisements and their aggregate negative impact on townscape quality and the environmental quality and competitiveness of the town centre as a whole. Without the Guide, the Borough Council has little means of explaining the preferred approach that will lead to higher quality outcomes and no planning mechanism to ensure that this advice is given consideration. As such, Policy WTC 6 of the town centre is unlikely to deliver an improvement in shop front quality. Potential applicants would remain unaware of the Local Planning Authority's stance on shop front and advertisement design. This would undermine the ability to implement positive change and to coordinate actions - resulting in lengthy, time-consuming and expensive individual negotiations between parties.

6.5.2 By contrast, the The Design Guide provides a key tool for the Borough Council to pursue policies and principles relating to attaining the high environmental quality standards set out in the Core Spatial Strategy and Area Action Plan and helps ensure that shop front and advertisement – related works are undertaken in a sustainable manner.

6.5.3 In conclusion, the preparation of the Town Centre Shop Front and Advertisement Design Guide is more sustainable than a 'do-nothing' alternative. There are positive findings across most of the sustainability indicators, thus:

In terms of **social sustainability**, the strategy will:

- apply universal access principles to works related to shop front entrances, doors and hand rails, of particular benefit to the mobility and visually impaired;
- apply 'secured by design' principles relating to security grilles and lighting;
- make Wellingborough a more attractive and vibrant place;
- promote craftsmanship, with benefits for skills development.

In terms of **environmental sustainability**, the strategy will:

- significantly improve the town centre's townscape quality;

- enhance cultural heritage, complementing other conservation-related initiatives that are planned and improving the overall standard of environmental quality;
- have an undetermined impact on wider climate change, air and water quality considerations, but will potentially help to improve energy efficiency.

In terms of **economic sustainability**, the strategy will:

- provide job opportunities for those involved in implementation works;
- enhance the attractiveness of Wellingborough as a destination for businesses and tourists;
- make a major positive contribution towards making town centre more regionally competitive and so enhance its overall vitality and viability.

6.6 How Social, Environmental and Economic Problems Were Considered in Developing the Proposals

6.6.1 The key social, environmental and economic problems were considered in developing the preferred option proposals, as described above. However, given the existence of a hierarchy of plans beyond the Shop Front and Advertisement Design Guide, many of the major strategic decisions have been made in other documents at a national level, at the regional and sub-regional level in the Regional Spatial Strategy and North Northamptonshire LDF Core Spatial Strategy and at Borough level in the Town Centre Area Action Plan, for example.

6.6.2 As such, the main problems have been considered by way of ensuring that positive effects have been maximised whilst seeking to mitigate negative effects.

6.7 Uncertainties and Risks

6.7.1 The Draft Shop Front and Advertisement Design Guide has been assessed against a backdrop of global and national recession. This, together with related impacts on the environmental improvement works that can be afforded and potentially the societal changes that may result has created a context of uncertainty for the appraisal. These are events that are beyond the control of plan-making bodies and are generally most effectively responded to by national and international governmental bodies.

7.0 IMPLEMENTATION AND MONITORING

7.1 Implementing the Shop Front and Advertisement Design Guide

7.1.1 The Shop Front and Advertisement Design Guide will be used both to promote and enforce improvements to the design of shop fronts and advertisements throughout the town centre, providing an educational role as a development control tool. The aim is to ensure that the Guide is applied to the design of both new developments that will be generated through Area Action Plan policies as well as the conservation and ongoing maintenance and improvement of existing properties. This mutually complementary, parallel approach is intended to provide a positive contribution to plans regenerate Wellingborough Town Centre.

7.1.2 A further explanation of how the provision of the guide will be applied in the granting of planning consent is included in the Draft Shop Front and Advertisement Design Guide itself.

7.2 Links to other tiers of plans and programmes

7.2.1 It is a requirement that the Town Centre Shop Front and Advertisement Design Guide generally conforms to higher-level plans in the plan-making hierarchy. In this case, the Guide will be adopted as a Supplementary Planning Document, supplementary to the adopted Core Spatial Strategy Policy 13 'General Sustainable Development Principles' and Policy WTC6 of the Wellingborough Town Centre Area Action Plan (currently a Submission Version draft). It must therefore be in conformity with the Local Development Framework generally and these policies specifically.

7.2.2 It follows that, where policies the Shop Front and Advertisement Design Guide is intended to implement decisions already taken at the higher level, the sustainability appraisal will not need to look at these decisions again. Also, where the Shop Front and Advertisement Design Guide proposals relate to those at the higher level, the sustainability appraisal of the higher-level plan may help to inform this sustainability appraisal.

7.2.3 In preparing the Core Spatial Strategy and the Wellingborough Town Centre Area Action Plan, sustainability appraisals were carried out using the methodology set out. Both sets of policies were assessed to have a beneficial impact. This reinforces the results of the Shop Front and Advertisement Design Guide sustainability appraisal, that its preparation will have a positive effect on sustainability.

7.3 Proposals for monitoring

7.3.1 The evidence of how the SA objectives are being affected can only be detected by looking at evidence of how economic, environmental or social circumstances are changing in the borough over time. Monitoring of the SA and implementation of the Shop Front and Advertisement Design Guide will take place as part of the Borough Council's Annual Monitoring Report – available at:

<http://www.wellingborough.gov.uk/towncentreaap>

7.3.2 There are two aspects to monitoring:

A) Monitoring using SA indicators

Monitoring will cover the baseline information and SA indicators listed in the Appendix F Sustainability Appraisal Framework. Indicators that are considered to be of most relevance to the Shop Front and Advertisement Design Guide are highlighted. It will be important to verify that the positive effects predicted actually do occur. Cumulative, secondary and synergistic effects should also be considered.

B) Monitoring of AAP implementation

Appendix E of the AAP sets out the Monitoring Framework relating to implementation of AAP policies. The following extract relates to the Shop Front and Advertisement Design Guide:

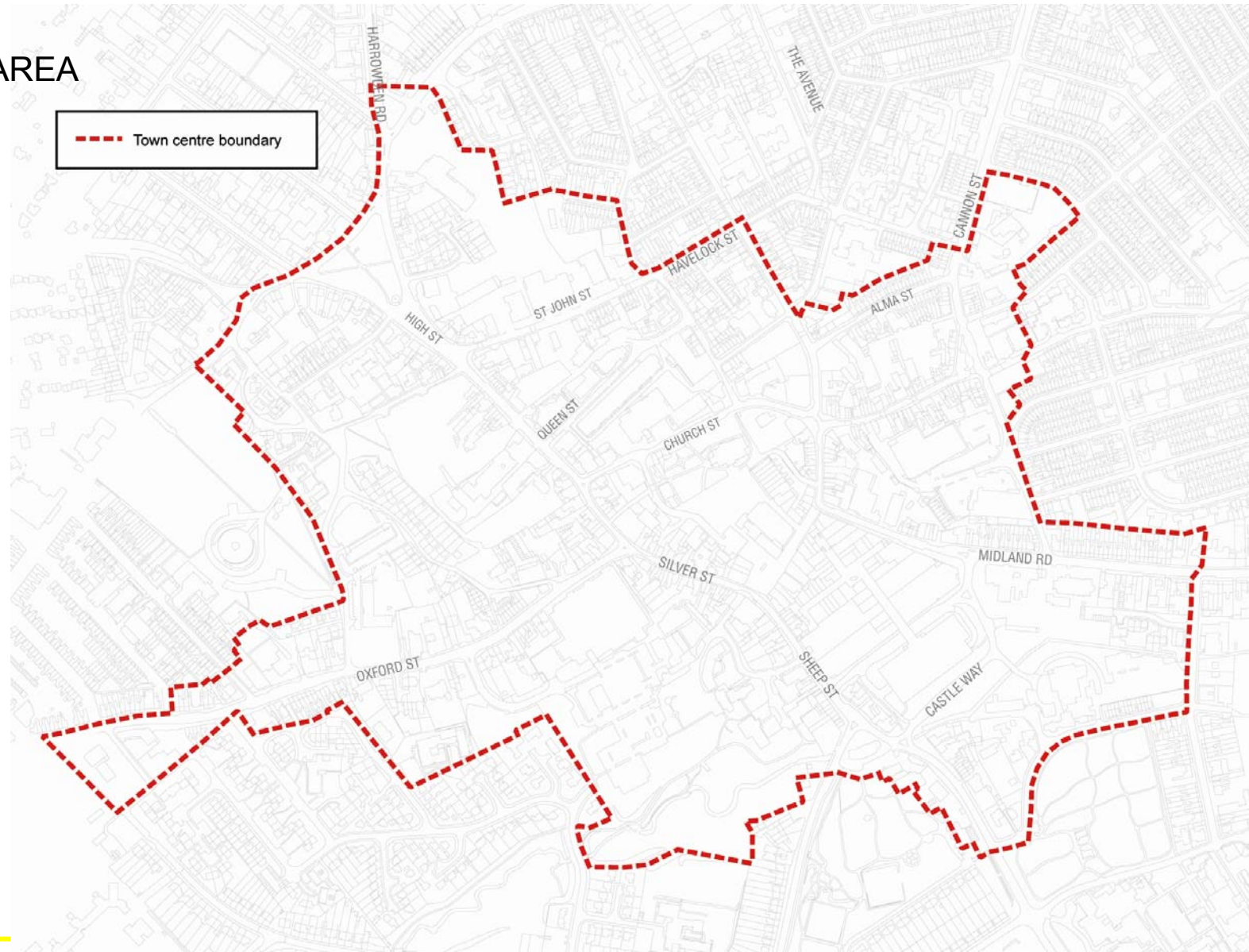
AAP Objective	Related Policies	Associated Targets	Indicators
To promote mixed-use development that will help drive a broadly-based, dynamic local economy and vibrant community that combines retail, leisure, cultural and commercial facilities and attractions	WTC6 - Shop fronts	Refuse all applications which fail to meet the criteria in Policy WTC6, where this is relevant.	The number of applications that do not adhere to the criteria in Policy WTC6

7.3.3 Where monitoring identifies unforeseen adverse effects it will be appropriate to consider in the Annual Monitoring Report whether remedial action is needed. This could include reviewing the Shop Front and Advertisement Design Guide or making recommendations on the implementation of specific policies contained within the Town Centre Area Action Plan.

Compliance with SEA Directive's requirements Annex I (g)
 'A description of measures envisaged concerning monitoring' (Annex I (i)) in accordance with article 10'

 'Member States shall monitor the significant environmental effects of the implementation of plans and programmes in order, inter alia, to identify at an early stage unforeseen adverse effects, and to be able to undertake appropriate remedial action' (Article 10.1)

APPENDIX A THE STUDY AREA



APPENDIX B LIST OF CONSULTEES

APPENDIX B LIST OF CONSULTEES

a) Statutory Consultees	Augusta Developments	British Telecom	Congregation of Jehova Witnesses
The Environment Agency	AWG Land Holdings Ltd	British Transport Police	Connexions
English Heritage	B H Brawn & Co Ltd	British Trust for Conservation	Converge/NLP
English Nature	Bantex Ltd	Volunteers (BCTV)	Co-operative Group
	Bar Life	Brookside Medical Centre	Coral Estates
	Barclays Bank	Browne Jacobson	Corby Borough Council
	Barnes Noble Edwards	Buckinghamshire County Council	Corton NBC
b) Additional WTC AAP Consultees	Barratt Northampton	Burton Latimer Parish Council	CPRE
	Bassetts Close Community	CABE	Croyland Community Association
	Association	CAN	Croyland Community Centre
A P Lewis & Sons Ltd	Bedford Borough Council	Castle Ashby Parish Council	Croyland Nursery School
Abbey Developments	Bedfordshire County Council	Castle Ashby Trust	Croyland Primary School
Abbeyross Chartered Surveyors	Bee Bee Developments Ltd	Castle Residents Association	Croyland Residents Against Over
Ability Northants	Bellway Homes Ltd	Catalyst Capital LLP	Development
Acorn Homes	Berry Brothers & Holmes	Catesby Property Group	Croyland Road West Neighbourhood
Age Concern	Bible Way Church	CDS Development Services Ltd	Watch
AGN Design Associates	Bidwells Drake	Cedar Country Homes Ltd	CTC Wellingborough & East
Agoraphobia & PMS Society	Billing Parish Council	Chamber of Commerce	Northants
Albany House Medical Centre	Black Solutions Ltd	Christian Centre Nursery	Daventry District Council
Alcon Builders Ltd	Blacklee Smith	Church of God Seventh Day	David Coles Architects
Alfred Underwood Limited	Bonham Lilley Timber	Churches Together in	David Wilson Homes (South
All Hallows Church	Borough Council of Wellingborough	Wellingborough	Midlands)
All Saints and St Mary's Church	Bovis Homes Ltd	Churchills Tavern	Davies & Co. Chartered Surveyors
All Saints CE Primary School	Boyer Planning	Citizens Advice Bureau	Davis Langdon & Everest
All Saints Church	Bozeat Community Primary School	City and County Developments	Daylight Centre Fellowship
Ancer SPA	Bozeat Parish Council	Cluttons LLP	De Pol Associates
Andrew Martin Associates	Brain Coles Associates	CM Frost Auto Parts	DEGW
Anglian Water Services Ltd	Bramble Developments	Cogenhoe and Whiston Parish	Delos Resource Centre
Arthritis Research Campaign	Breezhill Allotment Association	Council	Department of Communities and
Asian Womens Group	Brian Barber Associates	Comission for Black Initiative	Local Government
Asian Womens Menzil Group	Bridge/CAB Accommodation Project	Composting Association	Development Land & Planning
Atisreal UK	British Steel Pension Fund	Compton Estates Management	Disabled People's Alliance

DPDS Consulting (Regional Ltd)	George Alan	Holcot Parish Council	Lidl UK
Earls Barton Help Scheme	Gharana Community Care Services	House Builders Federation	Little Addington Parish Council
Earls Barton Infant School	Girl Guiding	Huxlow School	Little Harrowden Community Primary School
Earls Barton Junior School	GOEM	Indigo Planning	Little Harrowden Parish Council
Earls Barton Parish Council	Gold Street Medical Centre	ING Real Estate	Little Irchester Congregational Church
Earls Barton Sports & Leisure Development Group	Government Office for the East Midlands	Ingleton Wood	Lonsdale Print Solutions Ltd
Earls Barton United Football Club	Great Addington Parish Council	Inner Wheel of Wellingborough Hatton	Lovell Partnership Limited
East Midlands Development Agency	Great Doddington Parish Council	Irchester Country Park	Market Traders Association
East Midlands Housing Association	Great Doddington Primary School	Irchester Health Centre	Marriott Harcastle
East Midlands Planning Aid Service	Great Harrowden Parish Council	Irchester Parish Council	Martin Robeson Planning Practice
East Midlands Regional Assembly	Great Park Street Methodist Church	Irchester Primary School	Matalan
East Northamptonshire Council	Grendon Church of England Primary School	Irthlingborough Town Council	McCann Homes
East Northants Housing / Longhurst Group	Grendon Parish Council	Isham Church of England Primary School	McDonalds
Easton Maudit Parish Council	Guide Dogs for the Blind Association	Isham Parish Council	Mears Ashby CE Endowed Primary School
Ecton Parish Council	GVA Grimley LLP	Ishmail	Mears Ashby Church
Ecton Village Hall	Hackney Drivers Association	Islah-UI-Muslimeen	Mears Ashby Parish Council
EMDA	Hallam Land Management Ltd	Jehovahs Witnesses Wellingborough Congregation	MENCAP
English Heritage	Hampton Brook Estates Ltd	Job Centre Plus	Midland Shoe Market
English Nature	Hannington Parish Council	John Phillips Planning Consultancy	Mill Road Baptist Church
Environment Agency	Hanson Aggregates	K G Laurence Group	Millenium Pizza
Evangelical Bible Church	Hardwick Infant School	Keelcove Ltd	Milton Keynes Council
EYDCP	Hardwick Junior School	Keep it Real Youth Group	MIND
Finedon Community Centre	Hardwick Parish Council	Kettering Area Health Authority	Miracle Church of God in Christ
Finedon Infant School	Hardwick Parish Meeting	Kettering Borough Council	Mobile Operators Association
Finedon Mulso C.E Junior School	Hardwick Park Residents' Association	Kingsway Boys Club	Mobile Radio Services
Finedon Over 60s Club	Harold Parish Council	Kingsway Methodist Church	Montserrat Community
Finedon Parish Council	Harrowden Day Centre	Kirkby and Diamond	Morris Smith Jewellers
Finedon Road Industrial Estate	Harwoods	Knight Frank	MRPP
Chamber of Commerce	Harwoods Chartered Surveyors	La Officiana	MSC Planning
Five Wells Credit Union	Health Food Shop	Ladywell Allotment Association	Muslim Community
Fletcher King Howard	Hemmingwell Residents Association	Lambert Smith Hampton	NAACBA
Forum for the Future	Henry H Bletsoe & Son	Lavendon Parish Council	National Childrens Homes
FPD Savills	Highways Agency	Learning and Skills Council	National Farmers Union
Freemans CE Junior School	Hind Hotel	Leicester Housing Association	National Grid Property Holdings Ltd
Friars School	Hindu Association	Leicestershire County Council	National Offender Management Service
Friends of the Earth	Hindu Temple	Leicestershire/Northamptonshire/Rutland Strategic	Natural England
Furnace Lane Action Group	HMP Wellingborough		
Garwood Developments			

NCC Youth Service	Perfect Pizza	Scott Bader	Teamwork Wellingborough
Nene Valley Community Action	Persimmon Homes (Midlands) Ltd	Service Six	Tesco
Nene Valley Stroke Club	Personal (Cortexa Ltd)	Shoosmiths	The Avenue Infant School
Network Rail	Podington Parish Council	Silk	The Campaign for Real Ale
New Life Church	Police	Sir Christopher Hatton School	The Castle
New Testament Church of God	Pravasi Mandal (Asian Elders Group)	SITA (Nene Valley Waste Ltd)	The Countryside Agency
North Northamptonshire Joint Planning Unit	Princes Trust Volunteer Group	Smith Stuart Reynolds	The Duchy of Lancaster
North Northants Development Company	Prison Visitors Centre	Society of Friends - Quakers	The Golden Dragon
Northampton Borough Council	Prologis Developments Limited	Sofawise Recycling Project	The Green Organisation
Northamptonshire Chamber	Punch Taverns	South Northamptonshire District Council	The HOPE Project
Northamptonshire Churches	Pytchely Parish Council	Sport England - East Midlands	The John Phillips Planning Consultancy
Northamptonshire County Council	Queensway Medical Centre	St Andrews Church	The National Autistic Society
Northamptonshire Enterprise Limited	Queensway Residents Association	St Barnabas CE School	The Prince's Foundation
Northamptonshire Film Archive Trust	Rabbit Taxis	St Barnabas Church	The Royal British Legion
Northamptonshire Heartlands Primary Care Trust	Rachel Mallows Services to Business	St John Ambulance	The Salvation Army
Northamptonshire Partnership	Racial Equalities Council	St John's Ambulance	The Salvation Army
Northamptonshire Racial Equality Council	Ram Sports	St Marks Church	The Showmen's Guild of Great Britain
Northamptonshire Travellers Unit	Ramblers Association	St Mary the Virgin Parish Church	The Strategic Rail Authority
Northamptonshire Women's Network	Reachout Centre	St Mary's C of E Church	The Theatres Trust
Northamptonshire Fire and Rescue Service	Redhill Grange Community Association	St Mary's Church	The Wildlife Trust for Northamptonshire
Northants ACRE	Redhill Grange Residents Association	St Mary's, Wilby & St Nicholas, Great Doddington	The Woodland Trust
Northants Teaching PCT	Redwell Infant School	St Peter & Paul, East Maudit & St Mary's Bozeat	Tingdene Holdings Limited
NSPCC	Redwell Junior School	Stagecoach in Northants	Tradewinds
Oakway Infant School	Redwell Medical Centre	StaPSO & CARSAG	Transpower Drives Ltd
Oakway Junior School	Regina Reproductions	Step by Step	Tresham Institute of Further Education
Odell Parish Council	Residents on the Wilby Way Estate	Stodec Products Ltd	Turley Associates
Orbit Development Department	Rowen Gate Primary School	Strict Baptist Church (Tabernacle)	Turner & Townsend
Orlingbury Parish Council	Rowlatt & Sons	Strixton Parish Council	Underwoods
Our Lady and St Edmund Campion	Royal Mail Group plc	Strutt & Parker	Underwoods
Our Lady's Catholic Infant School	RSPB	Summerlee Medical Centre	University of Cambridge
Our Lady's Catholic Junior School	Rugby Mayday Trust	Swaminaryan Mission	URC Northamptonshire DC
Overstone Parish Council	Rushden Town Council	Swansgate Centre	Victim Support - Northants
Park Junior School	Ruskin Infant School	Swanspool Allotment Association	Victoria Centre
Peacock & Smith Consultants	Ruskin Junior School	Sywell Aerodrome Ltd	Victoria Infant School
Peacock Stores	Samuel Rose	Sywell Parish Council	Victoria Junior School
	Saxby Bros. Ltd	Taylor Woodrow	Volunteer Reading Help

Walgrave Parish Council
Warrington Parish Council
Warwick Primary School
Weavers School
Weldon Plant Limited
Wellingborough & District Talking
Newspaper
Wellingborough & East Northants
CTC
Wellingborough Afro Caribbean
Association
Wellingborough Archaeological &
Historical Society
Wellingborough Area Council for
Disabled People
Wellingborough Balti King
Wellingborough Black Consortium
Wellingborough Carnival Association
Wellingborough Chamber
Commerce
Wellingborough Civic Society
Wellingborough Council for the
Disabled

Wellingborough Disabled Club
Wellingborough District Hindu
Association
Wellingborough District Scout
Council
Wellingborough Driving Academy
Wellingborough Fire Service
Wellingborough Gateway Club
Wellingborough Hatton Rotary Club
Wellingborough Hindu Association
Wellingborough Innovation Centre
Wellingborough Inter Faith Group
Wellingborough Local Health Group
Wellingborough Partnership
Wellingborough Police
Wellingborough Primary Care Group
Wellingborough School
Wellingborough Sports Club for the
Disabled
Wellingborough Stroke Club
Wellingborough Sustainability Forum
Wellingborough Town Centre
Partnership

Wellingborough Twinning
Association
Wellingborough United Reform
Church
Wellingborough Volunteer Bureau
Wellingborough Volunteer Centre
Wellingborough West Indian
Association
Wellingborough Womens Aid
Wellingborough Civic Society
Wesleyan Reform Church - Alma
Street
Wesleyan Reform Church - Nest
Farm
Westbury Homes (Holdings) Ltd
White Young Green
Wilby CE Primary School
Wilby Parish Council
Wilcon Homes
Wildlife Trust
William Davis Ltd
Wilson Browne
Wimpy Homes

Winifred Wharton Trust
Wm. Morrison Supermarkets plc
Wollaston Community Primary
School
Wollaston Medical Centre
Wollaston Parish Council
Wollaston School
Woods Hardwick
Woolworth Plc
Workers Educational Association
Wrenn School
Wymington Parish Council
Wywill Estates Ltd
Yardley Hastings Parish Council
York Ward & Rowlatt Ltd
Any Individuals who have registered
an interest in the Local Development
Framework
Town Centre Businesses

APPENDIX C CONSULTATION RESPONSES

Name	Comment	BCW Response
<p>Ann Plckett English Heritage</p>	<p>Q4 Accuracy and scope of baseline data It will be necessary in order to implement this SPD to know the location of listed buildings and the conservation area.</p>	<p>Agreed. The Baseline Report has been revised to include this and is available on the Council's web-site as an appendix to the Draft Shop Front Guide.</p>
	<p>Q7 Objectives, Indicators and Targets Again, the '% of listed buildings at risk' may not be an appropriate indicator in the context of this SPD.</p> <p>It is suggested that the wording of the second indicator is amended to: 'people (<i>number/ % of those surveyed?</i>) who believe <i>that</i> the conservation area and <i>the appearance of listed buildings or their setting</i> has been enhanced.'</p>	<p>Agreed that 'listed buildings at risk' not directly relevant to the Shop Front Guide.</p> <p>Agree to include "percentage of people surveyed who believe that the conservation area and the appearance of listed buildings or their setting has been enhanced."</p>
	<p>Q10 Testing objectives The heading refers to 'Public Realm Strategy Objectives'; this is confusing as it should refer to shop front advertising objectives, even if similar objectives are used. It would be expected that there would be other objectives that relate to the design issues associated with the buildings, rather than just the public realm</p>	<p>Agreed. This is an error. Two corrections have been made:</p> <ul style="list-style-type: none"> - to correctly identify the 'X axis' of the table as Shop Front Design Guide Objectives; and - to ensure that all seven objectives are set out in chapter 1.4 of the Shop Front

		<p>Design Guide, to form an appendix to the Draft Guide The objectives are considered to be directly relevant to shop front design and remain unchanged.</p>
	<p>Appendix 4 Appraisal Questions – Decision-making criteria <u>Landscape</u> This question is relevant if ‘landscape character’ is understood to include ‘townscape character’. <u>Cultural Heritage</u> Is the question on access to and interpretation of historic sites relevant to the SPD?</p>	<p><u>Landscape</u> To include a note to clarify that ‘landscape’ is taken to include ‘townscape character’</p> <p><u>Cultural Heritage</u> Access to and interpretation of historic buildings (shops that are either listed buildings or buildings of local townscape merit) is relevant to the Shop Front Design Guide. To replace the word ‘sites’ with ‘buildings’ for clarity, to read: “Improve access to and interpretation of historic buildings?”</p>

Consultees were requested to provide feedback in relation to three SA Scoping Reports (and the Baseline Studies contained therein) in respect of three Supplementary Planning Documents being prepared in parallel, namely: the Town Centre Public Realm Strategy; Church St / Market Square Development Brief; and Town Centre Shop Front and Advertisement Design Guide. The following tables summarises feedback received relating to all three documents.

Rebecca Bristow Environment Agency	<p>Objective No. 9 Water efficiency and the wise use of water resources should be added to Public Realm Strategy Objective No. 9 and Church Street/Market Street Development Brief Objective No. 9 alongside energy resource efficiency.</p>	<p>Agreed. Objective 9 of PRS amended thus “to identify the potential for public space design to contribute to water efficiency, wise use of water, improved water quality, the management of ground water and the mitigation of flooding risks”</p>
	<p>General Development Principles There should be a clear sustainable development context within the SPD’s. If growth is to be sustainable, the impacts on critical environmental factors such as water supply, waste disposal facilities, greenhouse gas emissions, biodiversity and flood risk must be identified and addressed.</p>	<p>Agreed. To be emphasised in the introduction of each SPD.</p>
	<p><u>Flood Risk</u> Site-specific flood risk assessments will need to be carried out in accordance with the requirements of Planning Policy Statement 25 (PPS25) ‘Development and Flood Risk’. The plan should recognise the requirement for developments to satisfy the Sequential and Exception tests as set out in PPS25 which should be applied at all stages of planning. The overall aim is to steer new development to Flood Zone 1. Within each zone, new development should be directed first to sites at the lowest probability of flooding and the flood vulnerability of the intended use matched to the flood risk of the site.</p> <p>Increases in the surface area of impermeable surfacing will increase surface water run-off rate and peak volume, ultimately increasing flood risk within the wider catchment. Surface water run-off from new developments in the area should therefore be managed in a sustainable manner to ensure that new development does</p>	<p>This is recognised in the Core Spatial Strategy and Town Centre AAP. The PRS SA also signposts.</p> <p>Noted.</p>

	<p>not increase flood risk within the wider catchment.</p> <p>The plan should promote the use of Sustainable Drainage Systems (SuDS) to manage drainage in a sustainable manner, reducing the rate and volume of run-off as well as contributing to an improvement in water quality and amenity.</p>	<p>Agreed. PRS promotes SUDS.</p>
	<p><u>Water Cycle Infrastructure</u></p> <p>It is very important to have a clear policy and mechanism to ensure that adequate infrastructure (including sewage treatment capacity) is in place before development begins. It is strongly recommended that the council works closely with the local water company and the Environment Agency to strategically plan for and phase development accordingly.</p> <p>Anglian Water Services Ltd. should be consulted by the Local Planning Authority and be requested to demonstrate that the sewerage and sewage disposal systems serving the development have sufficient capacity to accommodate the additional flows, generated as a result of the development, without causing pollution or flooding. If there is not capacity in either of the sewers, the Environment Agency must be reconsulted with alternative methods of disposal.</p>	<p>Policy WTC25 of the AAP addresses this matter.</p>
	<p><u>Water and energy efficiency</u></p> <p>Every opportunity should be taken to build water efficiency into new developments, and innovative approaches should be encouraged. Design should ensure that water consumption does not exceed more than 120l per head per day so that the ODPMs sustainable communities' target of reducing water consumption by 25% in all properties is achieved. Examples of water saving measures we wish to see incorporated include low flush toilets, low flush shower heads and water butts for gardens. Advice can be obtained from the Water Company or Environment Agency Demands Management Centre 01903832073.</p> <p>Energy efficiency measures and local and small-scale generation of low carbon heat and power (in a way that is sensitive to the local environment) should be integrated into the development. The siting, layout, orientation and location of buildings should be considered so as to maximise resource efficiency. Units should be designed and sited to maximise use of natural resources including natural lighting and ventilation,</p>	<p>Noted – PRS to reference integration of water and energy efficiency considerations.</p>

	and to reduce heat loss.	
	<p><u>Waste</u> The waste hierarchy – reduce, reuse, recycle should be implemented when developing proposals for the development. Community composting schemes and the necessary waste handling facilities should be developed as part of the essential infrastructure of new neighbourhoods.</p> <p>A Site Waste Management Plan must be produced for all developments costing over £300,000.00</p>	Noted – PRS to reference integration of waste management considerations.
	<p><u>Biodiversity</u> There shall be no detriment to the environment as a result of development. Biodiversity enhancement alongside improved access to river and greenspace should be sought wherever possible. Links should be made with the council’s water cycle study, green infrastructure strategy and policies held within PPS9, the EU Habitat Directive and UK Regional and local BAPs.</p>	Policy 14 of the Core Spatial Strategy establishes this, supported by Policy WTC17 of the Town centre AAP. The PRS provides further project proposals.
	<p><u>Sustainable Construction</u> Sustainable management and use of natural resources and the use of sustainable construction methods and materials should be promoted in all future buildings. Sustainable construction targets should be identified when developing projects, such as reducing waste and pollution targets, setting targets for recycling aggregates or enhancing biodiversity. The principles of sustainable construction should be considered through procurement policy and the chain of supplies. The Environment Agency has produced its own guidance for sustainable construction in the form of a pack called ‘a guide for developers’. The document can be viewed at http://www.environment-agency.gov.uk/business/444304/502508/1506471/.</p>	Sustainable construction applies equally to public realm as to buildings and is referenced in the PRS and Shop Front Design Guide.
	<p><u>Pollution Prevention</u> Nothing other than uncontaminated excavated natural materials shall be tipped on the site.</p> <p>Only surface water from roofs and paved areas not accessible to vehicles, should be discharged to any soakaway, watercourse or surface water sewer.</p>	Agreed. Covered by existing legal and policy provisions.
	<p><u>Contamination</u></p>	Noted. Referenced in PRS.

	The requirements of PPS23 Planning and Pollution Control, CLR 11 Model Procedures for the Management of Land Contamination and the Environment Agency Guidance on Requirements for Land Contamination Reports should be followed.	Noted.
Natural England	No comment	
Alan Smith Wildlife Trust	(Please note that some of these points below have arisen from a review of the Wellingborough Town Centre Public Realm Strategy portion of this larger document, which was carried out first-of-all, but please further note that some of them are also directly applicable and transferable to the relevant inclusions / references within the appropriate places of the other two sections of this same large document too.)	Noted
	- Having previously attended and provided inputs to the Issues & Options Workshops for the Site Specific Proposals and Town Centre AAP in March 2006, having provided feedback to the Town Centre Expansion to 2021 consultation exercise in early April 2007, and having also provided a response to the Town Centre AAP Preferred Options round in March 2008, The Wildlife Trust welcomes, and is pleased to see, that a number of our earlier comments made in respect of biodiversity and ecological issues have now been addressed and included as a part of the current round of consultation about these same matters and their wider applications and implications.	Noted
	However, despite noting that some element of ecological appraisal has indeed now been included as a part of the Evidence Base, and that a reference has been made to the desirability of achieving county Biodiversity Action Plan target delivering for both species and habitats, we do feel duty bound to repeat yet again that (notwithstanding the inclusion of it as a reference source within the Table at Appendix 1, foot of Page 16, of the Public Realm Strategy portion of the document, for example) there still remains an apparent lack of a proper fundamental, front-loaded, early and integrated Green Infrastructure approach running through and underpinning all of your plans here. The full integration of the 9 Principles of Green Infrastructure should be informing all of your emerging and evolving proposals in respect of these policies, strategies and SPDs in our view.	These principles have been integrated into the Public Realm Strategy
	- With reference to the Summary Table shown at Paragraph 5.2 on Page 11 of the Public Realm Strategy section of the large document, since we are of the opinion that the topic of Biodiversity (just like adaptation to Climate Change in fact) is such a	Noted. Agreed that revisions are made to acknowledge the relevance of biodiversity to

	<p>cross-cutting theme that underpins, impacts and impinges upon, so many other elements and objectives, may we please suggest that their inter-relationship with the 11 listed Public Realm Strategy Objectives be reviewed for additional potential and positive compatibility.</p>	<p>other Public Realm Strategy objectives.</p>
	<p>- With reference to the Table at Appendix 1 of the Public Realm Strategy section, can we please suggest that perhaps the following documents could be of use to you in this respect: "Planning Sustainable Communities : A Green Infrastructure Guide for Milton Keynes & the South Midlands"; April 2005; the MKSM Environment & Quality of Life Sub-Group.</p> <ul style="list-style-type: none"> • English Nature's (as was) ANGST Standards. • Putting Wildlife Back on the Map - A Biodiversity Strategy for the East Midlands : Summary"; June 2006; East Midlands Biodiversity Forum; East Midlands Regional Assembly. • The Natural Environment and Rural Communities (NERC) Act 2006. • PAS 2010 "Planning to halt the loss of biodiversity". • Environmental Quality in Spatial Planning" June 2005; and the associated Supplementary Files. • Guidelines for Ecological Impact Assessment in the United Kingdom" Version 7 of July 2006. Institute of Ecology and Environmental Management. • Framework for Biodiversity" November 2005. Association of Local Government Ecologists. • Spatial Planning Guidance" Wildlife & Countryside Link; September 2006. 	<p>Noted. Additional publications referenced in revised version. However, not all publications are included - this table does not seek to summarise all Acts of Parliament of relevance, for example.</p>

	<ul style="list-style-type: none"> • Biodiversity by Design: a guide for sustainable communities" TCPA; September 2004. • The Countryside and Rights of Way (CRow) Act 2000. <p>- With reference to the Table at Appendix 1 of the Public Realm Strategy section, and specifically to the inclusion of the county Biodiversity Action Plan document listed as an inclusion towards the bottom of Page 16, may we please just bring to your attention the fact that the Weblink references given there are incorrect and no longer valid. Please note that Northamptonshire's Biodiversity Action Plan document was revised and refreshed earlier this year (it now has fewer but SMARTer targets) and it was officially relaunched on 21st July 2008. Therefore, the current and correct Weblink to this county's BAP should now please be shown as the following only :</p> <p>www.northamptonshirebiodiversity.org</p>	<p>Noted. Change made to PRS.</p>
	<p>As per the consultant ARUP's recommendation given on Page 39 of Chapter 3, on Site and Context Appraisal, of the Public Realm Strategy section of the document, we strongly recommend that a suitable and comprehensive episode of bat survey work is undertaken at the earliest appropriate opportunity in order to understand exactly what the possible presence of bat species is from within the area of interest and so that the future potential requirements of this protected species issue can be integrated into the proposals as they move forward.</p>	<p>Uncertain of reference. Neither Chapter 3 of PRS nor SA Scoping Report has this title. Page 39 of the PRS deals with another matter.</p>

APPENDIX D PLANS AND PROGRAMMES INFLUENCING THE GUIDE AND SA

Key Objectives	Key targets and indicators	Implications for the SPD
International		
EU Directive 2001/42 EC on the Assessment of the Effects of Certain Plans and Programmes on the Environment.		
Also known as the SEA Directive, it states that all plans and programmes which are likely to have a significant effect on their environment should be made subject to systematic environmental assessment.	When these plans or programmes determine the use of small areas at local level or are minor modifications, they should be assessed only where Member States determine that they are likely to have significant effects on the environment.	SA report to be carried out in accordance with the SEA Directive, the Act and the regulations
The Water Framework Directive 2000/60/EC		
<ul style="list-style-type: none"> Promote sustainable water use based on a long-term protection of available water resources; Contribute to mitigating the effects of floods and droughts; Ensure the progressive reduction of pollution of groundwater and prevent its further pollution Reg 17 of Regs 2003 requires each public body to have regard to the River Basin Management Plan 	<ul style="list-style-type: none"> All inland and coastal waters to reach good ecological and chemical status by 2015. 	<ul style="list-style-type: none"> SPD guidance to support overall objectives and requirements of the Directive Public realm design to assist in protection of surface and ground waters Take into account the relevant River Basin Management Plans and associated action plans for water quality, resources and flood risk
EC Council Directive on the Conservation of Habitats and of Wild Fauna and Flora 92/43/EEC		
<ul style="list-style-type: none"> Conserve fauna and flora and natural habitats of EU importance. Establish a network of protected areas to maintain both the distribution and abundance of threatened species and habitats 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> Help support plan policies to protect and enhance habitats and flora and fauna to support overall objectives and requirements of the Directive
European Noise Directive 2000/14/EC		
<ul style="list-style-type: none"> Monitor the environmental problem by drawing up strategic noise maps; Informing and consulting the public about noise exposure, its effects and the measures considered to address noise; Addressing local noise issues by requiring authorities to draw up action plans to reduce noise 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> Support overall objectives and requirements of the Directive as far as relevant to SPD

Key Objectives	Key targets and indicators	Implications for the SPD
where necessary and maintain environmental noise where it is good; • Developing a long term EU strategy.		
Kyoto Protocol		
• Established to limit emissions of greenhouse gases. • 6 gases addressed: <ul style="list-style-type: none"> - Carbon dioxide - Nitrous oxide - Methane - Hydrofluorocarbons - Perfluorocarbons - Sulphur hexafluoride 	• Reduce greenhouse gas emissions by 5% of 1990 levels, 2008-12 • UK has an agreement to reduce greenhouse gas emissions by 12.5% below 1990 levels by 2008-12 and a national goal to a 20% reduction in carbon dioxide emissions below 1990 levels by 2010.	• Consider how the SPD can contribute to the objectives and targets of the Protocol.
European Birds Directive 79/409/EEC		
• To ensure that no member state should gain a short-term economic advantage over another by destroying its environment and places in which birds feed, live and breed • Requirement to preserve, maintain and re-establish sufficient diversity and area of habitats for all wild birds, primarily through creating protected areas • Promote the protection of Special Protection Areas	• No targets	• Promote the protection of birds and their habitat in the SPD
European Landscape Convention 2000 (http://www.iccops.it/oceans21/documents/EU_landscape_convention.pdf)		
• to promote European landscape protection, management and planning, and to organise European co-operation on landscape issues	• to recognise landscapes in law as an essential component of people's surroundings, • to establish and implement landscape policies aimed at landscape protection, management and planning • to integrate landscape into its regional and town planning policies	• to further landscape-related policies on the protection and enhancement of landscape
Habitat Regulations Assessment		

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> The HRA assesses whether there may be any likely significant impacts on a European or Internationally designated site (Special Areas of Conservation (SAC), Special Protection Areas (SPA) or Ramsar sites) 	<ul style="list-style-type: none"> The ecological interests of the designated sites The likely effect of proposed issues and options in relation to the features of interest and conservation objectives of the designated sites The likely scale of impacts arising on the features of interest of the sites Consideration of the plan in the context of the designated sites, so as to allow an Appropriate Assessment decision to be made 	<ul style="list-style-type: none"> There are no SAC/SPA/Ramsar sites within the study area, however the SPD should support overall objectives and requirements A HRA screening for the TCAAP identified that Policy WTC15 could not have a significant effect on a European site.
National		
PPS 1 Delivering Sustainable Development		
<ul style="list-style-type: none"> Promote urban and rural regeneration; Promote regional, sub-regional and local economies; Promote inclusive, healthy, safe and crime free communities; Embodies the need for positive planning to enhance the qualities of an area and instructs Local Planning Authorities to deliver sustainable development Bring forward sufficient land of a suitable quality in the right locations; Give high priority to ensuring access for all to jobs, health education, shops, leisure and community facilities; Focusing developments that attract a large number of people, especially retail development, in existing centres; Protect and enhance biodiversity and address the causes and impacts of climate change, pollution and waste and resource management 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> The need to deliver sustainable development The need for positive planning to enhance the quality of the area Need to consider climate change SA will assist in ensuring the SPD delivers sustainable development.
PPS 1 Supplement: Planning and Climate Change		
<ul style="list-style-type: none"> Sets out how planning for the homes, jobs and infrastructure should help shape places with lower carbon emissions and resilience to climate change. 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> Promote renewable and low carbon energy generation
PPS 3 Housing		

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> • High quality housing that is well-designed and built to a high standard. • A mix of housing, both market and affordable, particularly in terms of tenure and price, to support a wide variety of households in all areas, both urban and rural. • A sufficient quantity of housing taking into account need and demand and seeking to improve choice. • Housing developments in suitable locations, which offer a good range of community facilities and with good access to jobs, key services and infrastructure. • A flexible, responsive supply of land – managed in a way that makes efficient and effective use of land, including re-use of previously-developed land, where appropriate. 	<ul style="list-style-type: none"> • High quality homes • Mixed tenure homes • Adequate supply of a wide choice of housing • Housing in sustainable locations with community facilities and high accessibility • A responsive land supply, with priority to previously developed land within urban areas 	<ul style="list-style-type: none"> • Consider liveability benefits of public realm design.
PPG 4 Industrial and Commercial Development and Small Firms		
<ul style="list-style-type: none"> • Encouraging continued economic development in a way that is compatible with its stated environmental objectives; • Encourage new development in locations which minimise the length and number of trips and in locations that can be served by more energy efficient modes of transport; • Encourage a mix of uses; • Encourage the re-use of urban land for industrial and commercial development 	<ul style="list-style-type: none"> • No targets 	<ul style="list-style-type: none"> • Consider economic development benefits of public realm design
PPS 6 Town Centres		
<ul style="list-style-type: none"> • Key national objectives for town centres is to promote vital and viable city, town and other centres by: <ul style="list-style-type: none"> - Planning for growth of existing centres; - Promoting and enhancing existing town centres; - Managing the decline of centres 	<ul style="list-style-type: none"> • No targets 	<ul style="list-style-type: none"> • Develop guidance in line with national planning guidance on town centres
PPG 8 Telecommunications		
<ul style="list-style-type: none"> • Overall objective is to facilitate the growth of new communications systems in order to provide people with a wider choice, while protecting human health and keeping environmental impact to a minimum. 	<ul style="list-style-type: none"> • No targets 	<ul style="list-style-type: none"> • Develop guidance in line with national planning guidance on planning and telecommunications if applicable

Key Objectives	Key targets and indicators	Implications for the SPD
PPS 9 Biodiversity and Geological Conservation		
<ul style="list-style-type: none"> To promote sustainable development; To conserve, enhance and restore the diversity of England's wildlife and geology; To contribute to an urban renaissance; To contribute to rural renewal. 	<ul style="list-style-type: none"> Targets for restoration and re-creation of priority habitats and the recovery of priority species populations linked to national goals should be included in the Regional Spatial Strategy 	<ul style="list-style-type: none"> SPD guidance should be based upon up-to-date information about environmental characteristics and indicate the location of important sites Provisions should aim to maintain and enhance, restore or add to biodiversity and geological conservation interests Consider identifying areas or sites for the restoration or creation of new priority habitats
PPS10 Planning for Sustainable Waste Management		
<ul style="list-style-type: none"> The overall objective is to protect human health and the environment by producing less waste and by using it as a resource wherever possible 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> Consider the impact of proposed development on waste management facilities Ensure good design and layout helps to secure opportunities for sustainable waste management
PPS12 Local Development Frameworks		
<ul style="list-style-type: none"> Social progress which recognises the needs of everyone. Effective protection of the environment. Prudent use of natural resources. Maintenance of high and stable levels of economic growth. 	<ul style="list-style-type: none"> Economic Development Social Inclusion Environmental protection. Prudent use of natural resources. 	<p>Guidance on preparing LDF documents aims to ensure documents are:</p> <ul style="list-style-type: none"> Flexible; Strengthen community and stakeholder involvement; Involve local communities and all stakeholders from the outset and throughout the preparation of local development documents; Apply the principle of Front loading. <p>The guidance also requires consideration of:</p> <ul style="list-style-type: none"> Sustainability appraisals to ensure that local development documents are prepared with the objective of contributing to the achievement of sustainable development; Programme management and soundness. Protection of the Environment and prudent use of natural resources Conservation of the natural beauty and amenity of land Providing a more accessible environment for everyone Encourage Economic Development and provide for locational requirements of businesses
PPG 13 Transport		
<ul style="list-style-type: none"> Promote more sustainable transport choices for people and freight Promote accessibility to jobs, shopping, leisure facilities and services by public transport, cycling and walking Reduce the need to travel, especially by car Locate new development in places which can be served by public transport 	<ul style="list-style-type: none"> No targets 	<p>Must have an integrated approach to the key objectives of sustainable development and positive planning to proactively manage development. Clear visions for communities and an open inclusive planning process.</p>
PPG 14: Development on Unstable Land		
<ul style="list-style-type: none"> to minimise the risks and effects of land instability 	<ul style="list-style-type: none"> No targets 	<p>Where development is proposed on land which is unstable or potentially unstable, ensure</p>

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> on property, infra-structure and the public; to help to ensure that various types of development should not be placed in unstable locations without appropriate precautions; to bring unstable land, wherever possible, back into productive use; and to assist in safeguarding public and private investment by a proper appreciation of site conditions and necessary precautionary measures. 		<p>that</p> <ul style="list-style-type: none"> the physical capability of the land to be developed; possible adverse effects of instability on the development; possible adverse effects of the development on the stability of adjoining land; and possible effects on local amenities and conservation interests of the development and of any remedial or precautionary measures proposed.
PPG15 Planning and the Historic Environment		
<ul style="list-style-type: none"> There should be effective protection for all aspects of the historic environment including: listed buildings, Conservation Areas, World Heritage Sites, Historic Parks and Gardens, historic battlefields and the wider historic landscape To reconcile the need for economic growth with the need to protect the natural and historic environment 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> The protection of the historic environment, whether individual listed buildings, conservation areas, parks and gardens, or the wider historic landscape will need to be taken fully into account
PPG 16 Archaeology and Planning		
<ul style="list-style-type: none"> Development Plans should reconcile the need for development with interests of conservation, including archaeology. Policies should include those for protection, enhancement and preservation of sites of archaeological interest and of their settings. 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> Develop guidance in line with national planning guidance on archaeology. SPD guidance should protect, enhance and preserve sites of archaeological interest and their settings.
PPG 17 Planning for Open Space, Sport and Recreation		
<ul style="list-style-type: none"> Supporting and urban renaissance Supporting a rural renewal Promotion of social inclusion and community cohesion Health and well being Promoting more sustainable development 	<ul style="list-style-type: none"> No targets 	<ul style="list-style-type: none"> Develop SPD guidance in line with national planning guidance on open space, sport and recreation. Consider the baseline for the quantity and quality of open space and range of types of open space - include relevant guidance to ensure open spaces are attractive and accessible to all Link to Green Infrastructure work Consider objectives that aim to improve the amount and quality of open space in the Borough.
PPS 22 Renewable Energy		
<ul style="list-style-type: none"> Government objectives in relation to renewable energy are set out in the Energy White Paper 	<ul style="list-style-type: none"> The Government has set a target to generate 10% of UK electricity from renewable energy sources by 2010 and 20% by 2020. 	<ul style="list-style-type: none"> Develop guidance in line with national planning guidance on renewable energy. Consider how the strategy can contribute to national targets. SPD guidance should promote energy efficiency. SPD guidance should promote the use of renewable energy and may include a certain percentage of energy in new developments to come from on-site renewable energy schemes.
PPS23 Planning and Pollution Control		

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> • Matters that should be considered in development plans: <ul style="list-style-type: none"> - The economic and social need for development; - Possible impact of potentially polluting development on land use; - Sensitivity of area-landscape, nature conservation, agriculture; - Compliance with statutory environmental quality standards/objectives; - Impact of possible discharge of effluent which may pose a threat to surface or underground water resources; - Sustainable provision of sewerage and sewage treatment; - Relevant action and management plans, e.g. river basin management plan 	<ul style="list-style-type: none"> • No targets 	<ul style="list-style-type: none"> • SPD guidance in line with national planning guidance on planning and pollution control, including promoting the re-use of contaminated land
PPG 24 Planning and Noise		
<ul style="list-style-type: none"> • Local planning authorities should consider whether it is practicable to control or reduce noise levels, or to mitigate the impact of noise through the use of contributions or planning obligations. • New development involving noisy activities should, if possible, be sited away from noise-sensitive land uses. 	<ul style="list-style-type: none"> • No targets 	<ul style="list-style-type: none"> • SPD guidance in line with national planning guidance on planning and noise.
PPS 25 Development and Flood Risk		
<p>To ensure that flood risk is taken into account at all stages in the planning process to avoid inappropriate development in areas at risk of flooding, and to direct development away from areas at highest risk by:</p> <p>Appraising risk</p> <ul style="list-style-type: none"> • identifying land at risk and the degree of risk of flooding; • preparing Regional Flood Risk Appraisals (RFRAs) or Strategic Flood Risk Assessments (SFRAs); <p>Managing risk</p> <ul style="list-style-type: none"> • framing policies for the location of development which avoid flood risk and manage any residual risk; • only permitting development in areas of flood risk when there are no reasonably available sites in 	<ul style="list-style-type: none"> • 0% of developments approved contrary to EA advice 	<ul style="list-style-type: none"> • Apply sequential risk-based approach to determining the suitability of land for development in flood risk areas • Apply recommendations of Strategic Flood Risk Assessment prepared in the context of PPS 25 guidance

Key Objectives	Key targets and indicators	Implications for the SPD
<p>areas of lower flood risk and benefits of the development outweigh the risks from flooding;</p> <p>Reducing risk</p> <ul style="list-style-type: none"> • safeguarding land from development that is required for current and future flood management; • reducing flood risk to and from new development through location, layout and design, incorporating SUDS; • using opportunities offered by new development to reduce the causes and impacts of flooding; <p>A partnership approach</p> <ul style="list-style-type: none"> • working effectively with the Environment Agency and other stakeholders; and • ensuring spatial planning supports flood risk management policies and plans, River Basin Management Plans and emergency planning. 		
Our Energy Future- Creating a Low Carbon Economy		
<ul style="list-style-type: none"> • Reduce Carbon dioxide emissions; • Maintain reliability of energy supplies; • Promote competitive markets in UK and beyond; • Ensure that every home is adequately and affordably heated. 	<ul style="list-style-type: none"> • Cut carbon dioxide emissions by 60% by 2050. 	<ul style="list-style-type: none"> • Consider how the guidance can contribute to national objectives and targets.
UK National Waste Strategy		
<ul style="list-style-type: none"> • Tackle growth in waste • Maximise the value of waste through increased recycling, composting and energy recovery • Develop new markets for recycled materials • Reduce amount of waste to landfill. 	<ul style="list-style-type: none"> • Recover value from 45% of municipal waste by 2010, to at least 30% through recycling or composting. 	<ul style="list-style-type: none"> • Consider guidance for storage and collection of waste in new developments to support recycling. • Consider guidance for local waste management facilities in new development
Securing the Future – Delivering UK Sustainable Development Strategy 2005		
<ul style="list-style-type: none"> • Living within environmental limits • Ensuring a strong, healthy and just society • Achieving a sustainable economy • Promoting good governance • Using sound science responsibly 	<ul style="list-style-type: none"> • The strategy indicates a range of outcome focused indicators. 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to the national objectives and targets on sustainable development.
“Transport 2010: The 10 Year Plan, “ DETR		
<ul style="list-style-type: none"> • Sets out Government strategy for modernising the transport network. Objectives include: <ul style="list-style-type: none"> - Sharpen the competitiveness of British industry - Boost economic development of regions 	<ul style="list-style-type: none"> • Strategy includes a number of targets 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to the national objectives and targets on transport

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> - Promote urban renaissance - Enhance access and opportunity in rural areas - Reduce social exclusion - Lessen impact of transport on environment at local and global level 		
“ A New Deal for Transport: Better for Everyone”		
<ul style="list-style-type: none"> • Sets the government approach to transport policy. Objectives include: <ul style="list-style-type: none"> - Reduce pollution from transport - Improve air quality - Encouraging healthy lifestyles by reducing reliance on cars, and making it easier to walk and cycle - Reduce noise and vibration from transport - Improve transport safety for users, those who work in the industry and the general public. 	<ul style="list-style-type: none"> • No specific targets 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to the national objectives and on transport
Working with the Grain of Nature- A Biodiversity Strategy for England, DEFRA		
<ul style="list-style-type: none"> • Ensure cities, towns and other settlements contribute fully to goals of biodiversity conservation. • Ensure construction, planning, development and regeneration have minimal adverse impacts on biodiversity and enhance it where possible. • Ensure that biodiversity conservation is integral to sustainable urban communities, both in the built environment, and in parks and green spaces. • Ensure that biodiversity conservation is integral to measures to improve the quality of people's lives 	<ul style="list-style-type: none"> • No specific targets 	<ul style="list-style-type: none"> • Guidance should support the national biodiversity strategy objectives.
The Air Quality Strategy for England, Scotland, Wales and Northern Ireland		
<ul style="list-style-type: none"> • Primary objective: <ul style="list-style-type: none"> - To make sure that everyone can enjoy a level of ambient air quality in public places, which poses no significant risk to health or quality of life. 	<ul style="list-style-type: none"> • Targets include: <ul style="list-style-type: none"> - Sulphur dioxide 20ug/m3 - Nitrous oxides 30ug/m3 - Particles (PM10) 40UG/m3 - Nitrogen dioxide 40ug/m3 	<ul style="list-style-type: none"> • Consider how strategy can support the objectives of the Air Quality Strategy.
Saving Lives: Our healthier Nation		
<ul style="list-style-type: none"> • Strategy is largely an action plan for tackling poor health and improving the health of everyone in England, especially the worst off. 	<ul style="list-style-type: none"> • By 2010: <ul style="list-style-type: none"> - reduce the death rate from cancer in people under 75 by at least a fifth; - reduce the death rate from coronary heart diseases and stroke and related diseases in 	<ul style="list-style-type: none"> • Strategy should support the provision of health care facilities where appropriate.

Key Objectives	Key targets and indicators	Implications for the SPD
	<p>people under 75 by at least two fifths;</p> <ul style="list-style-type: none"> - reduce the death rate from accidents by at least a fifth and to reduce the rate of serious injury from accidents by at least a tenth; - reduce the death rate from suicide and undetermined injury by at least a fifth. 	
Making Space for Water (Draft)		
<ul style="list-style-type: none"> • The Government's strategy for planning for water in the long term, including the need to plan for water supply and floodrisk as well as harnessing the wider benefits of the water environment 		<ul style="list-style-type: none"> • Planning for water supply and water efficiency • Need to protect flood storage areas and consider further winter storage areas
English Nature (now Natural England) – Accessible Natural Greenspace Standards (ANGST) standards		
<ul style="list-style-type: none"> • strategy to improve access to green space 	<ul style="list-style-type: none"> • No person should live more than 300m from their nearest area of natural greenspace of at least 2ha in size; • Provision of at least 1ha of Local Nature Reserve per 1,000 population; • At least one accessible 20ha site within 2km from home; • That there should be one accessible 100ha site within 5km; • That there should be one accessible 500ha site within 10km 	<ul style="list-style-type: none"> • Encourage enhanced accessibility to green space
PAS 2010 - Planning to halt the loss of biodiversity		
<ul style="list-style-type: none"> • the integration of biodiversity conservation into land use and spatial planning 	<ul style="list-style-type: none"> • to "halt" the loss of. biodiversity by 2010 	<ul style="list-style-type: none"> • Specify projects aimed at conserving existing and further enhancing biodiversity
Environmental Quality in Spatial Planning (June 2005)		
<ul style="list-style-type: none"> • Provides guidance to help in the preparation of Regional Spatial Strategies and Local Development Frameworks, 	<p>No specific targets but identifies recommended action</p>	<ul style="list-style-type: none"> • Create an integrated strategy that reflects the recommended action steps
Framework for Biodiversity (November 2005)		
<p>Association of Local Government Ecologists publication.</p> <p>Integration of biodiversity into Local Development Frameworks:</p>	<p>No specific targets but advises on best practice</p>	<ul style="list-style-type: none"> • Integrate biodiversity considerations throughout PRS

Key Objectives	Key targets and indicators	Implications for the SPD
a) Assist local authorities in the preparation of their required key documents in Local Development Frameworks and with their subsequent development control functions; b) Assist in the preparation of Supplementary Planning Documents on Biodiversity; and c) Encourage good practice by developers.		
Biodiversity by Design : a guide for sustainable communities (September 2004)		
T CPA publication. <ul style="list-style-type: none"> • guidance on how to maximise the opportunities for biodiversity in the planning and design of sustainable communities 	No specific targets but advises on best practice	<ul style="list-style-type: none"> • Integrate biodiversity considerations throughout PRS
Regional		
Water Resources for the Future- A Strategy for the East Midlands		
<ul style="list-style-type: none"> • Development that recognises the limited availability of water. Incorporate efficiency measures and sustainable drainage systems at the planning stage. • Timing and location of development must respect water resources and environmental constraints. • Seek to ensure that development is sustainable, both in terms of water demand (water efficient devices and rainwater harvesting), water abstraction, treatment and supply, and water disposal (sewerage and sustainable urban drainage systems'. 	<ul style="list-style-type: none"> • No targets 	<ul style="list-style-type: none"> • Consider guidance on sustainable urban drainage systems • Aim to increase water efficiency
Towards a Regional Energy Strategy- A Sustainable Approach to Energy in East Midlands		
<ul style="list-style-type: none"> • To foster greater awareness, understanding and appreciation of the need for, and benefits of, a more sustainable approach to energy generation, in the context of climate change. • To encourage greater community involvement in the planning, design and delivery of sustainable energy projects. • To promote sustainable energy development through the land use planning process. • To influence non-land use strategies, plans and programmes in the region to ensure that they integrate the principles of the 'energy hierarchy'. 	<ul style="list-style-type: none"> • Cut carbon emissions associated with energy needs by 20% by 2050. • Eradicate fuel poverty by 2015 and to facilitate minimum energy efficiency improvements by 2010 in the domestic sector by 10%; the office, retail and public sector and other non-industrial sector by 12.5%; and the industrial sector by 20%. • Increase the appropriate deployment of renewable energy and coal mine methane systems in the East 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to the energy strategy objectives.

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> To build the market for sustainable energy, through research and development and the development of a sustainable energy business network. 	<p>Midlands to meet the regional targets for electricity generation from renewable sources if 10.6% by 2010 and 20% by 2020.</p> <ul style="list-style-type: none"> Encourage a switch to generating plants, which minimise CO₂ emissions, including increasing the capacity of CHP plants in the region by adding over 100 MWe of new CHP plant by 2010, and trebling capacity by 2020. 	
“A Flourishing Region” Regional Economic Strategy for the East Midlands 2006-2020		
<p>vision for the region - that by 2020 the East Midlands will be characterised by growing and innovative businesses, skilled people in good jobs, participating in healthy, inclusive communities and living in thriving and attractive places - in short it will be a <i>flourishing region</i> with high levels of economic wellbeing and a quality of life amongst the best in the world.</p> <p>The vision is underpinned by three main themes:</p> <ul style="list-style-type: none"> Raising Productivity – enabling our people and businesses to become more competitive and innovative Ensuring Sustainability – investing in and protecting our natural resources, environment and other assets such as infrastructure Achieving equality – helping all people to realise their full potential and work effectively together to enrich our lives and our communities 	<p>The Vision will be measured using the Regional Index of Sustainable Economic Wellbeing.</p> <p>Other key targets are:</p> <ul style="list-style-type: none"> To increase GVA per hour worked to the national average To achieve an employment rate above 76% of the working age population by 2009 and to remain at least one percentage point above the UK average <p>In addition the Strategy identifies a basket of indicators directly aligned to the 10 RES Strategic Priorities.</p>	<ul style="list-style-type: none"> Consider how the strategy can contribute to the Economic Strategy objectives.
East Midlands Regional Housing Strategy 2004-2010		
<ul style="list-style-type: none"> Help create neighbourhoods where people want to live Reflect the need for balanced mixed tenure communities Prioritise the use of previously developed land and buildings Provide high quality housing which incorporates sustainable construction and design Enhance the quality of the local environment and support community safety Improve accessibility to jobs, recreation and 	<ul style="list-style-type: none"> Includes a range of policies based around meeting the key objectives and deliver change 	<ul style="list-style-type: none"> Consider how the strategy can contribute towards meeting the objectives of the Regional Housing Strategy

Key Objectives	Key targets and indicators	Implications for the SPD
services and reduce to need to travel		
Regional Spatial Strategy for the East Midlands (RSS8)		
<ul style="list-style-type: none"> • 5 Main topic based priorities: <ul style="list-style-type: none"> - Housing - Economy and regeneration - Natural and cultural resources - Regional Transport Strategy - Monitoring and Review <p>Southern Sub Area objectives</p> <ul style="list-style-type: none"> • Should ensure that development is concentrated in, or in planned extensions to, existing urban areas • Regeneration of Corby should be pursued, new transport infrastructure to support regeneration. Development should consider character of countryside and protect ancient woodlands associated with Rockingham Forest; • Role of small towns in sub-area should be maintained through retention of basic services, facilities, environmental improvements and safeguarding of their rural hinterlands from encroachment by larger centres; • Quality of villages, particularly in North Northamptonshire, should not be degraded by inappropriate growth; and • In those parts of sub-area influenced by major urban areas in adjoining regions provision for development should respect sustainable development principles. 	<ul style="list-style-type: none"> • Range of targets covering main topics 	<ul style="list-style-type: none"> • to implement and reflect priorities and objectives
Time for Culture: East Midlands Cultural Consortium Regional Strategy		
<ul style="list-style-type: none"> • Encourage more people to take part • Celebrate our diversity • Research the case for culture • Promote the role of culture in lifelong learning • Support the culture economy • Encourage sustainable regeneration 	<ul style="list-style-type: none"> • No specific targets. 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to the Cultural strategy objectives.

Key Objectives	Key targets and indicators	Implications for the SPD
<ul style="list-style-type: none"> • Campaign for protection and improvement of our cultural resources • Campaign to raise the profile of culture 		
Destination East Midlands- The East Midlands Tourism Strategy 2003-2010		
<ul style="list-style-type: none"> • Seven key objectives: <ul style="list-style-type: none"> - Branding and Marketing: to define and build a powerful set of destination brands, to rationalise and harness integrated marketing using new media techniques, and to appeal to clearly defined customer segments. - Attractors: to invest in excellence in those products and experiences that relate to lifestyles of contemporary visitors and are capable of attracting high value visitors. - Infrastructure: to turn the theoretical accessibility of the region into a reality, across information services, transport, and getting around the region. - Business Skills and Training: to encourage businesses that are capable of flourishing in the changing tourism environment and help to ensure that the skills that they need are readily available. - Performance Measurement: to set up systems for comprehensively and reliably measuring and assessing the performance of the tourism industry to the benefit of both operators and public sector agencies. - Special Projects: to prioritise and focus on projects that will have a major impact on the performance of the East Midlands as a visitor destination. - Delivery: to establish the principles for mechanisms that will ensure the delivery of the Strategy. 	<ul style="list-style-type: none"> • The Regional Economic Strategy provides two specific targets for tourism: <ul style="list-style-type: none"> - To raise the visitor expenditure to 4.5% of the region's GDP in 2010. In 1999, it represented 3.5% of GDP. - To increase visitor value rather than volume, by placing emphasis on increasing overnight stays. The target is to increase visitor spend in the region by an average of 1.6% per annum by 2005 and by 2% by 2010. 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to Tourism Strategy Objectives
Integrated Regional Strategy		
<ul style="list-style-type: none"> • Range of Sustainable Objectives by theme: <ul style="list-style-type: none"> - - Social - Environmental - Economic - Spatial <p>Agreed priorities for the Region:</p>	<ul style="list-style-type: none"> • The East Midlands will be recognised as a region with a high quality of life and sustainable communities that thrives because of its vibrant economy, rich cultural and environmental diversity and the way 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to wider objectives

Key Objectives	Key targets and indicators	Implications for the SPD
<ol style="list-style-type: none"> 1. Reduce inequalities in the region by combating discrimination and improving equality of access to economic opportunities, education, health and decent homes 2. Conserve and enhance the natural environment by tackling the biodiversity deficit and enhancing the environmental infrastructure 3. Creating sustainable and healthy communities throughout the region by: <ul style="list-style-type: none"> - Empowering and engaging communities - Ensuring sustainable design and construction - Improving access to services and opportunities, including affordable housing and cultural activities - Reducing the fear of crime and anti-social behaviour - Developing social capital 4. Improve economic performance and competitiveness by: <ul style="list-style-type: none"> - Encouraging enterprise and innovation - Improving the performance of existing businesses - Ensuring ongoing development of learning and skills - Ensuring the efficient use of the region's infrastructure, including ICT - Creating high quality employment opportunities 5. Use natural resources more efficiently and reduce the impacts of climate change by: <ul style="list-style-type: none"> - Reducing energy consumption including fossil fuel through travel - Increasing the amount of energy generated from renewable sources - Reducing the amount of waste generated 	<p>it creatively addresses social inequalities, manages its resources and contributes to a safer, more inclusive society.</p>	
Regional Environment Strategy (http://www.emra.gov.uk/publications/documents/env_strat_part1full.pdf)		
EN1 To protect, improve and manage the rich diversity of the natural, cultural and built environmental and archaeological assets of the region.	<ul style="list-style-type: none"> • Being developed 	<ul style="list-style-type: none"> • Consider how the strategy can contribute to wider objectives

Key Objectives	Key targets and indicators	Implications for the SPD
<p>EN2 To manage change by enhancing and conserving the environmental quality of the region including high standards of design and to maximise the re-use of previously used land and buildings.</p> <p>EN3 To manage the natural resources of the region including water, air quality and minerals in a prudent manner and to seek to minimise waste and to encourage re-use and recycling of waste materials.</p> <p>EN4 To involve people, through changes to lifestyles and activities in minimising adverse local, regional and global environmental impacts.</p>		
Putting Wildlife Back on the Map - A Biodiversity Strategy for the East Midlands (May 2006)		
<p>Report of the East Midlands Biodiversity Forum; East Midlands Regional Assembly:</p> <p>Sustainable communities and green infrastructure objectives identified as:</p> <ul style="list-style-type: none"> • Objective 15: To develop a clear spatial framework for GI delivery at regional and sub-regional levels to help guide prioritisation • Objective 16: To provide clear guidance on how to deliver a high quality biodiversity network as part of multifunctional GI • Objective 17: To recognise opportunities for delivering GI and support through reliable funding and data provision • Objective 18: To ensure that economic regeneration initiatives, biodiversity projects and multi-functional GI delivery are developed in an integrated way 	<ul style="list-style-type: none"> • Detailed targets and timescales set for each of the objectives 	<ul style="list-style-type: none"> • Integrate 'Green Infrastructure' considerations throughout PRS.

Sub Regional		
Milton Keynes South Midlands Sub Regional Strategy		
<ul style="list-style-type: none"> • Range of priorities relating to sustainable communities and covering a range of topics. <ul style="list-style-type: none"> Corby, Kettering, Wellingborough <ul style="list-style-type: none"> - fully utilise capacity of existing built up area to accommodate additional development, bring forward surplus employment sites and other previously developed land - particularly at Corby through opportunities for intensification and mixed use provided by regeneration and redevelopment - sustainable urban extensions for additional development Smaller Towns <ul style="list-style-type: none"> - Seek to consolidate and extend their roles in providing for local services Rural Service Centres <ul style="list-style-type: none"> - Extend their roles in providing local services for their hinterlands 	<ul style="list-style-type: none"> • 52,100 homes in North Northamptonshire 2001-2021 • 34,100 accommodated at neighbouring growth towns of Corby, Kettering, Wellingborough by 2021 • 28,000 homes 2021-2031 should be borne in mind • 43,800 new jobs in North Northamptonshire to 2021 	<ul style="list-style-type: none"> • to implement the MKSM SRS and meet its targets.
"Planning Sustainable Communities : A Green Infrastructure Guide for Milton Keynes & the South Midlands"; April 2005		
<p>Report of the MKSM Environment & Quality of Life Sub-Group seeks to assist local delivery vehicles and local authorities in addressing the Green Infrastructure planning and delivery needs as set out in the MKSM Sub-Regional Strategy.</p>	<ul style="list-style-type: none"> • Establishes a series of principles. • Confirms which biodiversity assets should be sought as a priority • References English Nature's Accessible Natural Greenspace Standards (ANGSt) 	<ul style="list-style-type: none"> • Integrate Green Infrastructure considerations throughout Public Realm Strategy
The Nene Catchment Abstraction Management Strategy (March 2005)		
<ul style="list-style-type: none"> • Vision: To ensure that there is enough water for abstraction while protecting the needs of the natural environment. • The resource availability status for this area is "over licensed" 	<ul style="list-style-type: none"> • Encourage water efficiency and responsible abstraction • Target of 20-30% water efficiency savings per capita for new developments (ODPM Oct 2003) • Encourage Sustainable drainage Systems 	<ul style="list-style-type: none"> • Need to incorporate water efficiency and SUDs • Potential affect on local water abstractions • Apply water efficiency and conservation to tackle supply constraints
The Draft Nene Catchment Flood Management Plan (CFMP) (July 2006)		
<ul style="list-style-type: none"> • The final plan will outline sustainable flood risk management policies that will provide a balance between cost effectiveness, social needs and demands upon land use development and the 	<ul style="list-style-type: none"> • No targets but advice on managing flood risk 	<ul style="list-style-type: none"> • Apply advice on managing flood risk

environment over the next 50 to 100 years		
Local		
Northamptonshire County Structure Plan		
<ul style="list-style-type: none"> • Six key strategic priorities: <ul style="list-style-type: none"> - Ensuring a scale of development that meets local needs and those arising from in-migration. - Managing assets and resources and optimising the use of brownfield land. - Integrating land-use and transport planning by having a disposition of land-uses that encourages sustainable patterns and modes of movement. - Implementing a development strategy that focuses development within urban areas. - Promoting quality design-led development. - Securing the necessary infrastructure, facilities and services to serve development. 	<ul style="list-style-type: none"> • Range of targets covering main priorities 	<ul style="list-style-type: none"> • Consider guidance that is in line with the structure plan objectives, targets and policies.
Northamptonshire Local Transport Plan 2001/02-2005/06		
<ul style="list-style-type: none"> • To improve access to workplaces and other facilities for all the population including people with disabilities, the very young, the elderly and people on low incomes • To minimise the impact of traffic on the environment • To maintain and improve the vitality and viability of the town centres • To increase bus patronage amongst former car users and people who currently experience low levels of access to facilities • To increase the number of trips made by cycling and walking • To reduce the total amount of travel by the private car 	<ul style="list-style-type: none"> • Range of targets covering main priorities 	<ul style="list-style-type: none"> • Consider guidance that is in line with the transport plan targets and policies
North Northamptonshire Core Spatial Strategy - Submission Plan		
<ul style="list-style-type: none"> • Ensure the scale and location of growth in North Northamptonshire, particularly of the Growth Towns of Corby, Kettering and Wellingborough, is shaped by the role, function, character and development potential of the area in its national, regional and 	<ul style="list-style-type: none"> • a range of targets which will be included within the Annual Monitoring Report 	<ul style="list-style-type: none"> Strategy must be in conformity with the CCS

<p>sub-regional context.</p> <ul style="list-style-type: none"> Enhance North Northamptonshire's national, regional, sub-regional and local connections through improvements to public transport and road corridors to meet the future role expected of them. Create a sustainable urban-focused development framework for North Northamptonshire, based on maintaining distinctive and separate settlements and on optimising the use of its existing structure of a north-south urban core with rural service centres to the east. Build a more dynamic, self reliant and wealth creating North Northamptonshire economy, which is not overly dependent on in or out commuting to make it reach its potential, through providing the workplaces, jobs and skills to bring this about. Ensure that services and facilities are located in town centres and other areas of focus in North Northamptonshire, making these places more self-contained and real hearts for their communities. 		
<p>Biodiversity Action Plan for Northamptonshire (July 2008) (http://www.northamptonshirebiodiversity.org)</p>		
<ul style="list-style-type: none"> establishes the highest priorities for action by BAP partners, to conserve Northamptonshire's most threatened and declining habitats and species. Establishes a strategic framework and gives guidance on priorities and how these might be achieved. 	<ul style="list-style-type: none"> A comprehensive set of targets are specified 	<ul style="list-style-type: none"> protect and enhance habitats and species Create opportunities for habitat creation where appropriate
<p>River Nene Regional Park – Green Infrastructure Study (http://www.rnrpenvironmentalcharacter.org.uk/)</p>		
<ul style="list-style-type: none"> Sets a strategic and collaborative approach to the provision of Green Infrastructure. Identifies sub-regional multifunctional corridors to deliver access and movement, biodiversity, flood management and environmental protection and enhancement 	<ul style="list-style-type: none"> identifies priority corridors 	<ul style="list-style-type: none"> potentially identifying local corridors to link into the more strategic ones
<p>Wellingborough</p>		
<p>Wellingborough Town Centre Area Action Plan (Submission Version, 2008)</p>		
<p>The Plan sets out ten objectives to achieve this vision, namely:</p> <ol style="list-style-type: none"> to redevelop the Market Square area so that its status is reinforced as the heart of the town; 	<ul style="list-style-type: none"> Includes a Monitoring framework that establishes how each of the objectives is going to be assessed in relation to targets and indicators 	<ul style="list-style-type: none"> Draft SPDs to be prepared in accordance with AAP.

<ol style="list-style-type: none"> 2. to seek a major increase in retail provision, bringing enhanced quality and choice, whilst keeping the centre compact; 3. to promote mixed-use development that will help drive a broadly-based, dynamic local economy and vibrant community that combines retail, leisure, cultural and commercial facilities and attractions; 4. to conserve and enhance the centre's heritage, respecting historic buildings, links and views; 5. to enhance town centre living with new housing opportunities and improved community and recreational facilities within a stimulating, healthy, clean and safe environment; 6. to encourage the best in architecture, urban design and public spaces with energy efficient buildings that minimise carbon dioxide emissions; 7. to develop skills and educational attainment, particularly through improvements to tertiary education; 8. to strengthen the green open space network and Swanspool Brook in terms of their biodiversity and recreational value, whilst reducing the risk of flooding; 9. to ensure that the town centre is a convenient, safe and accessible place that is easy to get to and get around; and 10. to sustain a high quality regime of town centre management and ensure that new development and other partner agencies contribute to delivery proposals, including the provision of infrastructure. 		
Housing Strategy 2005-2008 Making sure everyone has access to safe, decent and affordable homes		
<ul style="list-style-type: none"> • Ensure the provision of affordable housing • To improve communication and increase public participation within the Borough • Managing the Borough of Wellingborough's Local Authority Housing stock • Ensure the provision of safe, healthy living conditions in the private sector and energy efficiency • Supporting People • Regeneration and employment 	<ul style="list-style-type: none"> • Range of targets covering main priorities • Various key performance indicators benchmarked to targets set in 2004/05 	<ul style="list-style-type: none"> • Identify how public realm can improve living conditions.
Community Safety Strategy 2002-2005		
<ul style="list-style-type: none"> • Overall objective reduce crime and disorder within Wellingborough and improve community safety, involving the priorities of; 	<ul style="list-style-type: none"> • Range of targets covering main priorities 	<ul style="list-style-type: none"> • Ensuring that the Borough becomes a safer place to live – developing policies which work towards designing out crime

<ul style="list-style-type: none"> - decreasing intimidation and assault; - decrease property crime; and - decrease drugs and alcohol use 		
Empty Property Strategy		
<ul style="list-style-type: none"> • To ensure that empty property within the Borough is brought back into beneficial use • To encourage the regeneration of brownfield sites, redundant properties and empty buildings in order to reduce the burden of development on greenfield sites 	<ul style="list-style-type: none"> • The strategy aims to bring empty property back into use through temporary social housing initiatives, 'Flats over Shops' initiatives and conversion to residential accommodation 	<ul style="list-style-type: none"> • Guidance to help regenerate brownfield sites
Race Equality Scheme 2002-2005		
<ul style="list-style-type: none"> • To provide services that are accessible to all communities • To work with community groups and agencies to promote and celebrate diversity • To work with community groups to develop their capacity and resources for involvement • To ensure that all sectors of the community are involved in decision making 	<ul style="list-style-type: none"> • Range of targets covering main priorities, including best value targets 	<ul style="list-style-type: none"> • A firm intent of the Race Equality Scheme is to integrate equality impact assessments in order to assess how the proposed guidance will affect different groups within the community
Equality Policy		
<ul style="list-style-type: none"> • To promote equal opportunities and tackle social exclusion • To eliminate all forms of discrimination on the basis of age, disability, employment status, ethnic or national origin, race or colour, HIV status, marital status, religious or political beliefs, responsibilities for children, gender, sexuality, trade union activities and unrelated criminal convictions 	<ul style="list-style-type: none"> • Range of broad commitments towards achieving equality 	<ul style="list-style-type: none"> • Guidance will need to undergo equalities impact assessments in order to identify groups in the community whose requirements will not be met by the policies
Community Plan		
<ul style="list-style-type: none"> • Making our community a safer place in which to live and work • Making our community prosper • Making our community healthier • Making our community a better place to live 	<ul style="list-style-type: none"> • Range of broad targets 	<ul style="list-style-type: none"> • Develop guidance to ensure a range of community infrastructure and facilities are provided in accessible locations for all sectors of society. • Develop guidance that reflects objectives of community strategies. • Develop guidance that reflect objectives
Climate Change Report 2004 (Draft)		
<ul style="list-style-type: none"> • An introduction and overview of climate change, and its potential effect on the provision of local services 	<ul style="list-style-type: none"> • Range of potential reactive and proactive responses 	<ul style="list-style-type: none"> • Consider how the strategy can act in response to potential causes and impacts of climate change
Nature Conservation Strategy 2003		
<ul style="list-style-type: none"> • To protect the existing wildlife in the Borough • To provide greater opportunities for habitat enhancement and creation • To ensure that the needs of wildlife are considered 	<ul style="list-style-type: none"> • A range of policies relating to nature conservation 	<ul style="list-style-type: none"> • To take nature conservation and biodiversity issues fully into account in all strategy decision making processes

<ul style="list-style-type: none"> in all aspects of Council policy making To provide greater public access to areas of wildlife interest and promote greater environmental awareness 		
Planning for Open Spaces, Sport and Recreation, July 2005, PMP		
<ul style="list-style-type: none"> Advocates local open space standards (in accordance with PPG 17) Reviews existing open space policies Provides a Green Infrastructure assessment for the town Provides recommendations for future developer contributions 	<ul style="list-style-type: none"> Recommends Quantity, Quality and Accessibility Standards for Each type of open space within the Borough. Recommends protection and extension of the town's green infrastructure network suggests changes in the way developer contributions are calculated, collected and used. 	<ul style="list-style-type: none"> To review open space guidance in light of the research undertaken
Allotment Strategy		
<ul style="list-style-type: none"> The need to protect allotments from development The importance and significance of allotments as open space Recognise the valuable contribution allotments make to biodiversity 	<ul style="list-style-type: none"> A range of policies and actions relating to the protection of allotments 	<ul style="list-style-type: none"> Consider how the strategy relates to the provision of allotment land
Contaminated Land Strategy		
<ul style="list-style-type: none"> The requirement to act as regulators of contaminated land legislation and to implement the requirements within it To identify and remove unacceptable risks to human health and the environment, to bring land back into beneficial use, and to seek to ensure sustainable development 	<ul style="list-style-type: none"> National target for 60% of all new housing to be built on brownfield sites (including remediated land) by 2008 	<ul style="list-style-type: none"> Consider how strategy can work towards the national target for new housing built on brownfield land Identify contaminated sites for remediation and development
Cycling Strategy (Adopted 1998)		
<ul style="list-style-type: none"> Ensure that cycle routes are provided as part of development proposals and that satisfactory cycle parking provision is made in major development proposals, at public interchanges and in the town centre 	<ul style="list-style-type: none"> No targets, but a network of routes proposed 	<ul style="list-style-type: none"> Consider how the strategy can work to continue to provide cycle access within new developments To take account of the need to encourage cycle use
Strategic Flood Risk Assessment (http://www.kettering.gov.uk/site/scripts/documents_info.php?documentID=465&pageNumber=4)		
<ul style="list-style-type: none"> Provide a reference and policy document to inform preparation of the Local Development Frameworks (LDFs) for the two Boroughs; Ensure that KBC and BCW meet their obligations under the PPG25 and any other relevant guidance; and Provide a reference and policy document to advise 	<ul style="list-style-type: none"> No targets, but recommendations for flood risk management 	<ul style="list-style-type: none"> Apply recommendations for flood risk management, particularly in respect of Swanspool Brook

and inform private and commercial developers of their obligations under the PPG25.		
Wellingborough Employment Study (Nortoft Partnerships Aug 2006)		
<ul style="list-style-type: none"> To locate development where it will provide the opportunity for people to satisfy their day-to-day needs for employment, shopping, education and other services locally or in locations which minimise the need to travel and where there are modes of transport available in addition to the motor car. To locate development where it will ensure the maximum use of previously developed land and minimise the loss of countryside and the best and most versatile agricultural land. To ensure that the provision of new (12,800 units) housing is accompanied by the creation of 13,800 new jobs to meet indicative employment needs to 2021 and that housing and employment growth takes place in balance. To provide for the development of employment land on a variety of sites to support an increased diversity of employment opportunities and attract high quality investment and skilled jobs. 	<ul style="list-style-type: none"> No targets, but a series of employment-related sites identified 	<ul style="list-style-type: none"> Consider how SPD can enhance town centre employment.
Wellingborough Masterplan: Strategic Framework (Atkins) , Nov 2005		
<ul style="list-style-type: none"> Sets a vision of how the town centre might appear in 2021 Sets strategic objectives for the town centre 	<ul style="list-style-type: none"> None specific 	<ul style="list-style-type: none"> Gives development principles for several sites within the town centre in the context of an overall vision

APPENDIX E SINGPOSTING TO INFORMATION REQUIRED BY THE SEA DIRECTIVE

The SEA Directive's requirements	Where covered
Preparation of an environmental report in which the likely significant effects on the environment of implementing the plan or programme, and reasonable alternatives taking into account the objectives and geographical scope of the plan or programme, are identified, described and evaluated	The Sustainability Appraisal report covers this requirement
a) An outline of the contents, main objectives of the plan or programme, and relationship with other relevant plans or programmes	SA Scoping Report and Baseline Report
b) The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme	SA Scoping Report and Baseline Report
c) The environmental characteristics of areas likely to be significantly affected	SA Scoping Report and Baseline Report
d) Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC	SA Scoping Report and Baseline Report
e) The environmental protection objectives, established at international, community or national level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation	SA Scoping Report and Baseline Report
f) The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage, including architectural and archaeological heritage, landscape and the interrelationship between the above factors	Appendices J and L of the Sustainability Appraisal
g) The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme	Appendix L of the Sustainability Appraisal
h) An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information	Chapters 3 and 7 of the Sustainability Appraisal
i) A description of measures envisaged concerning monitoring in accordance with article 10	Chapter 7 of the Sustainability Appraisal
j) A non-technical summary of the information provided under the above headings	Chapter 1 of the Sustainability Appraisal
k) The report must include the information that may reasonably be required taking into account current knowledge and methods of assessment, the contents and level of detail in the plan or programme, its stage in the decision-making process and the extent to which certain matters are more appropriately assessed at different levels in that process to avoid duplication of the assessment (Art. 5.2)	All relevant information has been considered in undertaking SA of the Preferred Option.

<p>l) Consultation:</p> <ul style="list-style-type: none"> - Authorities with environmental responsibility, when deciding on the scope and level of detail of the information which must be included in the environmental report (Art. 5.4) 	<p>SA Scoping Report and Appendices B and C of the Sustainability Appraisal</p>
<ul style="list-style-type: none"> - Authorities with environmental responsibility and the public, shall be given an early and effective opportunity within appropriate time frames to express their opinion on the draft plan or programme and the accompanying environmental report before the adoption of the plan or programme (Art. 6.1,6.2) 	<p>Methodology set out in SA Scoping Report</p>
<ul style="list-style-type: none"> - Other EU Member States, where the implementation of the plan or programme is likely to have significant effects on the environment of that country (Art. 7). 	<p>N/A</p>
<p>m) Taking the environmental report and the results of the consultations into account in decision-making (Art. 8)</p>	<p>Chapters 4, 5 and 6 of the Sustainability Appraisal</p>
<p>n) Provision of information on the decision: When the plan or programme is adopted, the public and any countries Consulted under Art.7 must be informed and the following made available to those so informed:</p> <ul style="list-style-type: none"> - The plan or programme as adopted - a statement summarising how environmental considerations have been integrated into the plan or programme and how the environmental report of Article 5, the opinions expressed pursuant to Article 6 and the results of Consultations entered into pursuant to Art. 7 have been taken into account in Accordance with Art. 8, and the reasons for choosing the plan or programme as adopted, in the light of the other reasonable alternatives dealt with; and - the measures decided concerning monitoring (Art. 9) 	<p>To be carried out after the Strategy is adopted</p>
<p>o) Monitoring of the significant environmental effects of the plan's or programme's implementation (Art. 10)</p>	<p>SA Scoping Report and Chapter 7 of the Sustainability Appraisal</p>
<p>p) Quality Assurance: environmental reports should be of a sufficient standard to meet the requirements of the SEA Directive</p>	<p>A rigorous process has been followed according to UK Government and EU guidance</p>

APPENDIX F SUSTAINABILITY APPRAISAL FRAMEWORK



Cells highlighted represent the SA indicators that are considered to be of most relevance to the Shop Front and Advertisement Design Guide SPD

SA TOPIC	SA OBJECTIVE	SA indicators	Target	SEA Directive Annex 1
Accessibility	Enable people all to have similar and sufficient levels of access to services, facilities and opportunities	<ul style="list-style-type: none"> modal split for all journeys Amount (including the percentage) of new residential development within 30 minutes public transport time of: GP, hospital, primary school, secondary school, area of employment, major retail centre 	<ul style="list-style-type: none"> 100% 	Population
Health	Improve overall levels of physical, mental and social well-being, and reduce disparities between different groups and different areas.	<ul style="list-style-type: none"> Life Expectancy % of all persons with limiting long-term illness 	Male 78.6, Female 82.5 by 2010 (national target)	Human Health
Crime	Reduce the incidences of crime and the fear of crime	<ul style="list-style-type: none"> Recorded Crime per 1000 population % of people surveyed who consider the town centre to be safe, friendly, attractive and well maintained 		
Community	Value and nurture a sense of belonging in a cohesive community whilst respecting diversity	<ul style="list-style-type: none"> % of residents who think that for their area, over the past three years, community activities have got better or stayed the same. 	Population	

		<ul style="list-style-type: none"> engagement in the arts 		
Skills	Assist people in gaining the skills to fulfil their potential and increase their contribution to society and the economy			Population
Liveability	To create healthy, clean and pleasant environments for people to enjoy living, working and for recreation and to protect and enhance residential amenity	<ul style="list-style-type: none"> overall general satisfaction with local area 		
Landscape	Maintain and enhance the quality, character and local distinctiveness of the landscape, including its contribution to the setting and character of settlements	<ul style="list-style-type: none"> percentage of people surveyed who consider the town centre to be safe, friendly, attractive and well maintained (<i>note landscape includes 'townscape character'</i>) 	Population	Landscape
Cultural Heritage	Protect and enhance sites, features and areas of historical, archaeological, geological and cultural value and their settings	<ul style="list-style-type: none"> percentage of people surveyed who believe that the conservation area and the appearance of listed buildings or their setting has been enhanced. 		Heritage Material Assets
Built Environment	Maintain and enhance the quality and distinctiveness of the built environment	<ul style="list-style-type: none"> percentage of people surveyed who consider the town centre to be safe, friendly, attractive and well maintained 	Cultural	Assets Cultural Heritage
Climate Change	Reduce the emissions of greenhouse gases and protect people from the effects of climate change	<ul style="list-style-type: none"> carbon dioxide emissions by sector and per capita emissions 		Factors
Air	Reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere	<ul style="list-style-type: none"> Level of PM₁₀ recorded Level of nitrogen dioxide recorded. 	Material	Air
Minerals	Ensure the efficient use of minerals and primary resources		Climatic	Material Assets

Energy Use	Minimise energy consumption, increase energy efficiency and maintain the stock of non renewable energy sources	<ul style="list-style-type: none"> Percentage of new dwellings or commercial developments meeting at least BREEAM very good standard or equivalent 		Assets
Renewable Energy	Increase the opportunities for energy generation from renewable sources	<ul style="list-style-type: none"> Renewable energy capacity installed by type 		
Waste	Reduce the consumption of finite materials and increase reuse and recycling	<ul style="list-style-type: none"> Percentage of household waste recycled construction and demolition waste going to landfill 	Material	
Employment	Maintain and enhance employment opportunities and to reduce the disparities arising from unequal access to jobs	<ul style="list-style-type: none"> Percentage of the working-age population that is in employment 		
Wealth Creation	Retain and enhance the factors which are conducive to wealth creation, including infrastructure and the local strengths and qualities that are attractive to visitors and investors	<ul style="list-style-type: none"> The total number of VAT registered businesses in the area at the end of the year. the percentage change in the number of VAT registered businesses 		
Town Centres	Protect and enhance the vitality and viability of town centres and market towns	<ul style="list-style-type: none"> Experian ranking Percentage of vacant units within the town centre 		

APPENDIX G TESTING SPD OBJECTIVES AGAINST THE SUSTAINABILITY OBJECTIVES

Sustainability Appraisal Objectives	Shop Front and Advertisement Design Guide Objectives							Comment
	1	2	3	4	5	6	7	
Accessibility	✓	✓	-	✓	✓	-	✓	
Health	?	-	?	?	-	-	✓	Shop Front improvements could increase the quality of the town centre and thus its attraction and accessibility of a supplier of local produce
Crime	✓	✓	-	✓	✓	-	✓	
Community	✓	✓	✓	✓	✓	-	✓	
Skills	-	-	✓	-	-	-	-	Craftsmanship
Liveability	✓	✓	✓	✓	✓	✓	✓	
Landscape	✓	-	✓	-	-	✓	✓	
Cultural Heritage	✓	-	✓	✓	-	-	✓	
Built Environment	✓	✓	✓	✓	✓	✓	✓	
Climate Change	-	-	-	-	-	✓	-	
Air	-	-	-	-	-	✓	-	
Minerals	-	-	-	-	-	?	-	Materials could consider the use or primary resources.
Energy Use	-	-	-	-	-	✓	-	
Renewable Energy	-	-	-	-	-	✓	-	
Waste	-	-	-	-	-	✓	-	
Employment	✓	✓	✓	-	-	-	✓	
Wealth Creation	✓	✓	✓	✓	✓	✓	✓	
Town Centres	✓	✓	✓	✓	✓	✓	✓	

Note: Sustainability appraisal objectives relating to housing, biodiversity, water quality, water conservation and management and soil and land were scoped out.

APPENDIX H APPRAISAL QUESTIONS

SA TOPIC	SA OBJECTIVE	DECISION-MAKING CRITERIA (will the option or design guidance....?)
Accessibility	Enable people all to have similar and sufficient levels of access to services, facilities and opportunities	<ul style="list-style-type: none"> • Improve access for the disabled? • Improve access to local services and facilities? • Improve access by foot?
Health	Improve overall levels of physical, mental and social well-being, and reduce disparities between different groups and different areas.	<ul style="list-style-type: none"> • Encourage healthy lifestyles (including travel choices)? • Increase access to affordable locally produced fruit and vegetables?
Crime	Reduce the incidences of crime and the fear of crime	<ul style="list-style-type: none"> • Reduce incidences of crime? • Reduce the fear of crime? • Ensure design and layout minimises the opportunity for crime? (e.g. ensure public spaces are overlooked?) • Involve the community in control of their local area?
Community	Value and nurture a sense of belonging in a cohesive community whilst respecting diversity	<ul style="list-style-type: none"> • Increase the ability of people to influence decisions? • Improve cultural diversity? • Create or sustain a vibrant community? • Encourage engagement in community activities? • Meet specific needs of a section of the community?

		<ul style="list-style-type: none"> • Affect a deprived community? • Promote civic participation, ownership and/or responsibility? • Consider race relations within the community? • Consider issues pertaining to age relations? • Consider issues pertaining to gender relations? • Ensure that all sections of the community are provided with choice and opportunity, irrespective of race, age, disability, gender, sexual orientation, religion or belief?
Skills	Assist people in gaining the skills to fulfil their potential and increase their contribution to society and the economy	<ul style="list-style-type: none"> • Encourage the involvement of those with the appropriate skills to undertake quality public shop front design and construction?
Liveability	To create healthy, clean and pleasant environments for people to enjoy living, working and for recreation and to protect and enhance residential amenity	<ul style="list-style-type: none"> • Reduce noise pollution? • Improve the cleanliness of the environment? • Reduce unpleasant odours? • Improve the satisfaction of people with their neighbourhoods?
Landscape	Maintain and enhance the quality, character and local distinctiveness of the landscape, including its contribution to the setting and character of settlements	<ul style="list-style-type: none"> • Make a positive contribution to townscape quality?
Cultural Heritage	Protect and enhance sites, features and areas of historical, archaeological, geological and cultural value and their settings	<ul style="list-style-type: none"> • Protect and enhance sites, features and areas of historical, archaeological and cultural value and their setting? • Improve opportunities for public art? • Improve access to and interpretation of historic buildings?
Built Environment	Maintain and enhance the quality and distinctiveness of the built environment	<ul style="list-style-type: none"> • Maintain and enhance the quality of built settlements?

		<ul style="list-style-type: none"> • Create buildings that are attractive, functional, adaptable and durable that complement, enhance and support local character? • Encourage the re-use and refurbishment of the existing built environment? • Provide for public art?
Climate Change	Reduce the emissions of greenhouse gases and protect people from the effects of climate change	<ul style="list-style-type: none"> • Reduce emissions of greenhouse gases? • Provide for low-carbon sources of energy supply? • Ensure adaptability of environments and buildings to climate change effects? • Take a long term view of climate change?
Air	Reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere	<ul style="list-style-type: none"> • Minimise or reduce light pollution? • Reduce levels of dust or particulates? • Improve indoor air quality – for example by improving ventilation?
Minerals	Ensure the efficient use of minerals and primary resources	<ul style="list-style-type: none"> • Promote the appropriate use of primary and secondary aggregates?
Energy Use	Minimise energy consumption, increase energy efficiency and maintain the stock of non renewable energy sources	<ul style="list-style-type: none"> • Minimise or reduce energy use? • Promote energy efficient buildings?
Renewable Energy	Increase the opportunities for energy generation from renewable sources	<ul style="list-style-type: none"> • Encourage the development of renewable energy generation?
Waste	Reduce the consumption of finite materials and increase reuse and recycling	<ul style="list-style-type: none"> • Promote resource efficient buildings? • Encourage the use of recycled materials? • Minimise waste disposal?
Employment	Maintain and enhance employment	<ul style="list-style-type: none"> • Provide new jobs?

	opportunities and to reduce the disparities arising from unequal access to jobs	
Wealth Creation	Retain and enhance the factors which are conducive to wealth creation, including infrastructure and the local strengths and qualities that are attractive to visitors and investors	<ul style="list-style-type: none"> • Encourage enterprise and innovation? • Exploit opportunities for new technologies? • Encourage innovation in sustainable design and construction? • Enhance and promote the image of the area as a business and a sustainable tourist location?
Town Centres	Protect and enhance the vitality and viability of town centres and market towns	<ul style="list-style-type: none"> • Retain and develop a wide range of uses, attractions and amenities? • Ensure good accessibility to and within the centre? • Attract continuing investment in development or refurbishment • Encourage the evening economy

APPENDIX I APPRAISAL OF STRATEGIC OPTIONS

Option 1: Preparation of Shop Front and Advertisement Design Guide						
Sustainability Appraisal Objectives		IMPACT			Commentary	Mitigation options
		Short	Medium	Long		
1	Accessibility Enable people all to have similar and sufficient levels of access to services, facilities and opportunities	✓	✓	✓	Likelihood: Likely: Guide establishes clear requirements to achieve universal access Scale: local Temp/Permanent: permanent	
3	Health Improve overall levels of physical, mental and social well-being, and reduce disparities between different groups and different areas.	-	-	-/✓?	Likelihood: Uncertain: In the long term the Guide will improve the attractiveness of local shops reached on foot and by bicycle and potentially increase access to affordable locally produced market produce. Scale: local Temp/Permanent: permanent	
4	Crime Reduce the incidences of crime and the fear of crime	✓	✓	✓	Likelihood: Likely: The guide promotes 'secure by design' principles, including improved lighting and security grilles. Scale: local Temp/Permanent: permanent	Application of 'secure-by-design' principles in liaison with the police
5	Community Value and nurture a sense of belonging in a cohesive community whilst respecting diversity	-	✓	✓	Likelihood: Likely: Improved shop fronts will help contribute to an attractive and vibrant community Scale: local Temp/Permanent: permanent	Ongoing community involvement in the process
6	Skills Assist people in gaining the skills to fulfil their potential and increase their contribution to society and the economy	-/i	✓/i	✓	Likelihood: Uncertain: The guide advocates higher quality shop fronts that would require enhanced skills to manufacture. Local skills development/training programmes could help support this with the involvement of local educational institutions and employers Scale: local Temp/Permanent: permanent	Joint working with Shopfront makers, local educational and training providers and other building trade employers to enhance local skills
7	Liveability To create healthy, clean and pleasant environments for people to enjoy living, working and for recreation and to protect and enhance residential amenity	-	✓	✓	Likelihood: Likely: improved shop fronts would make a positive contribution to a more attractive and pleasant town centre environment. Scale: local Temp/Permanent: permanent	

9	Landscape Maintain and enhance the quality, character and local distinctiveness of the landscape, including its contribution to the setting and character of settlements	✓	✓	✓	Likelihood: Likely: The guide will make a positive contribution to townscape quality Scale: local Temp/Permanent: permanent	
10	Cultural Heritage Protect and enhance sites, features and areas of historical, archaeological, geological and cultural value and their settings	✓	✓	✓✓	Likelihood: Likely: The guide would help protect and enhance the shop fronts of historic buildings, improve their access and interpretation and provide opportunities for public art. Scale: local Temp/Permanent: permanent	Close liaison with the Borough's Conservation Officer is required, together with English Heritage as appropriate.
11	Built Environment Maintain and enhance the quality and distinctiveness of the built environment	✓	✓	✓✓	Likelihood: Likely: The guide will assist in the conservation and enhancement of the town centre's environmental quality. Scale: local Temp/Permanent: permanent	Arrangement to monitor the implementation of the guide as part of the planning application process.
12	Climate Change Reduce the emissions of greenhouse gases and protect people from the effects of climate change	?	?	?	Likelihood: Uncertain: The guide advocates energy efficiency measures, which could potentially contribute positively to a reduction in the town centre's carbon footprint Scale: local and global Temp/Permanent: permanent	Higher levels plans and potentially site-specific development briefs establish BREEAM / Code for Sustainable Homes environmental standards.
13	Air Reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere	?	?	?	Likelihood: Uncertain: the guide seeks to minimise excessive light pollution. Scale: local and global Temp/Permanent: temporary and permanent	Best practice considerate contractor standards should be applied for construction projects
17	Minerals Ensure the efficient use of minerals and primary resources	?	?	?	Likelihood: Uncertain: The guide encourages that materials are obtained from sustainable sources, such as FSC-registered timber. Scale: local Temp/Permanent: permanent	Best practice sustainable construction standards should be applied as part of the development control / development briefing / grant aiding process
18	Energy Use Minimise energy consumption, increase energy efficiency and maintain the stock of non renewable energy sources	?	?	?	Likelihood: Uncertain: The guide advocates energy efficiency measures, but its net impact is difficult to predict Scale: local and global Temp/Permanent: permanent	Could consider the embodied energy of materials and incorporation of renewable energy applications.
19	Renewable Energy Increase the opportunities for energy generation from renewable sources	?	?	?	Likelihood: Uncertain: limited scope for renewable energy applications relating specifically to shop fronts but could be considered as part of wider building refurbishment / new build Scale: local and global	Could give encouragement to the incorporation of renewable energy applications.

20	Waste Reduce the consumption of finite materials and increase reuse and recycling	-/?	-/?	-/?	Temp/Permanent: permanent Likelihood: Uncertain: guide is considered to have little influence on waste management Scale: local and global Temp/Permanent: permanent	
21	Employment Maintain and enhance employment opportunities and to reduce the disparities arising from unequal access to jobs	-	-	✓/!	Likelihood: Uncertain: Implementation of guide could create job opportunities in the local term, dependent on implementation. Scale: local Temp/Permanent: permanent	Measures could be taken to link shop front improvements to grant-aided programme geared to stimulating change
22	Wealth Creation Retain and enhance the factors which are conducive to wealth creation, including infrastructure and the local strengths and qualities that are attractive to visitors and investors	-	✓	✓	Likelihood: Likely: Implementation of shop front improvements would enhance and promote the image of the area as a business and a sustainable tourist location. Scale: local Temp/Permanent: permanent	
23	Town Centres Protect and enhance the vitality and viability of town centres and market towns	✓	✓	✓✓	Likelihood: Likely: The improved quality of shop fronts would make a significant contribution to the town centre's vitality and viability. Scale: local Temp/Permanent: permanent	Improvements to shop fronts should be implemented in parallel with public realm works and regeneration site developments for maximum impact.

KEY

- ✓ minor positive or indirect positive impact
- ✓✓ major positive impact
- x minor negative or indirect negative impact
- xx major negative impact
- ? uncertainty of impact or lack of information
- neutral impact or no relationship
- i impact depends upon implementation
- x/✓ likely to be some negative and some positive impacts

Note: Sustainability appraisal objectives relating to housing, biodiversity, water quality, water conservation and management and soil and land were scoped out.

Option 2: 'Do nothing' (no preparation of Shop Front and Advertisement Design Guide)					
Sustainability Appraisal Objectives		IMPACT			Commentary
		Short	Medium	Long	
1	Accessibility Enable people all to have similar and sufficient levels of access to services, facilities and opportunities	-	-	x	Likelihood: Likely: Universal access requirements are less likely to be implemented, constraining the accessibility of the town centre for the mobility impaired and others Scale: local Temp/Permanent: permanent
3	Health Improve overall levels of physical, mental and social well-being, and reduce disparities between different groups and different areas.	-	-	x	Likelihood: Likely: Uncertain: Without improvements over time the attractiveness of the town centre as a destination for local shops and services accessed by foot and by bicycle will be reduced. Scale: local Temp/Permanent: permanent
4	Crime Reduce the incidences of crime and the fear of crime	x	x	xx	Likelihood: Likely: The prevalence of security shutters (solid shutters in particular) will continue to increase, having the aggregate impact of making the streets feel less secure in the evening – with less 'active frontage' contrary to 'secure by design' principles Scale: local Temp/Permanent: permanent
5	Community Value and nurture a sense of belonging in a cohesive community whilst respecting diversity	-	-	x	Likelihood: Likely: Without improvements to shop fronts, the overall quality of the town centre, the heart of the community, will reduce Scale: local Temp/Permanent: permanent
6	Skills Assist people in gaining the skills to fulfil their potential and increase their contribution to society and the economy	-	-	-	Likelihood: Likely: With no active encouragement to improve the craftsmanship of shop fronts, the continued trends towards poor quality solutions requiring little skill will continue. Scale: local Temp/Permanent: permanent
7	Liveability To create healthy, clean and pleasant environments for people to enjoy living, working and for recreation and to protect and enhance residential amenity	x	x	x	Likelihood: Likely: Continued deterioration in the quality of shop fronts will reduce the overall attractiveness of the town centre. Scale: local Temp/Permanent: permanent
9	Landscape Maintain and enhance the quality, character and local distinctiveness of the landscape, including its contribution to the setting and character of settlements	x	x	xx	Likelihood: Likely: The continued introduction of poor quality and insensitive changes to shop fronts will lead to a significant overall reduction in townscape quality. Scale: local Temp/Permanent: permanent
10	Cultural Heritage Protect and enhance sites, features and areas of historical, archaeological, geological and cultural value and their settings	x	x	xx	Likelihood: Likely: Without the guide as a mechanism to affect change, it is likely there will continue to be insensitive changes made to the shop fronts of local buildings of townscape merit and the overall quality of the conservation area will be adversely affected. Scale: local Temp/Permanent: permanent
11	Built Environment Maintain and enhance the quality and distinctiveness of the built environment	x	x	xx	Likelihood: Likely: The quality of the built environment is likely to continue to deteriorate. Scale: local Temp/Permanent: permanent
12	Climate Change Reduce the emissions of greenhouse gases and protect people from the effects of climate change	?	?	?	Likelihood: Uncertain: There would potentially be less opportunity to encourage energy efficient solutions. Scale: local and global Temp/Permanent: permanent

13	Air Reduce all forms of air pollution in the interests of local air quality and the integrity of the atmosphere	?	?	x/?	Likelihood: Uncertain: The potential ability to address light pollution would not be realised, which could exacerbate problems over time. Scale: local and global Temp/Permanent: temporary and permanent
17	Minerals Ensure the efficient use of minerals and primary resources	?	?	x/?	Likelihood: Uncertain: There will be less encouragement for shop keepers / developers to obtain materials from sustainable sources. Scale: local Temp/Permanent: permanent
18	Energy Use Minimise energy consumption, increase energy efficiency and maintain the stock of non renewable energy sources	?	?	x/?	Likelihood: Uncertain: There would potentially be less opportunity to encourage energy efficient solutions. Scale: local and global Temp/Permanent: permanent
19	Renewable Energy Increase the opportunities for energy generation from renewable sources	-	-	x/?	Likelihood: Uncertain: Net impact difficult to ascertain, but no guide could undermine the ability to introduce renewable energy measures related to shop fronts and advertisements Scale: local and global Temp/Permanent: permanent
20	Waste Reduce the consumption of finite materials and increase reuse and recycling	-	-	-	Likelihood: Likely: Not having the guide would not change the status quo in relation to waste management Scale: local and global Temp/Permanent: permanent
21	Employment Maintain and enhance employment opportunities and to reduce the disparities arising from unequal access to jobs	-	-	x/?	Likelihood: Uncertain: Potentially missed opportunities for the shop front guide to links in with training / skills development / job creation projects. Scale: local Temp/Permanent: permanent
22	Wealth Creation Retain and enhance the factors which are conducive to wealth creation, including infrastructure and the local strengths and qualities that are attractive to visitors and investors	x	xx	xx	Likelihood: Likely: Without measures to improve the quality of shop fronts, the competitiveness of the town centre will continue to slide and therefore its overall vitality and viability. Scale: local Temp/Permanent: permanent
23	Town Centres Protect and enhance the vitality and viability of town centres and market towns	x	xx	xx	Likelihood: Likely: Without measures to improve the quality of shop fronts, the vitality and viability of the town centre will continue to deteriorate. Scale: local Temp/Permanent: permanent

Note: The mitigation of negative impacts identified in relation Option 2 can be adopted by pursuing Option 1. 'Mitigation options' have therefore not been specified in this option.