

Shropshire Council

Local Plan Review 2016 - 2036

Issues and Strategic Options

**Sustainability Appraisal
Report**

January 2017

Contents

Chapter 1: Introduction	2
Introduction	2
Background.....	2
Diagram 1: Stages of Sustainability Appraisal	4
Future sustainability appraisal	6
Chapter 2: Methodology for the SA	7
Introduction	7
Use of the SA Objectives	7
Table 2.1: Sustainability Objectives and supplementary questions.....	7
Assessment of effect	9
Table 2.2 Assessment criteria	10
Definition of significant effects	10
Recording the results and providing a summary	10
Chapter 3: Sustainability Appraisal scoring matrices and summaries	11
Introduction	11
Table 3.1 Housing Requirement Option 1: Moderate Growth	12
Summary for Housing Requirement Option 1	14
Table 3.2 Housing Requirement Option 2: Significant Growth	15
Summary for Housing Requirement Option 2	16
Table 3.3 Housing Requirement Option 3: High Growth	18
Summary for Housing Requirement Option 3	20
Table 3.4 Strategic Distribution Option A: Current Policy - Rural Rebalance	22
Summary for Strategic Distribution Option A	23
Table 3.5 Strategic Distribution Option B: Urban Focus.....	25
Summary for Strategic Distribution Option B	27
Table 3.6 Strategic Distribution Option C: Balanced Growth	29
Summary for Strategic Distribution Option C	31
Table 3.7 Economic Growth Option 1: Significant Growth	33
Summary for Economic Growth Option 1	34
Table 3.8 Economic Growth Option 2: High Growth	35
Summary for Economic Growth Option 2	36
Table 3.9 Economic Growth Option 3: Productivity Growth	38
Summary for Economic Growth Option 3	39

Chapter 1: Introduction

Introduction

- 1.1. Sustainability Appraisal (SA) is statutory process that assesses the effects of plans and strategies against a range of economic, social and environmental considerations. Carrying out a SA offers provides an opportunity to:
 - consider how a plan contributes to improvements in environmental, social and economic conditions
 - identify any significant adverse effects that a plan might have
 - amend proposals in a plan to avoid any significant adverse effects
 - propose mitigation measures to counter any remaining significant adverse effectsIn this way, SA can help make sure that plan proposals are the most appropriate given the reasonable alternatives.
- 1.2. This Report provides the Sustainability Appraisal of the growth options for Shropshire set out in the Issues and Strategic Options consultation for the Local Plan Review (LPR). This document is the first stage in the preparation of the new Local Plan for Shropshire. It will cover the period 2016-2036 and eventually replace the Core Strategy and the Site Allocations and Management of Development (SAMDev) documents that together comprise the current adopted Local Plan.
- 1.3. The Issues and Strategic Options consultation document does not contain policies nor does it allocate sites, indicate directions of growth or present any preferences. Rather, it sets out strategic options about the level and distribution of development in Shropshire and asks for public views on what would be best. The options in the document have been assessed against the Sustainability Appraisal Objectives set out in the Local Plan Review Sustainability Appraisal Scoping Report (January 2017). The results of the assessment are presented in this Report.
- 1.4. SA is an iterative process. It will be carried out for all LPR documents to ensure that;
 - the potential effects of the LPR have been fully evaluated at each stage
 - modifications have been made to proposals where possible
 - mitigation measures have been proposed if necessary.
- 1.5. A Final SA Report (the Environmental Report) will be available for public consultation alongside the Publication LPR document. SA Reports (like this one) will be available for information alongside all other LPR consultation documents.
- 1.6. The written summaries from Chapter 3 of this Report have been collated into a separate Sustainability Appraisal Summary. This is available with the LPR consultation documents on Shropshire Council's website.

Background

- 1.7. The Planning and Compulsory Purchase Act 2004¹ requires a SA to be carried out for all Local Plan documents. European Directive 2001/42/EC (the Strategic Environmental Assessment (SEA) Directive)² which was transposed into UK law by The Environmental Assessment of Plans and Programmes Regulations 2004³ requires '*an environmental assessment ...of ...certain plans and programmes which are likely to have significant effects on the environment*'

¹ <http://www.legislation.gov.uk/ukpga/2004/5/section/38>

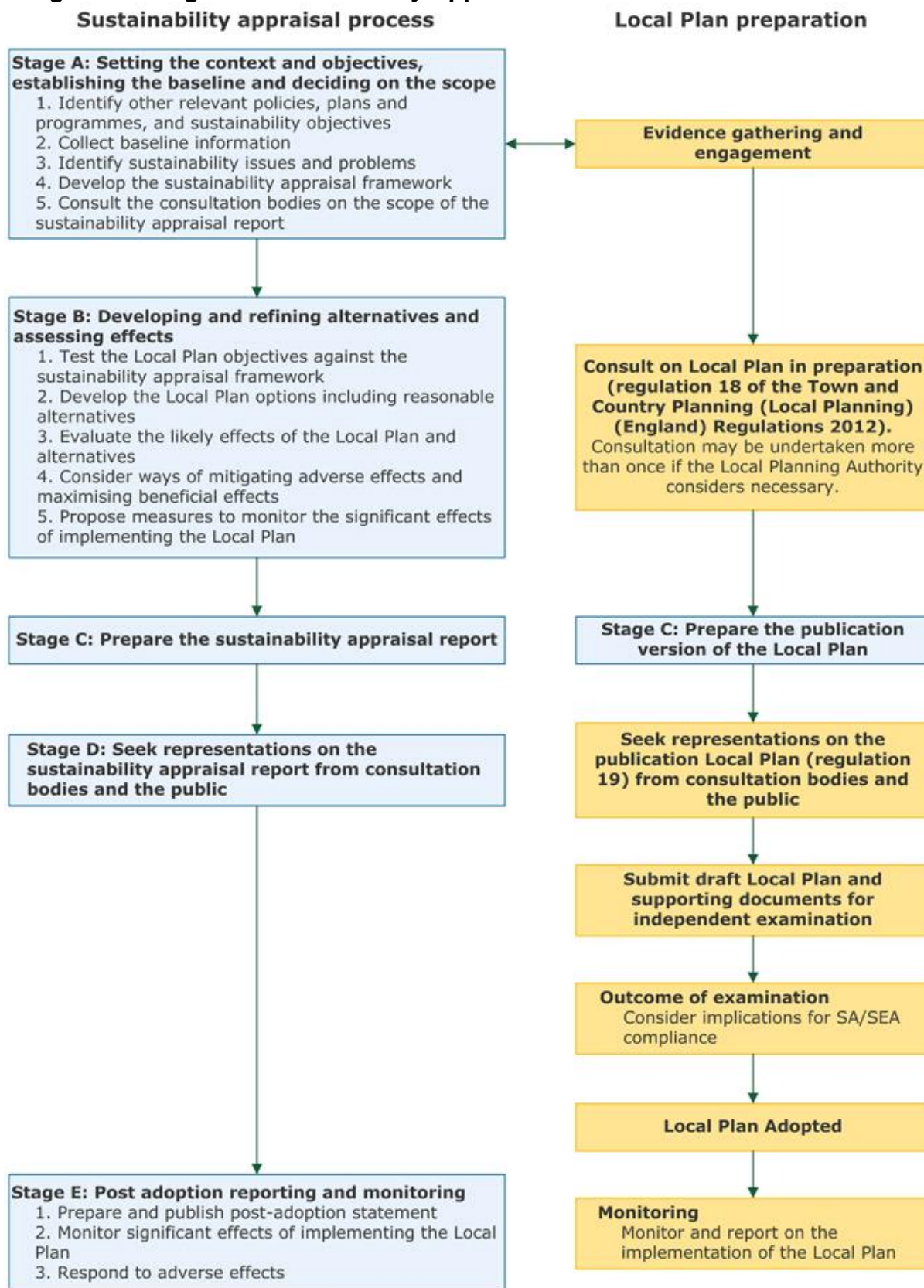
² <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32001L0042&from=EN>

³ <http://www.legislation.gov.uk/uksi/2004/1633/contents/made>

- 1.8. Although the requirements to carry out SA and SEA are distinct, the National Planning Practice Guidance⁴ (NPPG) advocates that a single integrated SA process is sufficient to comply with the requirements of the SEA Directive. This is the process undertaken in Shropshire and all references to 'SA' in this document should be taken to mean 'SA incorporating the requirements of the SEA Directive.'
- 1.9. The Sustainability Appraisal (SA) process is incremental and takes place alongside the preparation of a Local Plan. Each Local Plan document is subject to a SA during preparation and the outcome of that assessment accompanies the relevant Local Plan consultation document. A Final Sustainability Appraisal Report (the Environmental Report under the SEA Directive) is published for representations when the Publication Local Plan is consulted on. This identifies, describes and evaluates the likely significant effects on the environment of implementing the Local Plan and explains how reasonable alternatives have been considered.
- 1.10. NPPG defines five stages for the SA process. Diagram 1 below sets these out and shows how they relate to the stages of Local Plan preparation

⁴ <http://planningguidance.communities.gov.uk/blog/guidance/strategic-environmental-assessment-and-sustainability-appraisal/strategic-environmental-assessment-and-sustainability-appraisal-and-how-does-it-relate-to-strategic-environmental-assessment/>

Diagram 1: Stages of Sustainability Appraisal⁴



1.11. The initial stage in the SA process for the Shropshire Local Plan Review was the production of a Sustainability Appraisal Scoping Report Consultation Draft in October 2016. This fulfilled the Tasks identified in Stage A of the SA process by:

- reviewing other organisation's relevant plans, programmes and sustainability objectives (Task A1)
- collating a detailed set of baseline information on the topic areas set out in the SEA Directive (Task A2)
- identifying sustainability issues and problems for Shropshire based on the topic areas in the SEA Directive (Task A3)
- establishing a set of Sustainability Objectives for use in assessing LPR policies (Task A4)
- setting out a methodology for using the Sustainability Objectives to assess sites for allocation (Task A4)

1.12. The Sustainability Appraisal Scoping Report Consultation Draft was open for consultation between October 19th and November 24th 2016 (Task A5). The following were consulted individually:

- Historic England
- Natural England
- Environment Agency
- Town and Parish Councils
- Members of the Shropshire Local Nature Partnership
- Neighbouring Local Authorities.

The document was also available for public comment on Shropshire Council's web-based consultation portal throughout the consultation period.

1.13. Comments were received from Historic England, Natural England and the Environment Agency (the Consultation Bodies set out in the Environmental Assessment of Plans and Programmes Regulations 2004) and five other organisations. A summary of the points raised and the Council's response to each is available on Shropshire Council's website: Sustainability Appraisal Scoping Report Consultation Draft Summary of Representations.

1.14. The Sustainability Appraisal Scoping Report Consultation Draft was amended in line with the accepted changes in the Summary of Representations to produce the final Sustainability Appraisal Scoping Report (also available on Shropshire Council's website).

1.15. This Issues and Strategic Options SA Report fulfils Stage B of the SA process by:

- testing the Local Plan Review options (these comprise the reasonable alternatives set out in Task B2) against the SA framework set out in the Scoping Report (Task B1)
- evaluating the likely effects of different options for the Local Plan Review (Task B3)
- considering ways of mitigating adverse effects and maximising beneficial effects (where such effects are identified) (Task B4)

1.16. Task B5 (propose measures to monitor the significant effects of implementing the Local Plan) will be carried out (if relevant) at the Publication stage of the LPR.

Future sustainability appraisal

- 1.17. All subsequent Local Plan Review documents will be subject to SA. This will be reported on in the same way as this SA.

Chapter 2: Methodology for the SA

Introduction

2.1. The chapter describes the way in which the SA of the Local Plan Review Issues and Strategic Options consultation document has been carried out.

Use of the SA Objectives

2.2. The options for the level and distribution of growth for housing and economic growth in the Issues and Strategic Options consultation document have been assessed against each of the Sustainability Objectives (SO) developed in the SA Scoping Report.

2.3. Each SO has a series of supplementary questions that set out the key considerations that have been taken into account as part of the assessment (see Table 2.1 below). These add useful detail to the broader SO and help to provide a rigorous and consistent evaluation.

Table 2.1: Sustainability Objectives and supplementary questions

Number	Objective	Supplementary questions (will the option?)
SO1	Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	<ul style="list-style-type: none"> • Avoid harm to protected, priority, key or indicator habitats, plants, animals or birds? • Increase the distribution of key or indicator plants, animals and birds in Shropshire? • Increase the extent of protected or key habitats in Shropshire? • Improve the condition of key habitats in Shropshire?
SO2	Encourage a strong and sustainable economy throughout Shropshire	<ul style="list-style-type: none"> • Provide opportunities to create more or higher value jobs? • Ensure an appropriate and balanced supply of employment land? • Maintain and support existing businesses? • Retain employment in Shropshire? • Promote regeneration?
SO3	Provide a sufficient amount of good quality housing which meets the needs of all sections of society.	<ul style="list-style-type: none"> • Meet evidenced housing needs? • Reflect the requirements of all sections of society in terms of location and affordability as well as adaptability for an ageing population? • Help to meet the needs of priority households?
SO4 SO4	Promote access to services for all sections of society Promote access to services for all sections of society (cont)	<ul style="list-style-type: none"> • Enhance access to outdoor spaces? • Increase provision or connectivity of services such as broadband or renewable energy? • Maintain or enhance access to services and amenities such as

Number	Objective	Supplementary questions (will the option?)
		schools, doctor's surgeries, Post Offices, shops, parks, play areas or sports facilities?
SO5	Encourage the use of sustainable means of transport	<ul style="list-style-type: none"> • Exploit existing public transport infrastructure? • Co-ordinate development with future transport infrastructure provision? • Maintain or improve access to public transport? • Enable more walking or cycling?
SO6	Reduce the need of people to travel by car	<ul style="list-style-type: none"> • Focus development in accessible locations? • Encourage alternative ways of working e.g. internet or remote working? • Reduce vehicle use on Shropshire's roads?
SO7	Support active and healthy communities.	<ul style="list-style-type: none"> • Promote opportunities for greater physical activity? • Focus development in locations with good access to existing health facilities? • Provide new leisure, recreational or cultural activities?
SO8	Protect and improve soil quality	<ul style="list-style-type: none"> • Protect Shropshire's best and most versatile agricultural land? • Reduce the amount of contaminated land?
SO9	Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	<ul style="list-style-type: none"> • Protect existing water resources from harmful pollutants, particularly in rural areas? • Support the improvement of water quality by preventing further deterioration of aquatic ecosystems and associated wetlands?
SO10	Reduce flood risk and improve flood management	<ul style="list-style-type: none"> • Locate development in areas of lowest flood risk? • Increase provision for water storage in times of flood? • Promote the use of sustainable drainage systems?
SO11	Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	<ul style="list-style-type: none"> • Support the improvement of air quality in the county's AQMAs? • Protect existing air quality outside AQMA from harmful pollutants?
SO12	Reduce carbon dioxide emissions	<ul style="list-style-type: none"> • Promote energy efficiency? • Reduce energy consumption? • Increase the provision of energy from renewable sources?
SO13	Promote adaptation and mitigation to climate change	<ul style="list-style-type: none"> • Provide new habitats, particularly woodland and wetland? • Improve connectivity of existing

Number	Objective	Supplementary questions (will the option?)
		habitats? <ul style="list-style-type: none"> • Support or maintain a balance between water supply and need?
SO14	Promote efficient use of natural resources	<ul style="list-style-type: none"> • Encourage the use of previously developed land? • Reduce use of primary aggregates? • Increase re-cycling and use of secondary resources? • Make the best use of existing buildings and physical infrastructure?
SO15	Conserve and enhance features and areas of heritage value and their setting	<ul style="list-style-type: none"> • Conserve and/or enhance heritage assets and the historic environment? • Contribute to the better management of heritage assets? • Improve the quality of the historic environment? • Provide for increased access to and enjoyment of the historic environment? • Increase the social benefit (e.g. education, participation, citizenship, health and well-being) derived from the historic environment? • Increase the economic benefit derived from the historic environment? • Promote heritage based sustainable tourism?
SO16	Conserve and enhance landscape character and local distinctiveness	<ul style="list-style-type: none"> • Avoid harm to the special qualities of the Shropshire Hills AONB? • Maintain or improve landscape character, particularly ecological and cultural integrity? • Prevent adverse visual impacts? • Respect, maintain and strengthen local character and distinctiveness? • Promote high quality design? • Improve the satisfaction of people with their neighbourhoods as places to live?

Assessment of effect

2.4. The options in the Issues and Strategic Options consultation document have been assessed using the criteria set out in the SA Scoping Report. These are shown in Table 2.2 below and include considerations of:

- The predicted significance of the effect
- The potential secondary effects of each policy
- The potential cumulative effects of a combination of policies
- The probability of the predicted effect
- Any assumptions or uncertainties such as the likelihood of delivery

Table 2.2 Assessment criteria

Significance of effect		Description of effect
++	Strongly positive	Likely to benefit a large area of Shropshire or a large number of people or receptors, including outside the county. The effect is likely to be direct, permanent, irreversible and of major magnitude.
+	Positive	The extent of the predicted benefits is likely to be limited to small areas of the county or small groups of people or receptors. The effect may be any or all of the following: <ul style="list-style-type: none"> • indirect • temporary • reversible • infrequent and its predicted magnitude is likely to be minor.
0	Neutral	Neutral effects are predicted when the policy being assessed is unlikely to alter the present or future baseline situation, where current trends are likely to continue or where the positive or negative effects are likely to balance each other out.
-	Negative	Likely to have an adverse effect on a small area of Shropshire or on a small number of people or receptors. The effect may be any or all of the following: <ul style="list-style-type: none"> • indirect • temporary • reversible • infrequent and its predicted magnitude is likely to be minor.
--	Strongly negative	Likely to have a significant adverse impact on the whole, or on a large part of, Shropshire, on internationally or nationally protected assets or on areas outside the county. The effect is predicted to be direct, permanent, irreversible and of major magnitude.
?	Unknown	Where there is insufficient information to make a confident assessment.
Timeframe of effect		Description
S	Short -term	Likely to last for 0 -5 years
M	Medium-term	Likely to last for 6-10 years
L	Long-term	Likely to last beyond 10 years

Definition of significant effects

2.5. As set out in the SA Scoping Report, strongly positive or strongly negative effects are classed as significant.

Recording the results and providing a summary

2.6. The results of each assessment have been recorded on a form that shows the score for each SO and gives a brief commentary. The latter has then been used as the basis for a written summary. This provides a more readily understandable picture and allows for easier comparison of the options.

Chapter 3: Sustainability Appraisal scoring matrices and summaries

Introduction

- 3.1. The tables on the following pages show the sustainability scores for the Housing Requirement Options (1, 2 and 3), the Strategic Distribution of Housing Options (A, B and C) and the Economic Growth and Employment Options (1, 2 and 3). A written summary accompanies each table. These summaries have also been collated into a second document, the Issue and Strategic Options Sustainability Appraisal Summary, for quick reference.
- 3.2. The rural policy section of the Issues and Strategic Options document has not been subject to SA because at this stage, there are no distinct options which could be compared in a meaningful way. This approach is supported by NPPG⁴ which states that *'The sustainability appraisal needs to compare all reasonable alternatives including the preferred approach and assess these against the baseline environmental, economic and social characteristics of the area and the likely situation if the Local Plan were not to be adopted'*. It defines reasonable alternatives as *'the different realistic options considered by the plan-maker in developing the policies in its plan. They must be sufficiently distinct to highlight the different sustainability implications of each so that meaningful comparisons can be made.'*
- 3.3. SA will be carried on the approach to the rural area once options and/or policies become more clearly defined in future LPR documents.

Table 3.1 Housing Requirement Option 1: Moderate Growth

Housing Requirement Option 1: Moderate growth				
This option represents a total housing requirement of around 26,250 dwellings over the plan period which equates to 1,325 dwellings as an annual average				
Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	+	+	+	As this level of growth is lower than current policy requirements it is likely to have a positive effect on the range of protected, priority, key or indicator species and on the quality and extent of wildlife habitats.
2: Encourage a strong and sustainable economy throughout Shropshire	-	-	-	A lower amount of housing than that provided for in the adopted Local Plan is unlikely to provide opportunities to create more jobs or ensure a balanced supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	-	-	-	The decrease in the amount of housing provided compared with current policy requirements makes it unlikely that the housing needs of all sections of society in terms of location, affordability and adaptability will be met.
4: Promote access to services for all sections of society	-	-	-	As many services require a critical population mass to be sustainable it is likely that the provision and accessibility of some such as schools, Post Offices and play areas will decline.
5: Encourage the use of sustainable means of transport	-	-	-	This option is unlikely to provide many opportunities to maintain or improve access to public transport.
6: Reduce the need of people to travel by car	+	+	+	Less development compared to current policy requirements may have a positive effect on car use.
7: Support active and healthy communities.	0	0/-	0/-	Since many recreational activities are based on the natural environment (which may be positively affected by this option), overall activity levels may remain similar to the current situation. However, opportunities to focus development in locations with good access to health facilities and to support existing, or provide new, leisure or cultural activities may be reduced in the medium to long term.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
8: Protect and improve soil quality	?	?	?	The location of development will have most influence on soil quality. A focus on the rural area is likely to affect best and most versatile agricultural land more than development in the urban areas.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?	?	?	Since pollution from rural areas is the main issue affecting water quality in Shropshire, the location of allocated sites will determine the impact on water quality and the risk of pollution.
10: Reduce flood risk and improve flood management	+	+	+	Lower levels of development are more likely to be accommodated in areas of low flood risk.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?	?	?	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	0	0	0	Fewer opportunities for the use of renewable energy may be balanced by reduced energy consumption arising from a lower level of housing.
13: Promote adaptation and mitigation to climate change	-	-	-	The amount of new large scale habitats gained through development is likely to be lower in this option than the others, so reducing the contribution this can make to adapting and mitigating climate change.
14: Promote efficient use of natural resources	+	+	+	As this option represents the lowest level of growth, it is likely to provide the best opportunity to use previously developed land or to re-use existing buildings. It will also use the lowest amount of primary aggregates.
15: Conserve and enhance features and areas of heritage value and their setting	+/?	+/?	+/?	A lower potential for harm to existing heritage assets and their settings may be offset by reduced opportunities to contribute to their better management.
16: Conserve and enhance landscape character and local distinctiveness	+	+	+	All development changes the character of the landscape and has the potential for an adverse effect on those features that convey a sense of place. This option is likely to cause the least change to existing landscape character and local distinctiveness.

Summary for Housing Requirement Option 1

- 3.4. It is likely that this level of growth will have a positive effect on the range of plants and animals and the quality and extent of wildlife habitats in Shropshire. It is also likely to reduce the need to travel by car, be more capable of being accommodated in areas of low flood risk, promote the efficient use of natural resources and conserve and enhance landscape character and local distinctiveness. A lower potential for harm to heritage assets and their settings may be offset by reduced opportunities to contribute to the better management of the historic environment.
- 3.5. There may be little or no net effect carbon dioxide emissions and the location of development, rather than the amount, is likely to have the most influence on protecting and improving soil quality, the conservation and enhancement of water resources and air quality and on reducing the risk of water and air pollution.
- 3.6. As this option proposes a lower level of growth than the current Local Plan, there are likely to be negative effects on Shropshire's economy and on opportunities to provide a sufficient amount of good quality housing to meet the needs of all sections of society. In addition, since many services and facilities require a critical population mass, there may be a negative impact on the provision of, and access to some of these. Although overall physical activity levels may not change, opportunities to focus development in locations with good access to health facilities and to support existing, or provide new, leisure or cultural activities may be reduced in the medium to long term. Finally, this option is unlikely to encourage the use of sustainable means of transport or to offer many opportunities to adapt to, or mitigate the effects of climate change.

Table 3.2 Housing Requirement Option 2: Significant Growth

Housing Requirement Option 2: 'Significant Growth'				
This option represents a total housing requirement of around 27,500 dwellings over the plan period which equates to 1,375 dwellings as an annual average				
Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	0	0	0	As this option is similar to current policy requirements, present trends in the range of plants and animals and the quality and extent of wildlife habitats in Shropshire are unlikely to change
2: Encourage a strong and sustainable economy throughout Shropshire	0	0	0	Since this option represents the same level of housing as the adopted Local Plan it is likely to represent little change to current economic trends.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	The existing baseline situation is unlikely to change in that evidenced housing needs would be met and progress would continue to be made in delivering affordable housing.
4: Promote access to services for all sections of society	0	0	?/-	The relatively modest levels of growth in this option are likely to maintain the existing situation in respect of access to services and amenities in the short term. However, as many of these facilities require a critical mass to be sustainable there may be a decline in their provision in the long term.
5: Encourage the use of sustainable means of transport	0	0	0	This option is unlikely to change the current situation with respect to the use of public transport and the prevalence of walking or cycling to work.
6: Reduce the need of people to travel by car	+	+	+	It is likely that the numbers of houses envisaged in this option can be accommodated in accessible locations.
7: Support active and healthy communities.	0	0	-/0	As many formal leisure and cultural activities need a particular population level to be sustainable, there may be a decline in their provision in the long term. However, as many recreational activities are based on the natural environment (which is likely to be less affected by this option), overall activity levels may remain similar to the current situation.
8: Protect and improve soil quality	?	?	?	The location of development will have most influence on soil quality. A focus on the rural area is likely to affect best and most versatile agricultural land more than development in the urban areas.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?	?	?	Since pollution from rural areas is the main issue affecting water quality in Shropshire, the location of allocated sites will determine the impact on water quality and the risk of pollution.
10: Reduce flood risk and improve flood management	0	0	0	The baseline situation is unlikely to change for flood risk and opportunities to improve flood management.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?/0	?/0	?/0	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	0	0	0	The current baseline with respect to carbon dioxide emissions is likely to remain the same.
13: Promote adaptation and mitigation to climate change	0	0	0	Opportunities to adapt and mitigate climate change are likely to remain similar to the present.
14: Promote efficient use of natural resources	0	0	0	Opportunities to use previously developed land and/or existing building and the use of amount of primary aggregates are likely to stay at present levels.
15: Conserve and enhance features and areas of heritage value and their setting	0	0	0	There current situation with respect to the conservation and enhancement of the historic environment is likely to continue
16: Conserve and enhance landscape character and local distinctiveness	0	0	0	All development changes the character of the landscape and has the potential for an adverse effect on those features that convey a sense of place. This option is unlikely to change current trends.

Summary for Housing Requirement Option 2

3.7. It is likely that this number of houses can be accommodated in accessible locations, thus reducing the need of people to travel by car. However, as this option proposes a similar number of houses over the same length of time as the adopted Local Plan, it is likely that the current situation will be maintained for the following sustainability objectives: protecting and enhancing the range of plants and animals and the quality and extent of wildlife habitats in Shropshire; encouraging a strong and sustainable economy; providing a sufficient amount of good quality housing; encouraging the use of sustainable means of transport; reducing flood risk and improving flood management; reducing carbon dioxide emissions; adapting to and mitigating climate change; promoting the efficient use of natural resources; conserving and enhancing heritage features and their settings and conserving and enhancing landscape character and local distinctiveness.

- 3.8. Whilst physical activity levels may not change over the plan period, the provision of some leisure and cultural facilities may decline in the long term, since population levels may not be sufficient to maintain them. Similarly, the accessibility of some health related services and
- 3.9. The location of development, rather than the amount, is likely to have the most influence on protecting and improving soil quality, the conservation and enhancement of water resources and air quality and on reducing the risk of water and air pollution.

Table 3.3 Housing Requirement Option 3: High Growth

Housing Requirement Option 3: High Growth				
This option represents a total housing requirement of around 28,750 dwellings over the plan period that equates to 1,437 dwellings as an annual average.				

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-/?	-/?	The higher levels of growth in this option mean that larger amounts of greenfield land will need to be released. This is likely to have a negative effect on the range of plants and animals and the quality and extent of wildlife habitats in Shropshire in the medium and long term. However, if this level of growth allows a smaller number of large sites to come forward, then a master-planning approach on these sites may offer opportunities for biodiversity gains.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	There are likely to be good opportunities to create a balanced supply of employment land and/or more or higher value jobs.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	++	++	++	The higher level of housing offers significant opportunities to meet the requirements of all sections of society in terms of location, affordability and adaptability.
4: Promote access to services for all sections of society	+	+/+	+/?	This option offers good opportunities to support existing services such as schools, doctor's surgeries, shops and play areas in the medium to long term. If a smaller number of larger sites are allocated, this may allow a master-planning approach to be adopted. This may enable increased provision of services such as renewable energy and broadband in the medium to longer term.
5: Encourage the use of sustainable means of transport	+/?	+/?	+/?	The scale of development in this option may require new transport infrastructure. If this is focussed on existing public transport hubs, the use of sustainable means of transport may be encouraged.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
6: Reduce the need of people to travel by car	-	-/?	-/?	It is likely to be more difficult to focus higher levels of new development in current accessible locations. There thus may be a negative effect on the objective of reducing the need to travel by car. However, the scale of development may be large enough to support new or existing public transport solutions to counter this.
7: Support active and healthy communities.	0	+	+	A larger amount of development is likely to provide opportunities for new leisure, recreational and cultural activities in the medium to long term.
8: Protect and improve soil quality	?	?	?	The distribution of development will have most influence on soil quality. A focus on the rural area is likely to affect best and most versatile agricultural land more than development in the urban areas.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?	?	?	Since pollution from rural areas is the main issue affecting water quality in Shropshire, the location of allocated sites will determine the impact on water quality and the risk of pollution.
10: Reduce flood risk and improve flood management	-/?	-/?	-/?	Higher levels of growth mean that it may not be possible to locate all new development in areas of lowest flood risk but at the same time, larger scale growth creates more opportunities for flood management measures.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	0/?	0/?	0/?	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	+	+	+	Economies of scale may offer opportunities to increase the provision of energy from renewable sources, support reductions in energy consumption and promote energy efficiency.
13: Promote adaptation and mitigation to climate change	?/+	?/+	?/+	If this higher level of growth means that a smaller number of large sites come forward, then a master-planning approach may enable the creation of relatively larger areas of new habitats. Otherwise, such opportunities to mitigate and adapt to climate change will be more dependent on the location of allocated sites.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
14: Promote efficient use of natural resources	-	-	-	This level of housing will use more land than the other options and so opportunities to use previously developed land or existing buildings are likely to be more limited. Similarly, this option will use more primary aggregates.
15: Conserve and enhance features and areas of heritage value and their setting	-/?	-/?	-/?	Housing growth may lead to the loss of, or harm to, heritage features and their settings but depending on the location and design, development also enables better management of the historic environment. Higher levels of growth have the potential to cause more harm, but equally, the associated increased economic benefits may offer good opportunities to enhance heritage assets and provide for their better management.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	All development changes the character of the landscape and has the potential for an adverse effect on those features that convey a sense of place. This option is unlikely to maintain or improve existing landscape character and unless development is carefully located and designed, may have a negative effect on local distinctiveness.

Summary for Housing Requirement Option 3

- 3.10. This higher level of growth offers significant opportunities to provide a sufficient amount of good quality housing to meet the needs of all sections of society. It is also likely to promote access to existing services such as schools or shops with the potential to increase provision of these significantly in the medium to long term.
- 3.11. The economy is likely to benefit from this option and there may be good opportunities for new leisure, recreational and cultural facilities. Economies of scale may also contribute to an increased provision of energy from renewable sources, whilst supporting reductions in energy consumption and promoting energy efficiency.
- 3.12. The scale of development in this option may require new transport infrastructure. If this is focussed on existing public transport hubs, the use of sustainable means of transport may be encouraged. In addition, if this higher level of growth means that a smaller number of large sites are allocated this may enable the creation of relatively large areas of new habitats. Otherwise, such opportunities to mitigate and adapt to climate change will be more dependent on individual site location.

- 3.13. As larger amounts of greenfield land will need to be released, there may be a negative effect on the range of plants and animals and quality and extent of wildlife habitats. A master- planning approach to larger sites (if they are allocated, see above) may provide opportunities for biodiversity gains to offset such losses.
- 3.14. It is likely to be more difficult to focus this level of growth in accessible locations so it may not be possible to reduce the need of people to travel by car. However, new or existing public transport solutions may counter this (see above). It may also not be possible to locate all new development in areas of lowest flood risk but at the same time, larger scale growth creates more opportunities to improve flood management.
- 3.15. This level of housing will use more land than the other options and so opportunities to use previously developed land or existing buildings are likely to be more limited. Similarly, this option will use more primary aggregates. Higher levels of growth also have the potential to cause harm to heritage assets and their settings but equally, the associated increased economic benefits may offer opportunities to provide for the better management of the historic environment. This option is unlikely to maintain or improve existing landscape character and unless development is carefully located and designed, may have a negative effect on local distinctiveness.
- 3.16. The location of development, rather than the amount, is likely to have the most influence on protecting and improving soil quality, the conservation and enhancement of water resources and air quality and on reducing the risk of water and air pollution.

Table 3.4 Strategic Distribution Option A: Current Policy - Rural Rebalance

Strategic Distribution Option A: Current Policy - Rural Rebalance				
This option provides a continuation of the current Core Strategy Policy CS1. This option is most closely aligned with actual levels of housing delivery seen over the previous 10 years and represents the aspiration for 'rural rebalance' as advocated in the Core Strategy and SAMDev. Monitoring shows that the current policy framework is working effectively.				
Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	0	0	0	As the distribution of development is the same as current policy requirements there is likely to be little change in current trends in the range of species and the quality and extent of habitats in Shropshire.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	This option is likely to ensure an appropriate and balanced supply of employment land.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	+	+	+	The higher percentage of housing delivered in the rural areas compared to the other options offers the greatest opportunity to reflect the requirements of all sections of society for housing in terms of location and affordability.
4: Promote access to services for all sections of society	0	0	0	The existing provision and accessibility of services and amenities is unlikely to change.
5: Encourage the use of sustainable means of transport	0	0	0	There is likely to be little change in existing transport infrastructure.
6: Reduce the need of people to travel by car	0	0	0	This option is unlikely to alter the current situation with respect to the use of public transport and the prevalence of walking or cycling to work.
7: Support active and healthy communities.	0	0	0	Existing patterns of leisure and recreational activities and the provision of health and cultural activities are unlikely to change.
8: Protect and improve soil quality	?	?	?	The present baseline is likely to be maintained.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?	?	?	This distribution of growth is likely to be capable of being accommodated without affecting existing water quality or causing water pollution

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
10: Reduce flood risk and improve flood management	?/0	?/0	?/0	The effect on flood risk and opportunities to improve flood management will depend on the location of sites. Land allocated in the current Local Plan is not in areas of high flood risk so it may be possible to achieve a similar outcome with this option
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?/0	?/0	?/0	The location of allocated sites will have the greatest influence on air quality e.g. development within or close to an Air Quality Management Area is likely to have an adverse impact whilst development elsewhere is unlikely to alter the current situation.
12: Reduce carbon dioxide emissions	0	0	0	Current trends in carbon emissions are likely to continue with this option.
13: Promote adaptation and mitigation to climate change	0	0	0	There is likely to be little change in the current level of opportunities to mitigate and adapt to climate change.
14: Promote efficient use of natural resources	0	0	0	The location of allocated sites will have the most effect on opportunities to use previously developed land or to re-use existing buildings. As this option is the same as current policy requirement there may be no change to present trends.
15: Conserve and enhance features and areas of heritage value and their setting	0	0	0	The current situation is likely to remain the same.
16: Conserve and enhance landscape character and local distinctiveness	0	0	0	Established trends are likely to continue.

Summary for Strategic Distribution Option A

- 3.17. This option is likely to ensure an appropriate and balanced supply of employment land and the higher percentage of housing delivered in the rural areas offers the greatest opportunity of all the options to reflect the requirements of all sections of society for housing in terms of location and affordability.
- 3.18. As this option proposes a similar number of houses over the same length of time as the adopted Local Plan, it is likely that the current situation will be maintained for the following sustainability objectives; protecting and enhancing the range of plants and animals and the

quality and extent of wildlife habitats in Shropshire; promoting access to services for all sections of society; encouraging the use of sustainable means of transport; reducing the need of people to travel by car; supporting active and healthy communities; reducing carbon dioxide emissions; adapting to and mitigating climate change; promoting the efficient use of natural resources; conserving and enhancing heritage features and their settings and conserving and enhancing landscape character and local distinctiveness.

- 3.19. The effect on flood risk and opportunities to improve flood management will depend on the location of sites. Land allocated in the current Local Plan is not in areas of high flood risk so it may be possible to achieve a similar outcome with this option.
- 3.20. The location of allocated sites is likely to have the most influence on protecting and improving soil quality, the conservation and enhancement of water resources and air quality and on reducing the risk of water and air pollution.

Table 3.5 Strategic Distribution Option B: Urban Focus

Strategic Distribution Option B: Urban Focus				
This option provides a greater focus for growth around Shrewsbury and the market towns and key centres, with around 75% of growth to these areas. Whilst the rural area would continue to accommodate some growth, this would be at a level below current policy and past trends.				
Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	++	++	++	The majority of protected and priority habitats and species are found in the countryside. This option represents a decrease of 10% from current policy requirements in the rural area so is likely to have significant benefits for biodiversity.
2: Encourage a strong and sustainable economy throughout Shropshire	++	++	++	An increased focus on Shrewsbury and the market towns will provide significant economic benefits, helping to support existing businesses and providing opportunities to create more and/or higher value jobs.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	?/-	?/-	?/-	Although the needs of priority households might be met by the provision of more housing in Shrewsbury and the market towns this option provides the lowest level of housing in the rural area. As this is where the need for affordable housing is greatest there may be a negative effect.
4: Promote access to services for all sections of society	0	0	0	As many services and amenities such as schools and Post Offices require a certain population level to be viable, the increased focus on urban development may have a positive effect on their provision and accessibility. However, as this option delivers the least housing in the rural area, this may be balanced by a decrease in accessibility for those people who live in the countryside.
5: Encourage the use of sustainable means of transport	0	+	+	A greater emphasis on urban centres provides the best opportunity to exploit existing transport infrastructure and improve access to public transport through the provision of new services in the medium to long term.
6: Reduce the need of people to travel by car	?/-	?/-	?/-	Although the higher levels of urban growth are likely to promote the provision of public transport in these areas, there may be an increase in car use by rural dwellers if services and amenities decline outside Shrewsbury and the market towns.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
7: Support active and healthy communities. 7: Support active and healthy communities (cont)	++	++	++	More growth in Shrewsbury and the market towns is likely to provide the best opportunity to support and increase the provision of health, leisure and cultural facilities and services. At the same time, since many informal recreational activities rely on the natural environment, lower levels of growth in the rural area are most likely to maintain the quality and extent of the countryside.
8: Protect and improve soil quality	++	++	++	The greater focus on growth in the urban areas means that this option is likely to deliver the most benefits for soil quality compared to the other options.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	++	++	++	Since pollution from rural areas is the main issue affecting water quality in Shropshire, the emphasis on Shrewsbury and the market towns is likely to offer the best level of protection.
10: Reduce flood risk and improve flood management	?/0	?/0	?/0	The effect on flood risk and opportunities to improve flood management will depend on the location of sites. Land allocated in the current Local Plan is not in areas of high flood risk so it may be possible to achieve a similar outcome with this option
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?	?	?	The location of allocated sites will have the greatest influence on air quality e.g., development within or close to an Air Quality Management Area (AQMA) is likely to have an adverse impact whilst development elsewhere is unlikely to alter the current situation. However, as all AQMAs are in urban areas this option is the most likely to have a negative impact.
12: Reduce carbon dioxide emissions	++	++	++	Higher growth levels for the urban areas may offer economies of scale that could support a greater provision of energy from renewable sources than the other options.
13: Promote adaptation and mitigation to climate change	+/0	+/0	+/0	More development in urban areas may provide opportunities to mitigate climate change through more extensive habitat creation measures but these may be balanced by reduced connectivity to existing ecological networks in the countryside.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
14: Promote efficient use of natural resources	?/+	?/+	?/+	The location of allocated sites will have the most effect on opportunities to use previously developed land or to re-use existing buildings. However, such resources are more likely to be found in urban areas so there may be a positive effect.
15: Conserve and enhance features and areas of heritage value and their setting	-/?	-/?	-/?	Higher levels of growth in urban areas may lead to more harm or loss of heritage assets and their settings. However, sensitive site allocations and careful design may increase opportunities for the better management of the historic environment.
16: Conserve and enhance landscape character and local distinctiveness	++	++	++	With its greater focus on urban areas, this option may offer the best opportunity to conserve and enhance landscape character. Equally, a reduced amount of housing in the rural area may allow local distinctiveness to be maintained.

Summary for Strategic Distribution Option B

- 3.21. This option is likely to have significant benefits for the following sustainability objectives: protecting and enhancing the range of plants and animals and the quality and extent of wildlife habitats in Shropshire; encouraging a strong and sustainable economy; supporting active and healthy communities; protecting and improving soil quality; conserving and enhancing water quality; reducing carbon dioxide emissions and conserving and enhancing landscape character and local distinctiveness.
- 3.22. A greater emphasis on urban centres provides the best opportunity of the three options to exploit existing transport infrastructure and improve access to public transport in the medium to long term. The location of allocated sites will have the most effect the use of previously developed land or existing buildings but as these are more likely to be found in urban areas, there may be a positive effect.
- 3.23. There may be little or no effect on the accessibility of services and the impact on flood risk and opportunities to improve flood management will depend on the location of sites. A greater proportion of development in urban areas may provide opportunities to mitigate climate change through more extensive habitat creation measures but these may be balanced by reduced connectivity to existing ecological networks in the countryside.
- 3.24. Although the needs of priority households may be met by the provision of more housing in Shrewsbury and the market towns, this option provides the lowest level of housing in the rural area. As this is where the need for affordable housing is greatest there may be a

negative effect on the objective of meeting the housing needs of all sections of society. Similarly, although the higher levels of urban growth are likely to promote the provision of public transport in these areas, there may be an increase in car use by rural dwellers if services and amenities decline outside Shrewsbury and the market towns. Higher levels of growth in urban areas may also lead to more harm or loss of heritage assets and their settings. However, this negative impact could be offset if sensitive site allocations and careful design provide opportunities for the better management of the historic environment.

- 3.25. The location of allocated sites will have the greatest influence on air quality e.g., development within or close to an Air Quality Management Area (AQMA) is likely to have an adverse impact whilst development elsewhere is unlikely to alter the current situation. However, as all AQMAs are in urban areas this option is the most likely to have a negative impact.

Table 3.6 Strategic Distribution Option C: Balanced Growth

Strategic Distribution Option C: Balanced Growth
This option effectively provides a middle ground between Options A and B, balancing needs and opportunities across the urban and rural areas. Compared to current policy, this option would accommodate more growth in Shrewsbury and less in the rural areas, but would maintain a similar rate of growth in the market towns and key centres.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	+	+	+	The majority of protected and priority habitats and species are found in the countryside. This option represents a 5% decrease from current policy requirements in the rural area so is likely to have a positive effect on the range, extent and quality of plants and animals in Shropshire.
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	As this option is similar to Option A in terms of its impact on the economy it is likely to have positive effect.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	?	?/-	?/-	Although the needs of priority households might be met by the provision of more housing in Shrewsbury, the rural area has a lower level of houses. As this is where the need for affordable housing is greatest there may be a negative effect over the medium to long term.
4: Promote access to services for all sections of society	+/?	+/?	+/?	The slightly higher levels of housing in Shrewsbury may encourage the provision of new services and amenities. As growth levels are the same as current policy requirements in market towns, this is likely to support the retention of existing services. There is uncertainty as to whether the lower levels of growth in the rural area will be offset by increased or maintained provision in the urban centres.
5: Encourage the use of sustainable means of transport	0	0	0	Although the overall level of growth in urban areas is higher than that provided for under current policies and so should provide opportunities to improve existing public transport infrastructure, this benefit may be balanced by a consequent reduction in provision in the rural area.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
6: Reduce the need of people to travel by car	+	+	+	This option offers an opportunity to direct development to the most sustainable urban and rural settlements and so is likely to reduce the need of people to travel by car.
7: Support active and healthy communities.	+	+	+	A higher level of growth in Shrewsbury may help to maintain the provision of health facilities which Shropshire's communities rely on whilst lower levels of growth in the rural area are likely to support informal recreational opportunities.
8: Protect and improve soil quality	+	+	+	As this option provides for less growth in the rural area, there are likely to be some benefits for soil quality
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	+	+	+	Since water resources are most affected by rural activities, locating more housing in Shrewsbury and the market towns is likely to provide some benefits.
10: Reduce flood risk and improve flood management	?	?	?	The effect on flood risk and opportunities to improve flood management will depend on the location of sites. Land allocated in the current Local Plan is not in areas of high flood risk so it may be possible to achieve a similar outcome with this option
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?/0	?/0	?/0	The location of allocated sites will have the greatest influence on air quality e.g., development within or close to an Air Quality Management Area (AQMA) is likely to have an adverse impact whilst development elsewhere is unlikely to alter the current situation. Even though all AQMAs are in urban areas, the relatively lower proportion of growth for Shrewsbury and the market towns mean that it may be possible to locate housing outside existing AQMAs whilst less development in the rural area may protect air quality more generally.
12: Reduce carbon dioxide emissions	+	+	+	This greater emphasis on urban development may allow greater economies of scale. This may provide some opportunities to increase the supply of energy from renewable sources.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
13: Promote adaptation and mitigation to climate change	+	+	+	The levels of housing in urban areas may provide opportunities to mitigate climate change through more extensive habitat creation measures whilst still allowing for connectivity with existing ecological networks.
14: Promote efficient use of natural resources	?/+	?/+	?/+	The location of allocated sites will have the most effect on opportunities to use previously developed land or to re-use existing buildings. However, such resources are more likely to be found in urban areas so there may be a positive effect.
15: Conserve and enhance features and areas of heritage value and their setting	+/?	+/?	+/?	Modest levels of growth in Shrewsbury and the market towns could offer opportunities for the better management of the historic environment. However, this will only be of benefit if existing heritage features and their settings are protected from loss and harm.
16: Conserve and enhance landscape character and local distinctiveness	+	+	+	A decreased emphasis on development in the rural area is likely to provide less change in landscape character than option C whilst conserving elements of local distinctiveness.

Summary for Strategic Distribution Option C

- 3.26. This option is likely to have a positive effect on the following sustainability objectives; protecting and enhancing the range of plants and animals and the quality and extent of wildlife habitats in Shropshire; encouraging a strong and sustainable economy; reducing the need of people to travel by car; supporting active and healthy communities; protecting and improving soil quality; conserving and enhancing water quality; reducing carbon dioxide emissions; promoting adaptation and mitigation to climate change and conserving and enhancing landscape character and local distinctiveness.
- 3.27. The slightly higher levels of housing in Shrewsbury may encourage the provision of new services and amenities. As growth levels are the same as current policy requirements in market towns, this option is likely to support the retention of existing services in these locations. However, there is uncertainty as to whether the lower levels of growth in the rural area will cause a loss of services in smaller settlements.
- 3.28. Relatively modest levels of growth in Shrewsbury and the market towns could offer opportunities for the better management of the historic environment. However, this will only be of benefit if existing heritage features and their settings are protected from loss and harm.

- 3.29. Although the overall level of growth in urban areas is higher than that provided for under current policies and so should provide opportunities to improve existing public transport infrastructure, this benefit may be balanced by a consequent reduction in provision in the rural area.
- 3.30. Since the need for affordable housing is greatest in the rural area and this option proposes a lower level of housing than current policy requirements, there may be a negative effect over the medium to long term on the provision of a sufficient amount of good quality housing to meet the needs of all sections of society.
- 3.31. The location of allocated sites is likely to have the most influence on conserving air quality and reducing the risk of air pollution, flood risk and opportunities to improve flood management and on opportunities to use previously developed land or to re-use existing buildings.

Table 3.7 Economic Growth Option 1: Significant Growth

Economic Growth Option 1: Significant Growth				
This option continues the current strategic approach in the adopted Local Plan for the 20-year period from 2016 to 2036, maintaining the current level of aspiration and rolling forward the existing employment land requirement to 2036 to provide a comparable level of employment land to that in the current Plan and delivering a similar level of new jobs to 2036				

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	0	0	0	As the level of growth is the same as current policy requirements there is likely to be little change in current trends in the range of species and the quality and extent of habitats in Shropshire
2: Encourage a strong and sustainable economy throughout Shropshire	+	+	+	This option is likely to provide an appropriate and balanced supply of employment land and support existing businesses in Shropshire.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	There is likely to be little or no change in the provision of good quality housing.
4: Promote access to services for all sections of society	0	0	0	This option is unlikely to alter the current baseline.
5: Encourage the use of sustainable means of transport	0	0	0	The current patterns of sustainable transport use are unlikely to alter
6: Reduce the need of people to travel by car	0	0	0	Current patterns of car use are unlikely to change
7: Support active and healthy communities.	0	0	0	There is likely to be little or no effect on the provision of health, leisure and recreational facilities.
8: Protect and improve soil quality	0	0	0	This option is unlikely to alter the current baseline.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	0	0	0	Current trends are likely to continue.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
10: Reduce flood risk and improve flood management	0	0	0	There is likely to be little change in flood risk or in opportunities for better flood management.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?	?	?	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	0	0	0	This option is likely to maintain current trends.
13: Promote adaptation and mitigation to climate change	0	0	0	Opportunities to mitigate and adapt to climate change are likely to remain at the same level as present.
14: Promote efficient use of natural resources	0	0	0	Trends in resource efficiency are likely to continue as they are now.
15: Conserve and enhance features and areas of heritage value and their setting	0	0	0	The current situation with respect to the conservation and management of the historic environment is likely to be maintained.
16: Conserve and enhance landscape character and local distinctiveness	0	0	0	This option is unlikely to alter current trends.

Summary for Economic Growth Option 1

3.32. This option is likely to provide an appropriate and balanced supply of employment land and support existing businesses in Shropshire.

3.33. There may be little or no effect on the following sustainability objectives: protecting and enhancing the range of plants and animals and the quality and extent of wildlife habitats in Shropshire; the provision of a sufficient amount of good quality housing; the accessibility of services; encouraging the use of sustainable means of transport; reducing the need to travel by car; supporting active and healthy communities; protecting and improving soil quality; conserving and enhancing water quality; reducing flood risk and improving flood management; reducing carbon dioxide emissions; adapting to and mitigating climate change; promoting the efficient use of natural resources; conserving and enhancing heritage features and their settings and conserving and enhancing landscape character and local distinctiveness.

3.34. The location of allocated sites is likely to have the most influence on conserving air quality and reducing the risk of air pollution.

Table 3.8 Economic Growth Option 2: High Growth

Economic Growth Option 2: High Growth
 This option seeks to establish a revised strategic approach for the 20-year period from 2016 to 2036, to create a higher level of aspiration supported by an appropriate employment land requirement, providing a higher level of employment land supply and delivering a higher level of new jobs.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	-	-	-	A higher level of employment land is likely to have an adverse impact on the range of plants and animals and the extent and quality of wildlife habitats in Shropshire.
2: Encourage a strong and sustainable economy throughout Shropshire	++	++	++	Existing businesses will be supported and the economically active population boosted, delivering significant benefits for Shropshire's economy.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	There is likely to be little or no change in the provision of good quality housing.
4: Promote access to services for all sections of society	?/0	?/0	?/0	The increase in employment land may stimulate better broadband provision but this will depend on the nature of the businesses. The current provision of services such as schools, doctor's surgeries, parks and play areas is likely to stay the same.
5: Encourage the use of sustainable means of transport	+	+	+	This option is likely to offer the best opportunity to exploit existing public transport infrastructure and to co-ordinate development with future infrastructure provision as it provides the largest amount of allocated land.
6: Reduce the need of people to travel by car	-	-	-	Depending on the location, higher levels of employment land are likely to increase the need to travel by car.
7: Support active and healthy communities.	0	0	0	There is likely to be little or no effect on the provision of health, leisure and recreational facilities.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
8: Protect and improve soil quality	?/-	?/-	?/-	The impact on soil quality is dependent on the location of the extra employment land. As this option provides for flexible rural development, there may be a negative impact.
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	?/-	?/-	?/-	Depending on how much employment land is allocated in the rural area, there may be a negative effect on water quality and an increased risk of water pollution.
10: Reduce flood risk and improve flood management	-	-	-	Increased levels of employment land may make it more difficult to avoid areas of flood risk.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?/0	?/0	?/0	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	+	+	+	The greater amount of allocated land in this option may provide efficiencies of scale and promote the provision of energy from renewable sources.
13: Promote adaptation and mitigation to climate change	+	+	+	An increased level of employment land may offer opportunities to create greater amounts of new habitats as a means of mitigating and adapting to climate change.
14: Promote efficient use of natural resources	-	-	-	This option will use more land than the other options and so opportunities to use previously developed land or existing buildings are likely to be the most limited of all the options. Similarly, this option will use more primary aggregates.
15: Conserve and enhance features and areas of heritage value and their setting	-	-	-	The greater spread of employment land across principal towns and the rural area in this option has the potential for the most adverse effect on the historic environment.
16: Conserve and enhance landscape character and local distinctiveness	-	-	-	The increased emphasis on a larger number of settlements for higher levels of employment land is likely to cause the most impact on landscape character and local distinctiveness.

Summary for Economic Growth Option 2

3.35. This option is likely to have a significant positive effect on Shropshire's economy. It is also likely to encourage the use of sustainable means of transport, reduce carbon emissions and promote adaptation and mitigation to climate change.

- 3.36. There is likely to be little or no change in the provision of both good quality housing to meet the needs of all sections of society and health, leisure and recreational facilities.
- 3.37. The increase in employment land may stimulate better broadband provision but this will depend on the nature of the businesses. The current provision of services such as schools, doctor's surgeries, parks and play areas is likely to stay the same.
- 3.38. A higher level of employment land is likely to have an adverse impact on the range of plants and animals and the extent and quality of wildlife habitats in Shropshire and depending on location, to increase the need to travel by car. More allocated land may make it more difficult to avoid areas of flood risk and opportunities to use previously developed land or re-use existing buildings are likely to be the most limited by this option. The greater geographical spread of employment land has the potential for the most adverse effect on the historic environment and is likely to cause the most impact on landscape character and local distinctiveness. Similarly, as this option provides for flexible rural development there may be a negative impact on soil and water quality.
- 3.39. The location of allocated sites is likely to have the most influence on conserving air quality and reducing the risk of air pollution.

Table 3.9 Economic Growth Option 3: Productivity Growth

Economic Growth Option 3: Productivity Growth
This option seeks to establish a new strategic approach for the 20-year period from 2016 to 2036, to capture the potential for new investment in Shropshire and to seek to influence the structure of the economy, the productivity of its sectors and the range, type and quality of new employment. This option would create a higher aspiration to provide more 'higher value' jobs whilst potentially setting a lower employment land requirement and a lower overall provision of new jobs.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
1: Protect and enhance the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.	+	+	+	A lower requirement for employment land is likely to have a beneficial effect on the range of plants and animals in Shropshire and the quality and extent of wildlife habitats.
2: Encourage a strong and sustainable economy throughout Shropshire	+/?	+/?	+/?	This option seeks to change the employment offer in Shropshire towards higher value jobs but there is uncertainty as to whether such significant changes will be achieved even in the long term.
3: Provide a sufficient amount of good quality housing which meets the needs of all sections of society	0	0	0	There is likely to be little or no change in the provision of good quality housing.
4: Promote access to services for all sections of society	+	+	+	A restructuring of Shropshire's economy may increase the provision and connectivity of broadband services.
5: Encourage the use of sustainable means of transport	?	?	?	The location of any higher value jobs created through this option will have the greatest impact on the demand for sustainable transport.
6: Reduce the need of people to travel by car	+/?	+/?	+/?	This option seeks to target the provision of employment land in those principal towns where investment demand is most likely to be expressed. If these are also the most accessible locations, so there may be reduction in the need to use the car for travelling to work.
7: Support active and healthy communities.	0	0	0	There is likely to be little or no effect on the provision of health, leisure and recreational facilities.
8: Protect and improve soil quality	+	+	+	This option is likely to have the least impact on soil quality as it has a lower requirement for employment land.

Sustainability Objective	Short Term	Medium Term	Long Term	Commentary
9: Conserve and enhance water quality in Shropshire and reduce the risk of water pollution	+	+	+	As pollution from rural areas has a greater effect on water quality in Shropshire than other issues, the focus on a smaller number of principal towns and less allocated land in this option may lead to a positive effect on water quality and pollution risk.
10: Reduce flood risk and improve flood management	+/?	+/?	+/?	The emphasis on providing employment land in the principal towns where investment demand is most likely to be expressed may mean it is easier to avoid areas of flood risk, but this is still dependant on the actual location.
11: Conserve and enhance Shropshire's air quality and reduce the risk of air pollution	?	?	?	The location of development is likely to have the greatest influence on the impact on air quality e.g. development within or close to an Air Quality Management Area (AQMA) is likely to have a negative effect whereas development elsewhere is unlikely to change the current situation.
12: Reduce carbon dioxide emissions	+	+	+	An emphasis on higher quality jobs may lead to a reduction in energy consumption.
13: Promote adaptation and mitigation to climate change	0	0	0	Opportunities to mitigate and adapt to climate change are likely to remain at the same level as present.
14: Promote efficient use of natural resources	+	+	+	This option is likely to offer the most efficient use of resources because of its focus on higher quality jobs rather than more land.
15: Conserve and enhance features and areas of heritage value and their setting	+	+	+	A greater concentration of less development across fewer settlements may cause the least harm or loss of heritage assets and their settings.
16: Conserve and enhance landscape character and local distinctiveness	+	+	+	As this option uses the least amount of land it is likely to have the lowest impact of all 3 options on landscape character and local distinctiveness

Summary for Economic Growth Option 3

3.40. This option is likely to have a beneficial effect on the range of plants and animals in Shropshire and the quality and extent of wildlife habitats. A restructuring of Shropshire's economy may increase the provision and connectivity of broadband services. The lower requirement for employment land is likely to have the least impact of the three options on soil quality and an emphasis on higher quality jobs may lead to a reduction in energy consumption. The re-structuring of the economy may offer the most efficient use of natural resources and a greater concentration of less land across fewer settlements may cause the least harm to heritage assets and their settings and landscape character and local distinctiveness.

- 3.41. As pollution from rural areas has a greater effect on water quality in Shropshire than other issues, the focus on a smaller number of principal towns and less allocated land may lead to a positive effect on water quality and pollution risk.
- 3.42. A change in the employment offer towards higher value jobs will support the economy but there is uncertainty as to whether such significant changes will be achieved even in the long term. The targeting of employment land in those principal towns where investment demand is most likely to be expressed may lead to a reduction in the need travel to work by car. This greater focus on larger settlements may also make it easier to avoid areas of flood risk.
- 3.43. There is likely to be little or no change in the provision of both good quality housing to meet the needs of all sections of society and on health, leisure and recreational facilities. Likewise, opportunities to mitigate and adapt to climate change are likely to remain at the same level as present.
- 3.44. The location of any higher value jobs created through this option will have the greatest impact on the use of sustainable transport, as it will on the conservation and enhancement of air quality and on reducing the risk of air pollution.