

Annex A – Review of Policies, Plans,
Programmes and Sustainability
Objectives (June 2006)

REVIEW REVIEW OF POLICIES, PLANS, PROGRAMMES AND SUSTAINABILITY OBJECTIVES

This Annex presents a detailed review of policies, plans, programmes (PPPs) and sustainability objectives that are of relevance to the Phase Two Revision of the West Midlands RSS and/or to the Sustainability Appraisal. The review includes PPPs and objectives that have been developed at European, national and regional levels.

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
European Policy		
<p>Key EU Directives include:</p> <ul style="list-style-type: none"> • Wild Birds Directive • Habitats Directive • Water Framework Directive • Waste Framework Directive • Landfill Directive <p>Other instruments include:</p> <ul style="list-style-type: none"> • European Landscape Convention • UNESCO World Heritage Convention • Convention on the Protection of Archaeological Heritage (Valetta Convention) 		<p>Relevant provisions of these directives are incorporated into national strategy and planning policy.</p>
National Policy		
UK Sustainable Development Strategy, Defra, March 2005		
<p>Reducing the inefficient use of resources</p> <p>Increasing opportunities for communities to learn about sustainable development and volunteer in SD activities</p> <p>Encourage sustainable procurement</p> <p>Stimulating the market to innovate and to produce more cost effective and sustainable options</p> <p>UK must improve its ability to turn new ideas and emerging technologies into more innovative, high value products, processes and services</p> <p>More sustainable waste management – reduction, re-use, recycling, composting and using waste as a source of energy</p> <p>Promote the use of Modern Methods of Construction, including reducing waste and more recycling of construction and demolition waste in place of new quarrying</p> <p>Ensure the protection of wildlife resources</p> <p>Ensure that there are strict controls on development in the open countryside</p>	<p>Reduce carbon dioxide emissions by some 60 per cent by about 2050 with real progress by 2020</p> <p>Reduce UK greenhouse gas emissions by 12.5% below base year levels over the period 2008-12.</p> <p>Reduce carbon dioxide emissions by 20 per cent below 1990 levels by 2010.</p> <p>10% of electricity to be supplied from renewables by 2010/11, with an aspiration to double this by 2020.</p> <p>The Government has also announced its intention to extend the Renewables Obligation to 15</p>	<p>Sets a broad-ranging policy agenda for achieving sustainable development in the UK. The RSS should be in conformity with this agenda and the SA will test the RSS against the principles and objectives contained within the strategy.</p>

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<p>ensure that our finest countryside and landscapes are protected for the benefit of everyone</p> <p>Minimise climate change, including through energy efficiency and the use of renewables</p>	<p>per cent in 2015/16</p>	
<p>Energy White Paper: Our Energy Future – Creating a Low Carbon Economy, Department of Trade and Industry, February 2003</p>		
<p>Renewable energy will play an important part in reducing carbon dioxide emissions.</p> <p>The future energy system will require greater involvement from English regions and from local communities, complemented by a planning system that is more helpful to investment in infrastructure and new electricity generation, particularly renewables.</p> <p>Government will continue to emphasise the benefits of CHP and community heating whenever Planning Policy Guidance, Regional Planning Guidance or Sustainable Development Guidance is introduced or reviewed.</p> <p>Regional bodies are encouraged to examine strategically the resources and opportunities for renewable projects within their areas and what they can do to develop them in their region.</p>	<p>Reduction in carbon dioxide emissions of some 60% from current levels by about 2050.</p> <p>Renewables to supply 10% of UK electricity in 2010, subject to the costs being acceptable to the consumer.</p> <p>Doubling renewables' share of electricity generation in the decade after that.</p> <p>To hit the 10% target the UK will need to install approximately 10,000MW of renewables capacity by 2010, an annual build rate of over 1250MW.</p>	<p>The RSS will need to set the spatial and policy framework to promote and accommodate the West Midlands' contribution to new renewable energy capacity.</p>
<p>Transport White Paper: The Future of Transport – A Network for 2030, Department of Transport, July 2004</p>		
<p>Balancing the need to travel with the need to improve quality of life.</p> <p>Keeping the environmental impacts of new and existing transport infrastructure to a minimum</p> <p>Deliver carbon savings and reduce the impact of other emissions which pollute the environment</p> <p>Reducing the impact of all forms of transport</p> <p>Ensuring that the noise impacts of transport are reduced and mitigated</p> <p>Reducing the impact of freight on congestion and the environment</p> <p>Encourage freight traffic to be shifted from road to rail or water where this makes sense</p>	<p>Reducing the number of people killed or seriously injured in Great Britain in road accidents by 40% and the number of children killed or seriously injured by 50% by 2010 compared with the average for 1994-98.</p>	<p>Transport policies within the RSS should be aligned with the objectives in the White Paper.</p>

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Rural Strategy 2004, Defra, July 2004		
<p>Providing thriving economies and communities in rural areas and a countryside for all to enjoy</p> <p>Ensure that our economic and social strategies are consistent with our aim of protecting and enhancing all aspects of our natural heritage for this and future generations.</p> <p>Increasing need to take action to prevent damage to and improve the quality of natural resources in the countryside</p> <p>Ensuring that the potential of delivery through social enterprises is recognised and exploited. Defra will support development of social enterprise both as a regeneration tool in disadvantaged areas and as a means of sustaining services in more prosperous areas for which the commercial market is weak</p> <p>Fair access to public services</p> <p>Improve the sustainable management of soils</p> <p>Provide better access to the countryside and to enable more people from a wider range of backgrounds to enjoy its benefits</p>		<p>Policies relevant to rural areas within the RSS should be aligned with the objectives in the White Paper.</p>
UK Climate Change Programme, DETR, 2000		
<p>Cut congestion</p> <p>Reduce pollution</p> <p>Changes to the planning system will influence development patterns and reduce the need to travel</p>	<p>Cut the UK's emissions of carbon dioxide by 20% below 1990 levels by 2010.</p> <p>Electricity suppliers will be obliged to increase the proportion of electricity provided by renewable sources to 10% by 2010, subject to the cost to consumers being acceptable</p>	<p>The RSS should aim to ensure that all policies contribute to supporting the objectives of the Programme.</p>
Waste and Emissions Trading Act 2003		
<p>Places a requirement on the Secretary of State to adopt a strategy to reduce the amount of biodegradable waste sent to landfill, including measures to achieve the targets by recycling, composting, biogas production, materials recovery or energy recovery.</p>		<p>Reduction of biodegradable waste to landfill will be a key objective of regional waste policy within the RSS.</p>

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Water Act 2003		
<p>The sustainable use of water resources</p> <p>The promotion of water conservation</p> <p>Places a duty on the Secretary of State to take appropriate steps to encourage water conservation</p> <p>Places a duty on public authorities to take into account the desirability of conserving water supplies to premises</p>		<p>The RSS should ensure that policies support the conservation and sustainable use of water as prescribed by the Act.</p>
National Air Quality Strategy		
<p>Contains a range of air quality standards including for the following key pollutants:</p> <ul style="list-style-type: none"> • Nitrogen dioxide • Particulates • Sulphur dioxide 	<p>Nitrogen dioxide: 40 µgm⁻³</p> <p>PM10: 40 µgm⁻³</p> <p>Sulphur dioxide: 20 µgm⁻³</p>	<p>The RSS should take account of national air quality standards and the potential effects of future development on air quality across the region.</p>
Waste Strategy 2000 plus amendments		
<p>Reduce the amount of waste produced</p> <p>Increase re-use</p> <p>Increase supply of materials for recycling and composting</p> <p>Increase demand for secondary materials and waste derived compost</p> <p>Increase the use of waste as a fuel</p> <p>Effective protection of human health and the environment</p> <p>Reduce the quantity and hazardousness of hazardous waste, and improve the management of that which is produced</p>	<p>By 2010 to reduce biodegradable municipal waste landfilled to 75% of that produced in 1995</p> <p>By 2013 to reduce biodegradable municipal waste landfilled to 50% of that produced in 1995</p> <p>By 2020 to reduce biodegradable municipal waste landfilled to 35% of that produced in 1995</p>	<p>Regional Chambers are expected to play a part in developing high-level regional sustainability frameworks which address natural resource use and waste management issues. They may make recommendations or establish guidelines to inform regional spatial strategies. The West Midlands RSS should aim to set the framework for implementing the objectives of the strategy.</p>
Transport Ten Year Plan, DfT, 2000		
<ul style="list-style-type: none"> • a modern, high quality public transport, both locally and nationally. People will have more choice about how they travel, and more will use public transport • more light rail systems and attractive bus services that are fully accessible and integrated with other forms of transport 	<p>Includes a large number of targets and indicators</p>	<p>Transport planning is integrated at regional level by the Regional Transport Strategy (RTS), which is an integral part of the RSS. The RTS should ensure that major transport investment is properly co-</p>

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<p>and integrated with other types of transport</p> <ul style="list-style-type: none"> • high quality park and ride schemes so that people do not have to drive into congested town centres • easier access to jobs and services through improved transport links to regeneration areas and better land use planning • a modern train fleet, with reliable and more frequent services, and faster trains cutting intercity journey times • a well-maintained road network with real-time driver information for strategic routes and reduced congestion • fully integrated public transport information, booking and ticketing systems, with a single ticket or card covering the whole journey • safer and more secure transport accessible to all • a transport system that makes less impact on the environment. 		<p>ordinated across transport modes and reflects wider land-use planning considerations, including major new housing development. It will also provide the regional context for Local Transport Plans.</p> <p>RTS should provide:</p> <ul style="list-style-type: none"> • regional priorities for transport investment and management, across all modes, consistent with other regional objectives • strategic guidance on the role and future development of railways, airports, ports and inland waterways in the region, for both passenger and freight, consistent with national policy • guidance on measures to increase transport choice, including the better integration of rail and bus services • public transport accessibility criteria for major developments • regional strategic guidance and co-ordination where necessary on other matters such as car parking standards and road-user charging.
The Historic Environment: A Force for Our Future, DCMS, December 2001		
<p>The headline messages of the document are that Government looks to a future in which:</p> <ul style="list-style-type: none"> • public interest in the historic environment is matched by firm leadership, effective partnerships, and the development of a sound knowledge base from which to develop policies; • the full potential of the historic environment as a learning resource is realised; • the historic environment is accessible to everybody and is seen as 		<p>The RSS should aim to support and encourage the achievement of these objectives wherever relevant.</p>

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<p>something with which the whole of society can identify and engage;</p> <ul style="list-style-type: none"> the historic environment is protected and sustained for the benefit of our own and future generations; the historic environment's importance as an economic asset is skilfully harnessed. <p>Policy commitments include the following:</p> <ul style="list-style-type: none"> The Government looks to local authorities to adopt a positive approach to the management of the historic environment within their area and monitoring its condition. It urges them to appoint champions for the historic environment within their management structures and to ensure that elected members have access to training in respect of the historic environment wherever it is needed The Government wants to ensure that local policy-making on the historic environment takes proper account of the value a community places on particular aspects of its immediate environment. The Government commends character assessment to local authorities both as a useful tool in itself and as a way of encouraging greater involvement by local communities in conservation issues The Government encourages local authorities and Local Strategic Partnerships, in preparing their community strategies, to consider the role of the historic environment in promoting economic, employment and educational opportunities within the locality. 		
Working with the Grain of Nature: A Biodiversity Strategy for England, Defra, 2002		
<ul style="list-style-type: none"> Agriculture: encouraging the management of farming and agricultural land so as to conserve and enhance biodiversity as part of the Government's Sustainable Food and Farming Strategy Water: aiming for a whole catchment approach to the wise, sustainable use of water and wetlands Woodland: with the management and extension of woodland so as to promote enhanced biodiversity and quality of life Urban areas: where biodiversity needs to become a part of the development of policy on sustainable communities, urban green space and the built environment 	<p>Headline indicators:</p> <ul style="list-style-type: none"> populations of wild birds condition of SSSIs progress with Biodiversity Action Plans area of land under agri-environment agreement biological quality of rivers fish stocks around the UK fished within safe limits 	<p>Local and regional action for biodiversity has been vital to the UK Biodiversity Action Plan since its inception. In particular, the Strategy aims for integration of biodiversity objectives into regional plans, policies and programmes. It also seeks local and regional activity at appropriate and complementary geographical scales to make a tangible contribution to national plans and programmes</p> <p>The RSS should make an effective contribution wherever relevant to the strategy's aims and objectives for</p>

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	<ul style="list-style-type: none"> • progress with Local Biodiversity Action Plans • public attitudes to biodiversity <p>A large number of more specific core indicators are also identified, including:</p> <ul style="list-style-type: none"> • incorporation of biodiversity objectives in regional programmes and strategies 	agriculture, woodland and forestry, water and wetlands and urban areas.
Education and Skills: Delivering Results, A Strategy to 2006, DfES, December 2002		
<p>Aim:</p> <p>To help build a competitive economy and inclusive society by:</p> <ul style="list-style-type: none"> • Creating opportunities for everyone to develop their learning. • Releasing potential in people to make the most of themselves. • Achieving excellence in standards of education and levels of skills. <p>Objectives:</p> <ul style="list-style-type: none"> • Give children an excellent start in education so that they have a better foundation for future learning. • Enable all young people to develop and to equip themselves with the skills, knowledge and personal qualities needed for life and work. • Encourage and enable adults to learn, improve their skills and enrich their lives. 	Document contains a wide range of targets relating to education and skills, including a target of two technology institutes in each region to meet the rising demand for high-level technical skills.	The RSS should aim to contribute to the achievement of the objectives of the strategy wherever relevant.
Choosing Health White Paper, Department of Health, November 2004		
<p>To create a society where more people, particularly those in disadvantaged groups or areas, are encouraged and enabled to make healthier choices. In order to close the gap, we must ensure that the most marginalised and excluded groups and areas in society see faster improvements in health.</p> <p>Principles:</p> <ul style="list-style-type: none"> • supporting informed choice for all • building information, support and services around people's lives and ensuring that they have equal access to them 		A range of policy issues covered by the RSS are directly relevant to health and health inequalities eg housing, transport, planning, employment, education and skills, environment, rural affairs. Furthermore, health inequality often has a spatial element. The RSS should consider its potential impacts on health and health inequalities and also where opportunities

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<p>ensuring that they have equal access to them</p> <ul style="list-style-type: none"> working in partnership to make health everybody's business 		<p>exist for promoting better health for all.</p>
<p>Tackling Health Inequalities: A Programme for Action, Department of Health, July 2003</p>		
<p>Themes:</p> <ul style="list-style-type: none"> supporting families, mothers and children – to ensure the best possible start in life and break the inter-generational cycle of health engaging communities and individuals – to ensure relevance, responsiveness and sustainability preventing illness and providing effective treatment and care – making certain that the NHS provides leadership and makes the contribution to reducing inequalities that is expected of it addressing the underlying determinants of health – dealing with the long-term underlying causes of health inequalities. <p>Principles:</p> <ul style="list-style-type: none"> preventing health inequalities getting worse by reducing exposure to risks and addressing the underlying causes of ill health working through the mainstream by making services more responsive to the needs of disadvantaged populations targeting specific interventions through new ways of meeting need, particularly in areas resistant to change supporting action from the centre and through the regions by clear policies effectively managed delivering at a local level and meeting national standards through diversity of provision 	<p>Targets:</p> <p>By 2010 to reduce the inequalities in health outcomes by 10 per cent as measured by infant mortality and life expectancy at birth</p> <p>Starting with local authorities, by 2010 to reduce by at least 10% the gap between the areas with the worst health and deprivation indicators (the spearhead group) and the population as a whole</p> <p>Starting with children under one year, by 2010 to reduce by at least 10 per cent the gap in mortality between routine and manual groups and the population as a whole.</p> <p>Indicators:</p> <ul style="list-style-type: none"> Death rates from cancer and heart disease Teenage conception rate Road accident casualty rates in disadvantaged communities Numbers of primary care professionals Uptake of flu vaccinations Smoking among manual groups and among pregnant women Educational attainment 	<p>The White Paper on devolution to the English regions, envisages an important part for regional assemblies in promoting health and tackling inequalities through a regional strategy for health, developed jointly with the Regional Directors of Public Health. However, the Programme also specifically foresees that regional policies can be assessed for their impact on health and health inequalities. This will be included as part of the SA.</p>

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	<ul style="list-style-type: none"> • Consumption of fruit and vegetables • Proportion in non-decent housing • PE and school sport • Children in poverty • Homeless families living in temporary accommodation 	
The Future of Air Transport, Department for Transport, December 2003		
<p>A balanced approach which:</p> <ul style="list-style-type: none"> • recognises the importance of air travel to our national and regional economic prosperity, and that not providing additional capacity where it is needed would significantly damage the economy and national prosperity; • reflects people's desire to travel further and more often by air, and to take advantage of the affordability of air travel and the opportunities this brings; • seeks to reduce and minimise the impacts of airports on those who live nearby, and on the natural environment; • ensures that, over time, aviation pays the external costs its activities impose on society at large – in other words, that the price of air travel reflects its environmental and social impacts; • minimises the need for airport development in new locations by making best use of existing capacity where possible; • respects the rights and interests of those affected by airport development; • provides greater certainty for all concerned in the planning of future airport capacity, but at the same time is sufficiently flexible to recognise and adapt to the uncertainties inherent in long-term planning. 	Improving the public transport mode share of access to Birmingham International Airport significantly, with 25 per cent as a long-term target.	Land for future airport-related development may be safeguarded within RSS. Airport surface access strategies and schemes should be reflected, as appropriate, in Regional Transport Strategies within RSS. Improved rail, bus and coach services will need to contribute to this.
PPS1: Delivering Sustainable Development		
<p>Planning should facilitate and promote sustainable and inclusive patterns of urban and rural development by:</p> <ul style="list-style-type: none"> • making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life; 		The policies set out in this PPS will need to be taken into account by the RPB in the preparation of the RSS. RSS provides the framework for delivering sustainable

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<p>and environmental objectives to improve people's quality of life;</p> <ul style="list-style-type: none"> • contributing to sustainable economic development; • protecting and enhancing the natural and historic environment, the quality and character of the countryside, and existing communities; • ensuring high quality development through good and inclusive design, and the efficient use of resources; and, • ensuring that development supports good access to key services for all members of the community. <p>Reduce energy use, reduce emissions, promote the development of renewable energy resources, and take climate change impacts into account in the location and design of development.</p> <p>Plan policies should:</p> <ul style="list-style-type: none"> • ensure that the impact of development on the social fabric of communities is considered and taken into account; • seek to reduce social inequalities; • address accessibility to community facilities <p>Planning policies should seek to protect and enhance the quality, character and amenity value of the countryside and urban areas as a whole. A high level of protection should be given to most valued townscapes and landscapes, wildlife habitats and natural resources.</p> <p>Development plan policies should take account of environmental issues such as:</p> <ul style="list-style-type: none"> • reduction of greenhouse gas emissions and the use of renewable energy; air quality and pollution; land contamination; the protection of groundwater from contamination; and noise and light pollution; • the protection of the wider countryside and the impact of development on landscape quality; the conservation and enhancement of wildlife species and habitats and the promotion of biodiversity; the need to improve the built and natural environment in and around urban areas and rural settlements, including the provision of good quality open space; the conservation of soil quality; and the preservation and enhancement of built and archaeological heritage; • avoiding new development in areas at risk of flooding and sea-level rise, and as far as possible, by accommodating natural hazards and the impacts of climate change; and 		<p>development. PPS1 specifies that In preparing spatial plans, planning authorities should:</p> <ul style="list-style-type: none"> • Set a clear vision for the future pattern of development, with clear objectives for achieving that vision and strategies for delivery and implementation. Planning should lead and focus on outcomes. Plan policies must be set out clearly, with indicators against which progress can be measured. Plans should guide patterns of development and seek to manage changes to the areas they cover. • Consider the needs and problems of the communities in their areas and how they interact, and relate them to the use and development of land. They should deal not only with what can be built where and in what circumstances, but should set out also how social, economic and environmental objectives will be achieved through plan policies. • Seek to integrate the wide range of activities relating to development and regeneration. Plans should take full account of other relevant strategies and programmes and, where possible, be drawn up in collaboration with those responsible for them. The aim should be to co-ordinate urban and rural regeneration strategies, regional economic and housing strategies, community development and local transport plans with development plans. Planning authorities should consult closely with the bodies responsible for those strategies to ensure a coherent and consistent

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<p>of climate change; and,</p> <ul style="list-style-type: none"> the management of waste in ways that protect the environment and human health, including producing less waste and using it as a resource wherever possible. <p>Development plan policies should seek to minimise the need to consume new resources</p> <p>Local authorities should promote the sustainable use of water resources</p> <p>Planning authorities should seek to support efficient, competitive and innovative business</p> <p>In preparing development plans, planning authorities should seek to:</p> <ul style="list-style-type: none"> support efficient, competitive and innovative business, commercial and industrial sectors. bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for industrial development, taking into account issues such as accessibility and sustainable transport needs, the provision of essential infrastructure, including for sustainable waste management, and the need to avoid flood risk and other natural hazards. <p>Reduce the need to travel</p> <p>Bring vacant and underused previously developed land and buildings back into beneficial use</p>		<p>approach. RSS should draw upon and be supported by a common, robust, evidence base.</p>
PPG2: Green belts		
<p>The use of land in the Green Belt has a positive role to play in fulfilling the following objectives:</p> <ul style="list-style-type: none"> to provide opportunities for access to the open countryside for the urban population; to provide opportunities for outdoor sport and outdoor recreation near urban areas; to retain attractive landscapes, and enhance landscapes, near to where people live; to improve damaged and derelict land around towns; to secure nature conservation interest; and 		<p>RSS sets the framework for Green Belt policy and settlement policy, including the direction of long-term development. RSS should therefore be consistent with PPG2 wherever relevant, both in terms of general Green Belt policy and policy on specific types of development within the Green Belt (e.g. park and ride).</p>

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<ul style="list-style-type: none"> to retain land in agricultural, forestry and related uses. <p>The essential characteristic of Green Belts is their permanence. Their protection must be maintained as far as can be seen ahead.</p> <p>There will be a presumption against inappropriate development unless very special circumstances are proved</p> <p>The visual amenity of Green Belt should not be injured by proposals for development.</p> <p>In addition to the above main objectives, more detailed policy is set out in relation to specific types of development.</p>		
PPG3: Housing		
<ul style="list-style-type: none"> plan to meet the housing requirements of the whole community, including those in need of affordable and special needs housing; provide wider housing opportunity and choice and a better mix in the size, type and location of housing than is currently available, and seek to create mixed communities; provide sufficient housing land but give priority to re-using previously-developed land within urban areas, bringing empty homes back into use and converting existing buildings, in preference to the development of greenfield sites; create more sustainable patterns of development by building in ways which exploit and deliver accessibility by public transport to jobs, education and health facilities, shopping, leisure and local services; make more efficient use of land by reviewing planning policies and standards; place the needs of people before ease of traffic movement in designing the layout of residential developments; seek to reduce car dependence by facilitating more walking and cycling, by improving linkages by public transport between housing, jobs, local services and local amenity, and by planning for mixed use; and promote good design in new housing developments in order to create attractive, high-quality living environments in which people will choose to live. 	<ul style="list-style-type: none"> numbers of dwellings provided in a plan area; proportion of dwellings provided on previously-developed land or by re-use of existing buildings; numbers of dwellings provided on windfall sites; numbers of affordable dwellings provided; the variety of types and mix of sizes of housing; density of new development; car parking provision. 	<p>The RSS will put the policies and principles of PPG3 into practice. The Government expects the regional planning body (RPB) to prepare an RSS which aims to provide sufficient housing to meet the likely housing requirements of the region. The RPB should take a realistic and responsible approach to future housing provision, assessing both the need for housing and the capacity of the area to accommodate it.</p> <p>In arriving at proposals as to the amount and broad distribution of housing provision, the RPB should take account of the policy priorities set out in this guidance. In planning the provision of new housing, factors to be taken into account should include the Government's latest published household projections, the needs of the regional economy, the capacity of urban areas to accommodate more housing, the environmental implications and the capacity of the existing or planned infrastructure.</p>

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PPG4: Industrial, commercial development and small firms		
<p>To encourage industrial and commercial development while maintaining and improving environmental quality</p> <p>Encourage new development in locations that can be served by more energy efficient modes of transport</p> <p>Locate new development on sites which will not add to traffic congestion</p> <p>To consider applications for small scale developments in residential communities</p> <p>To make optimum use of urban land</p>		<p>The preparation of development plans, including RSS, is now the main mechanism by which major new development proposals can be assessed alongside the transport improvements needed to serve them, and by which transport proposals can be linked to the development opportunities they create. Policies must take account of the locational needs of economic development and at the same time seek to control the emissions of greenhouse gases which lead to global warming by maximising the potential use of transport infrastructure other than roads. In particular, development plans offer the opportunity to:</p> <ul style="list-style-type: none"> • encourage new development in locations which minimise the length and number of trips, especially by motor vehicles; • encourage new development in locations that can be served by more energy efficient modes of transport (this is particularly important in the case of offices, light industrial development, and campus style developments such as science and business parks likely to have large numbers of employees); • discourage new development where it would be likely to add unacceptably to congestion; • locate development requiring access mainly to local roads away from trunk roads, to avoid unnecessary congestion on roads designed for longer distance movement.

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PPG6: Planning for Town Centres		
<ul style="list-style-type: none"> • planning for the growth and development of existing centres • promoting and enhancing existing centres, by focusing development in such centres • encouraging a wide range of services in a good environment, accessible to all. • enhancing consumer choice by making provision for a range of shopping, leisure and local services, which allow genuine choice to meet the needs of the entire community and particularly socially-excluded groups; • supporting efficient, competitive and innovative retail, leisure, tourism and other sectors, with improving productivity; • improving accessibility, ensuring that existing or new development is, or will be, accessible and well-served by a choice of means of transport. • to promote social inclusion, ensuring that communities have access to a range of main town centre uses, and that deficiencies in provision in areas with poor access to facilities are remedied; • to encourage investment to regenerate deprived areas, creating additional employment opportunities and an improved physical environment; • to promote economic growth of regional, sub-regional and local economies; • to deliver more sustainable patterns of development, ensuring that locations are fully exploited through high-density, mixed-use development and promoting sustainable transport choices, including reducing the need to travel and providing alternatives to car use; • to promote high quality and inclusive design, improve the quality of the public realm and open spaces, protect and enhance the architectural and historic heritage of centres, provide a sense of place and a focus for the community and for civic activity and ensure that town centres provide an attractive, accessible and safe environment for businesses, shoppers and residents. 	<p>the amount of completed retail, office and leisure development</p> <p>the percentage of completed office, retail and leisure development in town centres</p> <p>the network and hierarchy of centres (at both the regional and local levels)</p> <p>the need for further development</p> <p>the vitality and viability of centres (at the local level).</p>	<p>Through regional spatial strategies and local development documents, regional planning bodies and local planning authorities respectively should implement the Government's objectives for town centres, by planning positively for their growth and development. They should therefore:</p> <ul style="list-style-type: none"> • develop a hierarchy and network of centres; • assess the need for further main town centre uses and ensure there is the capacity to accommodate them; • focus development in, and plan for the expansion of, existing centres as appropriate, and at the local level identify appropriate sites in development plan documents; • promote town centre management, creating partnerships to develop, improve and maintain the town centre, and manage the evening and night-time economy; and • regularly monitor and review the impact and effectiveness of their policies for promoting vital and viable town centres.
PPS7: Sustainable Development in Rural Areas		
<p>Raise the quality of life and the environment in rural area</p> <p>Promote more sustainable patterns of development</p>		<p>Planning authorities have an important role to play in delivering the Government's objectives for rural areas. The policies and</p>

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<p>Improve the economic performance of English regions</p> <p>Focus most new development in or near to local service centres</p> <p>Identify suitable buildings and development sites for community services and facilities, particularly small-scale</p> <p>Protect best agricultural land</p> <p>Give favourable consideration to proposals for diversification in Green Belts where the development preserves the openness of the Green Belt</p>		<p>objectives for rural areas. The policies and objectives set out in PPS7 will need to be taken into account by regional planning bodies in the preparation of Regional Spatial Strategies. Planning policies in RSS should facilitate and promote sustainable patterns of development and sustainable communities in rural areas. This should include policies to sustain, enhance and, where appropriate, revitalise country towns and villages (including through the provision of affordable housing) and for strong, diverse, economic activity, whilst maintaining local character and a high quality environment. To ensure these policies are relevant and effective, planning authorities should be aware of the circumstances, needs and priorities of the rural communities and businesses in their area, and of the interdependence between urban and rural areas.</p>
PPS9: Biodiversity and Geological Conservation		
<p>Objectives:</p> <ul style="list-style-type: none"> • to promote sustainable development by ensuring that biological and geological diversity are conserved and enhanced as an integral part of social, environmental and economic development, • to conserve, enhance and restore the diversity of England's wildlife and geology by sustaining, and where possible improving, the quality and extent of natural habitat and geological and geomorphological sites, the natural physical processes on which they depend and the populations of naturally occurring species which they support. • to contribute to rural renewal and urban renaissance by enhancing biodiversity in green spaces and ensuring that developments take account of the role and value of biodiversity in supporting economic diversification and contributing to a high quality environment. <p>Principles:</p> <ul style="list-style-type: none"> • Development plan policies and planning decisions should be based upon 		<p>The planning system has a significant part to play in meeting the Government's international commitments and domestic policies for habitats, species and ecosystems. In particular, PPS9 specifies that Regional Spatial Strategies should:</p> <ul style="list-style-type: none"> • incorporate biodiversity objectives; • address regional, sub-regional and cross-boundary issues in relation to habitats, species and geomorphological processes through criteria-based policies; • include policies to conserve and enhance biodiversity at the regional and subregional levels;

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>up-to-date information about the environmental characteristics of their areas.</p> <ul style="list-style-type: none"> Plan policies and planning decisions should aim to maintain, and enhance, restore or add to biodiversity and geological conservation interests Plan policies on the form and location of development should take a strategic approach to the conservation, enhancement and restoration of biodiversity and geology, and recognise the contributions that sites, areas and features, both individually and in combination, make to conserving these resources. Plan policies should promote opportunities for the incorporation of beneficial biodiversity and geological features within the design of development. 		<ul style="list-style-type: none"> include targets for the restoration and re-creation of priority habitats and the recovery of priority species populations, linked to national goals; and identify suitable indicators for monitoring biodiversity.
PPS10: Planning for Sustainable Waste Management		
<p>Regional planning bodies and all planning authorities should, to the extent appropriate to their responsibilities, prepare and deliver planning strategies that:</p> <ul style="list-style-type: none"> help deliver sustainable development through driving waste management up the waste hierarchy, addressing waste as a resource and looking to disposal as the last option, but one which must be adequately catered for; provide a framework in which communities take more responsibility for their own waste, and enable sufficient and timely provision of waste management facilities to meet the needs of communities; help implement the national waste strategy, and supporting targets, are consistent with obligations required under European legislation and support and complement other guidance and legal controls; help secure the recovery or disposal of waste without endangering human health and without harming the environment, and enable waste to be disposed of in one of the nearest appropriate installations; reflect the concerns and interests of communities, the needs of waste collection authorities, waste disposal authorities and business, and encourage competitiveness; protect green belts but recognise the particular locational needs of some types of waste management facilities when defining detailed green belt boundaries and, in determining planning applications, that these locational needs, together with the wider environmental and economic benefits of sustainable waste management, are material considerations that should be 		<p>The RSS should include a concise strategy for waste management. This is a key component of the RSS, formulated in conjunction with other spatial concerns.</p> <p>Regional planning bodies should adhere to a number of principles in preparing RSS, including the following:</p> <ul style="list-style-type: none"> RSS should aim to provide sufficient opportunities to meet the identified needs of the region for waste management for all waste streams. In turn, planning authorities should prepare local development documents that reflect their contribution to delivering the RSS; Waste management should be considered alongside other spatial planning concerns and should be integrated effectively with other strategies including municipal waste management strategies; The planned provision of new capacity and its spatial distribution should be

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>given significant weight in determining whether proposals should be given planning permission;</p> <ul style="list-style-type: none"> ensure the design and layout of new development supports sustainable waste management. 		<p>based on clear policy objectives, robust analysis of available data and information, and an appraisal of options.</p> <p>Policy objectives of the RSS should be in line with the planning policies set out in this PPS. Sustainability appraisal should be applied so as to shape planning strategies that support the Government's planning objectives for waste management set out in PPS10.</p> <p>Reviews of RSS should reflect any changes to the national waste strategy and occur at least every five years, or sooner if there are signs of under-provision of waste management capacity or over-provision of disposal options where these would undermine movement up the waste hierarchy.</p> <p>The strategy for waste management within the RSS should be carried forward into local development documents and will inform the preparation and review of municipal waste management strategies.</p>
PPS11: Regional Spatial Strategies		
<p>The RSS should:</p> <ul style="list-style-type: none"> articulate a spatial vision of what the region will look like at the end of the period of the strategy and show how this will contribute to achieving sustainable development objectives; provide a concise spatial strategy for achieving that vision, defining its main aims and objectives, illustrated by a key diagram, with the policies clearly highlighted; address regional or sub-regional issues that will often cross county or unitary authority and, on occasion, district boundaries, and take advantage of the range of development options that exist at that level. The RSS should not address local issues which should be the subject of a LDD; 		<p>The Government's policy on the role of the RSS in relation to each policy topic is set out in the topic-specific PPSs, with the exception of transport which is set out in PPS11 itself.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<ul style="list-style-type: none"> • be consistent with and supportive of other regional frameworks and strategies, including the RSDf and the regional cultural, economic and housing strategies; • be specific to the region: whilst it should have regard to national policies it should not simply repeat them nor resort to platitudes. It should provide spatially specific policies applying national policies to the circumstances of the region; • be locationally but not site specific, while not going into the level of detail more appropriate to a LDD; • be focused on delivery mechanisms which make clear what is to be done by whom and by when; • provide a clear link between policy objectives and priorities, targets and indicators. It should be monitored annually against the delivery of its priorities and the realisation of its vision for the region, and reviewed as appropriate; • should apply the test of adding value to the overall planning process; and • contribute to the achievement of sustainable development. 		
PPG13: Transport		
<p>More sustainable choices for both people and moving freight Accessibility to services by public transport, walking and cycling Reduce the need to travel, especially by car</p>		<p>Land use planning has a key role in delivering the Government's integrated transport strategy. By shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling.</p> <p>To assist in the co-ordination of transport and land use planning, local planning and highway authorities should have regard to the Regional Transport Strategy (RTS) which forms part of the RSS. This provides the long-term strategic framework which informs development plans, local transport</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
		<p>plans and transport operators in developing their plans and programmes.</p> <p>PPS11 provides guidance on the preparation of the RTS and sets out those issues which the RTS, and more widely RSS, should cover.</p>
PPG15: Planning and the Historic Environment		
<p>Provides a full statement of Government policies for the identification and protection of historic buildings, conservation areas, and other elements of the historic environment. It is fundamental to the Government's policies for environmental stewardship that there should be effective protection for all aspects of the historic environment. The physical survivals of our past are to be valued and protected for their own sake, as a central part of our cultural heritage and our sense of national identity. That the objective of planning processes should be to reconcile the need for economic growth with the need to protect the natural and historic environment.</p>		<p>RSS should be consistent with national policy objectives on the historic environment set out in PPG15.</p>
PPG16: Archaeology and Planning		
<p>Archaeological remains must not be needlessly or thoughtlessly destroyed</p> <p>There should be a presumption in favour of the physical preservation of nationally important archaeological remains, whether scheduled or not.</p>		<p>Development plans, including RSS, should reconcile the need for development with the interests of conservation including archaeology.</p>
PPG17: Planning for Open Space, Sport and Recreation		
<p>Open spaces, sports and recreational facilities that are of high quality or of particular value to a local community should be recognised and given protection.</p> <p>With any development, consideration should be made to avoid any erosion of recreational function and maintain or enhance the character of open spaces; ensure open spaces do not suffer from increased over looking, traffic flows or other encroachment; protect and enhance the public rights of way network; and consider the impact of any development on biodiversity and nature conservation.</p>		<p>The policies set out PPG17 will need to be taken into account by the RPB in the preparation of RSS.</p> <p>In particular, to ensure effective planning for open space, sport and recreation it is essential that the needs of communities are known. Assessments will normally be undertaken at district level, although assessments of strategic facilities should be undertaken at regional or sub-regional levels.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
PPG21: Tourism		
<p>Securing a proper balance between:</p> <ul style="list-style-type: none"> • maximising the economic and employment benefits that tourism can bring; • promoting geographical and seasonal spread of tourism; • encouraging the development of non-traditional destinations as well as the more popular visitor locations; • respecting the needs of the tourist industry and its customers; • safeguarding of the environment; and • protecting the interests of the communities that cater for its needs, but feel its effects. 		<p>PPG21 identifies that an important function of regional guidance is to encourage alternative areas for tourism development, where needed, as a way of easing pressures on other locations likely to come under unreasonable pressure. A few major projects may require to be addressed in regional guidance.</p>
PPS22: Renewable Energy		
<p>Renewable energy developments should be capable of being accommodated throughout England in locations where the technology is viable and environmental, economic, and social impacts can be addressed satisfactorily.</p> <p>Regional Spatial Strategies should contain policies designed to promote and encourage, rather than restrict, the development of renewable energy resources.</p> <p>Regional Planning Bodies should not make assumptions about the technical and commercial feasibility of renewable energy projects</p> <p>Development proposals should demonstrate any environmental, economic and social benefits as well as how any environmental and social impacts have been minimised through careful consideration of location, scale, design and other measures.</p>	<p>The RSS should include the target for renewable energy capacity in the region, derived from assessments of the region's renewable energy resource potential, and taking into account the regional environmental, economic and social impacts (either positive or negative) that may result from exploitation of that resource potential.</p> <p>Targets should be expressed as the minimum amount of installed capacity for renewable energy in the region, expressed in megawatts, and may also be expressed in terms of the percentage of electricity consumed or supplied. Targets should be set for achievement by 2010 and by 2020</p>	<p>The policies set out in this statement will need to be taken into account by RPBs in the preparation of RSS.</p> <p>Criteria-based policies should be set out in RSS where these can be applied across a region, or across clearly identified sub-regional areas. These criteria should then be used to identify broad areas at the regional/sub-regional level where development of particular types of renewable energy may be considered appropriate. Planning applications for renewable energy projects should be assessed against the specific criteria set out in RSS. RPBs should ensure that such criteria-based policies are consistent with, or reinforced by, policies in plans on other issues against which renewable energy applications could be assessed.</p>
PPS23: Planning and Pollution Control		

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<p>Protecting and improving the natural environment, public health and safety, and amenity</p> <p>Urban and rural regeneration and the redevelopment of previously developed sites</p>		<p>The policies in PPS23 and the advice in the accompanying Annexes should be taken into account by RPBs in preparing RSSs.</p> <p>RSS provides the opportunity to assess and indicate the scale of regionally important, longer-term demands for land for potentially polluting development, and any regional constraints on development arising from the cumulative impact of existing and proposed potentially polluting developments or uses.</p>
PPG25: Development and Flood Risk		
<p>Built development within the flood plain is considered to be wholly exceptional and limited to essential transportation and utilities infrastructure.</p> <p>A risk based approach should be adopted for proposals in and affecting flood risk areas taking account of areas likely to flood</p> <p>Further development should ensure it avoids areas of highest risks unless it can demonstrate no reasonable options are available in lower risk categories.</p> <p>Where permission is granted within an undeveloped/ sparsely developed flood plain, the threat of flooding should be managed to ensure development is and remains safe throughout its lifetime and should not increase the threat of flooding elsewhere.</p> <p>Redevelopment on previously developed land should avoid interference with floodplain flows.</p> <p>Surface water runoff should be controlled as near to the source as possible by encouraging sustainable drainage systems</p> <p>Individual authorities should consider catchment wide issues when preparing plans and determining applications</p>		<p>The extent of both river and coastal flood plains in England is such that flood-risk issues are often of regional significance. The regional scale is the major opportunity to consider flooding issues at a level approaching that of the whole catchment or coastal cell. It is appropriate, therefore, to take flood risk and how it might alter as a result of climate change into account in the preparation of RSS, including as an element in the appraisal of RSS.</p> <p>RSS should identify the principal areas where flooding issues are likely to be of regional significance, based on the Environment Agency's indicative flood plain maps. Within those areas, RSS should assess the implications and set out regional policies to discourage inappropriate development in flood-risk areas and manage remaining flood risk in a safe and sustainable manner. To the extent that it is relevant at the broader level of RSS, regional strategies should reflect the sequential approach set out in PPG25.</p> <p>At the level of detail appropriate to RSS, RSS should ensure that run-off is managed</p>

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		locally in an economically and environmentally sustainable way, so as not to cause problems in other parts of a river catchment. Regional planning policies on development and flood risk should take account of the policies and strategies identified in Local Environment Agency Plans, in so far as they cover river-flooding issues and any catchment flood management plans. This may include identifying the need to safeguard from development areas that are proposed for managed realignment of flood defences.
MPG1: General Considerations		
<p>Objectives for sustainable development for minerals planning are:</p> <ul style="list-style-type: none"> • to conserve minerals as far as possible, whilst ensuring an adequate supply to meet needs; • to ensure that the environmental impacts caused by mineral operations and the transport of minerals are kept, as far as possible, to an acceptable minimum; • to minimise production of waste and to encourage efficient use of materials, including appropriate use of high quality materials, and recycling of wastes; • to encourage sensitive working, restoration and aftercare practices so as to preserve or enhance the overall quality of the environment; • to protect areas of designated landscape or nature conservation value from development, other than in exceptional circumstances and where it has been demonstrated that development is in the public interest; and, • to prevent the unnecessary sterilisation of mineral resources. 		RSS is required to take minerals extraction into account. Although MPG1 does not set out minerals policy objectives specifically relevant to RSS, it advise that Minerals Planning Authorities should make an appropriate contribution to meeting regional needs for minerals in their development plans.
Regional Policy		
Restoring the Region's Wildlife: The Regional Biodiversity Strategy for the West Midlands, Final Draft, January 2005		
Maintaining and improving the condition of habitats, species and ecosystems	Twenty-three UK priority habitats occur in the West Midlands, and a	Successful nature conservation is a shared responsibility and is dependent in part on

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<p>Developing an area based approach to restoring wildlife</p> <ul style="list-style-type: none"> Further develop a coordinated and integrated spatial framework, incorporating other aspects such as landscape and historic elements as appropriate Establish spatial biodiversity objectives for the region, linking to the habitat targets. <p>Monitoring the condition of habitats, species and ecosystems</p> <ul style="list-style-type: none"> Develop coordinated monitoring between key agencies Link data to key issues e.g. Indicators, Regional Spatial Strategy and climate change <p>Re-connecting and integrating action for biodiversity with other environmental, social and economic activity</p> <ul style="list-style-type: none"> Develop relationships with other sectors, for example exploring brownfield issues with the business sector Explore economic issues for effective land management Identify data (and gaps) which can be used to demonstrate examples of re-connecting biodiversity with other activities. Investigate extent to which greenspace standards (such as English Nature's) are being applied and develop the application of this and other access standards 	<p>much larger number of priority species¹, and each of these has targets for their maintenance, restoration and creation or expansion.</p> <p>A set of regional habitat targets has been included in the RSS and the West Midlands Biodiversity Partnership is continuing to work with local biodiversity partnerships to further develop these. Although more difficult, to do there is a need to develop an equivalent set of regional targets for species. Appendix 3 of strategy lists targets.</p>	<p>the effective alignment, co-ordination and integration of regional documents. The RSS provides a powerful set of statutory planning policies which can help to achieve a step change in biodiversity gains in the region. The importance of biodiversity is highlighted in the existing RSS, which includes a statutory policy requiring local authorities and others to provide for biodiversity in their plans and programmes. A spatial approach to biodiversity conservation is set out, including the identification of areas of concentrations of high quality biodiversity sites described as Biodiversity Enhancement Areas. These areas "offer some of the best prospects for retaining environments with a rich and resilient biodiversity resource". They are also key places for adopting an area-based approach to nature conservation, working across local authority boundaries where appropriate.</p>
<p>A Water Resources Strategy for the West Midlands, Environment Agency (no date)</p>		
<p>Underpinning principles:</p> <ul style="list-style-type: none"> prudent and sustainable use of natural resources to seek the efficient use of water while bringing forward timely proposals for resource development (the 'twin-track' approach) the need for the strategy to be robust to uncertainty and change where there is uncertainty about the consequences of a proposal, decisions taken should ensure that the environment is protected (the 'precautionary principle') <p>Water abstraction cut-backs are necessary in some areas to improve the environment.</p>	<p>Estimates of reductions in groundwater licences required to achieve sustainable levels of abstraction amount to up to 100 MI/d region-wide.</p> <p>By 2025, the Agency expects to see water savings of up to 140 MI/d compared to the highest growth scenario, in addition to water savings through maintaining current active leakage control targets.</p>	<p>Future developments in the West Midlands should recognise the limited availability of water and incorporate efficiency measures and sustainable drainage systems at the planning stage.</p> <p>The timing and location of new development must respect water resources and environmental constraints. Planners should 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</p>

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<p>Water resource options that are flexible to the possible impacts of climate change are preferred.</p>		<p>and sustainable urban drainage systems). The Agency will work with planners to look for water efficiency in new developments. Continued availability of reliable public water supply is essential. Some of this will be achieved through efficiency savings; some through improvements to existing schemes and the way in which they are managed. Some new resource schemes will also be needed. All resource development schemes will need careful investigation by those who will own or benefit from the schemes to ensure that their environmental impacts are acceptable, and that schemes can be promoted at an appropriate time.</p>
<p>Delivering Advantage: The West Midlands Economic Strategy and Action Plan 2004-2010, Advantage West Midlands and West Midlands Regional Assembly, 2004</p>		
<p>Pillar One: Developing a diverse and dynamic business base - supporting enterprise and innovation and securing inward investment to establish, retain and grow more businesses in the West Midlands.</p> <p>Pillar Two: Promoting a learning and skilful region - raising skills levels to ensure our workforce meets the needs of present and potential employers in the region.</p> <p>Pillar Three: Creating the conditions for growth - securing improvements to the region's transport, communication and property infrastructure to support the development of a diverse and dynamic business base.</p> <p>Pillar Four: Regenerating communities in the West Midlands - focusing resources in places of greatest need to ensure that all our communities enjoy a better quality of life.</p> <p>Enterprise – to develop an enterprise culture where businesses are alive to current and potential markets, and can access the necessary finance, support and information to bring their plans to fruition.</p> <p>Manufacturing – to help our manufacturers reinvent themselves so they can meet changing market demands.</p> <p>Innovation – to promote creative talent, nurture innovators and invest in research and development.</p>	<p>Raise the trend growth rate of Gross Value Added (GVA) per capita above the national average, by 2010</p> <p>Levels of business innovation – % of companies reporting innovative activity</p> <p>Investment levels – total project successes</p> <p>Total exports – % of national value</p> <p>Productivity – GVA per head</p> <p>Productivity growth</p> <p>Environmental management standards – number of businesses with ISO 14001 standard</p> <p>Business survival rates – % of</p>	<p>WMRA, which fully endorses and supports <i>Delivering Advantage</i>, has the leading regional role in ensuring consistency between different regional strategies. It is responsible for the Regional Concordat and has several additional roles in relation to this Strategy. As part of its scrutiny function, it will review progress throughout the life of the Strategy, identify issues partners need to address for fully effective delivery and work to make that happen. In addition, WMRA will deliver or make a major contribution to certain actions, particularly in respect of promoting and lobbying for the region. As the Regional Planning Body, WMRA also has a role in ensuring consistency between the delivery of the emerging Regional Planning Guidance and the West Midlands Economic Strategy.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>research and development.</p> <p>Environmental – to make sure that economic development enhances and is enhanced by the environment.</p> <p>The visitor economy – to develop our visitor economy to attract new visitors and encourage others to return.</p> <p>Skills – to raise basic and higher level skills in the region.</p> <p>Transport – to address the inadequacies of our transport infrastructure by working with partners to create the world-class sustainable transport system we need.</p> <p>Development Sites – to ensure that Regional Planning Guidance is implemented, so that sites are available to meet the needs of business or reused for other purposes.</p> <p>Housing – to link housing availability and quality with employment opportunities.</p> <p>ICT – to ensure that all businesses [and 97% of households] have broadband access and use it to maximum effect.</p> <p>Economic Inclusion – to acknowledge the widening disparities in prosperity across the region, then to address these, particularly in more deprived areas such as North Staffordshire and the Black Country.</p> <p>Demography – to ensure that changing demographic conditions in the region are taken into account when implementing the strategies which affect people's ability to take up training and employment opportunities.</p>	<p>companies which survived for three years</p> <p>% of under 19 qualified to NVQ 2</p> <p>% of workforce qualified to NVQ 4+</p> <p>% of workforce qualified to NVQ 3+</p> <p>% of workforce without qualifications</p> <p>ILO unemployment rate</p> <p>Long-term unemployment – % of claimants unemployed for more than 6 months</p> <p>Self-employment levels – % of 16+ who are self-employed</p> <p>Wage/income levels – gross weekly pay</p> <p>Educational performance – % of 15 year olds getting A* to C at GCSE</p> <p>Work destination of graduates – % of students completing university who are now either employed or in further study</p> <p>% of school leavers staying on to FE/structured training</p> <p>RAE ratings – % of departments achieving 5 or 5* rates</p> <p>Investment in training by employers – % of companies with liP</p> <p>Visitor numbers by type, length of stay – gross number of trips (millions)</p>	

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
	<p>Visitor spend by visitor type – gross spend (£ millions)</p> <p>Visitor perceptions and satisfaction rates – visit exceeded expectations (average score of satisfaction from 1 (poor) to 10 (high))</p> <p>Share of tourism expenditure by overseas visitors in the UK – £million and % of UK total</p> <p>Housing affordability, price/earnings index – average house price compared to average salary</p> <p>Accessibility to broadband – % of households and businesses with access to broadband</p> <p>Congestion/journey times – mean travel time to work (minutes)</p> <p>Congestion/journey times – % of average trunk road speed achieved at a.m. peak</p> <p>Population change</p> <p>Indices of deprivation – % of wards in bottom 10% of UK wards</p>	
<p>Enriching Our Region: An Environmental Manifesto for the West Midlands, West Midlands Regional Sustainability Forum, 2005</p>		
<p>Action required to achieve the vision for 2025:</p> <ul style="list-style-type: none"> • replace GDP by ISEW • reduce consumption of natural resources • creative management of waste material • universal recognition of need for recycling • West Midlands to become a leader in energy efficiency 		<p>Sets out a desired direction of change for a number of policy areas of relevance to the RSS. The SA should take account of the manifesto in assessing potential opportunities for making a contribution to achieving the vision.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<ul style="list-style-type: none"> • Exploration of new economic sectors • Promoting consumption of local raw materials • Improvement of the public realm • More mixed development • Tackling social problems • Equitable protection from effects of development • Reclamation of derelict and disused land • Sustainable new and refurbished homes • Greater use of design guidance • Right of appeal against planning decisions • Increase proportion of affordable homes • Minimum standards of access to open, recreational and community space • Encourage new ways of working • Amended food policy in favour of local producers • Concentrating housing and economic development in urban areas • Designing car-free communities • Better use of brownfield land • No large development in rural areas • Sensitive planning • National road charging scheme • Improved local facilities and services • Better public transport • No overall increase in road capacity • More effective use of existing airport capacity • Greater care of natural assets • Planning policies to recognise and provide for quality, diversity and distinctiveness of landscapes 		

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<ul style="list-style-type: none"> • Radical improvement in air quality • Recovery of threatened wildlife species • Expansion of important habitats • Introduce water conservation measures 		
The West Midlands ICT Cluster Strategy 2005, West Midlands ICT Cluster Opportunity Group		
<p>Strategic directions:</p> <ul style="list-style-type: none"> • Creating a well networked sector. • Growing a small number of niche sub-sectors. • Research, collaboration and spin-out activities to exploit innovation. <p>Strategic Enablers:</p> <ul style="list-style-type: none"> • Infrastructure provision, including knowledge, facilities, infrastructure, people, business expertise and finance. • Providing the full range of skills required now and in the future. • Providing data & Intelligence to underpin strategy and decision making. 	Jobs created and safeguarded Skills including training accreditation	Consider opportunities to support sector in infrastructure development and support for learning and skills.
International Trade Strategic Plan for the West Midlands, AWM/Trade Partners UK		
To better prepare businesses to take part in international trade by developing a workforce with international trade skills for the future		Consider opportunities to support sector in support for learning and skills.
The West Midlands Language Strategy, Advantage West Midlands, October 2003		
<p>Support and assistance to small companies and those trying to break into new export markets.</p> <p>Support for inward investment by improving language skills in the workforce.</p> <p>Increasing the number of modern language graduates and those with combined honours with languages.</p> <p>Increasing social inclusion through improved English language skills and provision for deaf people.</p>		Consider opportunities to support sector in support for learning and skills.
Cultural Life in the West Midlands: A Call for Action, West Midlands Life,		

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>Principles:</p> <ul style="list-style-type: none"> • To promote excellence and innovation • To ensure diversity, access and equity • To increase investment, sustainability and effectiveness <p>Objectives:</p> <ul style="list-style-type: none"> • To ensure that the West Midlands is recognised as one of the foremost regions for cultural activity both nationally and internationally • To encourage people to visit because of the wealth of cultural and creative activities • To ensure that distinctive sub-regional and local cultural identity is celebrated • To ensure that the best is preserved and renewed and to encourage new cultural work to be created and provide opportunities for innovation and experimentation. • To ensure access to the very best in cultural education and experiences, throughout school and beyond. • To ensure that new cultural choices are created where there are strategic gaps or new demands. • To ensure that all residents and visitors have access to the very best range of cultural activities. • To ensure that the Cultural Strategy is fully recognised in all other strategic development plans. 		<p>Ensure that culture is embedded into the strategic planning process, with an understanding of the priorities and themes within the Regional Cultural Strategy, particularly in relation to the built and archaeological heritage, sport and physical recreation and tourism.</p>
<p>West Midlands Regional Energy Strategy, West Midlands Regional Assembly, Advantage West Midlands and Government Office for the West Midlands, November 2004</p>		
<p>Objectives:</p> <ul style="list-style-type: none"> • Improving energy efficiency • Increasing the use of renewable energy resources • Maximising uptake of business opportunities 	<p>Improving energy efficiency:</p> <ul style="list-style-type: none"> • Industry: Reduce CO2 emissions by 2.4 Mt (18%) by 2010 and an additional 4.3 Mt (32%) by 2020. • Commercial and public sector: Reduce emissions by 2.0 Mt (36%) by 2010 and an additional 1.5 Mt (30%) by 2020. 	<p>The RSS has the ability to affect energy use by influencing the location, nature and standard of development and through influencing patterns of transport in the region.</p> <p>The RSS also already takes a proactive approach to renewable energy provision and energy conservation with specific policies on energy generation, including</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
	<p>additional 1.5Mt (26%) by 2020.</p> <ul style="list-style-type: none"> • Domestic: Reduce emissions by 2.4 Mt (19%) by 2010, and an additional 3.7 Mt (29%) by 2020. • Transport: Stabilise emissions by 2010 and reduce by 0.7 Mt (7%) by 2020. • Combined Heat and Power2: A target of 1,000 MWe by 2010 <p>Increasing the use of renewable energy resources:</p> <ul style="list-style-type: none"> • Renewable generation equivalent to 5% of electricity consumption by 2010 and 10% by 2020. • Heat from renewable sources providing 250 GWh (0.3% of consumption) by 2010 and 650 GWh (1% of consumption) by 2020. • Production of 460 GWh of liquid biofuels per year by 2010. <p>Maximising uptake of business opportunities:</p> <ul style="list-style-type: none"> • Ensure local procurement guidance to Local Authorities includes energy issues. • Ensure that publicly funded business diversification and creation support recognises the significant opportunities that are available from the 	<p>criteria for the location of renewable energy schemes, and energy conservation, requiring local authorities to develop policies to minimise the energy demands from development and encouraging good quality combined heat and power schemes.</p> <p>The RSS also has a role in encouraging local development frameworks to recognise and reflect the benefits of:</p> <ul style="list-style-type: none"> • security of supply issues • community heating and CHP • building integration of renewables • actions to address climate change mitigation measures <p>It can also place emphasis on the creation of high quality built and natural environments, including promoting energy efficiency and renewables and sustainable transport patterns.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
	<p>supply of low carbon goods and services.</p> <ul style="list-style-type: none"> • Ensure that the particularly strong prospects for low carbon technologies are recognised in the strategies relating to innovation and business academic links. • The development of targeted courses and training to meet known skills shortages. 	
The West Midlands Visitor Economy Strategy, Advantage West Midlands, 2004		
<p>Strategic aims:</p> <p>Add value to the West Midlands visitor economy by attracting:</p> <ul style="list-style-type: none"> • more visitors from outside the region • more overnight visitors • more business and high-value leisure visitors • more private sector tourism investment. <p>Enhance the West Midlands for residents and visitors by creating:</p> <ul style="list-style-type: none"> • 'liveable' and 'visitable' places • world-class cultural/sport/leisure facilities • high standards of quality • avenues for learning, business support and careers • jobs and economic benefit • sustainable development (environmentally, socially, economically) • local and regional pride. <p>Support local businesses and cultural life by enhancing and promoting:</p> <ul style="list-style-type: none"> • the quality and quantity of authentic local products • what is distinctive and unique about the region/sub-regions 	<ul style="list-style-type: none"> • 	<p>The Visitor Economy Strategy has an important contribution to make in addressing three of the four major challenges identified for the RSS. These are: urban renaissance; rural renaissance; and diversifying and modernising the region's economy. The fourth challenge of modernising the region's transport infrastructure will have a significant bearing on the success or otherwise of the Visitor Economy Strategy as well as the RSS. The VES identifies destination infrastructure and services as high priority areas of investment for the region's current key destinations, and the continuing need for investment in city centre and rural regeneration to create the visitor destinations of the future.</p> <p>The RSS seeks to encourage a step change in the performance of the regional economy so that it supports both the environment and an improvement in the quality of life for everyone who lives within the region. The visitor economy has an important role to play in this. As a result, regard should be paid to potential</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<ul style="list-style-type: none"> the multicultural experience of the region. 		<p>synergies and impacts with the visitor economy in the policies of the RSS across a range of subjects: tourism and culture; the development of towns and city centres, including Birmingham; rural economic development; agriculture and farm diversification; the quality of the environment including specific environmental assets; the water environment; the historic environment; and transport.</p>
West Midlands Regional Forestry Framework 2004 and Delivery Plan 2005/06, Forestry Commission West Midlands Conservancy		
<p>To increase significantly regional woodland cover linked to the Regional Spatial Strategy</p> <p>To raise the profile of trees and woodlands in relation to the historic environment</p> <p>To promote actively the contribution that woodland and forestry makes to the culture of those living in the West Midlands</p> <p>To promote woodland and forestry in support of regeneration and development</p> <p>To improve awareness, understanding and support for wood energy</p> <p>To develop opportunities to promote waste minimisation and recycling</p> <p>To agree and secure a commitment to work towards a standard and priorities for local community access</p> <p>To take up opportunities for long-term public access</p> <p>To maximise the use of woodland and forestry to deliver a healthier region</p> <p>Develop further links between wooded green space and health</p> <p>To increase public knowledge of woodland and forestry by education and raising awareness</p> <p>To promote examples and inspire people about the benefits of trees and woodlands and to secure community involvement in establishing trees for local communities</p> <p>Meet national targets for Sites of Special Scientific Interest (SSSI) and the priority habitats and species of the UK Biodiversity Action Plan (BAP)</p>		<p>The RSS provides a regional policy on woodland and forestry, including the contribution of the woodland and forestry sector to the regional landscape, economy and quality of life. It also requires the statutory monitoring of increases in woodland and forestry as referred to in Biodiversity Action Plans.</p> <p>The delivery plan will contribute directly to the regional strategic outcomes in the RSS. There are also a range of opportunities for the RSS to make a contribution towards the objectives of the Forestry Strategy:</p> <ul style="list-style-type: none"> include woodland-creation opportunities at a landscape scale that build on the woodland opportunities map and including Biodiversity Enhancement Areas and AONB include strategies for green space utilising the Regional Biodiversity Strategy, drawing on the Government's Sustainable Communities Plan and linking with regional economic and planning priorities (clusters, corridors, zones, etc)

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<p>Protect and enhance ancient and/or semi-natural woodland</p> <p>Target action through landscape-scale improvements</p> <p>Clarify the contribution of the woodland and forestry sector to air quality both at nationally and locally</p> <p>Maintain soil quality and prevent soil erosion, reduce flood risk, protect water quality and conserve water resources through appropriate woodland creation and management</p> <p>Develop a regional greenspace strategy (urban and rural) with a strategic approach to forestry for regeneration integrated with the woodland opportunities map</p> <p>Encouraging woodland as an after-use on mineral and waste management sites</p>		<ul style="list-style-type: none"> • promote the value of trees and woodland, including for access and recreation, health, regeneration and the historic and natural environment. • Use landscape character assessment, including biodiversity and historic environment knowledge, to inform development plans • Promote planting of trees and woodlands on appropriate land, including urban areas, transport corridors, agricultural land • Make appropriate links to the Regional Wood Energy Strategy • Promote reuse and recycling of timber in construction • Include timber-related issues in the Regional Waste Strategy • Promote the importance of trees and woodlands in other plans and strategies • Promote protection and enhancement of veteran trees and ancient woodland through planning policies • Seek to create wet woodlands to assist flood management and enhance biodiversity
West Midlands Regional Housing Strategy 2005, Regional Housing Board, June 2005		
<p>To create a strong regional economy, which through the provision of “pathways of housing choice” enables people to live near their work in pleasant affordable homes.</p> <p>To redress the failure of the housing markets which have resulted in little or, in some cases no substantial range of choice whether in price or type.</p> <p>In pursuit of sustainable communities, to work with the private sector,</p>	<p>Targets:</p> <ul style="list-style-type: none"> • Halve the numbers living in temporary accommodation by 2010 • Ensure that all social housing meets set standards of 	<p>Through the RSS, the region has endorsed a vision for how it sees the future development of its diverse communities. Policy co-ordination and alignment between the Regional Housing Strategy, the RSS and the Regional Economic Strategy is essential to realising this vision.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>Registered Social Landlords and planning authorities to deliver the required new range and types of housing.</p> <p>In particular, to deliver:</p> <ul style="list-style-type: none"> • urban renaissance, providing a wider range of housing types, which deliver homes to address gaps and ensure a good balance of housing types within an individual market. • rural renaissance, addressing low demand characteristics across rural North Staffordshire and high demand, high affordability problems of the South of the Region. 	<p>meets set standards of decency by 2010, by reducing the number of households living in social housing that does not meet these standards by a third between 2001 and 2004, with most of the improvement taking place in the most deprived local authority areas</p> <ul style="list-style-type: none"> • Eradicate fuel poverty for vulnerable households by 2010 and for all households by 2016. • In refurbishments for Decent Homes Standard, raise energy efficiency to current Building Regulations standards, or as near as practicable, not only to Decent Homes minimum. • Local authorities should establish the volume of non-decent homes occupied by vulnerable households in the private sector and produce plans for increasing the number of vulnerable households in decent housing with a view to ensuring that this is at least 65% by 2006, 70% by 2010 and 75% by 2020 <p>Indicators:</p> <ul style="list-style-type: none"> • Mix, progress, barriers, rate of change • Planning consents for residential property • Housing starts and 	<p>essential to realising this vision.</p> <p>One of the intentions of the strategy is to give confidence to developers that the West Midlands is committed to develop and support vibrant housing markets within the context of the urban and rural renaissance policies of the RSS.</p> <p>The Strategy also promotes the regional application of national guidance on protecting and enhancing the environment, working towards sustainable communities, meeting the decent homes standard, achieving excellence in design, making housing stock more energy efficient and reducing fuel poverty. The Strategy also champions the application of the environmental and sustainability objectives of the RSS, the RSDf, the Regional Design Framework, the Regional Energy Strategy, and regional initiatives to promote construction excellence and skills enhancement.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
	<p>completions (market and affordable)</p> <ul style="list-style-type: none"> • House prices relative to national and regional averages • Vacancy rates and Concealed Households. • Net and gross migration • Rate and location of demolition and housing market restructuring • Measures of economic change • Delivery of exceptions sites • Affordability –lowest quartile house prices to lowest quartile and mean earnings • Numbers, types, tenures and locations of newly built housing • Numbers types and locations of newly created employment 	
Regional Sustainable Development Framework Version One, West Midlands Regional Assembly, January 2005		
<p>Develop thriving sustainable communities:</p> <ul style="list-style-type: none"> • Provide opportunities for communities to participate in and contribute to the decisions that affect their neighbourhoods and quality of life • Reduce crime, fear of crime and antisocial behaviour • Improve health and reduce health inequalities • Tackle poverty and disadvantage • Promote and improve access to services and opportunity • Improve opportunities to participate in diverse cultural and recreational activities • Provide decent and affordable housing for all 		<p>Defines the meaning of sustainable development for the West Midlands region, and sets out the objectives which need to be achieved in order to implement development which is sustainable. The RSS must take account of these objectives in developing the regional plan. The Sustainability Appraisal will use the objectives as a starting point for drawing up a framework of criteria against which the RSS will be appraised in order to assess its contribution to sustainable development.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>Enhance and protect the environment:</p> <ul style="list-style-type: none"> • Value, enhance and protect the region’s environmental assets • Value, enhance and protect biodiversity • Encourage development that optimises the use of previously developed land and buildings and creates high quality built environments incorporating high quality green space and encouraging biodiversity • Encourage urban development that improves the quality of the urban environment as a whole • Encourage local stewardship of local environments • Minimise air, water and soil pollution levels • Minimise the Region’s contribution to the causes of climate change while implementing a managed response to its unavoidable impacts <p>Ensure prudent and efficient use of natural resources:</p> <ul style="list-style-type: none"> • Reduce overall energy use through increasing energy efficiency, and increase the proportion of energy generated from renewable sources • Conserve use of natural resources such as water and minerals • Promote and ensure high standards of sustainable resource-efficient design, construction and maintenance of buildings • Ensure the location of development makes efficient use of existing physical infrastructure and helps reduce need to travel, especially by private car • Reduce the production of pollutants and congestion from transport while creating good accessibility for all people in the Region • Encourage and enable waste minimisation, reuse, recycling and recovery • Encourage local sourcing of goods and materials <p>Develop a flourishing, diverse and stable regional economy</p> <ul style="list-style-type: none"> • Achieve sustainable economic growth and prosperity for the benefit of all • Create high quality employment opportunities suited to the changing needs of the local workforce, whilst recognising the value and contribution of unpaid work • Promote investment in future prosperity • Encourage ongoing investment and engagement in learning and skills 		

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>development</p> <ul style="list-style-type: none"> Encourage a culture of enterprise and innovation Promote and support the development of new technologies, especially those with high value and low impact Encourage corporate social and environmental responsibility 		
Regional Planning Guidance for the West Midlands (RPG11), Government Office for the West Midlands, June 2004		
<p>Strategic objectives:</p> <ul style="list-style-type: none"> to make the major urban areas of the West Midlands increasingly attractive places where people want to live, work and invest; to secure the regeneration of the rural areas of the Region; to create a joined-up multi-centred Regional structure where all areas/centres have distinct roles to play; to retain the Green Belt, but to allow an adjustment of boundaries where this is necessary to support urban regeneration; to support the cities and towns of the Region to meet their local and sub-regional development needs; to support the diversification and modernisation of the Region's economy while ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion; to ensure the quality of the environment is conserved and enhanced across all parts of the Region; to improve significantly the Region's transport systems; to promote the development of a network of strategic centres across the Region; and to promote Birmingham as a world city <p>Guiding principles:</p> <ul style="list-style-type: none"> To secure more sustainable patterns of development throughout the Region To encourage a better balance between jobs, houses and services within each part of the Region in order to create more sustainable and stable communities 	<p>Contains a wide range of indicators and targets to enable progress towards objectives to be measured across all areas of policy covered by RPG. Continuity in monitoring against these indicators and targets should be maintained by RSS wherever possible and relevant.</p> <p>Headline indicators:</p> <ul style="list-style-type: none"> Pattern of housing development across the Region. Pattern of population movement to and from the Major Urban Areas and changes over time. Pattern of employment development across the Region. Changes in the number of jobs in different parts of the Region over time. Changes in the % of the population who are economically active in different parts of the Region The pattern of deprivation 	<p>RPG11 provides the starting point for the RSS phase 2 revision, both in the strategic objectives and in the detailed policies which underpin them. Major revisions to the objectives and policies are not anticipated, but development and refinement of the policies to address some specific issues in the revision. RSS will therefore need to take account of the overall policy framework and strategic objectives in formulating specific policies.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>communities</p> <ul style="list-style-type: none"> To encourage economic growth and increased prosperity throughout the RPG period which serves the broad sustainable development needs of the Region To ensure that regional inequalities in education, employment, health, environment, and social and cultural potential are narrowed To facilitate appropriate development in rural communities where job and service needs exist To protect and enhance the quality of the environment, strengthening the interrelationship with economic and social progress and health and well-being To ensure that the Region's economic and social potential is not undermined by congestion and inaccessibility, but is supported through the provision of a better balanced and improved transport system To ensure that every part of the West Midlands has a positive role to play in achieving a wider regional vision, and to have full regard to the linkages and relationships that exist between the West Midlands and adjacent areas 	<p>across the Region</p> <ul style="list-style-type: none"> Changes in house prices, relative to the Regional average across different parts of the Region. The pattern of development within and between town centres and the health of town centres. Percentage of residents satisfied with living in their local community Changes in the level of accessibility to employment and key services in different parts of the Region. Patterns and levels of congestion on the Region's primary highway and public transport network. Changes in the amount of derelict and contaminated land in different parts of the Region. Changes in the number of days with poor air quality in different parts of the Region Changes in the level of crime and people's perception of crime, in different parts of the Region. 	
<p>Priorities Action Plan, West Midlands Regional Skills Partnership</p>		
<p>Key priorities for the employer offer:</p> <ul style="list-style-type: none"> Integrate skills support with business development support to raise demand for skills and encourage enterprise within organisations 	<ul style="list-style-type: none"> Gross Value Added Levels of employment (Including employment rate) 	<p>In addressing the spatial dimension of learning and skills development, the RSS should be aware of opportunities to support the priorities set out in the Action Plan.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<ul style="list-style-type: none"> • Develop the skills of the workforce – particularly to expand training for basic skills, level 2 and level 3 qualifications • Develop higher level skills for higher value products and services • Recruit and retain employees (and support progression) <p>Key priorities for the individual offer:</p> <ul style="list-style-type: none"> • Develop management and leadership skills • Improve employability and encourage progression • Widen access and progression to FE and HE • Build skills for enterprise 	<ul style="list-style-type: none"> • Levels of worklessness • Skills levels across those of working age • Percentage of employment in K1 and K2 knowledge intensive sectors • Numbers of organisations employing graduates • Total entrepreneurial activity • Percentage of employers reporting skills gaps • Wages 	
Rural Renaissance: Advantage West Midlands' Rural Framework,		
<ul style="list-style-type: none"> • To foster the sustainable development and diversification of the rural economy of the West Midlands. To work with partners to develop the business clusters with greatest potential and reach, with a particular focus in the least well performing areas of the region. • To raise skills levels and improve access to skills development opportunities in rural areas, in support of the ten business clusters. • To support restructuring in the West Midlands rural economy through development of an accessible, modern, social and economic infrastructure and the environmental conditions appropriate to the growth needs of rural areas. • To address the region's most significant rural regeneration needs through a locally targeted approach, which improves social infrastructure and capacity; through improving access to opportunity. • To be an effective champion for the rural West Midlands at regional, national and international levels, ensuring that the West Midlands makes the most of all opportunities. 		<p>Rural Renaissance sets out AWM's integrated approach to rural development, demonstrating its role and strategy for implementing the West Midlands Economic Strategy in the rural West Midlands. The rural renaissance chapter of the RSS lays out the spatial and planning development framework for rural areas and has been developed in the light of the WMES. The RSS's overall approach is to foster sustainable local growth patterns whilst acting to counter the urban-to-rural migration patterns that appear to be undermining viability of the urban centres. This is supported by the Rural Renaissance Framework, which has been developed in consultation with the West Midlands Rural Affairs Forum which the Regional Assembly looks to as its rural policy forum.</p>
Valuing People and Places: Priorities for Action, Culture West Midlands, June 2005		
<ul style="list-style-type: none"> • The identification of a select number of key opportunities for further large-scale cultural developments that could achieve international significance 		<p>There are clear links between the themes of further and rural renaissance in the RSS</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<p>scale cultural developments that could achieve iconic national significance and international recognition</p> <ul style="list-style-type: none"> • Improved management and promotion of nationally and internationally significant cultural destinations, for example SSSIs and AONBs • Improvements in the quality of the public realm, townscapes, green spaces and parks, creating places that build on local distinctiveness, value the historic environment and improve Quality of Place for communities • Inclusion, especially in Local Development Frameworks, of imaginative proposals to enable the improvement and further development of high quality cultural facilities and opportunities including innovative uses of community buildings • A strong cross-cutting approach to cultural development in support of Local Authority Shared Priorities and in local Community Plans • Encouraging partnership working aimed at improving the development and delivery of cultural opportunities, at neighbourhood, local, sub-regional and regional level • Further development of joint-working with local services and community groups to improve cultural opportunities in disadvantaged urban and rural areas • New ways to promote cultural uses, events, good design and regeneration investment to enliven and animate neglected public spaces, parks, town centres and brownfield sites • Support those cultural facilities which have the potential to deliver benefits beyond the local area either because they are unique, of high quality or particularly accessible to the wider region • More engagement at a sub-regional level in joint planning to align cultural priorities with the priorities of Regeneration Zones and Neighbourhood Renewal programmes, for example improving the historic environment to kickstart town centre regeneration 		<p>of urban and rural renaissance in the RSS and the objectives in the Cultural Strategy of promoting cultural vitality and diversity. The RSS should aim to support the objectives of the cultural strategy wherever relevant and recognise the importance of the role of culture in regional renaissance and quality of life.</p>
West Midlands Regional Concordat, West Midlands Regional Assembly and partners		
<ul style="list-style-type: none"> • development of better transport within, to and from the region. • delivery of regional objectives on decent homes, affordability and areas of low demand, and reversing the migration away from major urban areas 		<p>The Concordat provides a framework for partnership working between regional organisations and for the integration of regional strategies. It emphasises a common aim to secure the protection and</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
<ul style="list-style-type: none"> • equality of access and opportunity in all aspects of life for all the region's inhabitants; • valuing the diversity of the region's population and taking full account of diverse groups in the development of policy • ensuring targeted activity to help disadvantaged or underachieving communities and social groups • sensitivity to the use, protection and enhancement of the natural and built environments; • ensure the development and maintenance of pleasant and healthy natural and built environments throughout the region; • conserve biological and environmental diversity. • regenerating rural areas by strengthening and diversifying rural economies; • promoting the renaissance of county and market towns; • strengthening transport links in rural areas including public transport; • encouraging urban dwelling to reduce the strain on rural areas whilst also providing affordable housing to meet local needs; • improving provision of and access to services and facilities; • providing mechanisms for the involvement of rural communities in making decisions that affect them. • promoting improved public health • ensuring more cultural opportunities in all parts of the region; • sustainable economic development across all areas of the region; • securing region-wide economic prosperity by creating wealth through enterprise; • encourage and facilitate the use of innovation and technology; • encourage and aid the development of high value added industry; • encourage and aid increased networking both within industry and between business and other sectors including education and skills. • provision of the highest standards in education at all ages; • increased educational attainment, skill levels and lifelong learning 		<p>improvement of the quality of life of the population of the West Midlands Region and identifies a number of key regional priorities towards which the partners will work.</p> <p>By endorsing the Concordat, the Regional Assembly has committed to ensuring that as far as possible, strategic objectives within different policy areas and different strategic documents are complementary. It will also be necessary to ensure that regional strategic work takes account of the strategic work taking place at sub-regional and local level.</p> <p>The RSS will increasingly seek to address issues of sub-regional as well as regional importance, and be consistent with and supportive of other regional strategies and statements. The Concordat underlines and formalises those strategic aims.</p>

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<p>opportunities;</p> <ul style="list-style-type: none"> • promote lifelong learning and the continual improvement of skills, qualifications and knowledge; • to promote increased participation in post 16 education and training across all social and ethnic groups of young people; • to encourage the provision of more work-based learning; • to encourage and aid more businesses to attract and retain highly skilled individuals. 		
West Midlands Regional Spatial Strategy Annual Monitoring Report 2004, West Midlands Regional Assembly, February 2005		
None	<ol style="list-style-type: none"> 1. Pattern of housing development across the region 2. Pattern of population movement to and from the Major Urban Areas and changes over time 3. Pattern of employment development across the region 4. Changes in the number of jobs in different parts of the region over time 5. Changes in the proportion of the population who are economically active in different parts of the region 6. The pattern of deprivation across the region 7. Changes in house prices, relative to the regional average across different parts of the region 8. The pattern of development within and between town centres and the health of town 	<p>This set of key indicators has been identified to provide evidence on the direction of change within the region and the influence of RSS policy. They form the foundation of the Annual Monitoring Report on implementation of the RSS. The SA should take account of these indicators and be consistent with them wherever relevant for the SA, both in order to assess past and current trends in sustainability within the region and to assess the likely future significant impacts of the RSS.</p>

Key objectives relevant to the RSS	Key targets and indicators relevant to RSS and SA	Implications for the RSS
	<p>centres</p> <p>9. Percentage of residents satisfied with living in the their local community</p> <p>10.Changes in the level of accessibility to employment and key services in different parts of the region</p> <p>11.Patterns and levels of congestion on the region's primary highway and public transport network</p> <p>12.Changes in the amount of derelict and contaminated land in different parts of the region</p> <p>13.Changes in the number of days with poor air quality in different parts of the region</p> <p>14.Changes in the level of crime and people's perception of crime in different parts of the region.</p>	