

Appendix 3 Sustainability Appraisal

**Guinness Brewery Site
Supplementary Planning Document**

Sustainability Appraisal

Draft Final SA Report



Prepared by Brent Council

September 2005

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ABBREVIATIONS

CABE	Commission for Architecture and the Built Environment
DfT	Department for Transport
DPD	Development Plan Documents
EIA	Environmental Impact Assessment
GLA	Greater London Authority
GOL	Government Office for London
LDA	London Development Agency
LDD	Local Development Documents
LDF	Local Development Framework
LIP	Local Implementation Plan
LPA	Local Planning Authority
ONS	Office of National Statistics
ODPM	Office of the Deputy Prime Minister
PPG	Planning Policy Guidance
PPS	Planning Policy Statement
PRP	Park Royal Partnership
TfL	Transport for London
SA	Sustainability Appraisal
SEA	Strategic Environmental Assessment
SPD	Supplementary Planning Document
SPG	Supplementary Planning Guidance
UDP	Unitary Development Plan

i. EXECUTIVE SUMMARY

A non-technical summary of the findings of the Sustainability Appraisal of the draft Supplementary Planning Document for the former Guinness Brewery

i.i The site is located within Park Royal The site is located on Park Royal, London largest industrial and Business Park. Approximately 40% of the Park Royal estate is within Brent, 50% in Ealing and 10% in Hammersmith and Fulham. The site under consideration is designated as being located within a Strategic Employment Areas by the Brent Unitary Development Plan (UDP) 2004, and within a Strategic Employment Location by the London Plan (2004) as confirmed in the draft Sub Regional Development Framework (July 2005) and is also subject to a Major Opportunity Site designation; PR5 – Park Royal Western Gateway Opportunity Site in the Brent UDP 2004 and is identified as within an Opportunity Area in the London Plan (2004); 5D.2 Opportunity Areas in West London. Additionally, Park Royal Partnership (including LB Brent representation) has produced a 10 year Regeneration Strategy it sets out the local regeneration strategy context, and particularly outlines the importance of quality development at gateway locations such as the Park Royal western gateway.

i.ii The purpose of Sustainability Appraisal (SA) is to promote sustainable development through better integration of sustainability considerations into the preparation and adoption of plans. The objective of this Sustainability Appraisal is to inform the development of the Guinness Brewery Supplementary Planning Document. The Sustainability Appraisal will consider the Supplementary Planning Document's implications, from a social, economic and environmental perspective, by assessing options and the draft Supplementary Planning Document against available baseline data and sustainability objectives.

i.iii A series of objectives have been drawn up following consideration of the initial evidence base and are built upon the policy framework set out by the development plan. They have been further developed as a result of the Supplementary Planning Document options appraisal; specifically a commitment to focus on the creation of a sustainable and inclusive environment has been added.

The refined suggested Supplementary Planning Document objectives are as follows;

1. Sustainable Development
2. Development meets the role as a Strategic Employment Location
3. Provide a significant increase in employment
4. Provide jobs / training to meet local employment needs
5. Add to the regeneration of Park Royal
6. Secure Comprehensive and Integrated Redevelopment
7. Complement current development proposals
8. Act as a Catalyst for the Realisation of First Central
9. Utilising Public Transport
10. Road Access / Transport Impact
11. Maintain Quality of Life for Park Royal residents
12. Uses Not Acceptable on this Site

i.iv Six strategic options were considered as methods by which these objectives could be met. They were:

- 1) Hospital led
- 2) Education led
- 3) Hospital & Education mix led
- 4) Storage or Distribution (B8)
- 5) General Industrial (B2)
- 6) Mix of all B uses

i.v As a result of the detailed consideration, analysis and testing of these options, a series of developmental requirements were established. The developmental requirements identified during the options appraisal include a commitment to;

- local bus services, especially between this site and the surrounding area should be secured / improved, including the newly proposed Wembley to Park Royal transit;
- improve access to healthcare facilities for any residents;
- where any housing development is proposed - ensure the development provides a mix of housing including affordable housing;
- where any housing development is proposed - ensure that any new development would be fully accessible to disabled persons and that lifetime homes are incorporated;
- incorporate the provision of 'community' space in any new development;
- ensure the development addresses issues relating to the fear of crime by being developed to 'secure by design' standards;
- ensure that an assessment of the archaeological potential of the site is conducted and findings given due regard;
- ensure any new residential or commercial building space was built to an "excellent" rating in accordance with SPG 19, BREEAM and Ecohomes standards;
- ensure that design of any new development applies the principles of Sustainable Urban Drainage Systems;
- minimise water taken from mains and maximise opportunities for the re-use of water;
- ensure that the UDP parking standards are applied as maxima with any new development;
- demonstrate that proposed heating and cooling systems for any new residential or commercial building have been selected in accordance with the following order of preference: passive design; solar water heating; combined heat and power, for heating and cooling, preferably fuelled by renewables; community heating for heating and cooling; heat pumps; gas condensing boilers and gas central heating;
- ensure the development would generate at least 10% of the site's electricity or heat needs from renewables, wherever feasible;
- incorporate a high level of noise attenuation;
- seek adherence to a demolition protocol;
- seek the retention of existing trees;
- place most trip generation intensive use nearest to transport interchange;
- improve the ecological diversity of the site through landscape design, with particular regard to native species and incorporate some public open space for the benefit of the wider public area;
- provide convenient communal waste management facilities (for residential and commercial users) within the redeveloped area;
- contribute to the *10,000 Trees in Park Royal* project;
- seek to integrate waste management facilities that would allow energy to be recovered from non-recyclable waste;
- provide new / improved employment and training opportunities; particularly for 'local' people; and
- improve the building design and landscape quality of Park Royal through the introduction of high quality exemplars given that the adjacent buildings some architectural significance are to be demolished.

i.vi These developmental requirements formed the basis for the draft Supplementary Planning Document. Predicting the effects and carrying out a detailed assessment of the effects of the draft Supplementary Planning Document is an important element of Sustainability Appraisal. It is also vital to propose measures for maximising beneficial effects and for mitigating against adverse effects as well as develop proposals for monitoring. Therefore a detailed consideration, analysis and testing of the draft Supplementary Planning Document took place. The resultant draft Supplementary Planning Document to be issued for consultation has taken on board the effects, measures for maximising beneficial effects and for mitigating against adverse effects as well as develop proposals for monitoring identified through the Sustainability Appraisal process.

1. BACKGROUND

Guinness Supplementary Planning Document

1.1 Brewing production on the Guinness Brewery site in Park Royal will halt by the end of June 2005 and clearance of the site will then proceed. The Council needs to consider the future use of this key 8 Ha (20 acre) site in Park Royal in the light of current London Plan and Brent UDP policy and also the need to maximise the potential that such a significant opportunity site has in the regeneration of Park Royal.

1.2 The site is located on Park Royal, London largest industrial and Business Park. Approximately 40% of the estate is within Brent, 50% in Ealing and 10% in Hammersmith and Fulham. The site under consideration is designated as a Strategic Employment Location by the Brent Unitary Development Plan (UDP) 2004 and is also subject to a Major Opportunity Site designation; PR5 – Park Royal Western Gateway Opportunity Site.

1.3 This brief needs to be prepared as a guide for potential applicants as to the Local Planning Authority's expectations and requirements for redevelopment of Guinness Brewery redevelopment site. Preparation of the brief follows discussions with key stakeholders. The purpose of the brief is:

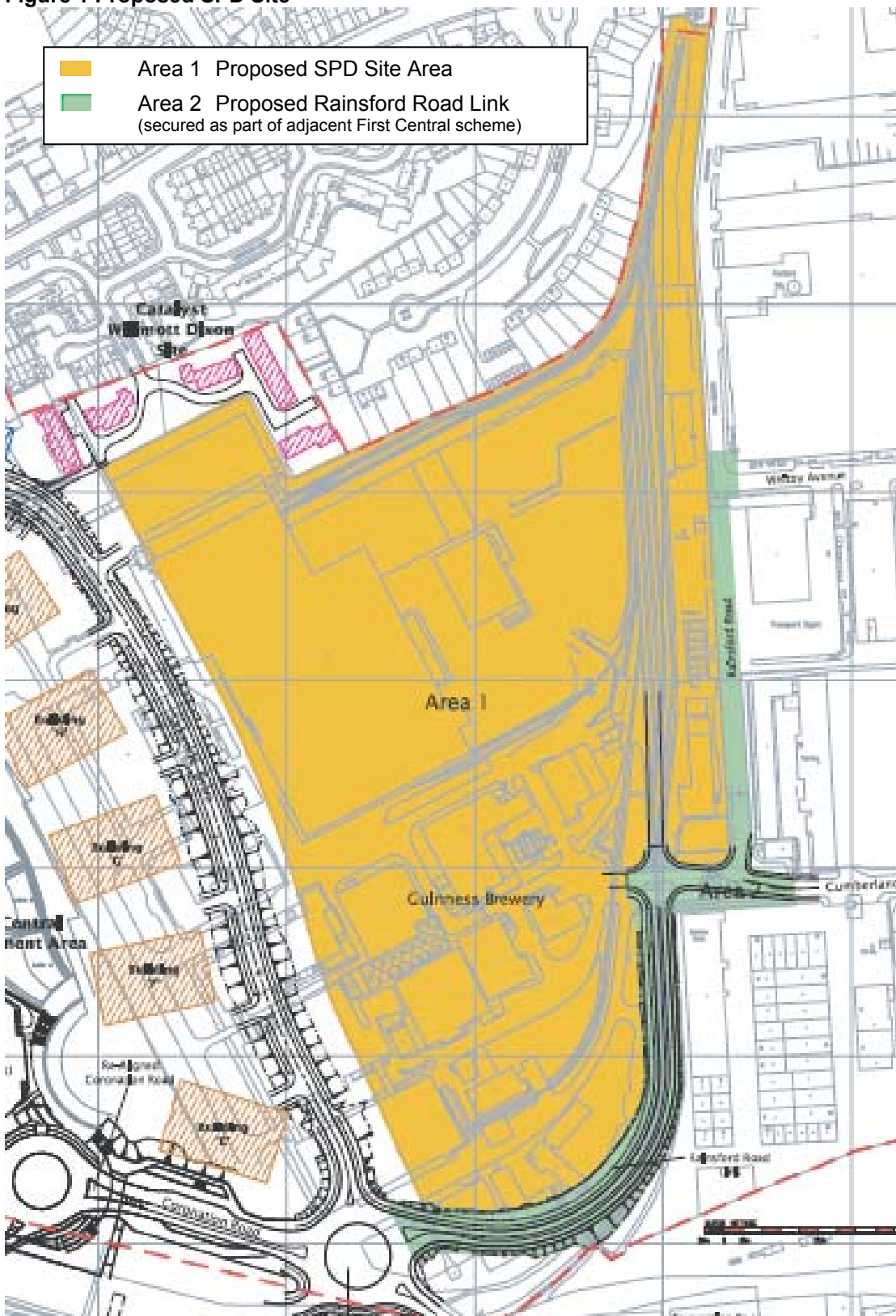
- i. To identify the most appropriate employment uses for the site;
- ii. To achieve buy-in to scheme proposed;
- iii. To promote the redevelopment of Guinness Brewery redevelopment site;
- iv. To provide guidance for Developer's;
- v. To provide greater certainty on the form and quality of development required;
- vi. To ensure comprehensive and integrated development of the area;
- vii. To co-ordinate and promote development of sites intrinsic to regeneration of area; and
- viii. To assist the local planning authority in the consideration and determination of future planning applications in the area.

1.4 The SPD will set out the Council's and communities requirements for the redevelopment of Guinness Brewery and will be a material consideration in determining planning applications for this site. It has been developed taking into account the provisions of the London Plan 2004 and Brent's Unitary Development Plan (UDP) 2004. The SPD, in particular, provides the detail to support the implementation of policy PR5 *Park Royal Western gateway Opportunity Site* in the UDP.

1.5 The overarching aim of the SPD will be to secure the re-development of the Guinness Brewery site which presents a major opportunity of sub-regional significance. This site offers a unique chance to re-enforce a major gateway to Park Royal and provide a significant increase in employment. In particular, therefore the SPD will seek to ensure that the re-development encompasses innovative, high quality design, maximise transport opportunities, and bring tangible and long lasting employment benefits to the surrounding Boroughs.

1.6 The boundary of the area covered by the Guinness Brewery SPD is illustrated in Figure 1.

Figure 1 Proposed SPD Site



Sustainability Appraisal of the Supplementary Planning Document

1.8 The purpose of Sustainability Appraisal (SA) is to promote sustainable development through better integration of sustainability considerations into the preparation and adoption of plans. The objective of this SA is to inform the development of the Guinness Site SPD. The SA will consider the SPD's implications, from a social, economic and environmental perspective, by assessing options and the draft SPD against available baseline data and sustainability objectives.

1.9 SA is mandatory for Local Development Documents (LDD) under the requirements of the Planning and Compulsory Purchase Act (2004), which includes Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs). Article 19 (5) states that the local planning authority must also "(a) carry out an appraisal of the sustainability of the proposals in each document; (b) prepare a report of the findings of the appraisal". The Act also requires that SA is an integral process in Local Development Framework (LDF) production.

1.10 In accordance with the Government's draft guidance on Strategic Environmental Assessment (SEA), SAs of SPDs should also fully incorporate the requirements of the European Directive 2001/42/EC, known as the SEA Directive. This Directive is transposed into English law by the Environmental Assessment of Plans and Programmes Regulations 2004 – the SEA Regulations. While SEA and SA are distinct processes, the intention of this SA is to adopt an approach to appraisal which also meets the requirements of the SEA Directive and Regulation.

1.11 In September 2004 the Government published a draft consultation paper *Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks*. While still under development, this represents the most up to date guidance on the application of SA to SPDs, which also incorporates requirements under the SEA Directive and regulations, and this SA will broadly follow the specific SA process for SPDs set out in this guidance. This guidance has been recently supplemented by *Sustainability Appraisal of Regional Spatial Strategies and Local development Framework - Interim advice note on frequently asked questions* April 2005 and so this will be taken into consideration within this SA.

1.12 This SA is also being conducted in the context of the *Sustainability Appraisal of Brent's Unitary Development Plan Deposit Draft 2000* (Brent Council, March 2001) and the recently completed SA of the adopted UDP. It is intended to use the findings of these previous SAs to inform and assist the process, for example by adapting objectives, identifying issues and understanding the wider development context of the SPD.

Purpose of this Initial SA Report

1.13 The purpose this Initial SA Report is to set out the initial context of the SA, the findings of the options appraisal and the proposed approach to the final part of the appraisal. The aim is to ensure that the SA is comprehensive, and addresses all relevant issues and objectives, by enabling input from key stakeholders and consultation bodies throughout the process.

The Initial SA Report sets out initial assessment of:

- the relationship of the SPD with other relevant plans and programmes;
- relevant sustainability objectives established at the national, regional or local level;
- the objectives of the SPD;
- the current environmental, social and economic baseline and likely evolution thereof;
- the characteristics of the area which are most likely to be affected by the SPD;
- the likely key sustainability issues for the SPD area – based on assessment of the baseline;
- possible options for solutions;
- an assessment of these options;
- a proposed future direction for the draft SPD.

1.14 The report also sets out the proposed methodology for the SA, including the sustainability assessment criteria, the level of detail and scope of the SA, a proposed programme of work and draft structure of the final SA Report.

Consultation on the draft final SA Report

1.15 Comments on this draft final SA Report have been invited from the four consultation bodies required by the SEA Regulations together with other key consultees representing social, economic and environmental interest local to the site and Brent. These organisations have been identified using the Guinness Site SPD Consultation Strategy. A list of those being informally consulted is included in Appendix 1.

2. PROPOSED SUSTAINABILITY APPRAISAL METHOD

Overview of proposed method

2.1 The proposed approach to the Sustainability Appraisal of the draft Guinness Brewery Site SPD is based on the SA process set out in the draft Government SA guidance – *Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks, Consultation Paper* (September 2004) and subsequent interim guidance *Sustainability Appraisal of Regional Spatial Strategies and Local development Framework - Interim advice note on frequently asked questions* (April 2005).

2.2 Table 1 lists the proposed SA stages and tasks, which are based on those set out in the draft Government guidance.

Table 1: Proposed Sustainability Appraisal stages and tasks

Pre-Production
Stage A: Setting the context and objectives, establishing the baseline and deciding on the scope
Tasks
<ul style="list-style-type: none"> Identify and review other relevant policies, plans and programmes, and sustainable development objectives that will affect or influence the SPD. Collect relevant social, environmental and economic baseline information. Identify key sustainability issues for the SA to address. Develop the SA framework, consisting of the sustainability objectives, indicators and targets. Test the SPD objectives against the sustainability objectives and whether the SPD objectives are consistent with one another. Produce Scoping Report and consult Consultation Bodies and other key stakeholders on the scope of the appraisal and the key issues and possible options for solutions.
Production
Stage B: Developing and refining options
Tasks
<ul style="list-style-type: none"> Carry out appraisal of the SPD options and make recommendations for improvement. Informal consultation on initial SA Report and issues and options.
Stage C: Appraising the effects of the draft SPD
Tasks
<ul style="list-style-type: none"> Predict the effects and carry out detailed assessment of the effects of the draft SPD. Propose measures to maximise beneficial effects and mitigate adverse effects. Develop proposals for monitoring. Prepare the final SA Report of the draft SPD.
Stage D: Consultation on the SA Report and draft SPD
Tasks
<ul style="list-style-type: none"> Consult on the final SA Report along with the draft SPD. Carry out, where necessary, appraisal of any significant changes made as a result of representations.
Adoption and monitoring
Tasks
<ul style="list-style-type: none"> Inform consultees that SPD has been adopted. Issue statement summarising information on how the SA results and consultees' opinions were taken into account, reasons for choice of options, and proposals for monitoring, including in relation to any recommended changes. Make SPD and SA Report available for public viewing.
Stage E: Monitoring implementation of the SPD
Tasks
<ul style="list-style-type: none"> Monitor significant effects of the SPD to identify at an early stage any unforeseen adverse effects. Undertake appropriate remedial action where necessary.

Sustainability objectives and criteria

2.3 The establishment of SA objectives and criteria is central to the SA process. The SA framework, based on these objectives provides a way in which sustainability effects can be described, assessed and compared. Sustainability objectives will be distinct from those of the SPD, but in some cases will overlap.

2.4 It is proposed to base the objectives for the SA of the Guinness Site SPD on those already developed for the appraisal of the adopted Brent UDP and the ongoing appraisal of the documents contained within Brent's Local development Framework (the new development plan for Brent). However, the objectives and detailed criteria will be modified to reflect the particular needs and issues identified in the Guinness Site area.

2.5 An initial set of objectives and criteria to be used for the SA of the draft SPD is included in Appendix 4.

Level of detail and scope

2.6 Due to the relationship between the Brent UDP and the Draft Guinness Site SPD, it is important to define the scope and level of detail the SA intends to consider. The draft SPD provides the detail to support the implementation within this location of UDP policy PR5 "Park Royal Western Gateway Opportunity Site".

2.7 The SA will assess the development principles set out in the draft SPD and consider the implications of these on the sustainability objectives, using evidence provided by the baseline data where applicable.

2.8 As a strategic appraisal, it will be appropriate for the SA to identify generic conditions and criteria that should be applied to this site generally as and when it comes forward for development. Other policies in the UDP, including those in the Environmental Protection and Built Environment chapters, will provide many of the necessary conditions and criteria whereby development can take place.

Proposed programme

2.9 The SA of the draft SPD will be undertaken during early summer 2005, with formal consultation on the final SA Report and draft SPD expected late summer 2005.

Proposed structure and content of the Sustainability Appraisal Report

2.10 The results of the appraisal will be presented in a Sustainability Appraisal Report. It is proposed that this will broadly follow the structure proposed in the draft Government SA guidance (see Table 2).

Table 2: Proposed SA report structure

SA Report Component	Contents
1. Summary and outcomes	<ul style="list-style-type: none"> • Non-technical summary • Statement on the difference the process has made • How to comment on the report
2. Appraisal Methodology	<ul style="list-style-type: none"> • Approach adopted to the SA • When the SA was carried out • Who carried out the SA • Who was consulted, when and how
3. Background	<ul style="list-style-type: none"> • Purpose of the SA and the SA Report • SPD objectives and outline of contents • Compliance with the SEA Directive / Regulations
4. Sustainability objectives, baseline and context	<ul style="list-style-type: none"> • Links to other strategies, plans and programmes and sustainability objectives • Description of the social, environmental and economic baseline characteristics and the predicted future baseline • Difficulties in collecting data and limitations of the data • The SA framework, including objectives, targets and indicators • Main social, environmental and economic issues and problems identified
5. Plan issues and options	<ul style="list-style-type: none"> • Main options considered and how they were identified • Comparison of the social, environmental and economic effects of the options • How social, environmental and economic issues were considered in choosing the preferred options • Other options considered, and why these were rejected • Proposed mitigation measures
6. Plan policies	<ul style="list-style-type: none"> • Significant social, environmental and economic effects of the draft SPD • How social, environmental and economic problems were considered in developing the SPD • Proposed mitigation measures • Uncertainties and risks
7. Implementation	<ul style="list-style-type: none"> • Links to other tiers of plans and programmes and the project level (environmental impact assessment, design guidance, etc) • Proposals for monitoring

3. RELATIONSHIP TO OTHER PLANS, PROGRAMMES AND SUSTAINABILITY OBJECTIVES

3.1 The purpose of reviewing other plans and programmes and sustainability objectives as part of the SA is to ensure that the relationship with these other documents and requirements are explored to enable the Responsible Authority (in this case London Borough of Brent) to take advantage of any potential synergies and to deal with any inconsistencies and constraints. The plans, programmes and sustainability objectives that need to be considered include those at an international, national and regional and local scale.

3.2 Table 3 below shows a summary list of plans and programmes that will be reviewed as part of the SA. Appendix 2 contains an initial review of these and the implications for the SPD.

Table 3: List of policies, plans and programmes reviewed

Plan or Programme
National
<ul style="list-style-type: none"> • Securing the Future – UK Government Sustainable Development Strategy, 2005
<ul style="list-style-type: none"> • DfT 10 Year Transport Plan, 2000
<ul style="list-style-type: none"> • National Air Quality Strategy for England, Wales, Scotland and Northern Ireland, 2000
<ul style="list-style-type: none"> • By design. Urban design in the planning system: towards better practice. DETR and CABE, 2000
<ul style="list-style-type: none"> • Urban White Paper, 2001
<ul style="list-style-type: none"> • Communities Plan (Sustainable Communities: Building for the Future), 2003
<ul style="list-style-type: none"> • Guidance on Tall Buildings. CABE and English Heritage, 2003
PPGs / PPSs
<ul style="list-style-type: none"> • PPS1: Creating Sustainable Communities
<ul style="list-style-type: none"> • PPG3: Housing
<ul style="list-style-type: none"> • PPG4: Industrial and Commercial Development and Small Firms
<ul style="list-style-type: none"> • PPG10: Planning and Waste Management
<ul style="list-style-type: none"> • PPS12: Local Development Frameworks
<ul style="list-style-type: none"> • PPG13: Transport
<ul style="list-style-type: none"> • PPS23: Planning and Pollution Control
<ul style="list-style-type: none"> • PPG24: Planning and Noise
<ul style="list-style-type: none"> • PPG25: Development and Flood Risk
Regional / London
<ul style="list-style-type: none"> • The London Plan: Spatial Development Strategy for Greater London; 2004, GLA
<ul style="list-style-type: none"> • A Sustainable Development Framework for London. London Sustainable Development Commission, June 2003

Plan or Programme
<ul style="list-style-type: none"> • Sustaining Success: The Mayor's new (draft) Economic Development Strategy, 2005, LDA
<ul style="list-style-type: none"> • Connecting with London's Nature. The Mayor's Biodiversity Action Plan, GLA
<ul style="list-style-type: none"> • Design for Biodiversity, 2003 London Development Agency with English Nature, GLA and the London Biodiversity Partnership
<ul style="list-style-type: none"> • Sounder City: the Mayor's Ambient Noise Strategy, 2004, GLA
<ul style="list-style-type: none"> • Cleaning London's Air, The Mayor's Air Quality Strategy, 2002, GLA
<ul style="list-style-type: none"> • Green Light to Clean Power. The Mayor's Energy Strategy, 2004, GLA
<ul style="list-style-type: none"> • Rethinking Rubbish in London. The Mayor's Waste Management Strategy, 2003, GLA
<ul style="list-style-type: none"> • London: Cultural Capital - Realising the potential of a world class city. The Mayor's Culture Strategy, 2004, GLA
<ul style="list-style-type: none"> • Accessible London: Achieving an Inclusive Environment. SPG April 2004, GLA
<ul style="list-style-type: none"> • Mayoral draft SPG on Industrial Capacity, September 2003
<ul style="list-style-type: none"> • Draft Sub Regional Development Framework, 2005, GLA
<ul style="list-style-type: none"> • West London Economic Development Strategy, 2004, West London Partnership
<ul style="list-style-type: none"> • London Remade Demolition Protocol Reports: <ul style="list-style-type: none"> • A report on the Demolition Protocol • Demolition Protocol Implementation Document
<ul style="list-style-type: none"> • Park Royal Partnership Reports: <ul style="list-style-type: none"> • Park Royal Partnership Travel Plan, 2002 • City Growth Report, 2004 • Draft CGS Phase II Baseline Report, 2004 • Draft Wembley / Park Royal Business Infrastructure Study, 2003
Local / Borough
<ul style="list-style-type: none"> • Brent Community Plan 2003-2008: A Plan for Brent
<ul style="list-style-type: none"> • Brent Council's Corporate Strategy 2002-2006: Our Corporate Strategy
<ul style="list-style-type: none"> • Brent Council's Regeneration Strategy for Brent 2003-2004
<ul style="list-style-type: none"> • Brent Council's Regeneration Action Plan 2004-2006
<ul style="list-style-type: none"> • Brent Unitary Development Plan (UDP), 2004
<ul style="list-style-type: none"> • Brent Biodiversity Action Plan, 2000
<ul style="list-style-type: none"> • Brent Municipal Waste Strategy – Framework Document, September 2002
<ul style="list-style-type: none"> • Action Plan 2001 for a Sustainable Brent (LA21)

Plan or Programme
<ul style="list-style-type: none">• SPG17: Brent Design Guide for New Development
<ul style="list-style-type: none">• SPG18: Brent Guide for Employment Development
<ul style="list-style-type: none">• SPG19: Brent Sustainable Design, Construction and Pollution Controls

4. BASELINE CHARACTERISTICS

Environmental, social and economic baseline data

4.1 The SEA Directive requires information to be gathered on “the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme” and “the environmental characteristics of the areas likely to be most significantly effected”.

4.2 Government guidance stresses that baseline information provides the basis for predicting and monitoring effects and helps to identify sustainability problems and alternative ways of dealing with them. The collection and assessment of broad information / data about the current and likely future state of the Guinness Site area is used within the SA to help predict the SPD’s effects.

4.3 Table 4 below lists baseline topics that are to be reviewed as part of the SA. Appendix 3 contains an initial assessment of baseline data indicators and for the SPD. The baseline topics and sub-topics follow and inform the sustainability objectives of the SA (see Section 5 and Appendix 3).

Table 4: Summary List of Baseline Data Topics

Data Themes and Topics
Social
<ul style="list-style-type: none"> Prosperity, Social Inclusion and Community Identity
<ul style="list-style-type: none"> Health
<ul style="list-style-type: none"> Education and Skills
<ul style="list-style-type: none"> Population and Housing
<ul style="list-style-type: none"> Crime and Community Safety
<ul style="list-style-type: none"> Community Identity
Environmental
<ul style="list-style-type: none"> Traffic
<ul style="list-style-type: none"> Water Quality and Resources
<ul style="list-style-type: none"> Environmental Noise
<ul style="list-style-type: none"> Air Quality
<ul style="list-style-type: none"> Biodiversity and Nature
<ul style="list-style-type: none"> Landscape, Townscape and Historic Environment
<ul style="list-style-type: none"> Climate Change and Energy
<ul style="list-style-type: none"> Waste Management
<ul style="list-style-type: none"> Soil and Land Quality
Economic
<ul style="list-style-type: none"> Employment
<ul style="list-style-type: none"> Regeneration and Investment
<ul style="list-style-type: none"> Efficient Movement

4.4 This Initial SA Report only presents an initial review of potential baseline data and indicators. Other sources will be reviewed and a fuller description of the characteristics of the Guinness Site area will be included as part of the final stage of the SA.

Key trends

4.5 Detail on key trends will be identified through further analysis of the baseline data.

5. KEY SUSTAINABILITY ISSUES

Environmental, Economic and Social Problems

5.1 The development of Guinness Site area represents a significant opportunity for the enhancement of Park Royal. Consultation on this Initial SA Report will be a key input into the identification of key sustainability issues that will inform the development of the SPD.

5.2 Table 5 below represents a summary list of key sustainability issues. It is based on an initial review of existing studies and data for Guinness Site area.

Table 5: Summary of key sustainability issues

Issue	Summary and source of evidence
Social	
High level of deprivation	Stonebridge ward identified as one of worst 200 wards in London and joint 4 th worst within Brent (1998 Index of Local Deprivation)
	Stonebridge ward within 20% most deprived wards in London (The London Plan, GLA, 2004)
	Stonebridge ward: IMD Rank 259, Rank of Income Domain 111, Rank of Employment Domain 191, Rank of Health Domain 705, Rank of Education Domain 2,836, Rank of Housing Domain 101, Rank of Access Domain 8,262, Rank of Child Poverty Index 255 A rank of 1 is the most deprived, and 32482 the least deprived, on this overall measure. (ONS Indices of Deprivation 2000)
Low levels of income	Stonebridge ward identified as having above 56% of households that earned less than £17,500 per annum (London Average Salary) (Directory of Social Conditions for Brent 1996)
	Over 65% of Stonebridge ward households have one or more persons in receipt of Housing and Council Tax benefit (or both). Joint highest in Brent. (Directory of Social Conditions for Brent 1996)
Unemployment levels	Stonebridge Ward: 9.1% of ward unemployed (Borough average 9.6%) (Census 2001)
Educational Attainment	Stonebridge ward: 32.6% of those aged over 16 - 74 have no qualifications (Borough average 24.7%), 19.1% were qualified to a level above GCE 'A' level (Borough average 30.3%) (Census 2001)
Economic	
Pressure on Employment land for other uses	Employment Land is under pressure from higher value uses in particular housing. (Source: Brent UDP Draft Monitoring Report 200-2004)
Accessibility	PTAL rating 3 (PTAL map)

Issue	Summary and source of evidence
Current Market demand	To be added
Compatibility with surrounding uses	Need to; <ul style="list-style-type: none"> • Consider the compatibility of uses with existing industrial and commercial activities; • Get this land back into beneficial use; and • Not restrict commercial and industrial activities. <p style="text-align: right;">(PPG4)</p> To be added (Site analysis study)
Status of Land	<ul style="list-style-type: none"> • Opportunity Area • Strategic Employment Location (The London Plan)
Approach to options for Land	<ul style="list-style-type: none"> • ensure that there is an adequate stock of industrial employment capacity to meet the future needs of different types of industry in different parts of London, including that for good quality and affordable space. • plan, monitor and manage the release of genuinely surplus industrial land so that it can better contribute to strategic and local planning objectives, especially those to provide more housing and particularly affordable housing. <p style="text-align: right;">(GLA Industrial Capacity SPG)</p>
Environmental	
Level of open space deficiency	Stonebridge ward: 25 – 49.9% of ward in local open space deficiency area. Borough wide: 40% of ward in local open space deficiency area. <p style="text-align: right;">(Directory of Social Conditions for Brent 1996)</p>
Traffic	To be added
Air Quality	The proposed site falls within an AQMA <p style="text-align: right;">(Source: http://www.brent.gov.uk/ehealth.nsf)</p>
	Failed to achieve Air Quality Objectives 2004 and 2005 to date <p style="text-align: right;">(Source: http://www.londonair.org.uk)</p>

6. SUGGESTED SPD OBJECTIVES

6.1 These suggested objectives have been drawn up following consideration of the initial evidence base and are built upon the policy framework set out by UDP Policies PR5 *Park Royal Western Gateway Opportunity Site*, EMP8 *Protection of Strategic and Borough Employment Areas* and EMP15 *Location of B1 Business Development* as well as London Plan Policies 2A.2 *Opportunity Areas*, 2A.4 *Areas for Regeneration* and 3B.5 *Strategic Employment Locations*. They have been further developed as a result of the SPD options appraisal; specifically a commitment to focus on the creation of a sustainable and inclusive environment has been added.

6.2 The refined suggested SPD objectives are as follows;

13. Sustainable Development

Any development needs to be of high quality and provide an exemplar in terms of sustainability; providing an appropriate balance of social, economic and environmental benefits, built form and operation.

14. Development meets the role as a Strategic Employment Location

Any development has to meet the employment uses set out in the UDP and London Plan - this includes a wide range of employment uses but would not include employment in retail or leisure uses, other than in support of acceptable employment functions.

15. Provide a significant increase in employment

Current employment densities on the brewery site are very low. The site provides an opportunity to substantially increase numbers employed on site to meet the Council's Regeneration Strategy (as expressed in Brent's Regeneration Action Plan 2004-6 notably strategic priorities two and three) and the Park Royal Partnership's 10 Year Regeneration Strategy (seeking an increase of 25,000 jobs in the Park Royal area in the next 10 years). Opportunities to achieve particularly high employment densities on appropriate locations across the site should be exploited.

16. Provide jobs / training to meet local employment needs

Measures need to be provided to ensure that local people have the best opportunity to access jobs and training both in the construction phases and in the final occupiers through Brent in2work and other schemes. Note also Park Royal Partnership's objective to increase by 50% the proportion of people working in Park Royal that live locally.

17. Add to the regeneration of Park Royal

This is a key site and provides an opportunity to continue to modernise and improve the environmental quality of the area, provide quality buildings, improved layout and enhanced public realm. It provides an opportunity to assist in the further development of a key gateway site into Park Royal started by the First Central Business Park. It could provide an opportunity to supply some incubator and growth space for growing and existing firms.

18. Secure Wholesale Redevelopment

This offers the best chance to secure some key regenerative development. The marketing of the site as a coherent land parcel would lead to a masterplanning approach for comprehensive re-development. This would have particular benefits in terms of securing the most appropriate densities across the site as well and optimising movement arrangements.

19. Complement current development proposals

Development on the brewery site should not detract from the establishment of the First Central development either by unsympathetic uses or low quality development and environment. Development should not produce traffic impacts that compromise the successful completion of the First Central Business Park. Development that enhances the business park would be welcomed.

20. Act as a Catalyst for the Realisation of First Central

The redevelopment of this site provides an excellent opportunity to increase the attractiveness and therefore aid the realisation of the First Central scheme in totality.

21. Utilising Public Transport

Development on the brewery site should concentrate on utilising the forthcoming public transport infrastructure, notably the underground station interchange. It should also support and make provision for enhanced bus services from the business park.

22. Road Access / Transport Impact

Brent Transportation Service will consider proposals that change road access into the site & internal circulation, including links with the business park, placing particular emphasis on penetration by bus services.

23. Maintain Quality of Life for Park Royal residents

Any development should maintain the quality of the residential environment for those living in the area, particularly adjoining the brewery in LB Ealing and under construction in Brent.

24. The Following Uses are Not Acceptable on this Site

- Large scale retailing including trade parks – ancillary retail may be acceptable in the final mix of uses;
- Large scale leisure including hotel development (Wembley is the sequentially preferable location for large scale leisure and hotel development and a hotel is proposed as part of the First Central proposals located by the approved Central Line underground station) - ancillary leisure may be acceptable in the final mix of uses;
- Housing – however, some provision directly related to uses in final mix may be appropriate e.g. key-worker housing to support health uses; small scale general market housing development at the North end of the site on the lorry park may be acceptable.

7. OPTIONS CONSIDERED

Options compared as part of the Sustainability Appraisal

7.1 One of the key requirements of SA is to consider reasonable alternatives as part of the assessment process.

7.2 The six main strategic options considered were:

- A) Hospital led
- B) Education led
- C) Hospital & Education mix
- D) Storage or Distribution (B8)
- E) General Industrial (B2)
- F) Mix of all B uses

A) Hospital led

- Hospital uses to occupy approximately 1/3 of the total site area
- Remaining 2/3 of site to be occupied by uses which sit more comfortably within traditional employment uses definitions
- Mix could incorporate aligned medical research works, bio-science or similar

B) Education led

- Education uses to occupy approximately 1/3 of the total site area
- Again remaining 2/3 of site to be occupied by uses which sit more comfortably within traditional employment uses definitions
- Mix could incorporate creative industry users particularly media activities
- Educational use to maximise employment growth sector linkages wherever possible

C) Hospital & Education mix

- Hospital & education uses to occupy approximately 2/3 of the total site area
- Again remaining 1/3 of site to be occupied by uses which sit more comfortably within traditional employment uses definitions
- Mix could incorporate aligned medical research works, bio-science or similar or creative industry users

D) Storage or Distribution (B8)

- Pure B8 uses to occupy the majority of the site
- Ancillary offices acceptable

E) General Industrial (B2)

- Pure B2 uses to occupy the majority of the site
- Ancillary offices acceptable
- Mix could incorporate food park or similar

F) Mix of all B uses

- B1; Offices, research and development, studios, laboratories, high tech, B2; General Industrial, B8; Storage or Distribution all acceptable across the site
- Employment village approach offering a complete mix of employment uses
- Mix could incorporate food park, bio-medical, media and film or similar uses
- Other ancillary uses may be acceptable

8. OPTIONS APPRAISAL METHODOLOGY

The comparison of options as part of the Sustainability Appraisal

8.1 The consideration of reasonable alternatives as part of the assessment process is an important element of SA. This section will outline how this was conducted.

8.2 Firstly an expert group was established to enable the informed consideration of the options offered against the SA objectives. The membership of this group was taken primarily from internal groups and was selected in order to offer a range of specialisms across social, economic and environmental issues of relevance to the site under consideration.

8.3 The membership included representatives from the following service areas;

- Brent Environmental Projects & Policy;
- Brent Transportation;
- Brent Policy and Regeneration (Economic);
- Brent Planning Policy & Research;
- Brent Area Planning;
- Brent Planning Design & Regeneration;
- Ealing Transportation;
- Ealing Planning Policy & Research;
- Ealing Area Planning;
- GLA Planning;
- LDA Planning; and
- PRP.

Unfortunately representatives from Brent Policy and Regeneration (Economic) and Brent Environmental Health were unable to attend. Therefore, they will be separately consulted and the views included in the overall assessment of the options. (It is anticipated that a similar membership will be extended to the next session which will appraise the effects of the draft SPD.)

8.4 Ahead of the session the members were given an outline of the SA process, copies of the SA objectives, an outline of the site and it's history, copies of the SPD objectives and the SPD options to be considered.

8.5 The session was facilitated by an officer from the Environmental Projects & Policy section of the Council. The Environmental Projects & Policy teams' remit is to further promote the integration of sustainability issues within strategic policy and partnerships and to better co-ordinate and further develop initiatives to raise awareness of sustainability and associated good practice, with staff, the public and other key stakeholders.

8.6 The session included the following stages;

- Introduction to;
 - the SA process;
 - the SPD process;
 - the SA objectives; and
 - the SPD site, objectives and options.
- Opportunity to comment on the SA objectives and the SPD objectives and options;
- Opportunity to comment on the compatibility of the SA and SPD objectives;
- Detailed appraisal of each options presented against each of the SA objectives;
- Explanation of next stages.

8.7 The outcome of the options appraisal is presented in the next section.

9. OPTIONS APPRAISAL RESULTS

Table 6: SPD Options Appraisal Matrix

9.1 The comparison of the SPD options against social objectives

9. OPTIONS APPRAISAL RESULTS

Table 6: SPD Options Appraisal Matrix

9.1 The comparison of the SPD options against social objectives

Sustainability Appraisal of Guinness Brewery Site Options – Social												
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain	Options											
	Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation

Sustainability Appraisal of Guinness Brewery Site Options – Social														
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain			Options											
			Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
			Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
SA Objectives	Social	1. Prosperity & Social Inclusion		The site has been identified as the (joint) fourth lowest ward in Brent.										
			+	<p>Offers an opportunity to reduce high level of deprivation by providing jobs – much would depend on the extent to which the skills base required to fill new jobs could be met by the existing skills pool of the local area.</p> <p>Efforts to achieve social inclusion could be undermined if transport links to people in most deprived areas are not improved</p> <p>Mitigation / enhancement: Significantly improve public transport infrastructure – especially between Park Royal and Stonebridge Ward which has been identified as an area of high deprivation.</p>	+	Much would depend on how strong the education provider would link education programmes to the skills needed in the Park Royal area.	+	Comments similar to options A and B.	-	<p>Unlikely to have a significant positive effect on prosperity and social inclusion - Likely to provide significantly fewer and lower skilled jobs, especially when compared to options A, B, C, E and F.</p> <p>Would not maximise the potential benefit the site has to offer in creating prosperity and social inclusion.</p>	+	<p>Comments similar to option A.</p> <p>Potential to provide a Higher density of jobs of a higher skill level.</p> <p>Mitigation / enhancement: see option A.</p>	+	<p>Comments similar to option A.</p> <p>Presents an opportunity to accommodate a greater range of job types on site.</p> <p>Allows for flexibility of space that comes with a mix of B uses.</p> <p>Mitigation / enhancement: see option A.</p>

Sustainability Appraisal of Guinness Brewery Site Options – Social

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	2. Health	+	Would have a positive effect – although this would be limited due to the close proximity of Central Middlesex Hospital. Level of positive effect would depend on the end user it was aimed at – a general hospital with a 'walk-in' centre would offer the most significant positive effect for local people. Not believed to have a significant impact on health of local population.	+	Likely to have a positive effect – particularly if leisure facilities were provided as part of the development - and if local people were given the opportunity to have access to those facilities. Mitigation / enhancement: Could have a more profound effect in encouraging health lifestyles if the education provider was health / sports orientated and develop strong linkages with the existing hospital.	+	Comments similar to options A and B.	0	Neutral. Mitigation / enhancement: See option F	0	Neutral. Mitigation / enhancement: See option F	0	Neutral. Mitigation / enhancement: Potentially beneficial if health facilities are provided as part of development and that these facilities were made accessible to the general public. Would need accompanying improvements in public transport infrastructure And also to ensure that health/leisure facilities are accessible –and affordable

Sustainability Appraisal of Guinness Brewery Site Options – Social

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	3. Education & Skills	+	Likely to have a positive effect on the health education of the local population – would provide medically orientated skilled jobs.	++	Comments similar to option A. Potentially a major positive effect – much would depend on the role of Park Royal Partnership (PRP) in attracting an appropriate training / education provider. Mitigation / enhancement: Any education led proposal would need to ensure that it improved the skills of the local population and addressed key skills gaps.	++	Comments similar to options A and B.	0	Neutral. Unlikely to provide skilled jobs.	+	Likely to provide skilled jobs and training opportunities – potential to stimulate a ‘knock on’ effect’ and improve the skills of the local population. Mitigation / enhancement: Would need to ensure that education provider, - improved the skills of the local population and addressed key skills	+	Comments similar to option E.
	4. Housing	+	Would provide limited housing. Mitigation / enhancement: Would need to incorporate affordable housing. Needs to be more explicitly stated where housing would be on site.	+	See option A.	+	See option A.	+	See option A.	+	See option A.	+	See option A.

Sustainability Appraisal of Guinness Brewery Site Options – Social

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	5. Quality of Surroundings	+	Likely to improve the quality of the built environment Mitigation / enhancement: Any application would need to be of a sufficient high quality - and have due regard to mitigate noise and vibration.	+	See option A.	+	See option A.	+	See option A.	+	See option A.	+	See option A.
	6. Crime Prevention & Community Safety	+	Could have a positive effect by reducing the perceived fear of crime if proposed hospital was a twenty four hour use. Mitigation / enhancement: Any application would need to sufficiently 'design out' crime, in part, by ensuring the development meets secured by design standards.	0	Neutral. Unlikely to reduce actual levels of crime or perceived fear of crime Mitigation / enhancement: See option A.	+	Comments similar to option A.	0	Comments similar to option B.	0	Comments similar to option B.	0	Comment similar to option B.

Sustainability Appraisal of Guinness Brewery Site Options – Social

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	7. Community Identity	0	Largely neutral. Mitigation / enhancement: Could be improved if hospital provided an appropriate community space whilst pro-actively encouraging its use for community activities. Community / user / support groups could be set up or encouraged.	0	Neutral. Mitigation / enhancement: Much depends on what is meant by 'community' – could present an opportunity to improve community identify if 'community' were to include education providers who could encourage linkages with neighbouring users in Park Royal	0	See option A. Mitigation / enhancement: Comments similar to options A and B.	0	Neutral.	0	Neutral.	0	Neutral.

Sustainability Appraisal of Guinness Brewery Site Options – Social

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	8. Accessibility	+	Likely to improve access to medical - but not significantly due to site's proximity to Central Middlesex Hospital. Access for those with out a car would not be improved. Mitigation / enhancement: Potential to enhance positive effect if this option including a public 'walk in' centre and / or other amenity services i.e. shops or a pharmacy. Would need to incorporate significant improvements to local public transport infrastructure.	+	Would improve proximity to educational facilities for local people. Mitigation / enhancement: Would need to improve accessibility to Park Royal by making significant improvements to the public transport infrastructure.	+	Comments similar to options A and B.	0	Unlikely to result in improved accessibility to key services.	+	See option D.	+	See option D. Mitigation / enhancement: Potential to enhance positive effect if this option included the provision of amenity services i.e. shops or a pharmacy. Would need to incorporate significant improvements to local public transport infrastructure.

9.2 Summary outcome of the comparison of the SPD options against social objectives

Sustainability Appraisal of Guinness Brewery Site Options – Social												
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain	Options											
	Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	++	Overall this option has a good positive performance against all social objectives – particularly health - but would need to ensure improved access to healthcare for all and similarly ensure 'significant' improvements in public transport infrastructure.	++	Overall this option has a good positive performance against all social objectives and in particular offers a distinct opportunity to advance attainment of the education objective if pursuit of this option led to improve the skills of the local population.	++	Good performance against a number of social objectives. Comments similar to options A and B.	+	Overall this option recorded a significantly minor positive performance against social objectives and is unlikely to provide an equivalent number or quality of jobs relative to options A, B, C, E and F.	+	This option had a generally positive performance against all social objectives and offers a distinct opportunity to provide new skilled jobs in the general industrial sector.	+	This option had a generally positive performance against all social objectives and, in particular, presents and opportunity to accommodate a wide range of 'office-based' jobs.

9.3 The comparison of the SPD options against environmental objectives

Sustainability Appraisal of Guinness Brewery Site Options - Environmental														
++ Major Positive + Minor Positive 0 No impact - Minor negative - Major Negative ? Uncertain			Options											
			Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
			Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
SA Objectives	Environmental	9. Traffic	---	Likely to increase journeys made to the site by car. Would have a detrimental impact on the existing road network. A hospital with an A & E department would generate more trips throughout the day and night. Mitigation / enhancement: Any development proposals should provide significant transport infrastructure improvements and require an accompanying area travel plan.	---	Comments similar to option A. Mitigation / enhancement: Limit car parking. Provides a better opportunity to do so (than option A) – Therefore less likely to generate as large a negative impact on nearby road network as option A.	---	Comments similar to option B.	-	Will result in more journeys being made to the area. Would potentially have less of an impact on road traffic if advantage was taken of the existing rail infrastructure on site.	-	Comments similar to option D.	-/0	Much would depend on the type and density of proposed mix. Believed not to be as negative as option D - Brent UDP parking restrictions would apply.

Sustainability Appraisal of Guinness Brewery Site Options - Environmental

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
10. Water Quality & Resources		---	Potential intensive water consumption. Mitigation / enhancement: Requirement to include water efficient technology / saving devices and apply the principles of Sustainable Urban Drainage.	-	Likely to lead to increased water consumption - although demand is not believed to be as high as for option A. Mitigation / enhancement: See remarks for option A.	---	Comments similar to options A and B. Mitigation / enhancement: See remarks for option A.	0	Largely neutral – but much would depend on whether the storage / distribution use on site was water resource intensive. Mitigation / enhancement: See remarks for option A.	---	Much depends on the type of industrial use and whether or not it is water resource intensive - potentially a major negative impact. Mitigation / enhancement: See remarks for option A.	---	Likely to lead to increased water consumption. Much would depend on the density and type of use allocated. Mitigation / enhancement: See remarks for option A.
		11. Air Quality		---	A significant increase in journeys made by motor vehicles to the site will have a negative effect on air quality. Likely to lead to an increase in key pollutants – therefore unlikely to help in achieving the objectives of the Air Quality Management Plan. Mitigation / enhancement: Impose restrictions on parking	---	Comments similar to option A. Mitigation / enhancement: Limit car parking facilities available on site. Improve public transport infrastructure to a sufficient standard to improve access to Park Royal overall. Especially for areas immediately around the site that currently are not well served by the existing public transport infrastructure.	---	Comments similar to option A. Mitigation / enhancement: See options A and B.	-	Comments similar to option A. Likely to result in the frequent movement of Heavy Goods Vehicles. Potential scale of negative impact depends, in particular, on the numbers of trips made to and from the site by HGVs due their relative high load of PM10's in comparison to 'light' vehicles. Mitigation / enhancement: See option B.	-	Comments similar to option D.

Sustainability Appraisal of Guinness Brewery Site Options - Environmental

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain	Options												
	Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses		
	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	
	12. Biodiversity	0	Neutral. Mitigation / enhancement: Landscaping offers opportunity to provide trees and to increase biodiversity. Could be positive if a Biodiversity Action Plan / or enhancement strategy was required upon submission of development applications.	0	Comments similar to option A.	0	Comments similar to option A.	0	Comments similar to option A.	0	Comments similar to option A.	0	Comments similar to option A.
	13. Landscape	0	Neutral. Mitigation / enhancement: Potential to increase ecological value of site if appropriate landscape design measures are implemented.	-	Potential to increase the occurrence of litter brought by users of the education venue. Mitigation / enhancement: See option A	-	See option B. Mitigation / enhancement: See option A	0	Neutral. Mitigation / enhancement: See option A	-	Potential to increase fly-tipping. Mitigation / enhancement: See option A	0	Neutral: Mitigation / enhancement: See option A
	14. Historic Environment & Cultural Assets	0	Neutral.	0	Neutral.	0	Neutral.	0	Neutral.	0	Neutral.	0	Neutral.

Sustainability Appraisal of Guinness Brewery Site Options - Environmental													
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	15 & 16. Climate Change	---	Likely to be energy intensive, especially if the hospital has a 24hr service function. Much would depend on whether the hospital was an 'out patient' orientated – which would not demand the same scale of resources. Unlikely to alter the risk of flooding. Mitigation / enhancement: Require a considerable percentage of energy supplied to the site be renewably sourced.	-	Likely to lead to an increase in energy consumption – but unlikely to be as energy intensive as option A., C or E. Unlikely to alter the risk of flooding. Mitigation / enhancement: See option A.	---	Comments similar to option A..	-	Comments similar to option B. Potentially energy intensive – would depend on type of storage / distribution use e.g. goods which need freezing or refrigeration on a mass scale.	---	Likely to lead to increase in energy consumption. Potential to be significantly energy intensive – would depend on the type of industrial use and whether operations would be 24hr.	-	Comments similar to option B. Much would depend on the final mix of B uses e.g. a higher proportion of B1 uses is likely to be less energy intensive than a equivalent allocation of B2 uses. Mitigation / enhancement: See option A.

Sustainability Appraisal of Guinness Brewery Site Options - Environmental

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	17. Waste Management	---	Likely to result in a significant increase in waste and consumption of materials during the hospitals operation. Likely to generate hazardous waste. Mitigation / enhancement: Would need to integrate recycling facilities in to development. Opportunity exists to integrate waste management facilities that would allow energy to be recovered from hospital waste that cannot be recycled.	-	Likely to result in an increase in waste and the consumption of materials and resources. Mitigation / enhancement: Would need to incorporate recycling facilities.	---	Comments similar to option A and B.	-	Could lead to an increase in waste and resource use – unlikely be as negative an effect when compared with Option B.	---	Likely to result in an increase in waste and consumption. Potentially a significant increase depending of the type of B2 use. Mitigation / enhancement: Opportunity exists to integrate recycling facilities Would be a missed opportunity if waste management facilities that allowed for energy recovery from industrial waste was not included. Could be more positive if a recycling plant was put in.	-	Comments similar to option B.
	18. Soil & Land	+	Development would be on a brownfield site. Mitigation / enhancement: Potential to provide gardens areas linked with housing.	+	Comments similar to option A.	+	Comments similar to option A.	+	Comments similar to option A.	+	Comments similar to option A.	+	Comments similar to option A.

9.4 Summary outcome of the comparison of the SPD options against environmental objectives

Sustainability Appraisal of Guinness Brewery Site Options – Environmental												
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain	Options											
	Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	-	Options A and C similarly performed least favourably against environmental objectives. There are some potential negative effects, many of which could be major – particularly traffic, water resources, air quality and waste management. These issues could be mitigated against if proposed SPD development principles are sufficiently robust to reduce the potential resource consumption and management issues associated with this option.	-	Some potential negative environmental effects. See comments for option A regarding mitigation.	-	See option A.	-	Some potential negative effects – particularly against traffic, air quality and climate change environment objectives. However, overall this option performed most favourably against environmental objectives relative to options A, B, C, E and F.	-/--	Some potential negative effects, some of which are could potentially be major – particularly water usage, air quality, climate change and waste management. The potential severity of negative environmental effects would depend on the type of industrial use and the extent to which environmental issues could be mitigated against in proposed SPD development principles so far as to reduce the impact of potential resource consumption and management issues associated with this option.	-	Some potential negative effects, particularly against water usage, air quality, climate change and waste management objectives. See option A for mitigation comments.

9.5 The comparison of the SPD options against economic objectives

Sustainability Appraisal of Guinness Brewery Site Options – Economic														
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain			Options											
			Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
			Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
SA Objectives	Economic	19. Growth	++	Medical Research / Bio-Science linkage with hospital – offers a significant opportunity to encourage the synergies that result from a 'cluster' effect, if bio-medical research institutions and proposed hospital feed off each other.	++	Could have a significant positive impact – particularly if the opportunity to develop strong linkages between the creative industries, employment users and the education institution were key to this option.	++	See option A.	+	Unlikely to have a profound positive effect on economic growth when compared to options A, B, C, E, and F.	++	Likely to have a significant impact by promoting growth in the industrial sector.	++	Proposed 'employment' village effect would offer the opportunity to promote growth in key sectors, clusters and enhance the image of the area as a business location.
				Potential to act a catalyst to stimulate growth in this employment sector in Park Royal.										

Sustainability Appraisal of Guinness Brewery Site Options – Economic

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	20. Employment	+	Provides a significant opportunity at a sub-regional level to provide job opportunities. Unlikely to provide jobs for those most in need of employment at a local level – although likely to encourage some local job opportunities in the form of service / amenity provision i.e. caterers, cleaners.	+	Comments similar to Option A. Mitigation / enhancement: See option E	+	Comments similar to A.	+	Employment associated with this option is likely to provide job opportunities for those most in need at the local level. Mitigation / enhancement: See option E	+	Likely to have a positive impact – scale of positive impact depends largely on whether the final mix of industrial uses provides jobs which sufficiently utilise the skills pool of the local population. Mitigation / enhancement: Any development would need to ensure that a considerable proportion of job opportunities are accessible and meet the needs of those local people most in need of employment. Would need to submit a proposal to that effect.	+	Likely to provide strong linkages to a range of employment industries i.e. catering, cleaners. Mitigation / enhancement: See option E.

Sustainability Appraisal of Guinness Brewery Site Options – Economic

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	21. Regeneration	++	Would significantly raise the profile of the area on a local and sub-regional scale. Would improve economic performance of Park Royal, and is likely to have positive 'knock on' effect for the surrounding areas.	++	Comments similar to option A.	++	Comments similar to option A.	+	Would raise the profile of the area on a local and sub-regional scale. Likely to improve economic performance of Park Royal – unlikely to maximise the potential gains that such a significant site offers regarding its regeneration and the knock on effect for Park Royal when compared with options A, B, C, E, and F.	++	Comments similar to option A.	++	Comments similar to option A.

Sustainability Appraisal of Guinness Brewery Site Options – Economic

++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	22. Investment	++	Likely to have a significant effect by encouraging inward investment. Likely to attract other bio-medical research orientated institutions to Park Royal. Would create employment facilities that otherwise would not have existed – in doing so, this option offers an appropriate employment area for businesses to expand. Mitigation / enhancement: Any development should require that a proportion of the employment use be allocated to indigenous business.	++	Comments similar to option A. Likely to attract Creative industry and training providers to Park Royal. Mitigation / enhancement: See option A	++	Comments similar to option A and B.	+	Likely to result in increased inward investment and indigenous business. Unlikely to have a significant effect when compared with options A, B, C, E and F.	++	Likely to have a significant effect by encouraging inward investment and indigenous business. Would create employment facilities that otherwise would not have existed – in doing so, this option offers an appropriate employment area for industrial uses to expand.	++	Comments similar to option E. Likely to attract a greater range of inward investors and indigenous businesses than, for example, option E.

Sustainability Appraisal of Guinness Brewery Site Options – Economic													
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		Options											
		Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
		Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	23. Efficient Movement	?	Likely to result in an increase commuting / journeys made to Park Royal. Much would depend on whether pursuit of this option brought about improvements to the existing transport infrastructure Mitigation / enhancement: Would be very positive if pursuit of this option brought about significant improvements to the existing public transport interchange.	?	Comments similar to option A.	?	Comments similar to option A.	?	Comments similar to option A.	?	Comments similar to option A.	?	Comments similar to option A.

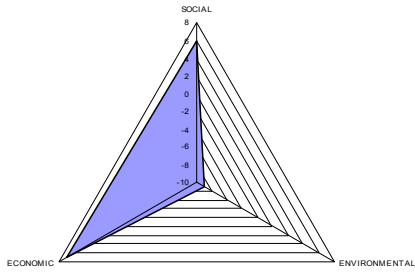
9.6 Summary outcome of the comparison of the SPD options against economic objectives

Sustainability Appraisal of Guinness Brewery Site Options – Economic												
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain	Options											
	Option A Hospital Led		Option B Education Led		Option C Hospital & Education mix		Option D Storage or Distribution (B8)		Option E General Industrial (B2)		Option F Mix of all B uses	
	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation	Score	Explanation
	++	Overall this option performed very positively against economic objectives, particularly for growth, regeneration and investment. This option is likely to encourage inward investment and attract other bio-medical research orientated institutions to cluster in Park Royal. However, it would be crucial to measure the impact this option has in providing jobs for those most in need.	++	Similar comments to option A. However this option is likely to attract the creative industry and a range of potential training providers.	++	See comments for option A and B.	+	Overall this option performed positively against economic objectives, but not as favourably when compared with options A, B, C, E and F. Likely to provide job opportunities for those most in need at the local level.	++	Overall this option performed very positively against economic objectives, particularly for growth, regeneration and investment. This option would create an appropriate employment area for industrial uses to expand.	++	Similar comments to option E. This option is likely to encourage inward investment and stimulate an 'employment' village effect as it offers a distinct opportunity to attract a wide range of 'office' orientated employers. However, it would be crucial to measure the impact this option has in providing jobs for those most in need.

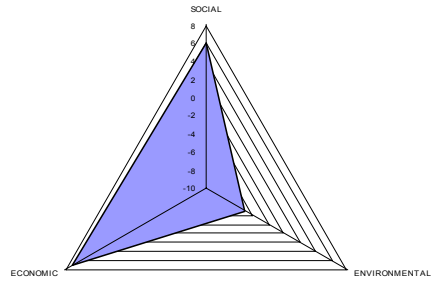
10. SUMMARY APPRAISAL OUTCOMES

10.1 Summary results;

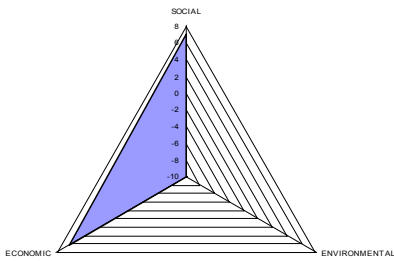
OPTION A: HOSPITAL LED DEVELOPMENT



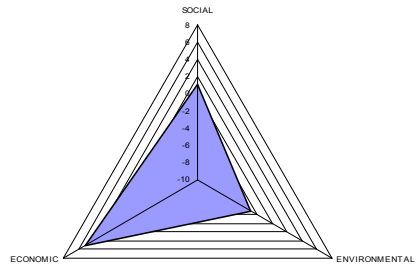
OPTION B: EDUCATION LED REDEVELOPMENT



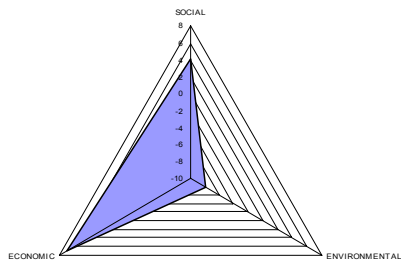
OPTION C: HOSPITAL AND EDUCATION DEVELOPMENT



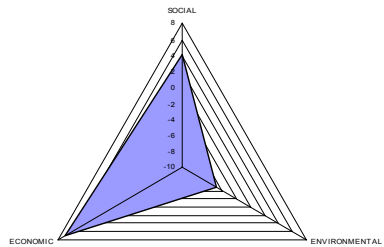
OPTION D: STORAGE OR DISTRIBUTION



OPTION E: GENERAL INDUSTRIAL



OPTION F: MIX OF ALL B USES



In summary, options A (Hospital Led Redevelopment), B (Education Led Redevelopment) and C (Hospital and Education Led Redevelopment) performed similarly well against social and economic objectives, with option C scoring marginally better against social objectives. The performance of options A and C against environmental objectives was significantly negative, somewhat contrasting with option B which performed only moderately negatively.

Option D performed fairly positively against economic objectives but scored poorly against social and environmental objectives. For this reason Option D is considered to be the least favourable option.

Options E and F performed negatively against environmental objectives, although not as severely as for options A and C. Despite performing similarly well against economic objectives, Options E and F overall did not sufficiently demonstrate the capacity to prompt an equivalent suite of social benefits expected to come with either options A, B or C. For this reason options E and F should be ranked below A, B and C.

The results of the SA process do not indicate a statistically significant difference between options A, B and C as each fair, at least, equally if their negative performance against environmental objectives was sufficiently mitigated against and improved. Options E and F would be ranked next with option D in the final place.

SPDs in the form of site briefs will not always have a single 'preferred' option. They can often instead explore a number of equally viable variations based upon an agreed set of principles to allow for market forces to function freely and increase the likelihood of implementation. As the results of the SA appraisal cannot clearly distinguish between options A, B & C, the draft SPD will explore the implementation possibilities of all three focusing on the advancement of an agreed set of development principles reflecting the specific developmental requirements identified during the options appraisal. Furthermore, as options A, B and C all incorporate B2 (General Industry) and B8 (Storage or Distribution) uses delivery of these uses will also be explored within the SPD. Indeed, whilst the SA has demonstrated preference for options A, B and C, options D, E and F are not so significantly bad that they should be excluded from consideration; especially in parallel with conditions and mitigation measures.

The developmental requirements identified during the options appraisal include a commitment to;

- any development should contribute towards / speed up the provision of significant improvements to the public transport interchange. Particularly with regard to the Central and Piccadilly line stations;
- local bus services, especially between this site and the surrounding area should be secured / improved;
- improve access to healthcare facilities for any residents;
- where any housing development is proposed - ensure the development provided a mix of housing including affordable housing;
- where any housing development is proposed - ensure that any new development, would be fully accessible to disabled persons and that lifetime homes are incorporated;
- incorporate the provision of 'community' space in any new development;
- ensure the development addresses issues relating to the fear of crime by being developed to 'secure by design' standards;

- ensure that an assessment of the archaeological potential of the site is conducted and findings given due regard;
- ensure any new residential or commercial building space was built to an “excellent” rating in accordance with SPG 19, BREEAM and Ecohomes standards;
- ensure that design of any new development applies the principles of Sustainable Urban Drainage Systems;
- ensure that the UDP parking standards are applied as maxima with any new development;
- demonstrate that proposed heating and cooling systems for any new residential or commercial building have been selected in accordance with the following order of preference: passive design; solar water heating; combined heat and power, for heating and cooling, preferably fuelled by renewables; community heating for heating and cooling; heat pumps; gas condensing boilers and gas central heating;
- ensure the development would generate at least 10% of the site’s electricity or heat needs from renewables, wherever feasible;
- incorporate a high level of noise attenuation;
- seek adherence to a demolition protocol;
- seek the retention of existing trees;
- place most trip generation intensive use nearest to transport interchange;
- improve the ecological diversity of the site through landscape design, with particular regard to native species and incorporate some public open space for the benefit of the wider public area;
- provide convenient communal waste management facilities (for residential and commercial users) within the redeveloped area;
- contribute to the *10,000 trees in Park Royal* project;
- seek to integrate waste management facilities that would allow energy to be recovered from non-recyclable waste;
- provide new / improved employment and training opportunities; particularly for ‘local’ people; and
- improve the building design and landscape quality of Park Royal through the introduction of high quality exemplars given that the adjacent buildings some architectural significance are to be demolished.

11. DRAFT SPD APPRAISAL METHODOLOGY

11.1 Predicting the significant sustainability effects of a plan is an important element of sustainability appraisal. The purpose of this part of the SA process is to document the significant negative and positive effects of a draft plan, whilst bringing to light the associated uncertainties of its implementation. In doing so, the development of strategies on how to mitigate against adverse sustainability effects and, where feasible, enhancing positive sustainability effects are embedded into the plan preparation process.

11.2 An equally important aspect of sustainability appraisal is the requirement to monitor the actual effects of a plan during its implementation. The purpose of this is to aid the evaluation of how well a plan is contributing towards achieving sustainable development.

This section will outline how the appraisal of the draft SPD was conducted.

11.3 An expert group was established to predict the sustainability effects the draft SPD. Membership of this group was taken from the Greater London Authority, London Development Agency, Park Royal Partnership, Ealing Council and a number of internal Brent Council departments. Members were selected in order to offer a range of expertise across social, economic and environmental issues of relevance to the site under consideration.

11.4 The session was facilitated by an officer from the Environmental Projects & Policy Unit of the Council. The Environmental Projects & Policy teams' remit is to further promote the integration of sustainability issues within strategic policy and partnerships and to better co-ordinate and further develop initiatives to raise awareness of sustainability and associated good practice, with staff, the public and other key stakeholders.

11.5 The session focused on appraising the effects of the draft SPD by;

- predicting and assessing the significant effects of the draft SPD in social, environmental and economic terms;
- proposing measures to maximise its beneficial effects;
- proposing measures to mitigate against its adverse effects; and
- developing proposals to monitor the actual effects of the draft SPD once it has been implemented.

11.6 Each of the development requirements presented in the draft SPD were considered against Brent's sustainability objectives and criteria with reference made to the baseline information. An assessment of the likely effects of the draft SPD on the baseline trends was made using the subjective judgement of the assembled expert panel.

11.7 To facilitate the appraisal process, the development requirements presented in the draft SPD were grouped into the following four categories;

- Sustainable Design and Construction
- Transport and Mobility
- Employment
- Health, Community, Safety and Housing

The purpose of this was to reduce the likelihood of duplicating effort when assessing the draft plans effects and also to minimise the prospect of appraisal fatigue.

11.8 Taking into consideration the comments of the expert panel voiced during the appraisal session it was agreed that no amendments needed to be made to the draft SPD. As a result, no additional development requirements were identified.

11.9 The outcome of the draft SPD appraisal is presented in the next section, followed by a summary of the social, environmental and economic effects of the SPD.

12. DRAFT SPD APPRAISAL RESULTS

12.1 Table 7: Draft SPD Appraisal Results Detailed Comments

	Social	Environmental	Economic
<p>Sustainable Design and Construction (Principles)</p> <p>Ensure that an assessment of the archaeological potential of the site is conducted and findings given due regard;</p> <ul style="list-style-type: none"> • ensure any new residential or commercial building space was built to an “excellent” rating in accordance with SPG 19, BREEAM and Ecohomes standards; • ensure that design of any new development applies the principles of Sustainable Urban Drainage Systems; • minimise water taken from mains and maximise opportunities for the re-use of water; • ensure that the UDP parking standards are applied as maxima with any new development; • demonstrate that proposed heating and cooling systems for any new residential or commercial building have been selected in accordance with the following order of preference: passive design; solar water heating; combined heat and power, for heating and cooling, preferably fuelled by renewables; community heating for heating and cooling; heat pumps; gas condensing boilers and gas central heating; • ensure the development would generate at least 10% of the site’s electricity or heat needs from renewables, wherever feasible; • incorporate a high level of noise attenuation; • seek adherence to a demolition protocol; • seek the retention of existing trees; • improve the ecological diversity of the site through landscape design, with particular 	<p>Effects:</p> <p>Would have a positive effect on housing related poverty.</p> <p>Would provide both water and energy efficient dwellings – medium and long term affordability.</p> <p>Likely to have a neutral impact in encouraging healthy lifestyles or providing opportunities for sport and recreation.</p> <p>Would have a neutral impact on improving access to high quality health facilities and in reducing health inequalities.</p> <p>Likely to have a neutral effect on the education and skills of the local population.</p> <p>Would provide access to good quality housing, on a very limited scale.</p> <p>Likely to promote a quality built environment and improve the quality of surroundings.</p> <p>Would have a neutral effect on both the level of crime and the fear of crime.</p> <p>Likely to have a neutral impact in encouraging a sense of community identity and welfare.</p> <p>Would not have an effect on improving accessibility to key services for those most in need.</p> <p>Mitigation/Enhancements: Adopting the uppermost sustainability and</p>	<p>Effects:</p> <p>UDP parking standards - likely to increase the proportion of journeys made to the area using transport modes other than the car in the medium and long term.</p> <p>Likely to promote and provide the infrastructure for more sustainable consumption of water resources in the medium and long term.</p> <p>Likely to promote the sequestration of key pollutants through the planting of trees in the medium and long term. – Uncertainty around effectiveness of sequestration and the geographic extent of this effect.</p> <p>Provides an opportunity to enhance the quality of landscape and biodiversity in the medium and long term if designed to a sufficiently high standard.</p> <p>Provision of convenient waste management facilities – likely to help reduce incidence of littering – likely to enhance the visual amenity of the landscape.</p> <p>Unlikely to have a significant effect on the historic and cultural environment.</p> <p>Would significantly reduce the relative contribution of a proposed development to climate change.</p> <p>Adopting these principles in entirety would minimise the disposal of waste sent to landfill and would encourage the sourcing of renewable energy.</p> <p>Development would be on brown-field – would minimise the loss of soils to and enhance quality of land.</p> <p>Mitigation/Enhancements: Require a landscape enhancement strategy to be made a condition of planning consent.</p>	<p>Effects:</p> <p>Not expected to have a direct effect on direct effect on encouraging sustainable economic growth.</p> <p>Likely to have an indirect long term secondary effect if development of commercial space with “excellent” sustainable construction standards was effective in enhancing the image of the area as a business location- would attract inward investment.</p> <p>Not expected to have a significant effect on jobs or in reducing unemployment.</p> <p>Better quality commercial units - promotes regeneration.</p> <p>Not expected to have a significant effect on movement in the area – much would depend on the influence good quality commercial space has in attracting inward investment.</p> <p>Mitigation on/Enhancements: None suggested.</p> <p>Suggested Monitoring: Area of Vacant employment land.</p>

<p>regard to native species and incorporate some public open space for the benefit of the wider public area;</p> <ul style="list-style-type: none"> • provide convenient communal waste management facilities (for residential and commercial users) within the redeveloped area; • contribute to the <i>10,000 Trees in Park Royal</i> project; • seek to integrate waste management facilities that would allow energy to be recovered from non-recyclable waste; • improve the building design and landscape quality of Park Royal through the introduction of high quality exemplars given that the adjacent buildings some architectural significance are to be demolished. 	<p>efficiency standards is central to improving the cost effectiveness of new homes to tackle poverty and providing a quality environment.</p> <p>Suggested Monitoring: Percentage of persons in new homes experiencing fuel poverty.</p> <p>Commission an independently verified post-construction inspection.</p> <p>Bespoke Private Housing Condition Survey.</p>	<p>Ensure that landscape any enhancement strategy contributes to the achieving the objectives of the Biodiversity Action Plan.</p> <p>Require any new business to submit a Travel Plan that needs to be approved by the council.</p> <p>Suggested Monitoring: Monitor peak flow and key pollutants at key transport nodes e.g. Hanger Lane monitoring station.</p> <p>Commission periodic ecological surveys to monitor the relative contribution a given landscape enhancement strategy has had in helping achieve the objectives of the Biodiversity Action Plan.</p> <p>Conduct a tree survey.</p> <p>Commission an independently verified post-construction inspection.</p> <p>Best Value Performance Indicator 199 – Litter and Detritus.</p> <p>Monitor average consumption per sq. m₂ of commercial and domestic floor space.</p> <p>Measure the relative contribution of renewably sourced energy.</p> <p>Monitor the % of recycled aggregate use in new development.</p> <p>Monitor commercial recycling rates in the Stonebridge ward.</p> <p>Area of unused brown-field remediated.</p> <p>% housing built on previously developed land.</p>	
<p>Transport and Mobility (Principles)</p> <p>Local bus services, especially between this site and the surrounding area should be secured / improved, including the newly proposed Wembley to Park Royal transit; and</p>	<p>Effects: Would have a positive knock-on effect in reducing accessibility related poverty and social exclusion.</p> <p>Would have a neutral effect on the health of the population.</p> <p>Would have a neutral impact in providing</p>	<p>Effects: Likely to have a significant effect in reducing traffic volumes in the long term.</p> <p>Likely to have a neutral effect on the quality of inland water and water consumption.</p> <p>Would encourage more journeys to be made by public transport – likely to contribute toward meeting the objectives</p>	<p>Effects: Likely to improve accessibility via public transport - could have a significant long term impact on the efficient movement of commercial goods vehicles. Would enhance the image of the area as a business location.</p> <p>Not expected to have a significant direct effect on employment.</p>

<p>place most trip generation intensive use nearest to transport interchange.</p>	<p>people with the opportunity to live in a decent home.</p> <p>Likely to have a neutral effect on the level of crime and the fear of crime.</p> <p>Likely to have a neutral impact in encouraging a sense of local community.</p> <p>Significant improvements to the public transport infrastructure would improve the accessibility to key services for those most in need.</p> <p>Mitigation/Enhancements: None suggested.</p> <p>Suggested Monitoring: Indices of deprivation – rank of access domain for Stonebridge ward.</p> <p>Public transport survey: monitor the frequency of use of public transport by local people.</p>	<p>of the Air Quality Management Plan. Uncertainty around how the extent of this effect on AQMP objectives.</p> <p>Likely to have a neutral effect on number of trees and species diversity.</p> <p>Likely to have a neutral impact on the quality of the landscape.</p> <p>Likely to have a positive effect in facilitating tourism related to local historic and cultural assets</p> <p>Like to have a positive impact in reducing transport related contributions to climate change in the long term.</p> <p>Unlikely to have an effect on the quality of land.</p> <p>Mitigation/Enhancements: None suggested.</p> <p>Suggested Monitoring: Monitor peak flow and key pollutants at key transport nodes e.g. Hanger Lane monitoring station.</p> <p>Monitor the frequency of journeys made using public transport.</p>	<p>Likely to have a effect in enhancing accessibility to employment.</p> <p>Would maximise the opportunity to use the local transport interchange – providing convenient and accessible space for use by Small and Medium Enterprises – likely to attract inward investment and promote regeneration.</p> <p>Improvements to the local bus service and public transport infrastructure are likely to have a significant positive effect in encouraging efficient patterns of movement to support economic growth.</p> <p>Mitigation/Enhancements: None suggested.</p> <p>Suggested Monitoring: Monitor the effect of implemented travel plans.</p> <p>Monitor the ratio of trips made by both light vehicles and heavy goods vehicles.</p>
<p>Employment</p> <p>Provide new / improved employment and training opportunities; particularly for 'local' people.</p>	<p>Effects: Would have a positive knock-on effect in reducing education related poverty and social exclusion.</p> <p>Would have a positive knock-on effect in improving the skills of the population.</p> <p>Likely to have a neutral effect in providing people with the opportunity to live in a decent home.</p> <p>Would have a neutral effect on the quality of surroundings.</p> <p>Potential positive knock-on effect on reducing crime.</p> <p>Unlikely to have an effect on encouraging a</p>	<p>Effects: Likely to have an effect in increasing journeys made in the area in the long term.</p> <p>Uncertainty around magnitude of this effect on traffic volumes in the medium and long term– much would depend on the extent of 'local' job provision and level of improvements made to improve access via public transport.</p> <p>Likely to have a neutral effect on the quality of inland water.</p> <p>Likely to have a negative effect by increasing total water consumption in Park Royal area.</p> <p>Unlikely to have a direct effect on air quality.</p> <p>Likely to have a significant indirect effect on air quality– much would depend on the number of jobs/training opportunities provided and whether or not the resulting increase in</p>	<p>Effects: Would provide opportunities for employment and training – likely to promote economic growth and enhance the image of the area as a business location – could have a long term indirect effect in promoting growth in key sectors.</p> <p>Likely to provide a range of job opportunities in the short term (construction), medium and long term (operation) – would provide an opportunity to provide jobs for those most in need.</p> <p>Likely to encourage inward investment</p> <p>Not expected to have a significant effect on reducing journey times or in improving accessibility to the Park Royal area.</p> <p>Mitigation/Enhancements:</p>

	<p>sense of local community.</p> <p>Would not have an effect in improving accessibility to key services for those most in need.</p> <p>Mitigation/Enhancements: None suggested.</p> <p>Suggested Monitoring: Indices of deprivation: Rank of education domain.</p> <p>Monitor who takes up training and employment opportunities.</p> <p>Monitor the average distance people have travelled to take up offered opportunities.</p> <p>Monitor uptake of job seekers allowance in Stonebridge ward.</p> <p>Monitor 'first destinations' of trainees that finish training courses.</p> <p>% change in number of VAT registered businesses in the area.</p>	<p>frequency of journeys using transport modes other than the car.</p> <p>Likely to have a neutral effect on number of trees and species diversity.</p> <p>Likely to have a neutral impact on the quality of the landscape.</p> <p>Likely to have a neutral effect on the historic environment and cultural assets.</p> <p>Likely to result in more people working in the area – increase in energy consumption.</p> <p>For similar reasons – likely to lead to an increase in the consumption of resources.</p> <p>Would have a neutral effect on the quality of land.</p> <p>Mitigation/Enhancements:</p> <p>None suggested.</p> <p>Suggested Monitoring: See transport and mobility monitoring.</p>	<p>Strengthening linkages with Park Royal Partnership would facilitate growth to key sectors.</p> <p>Suggested Monitoring: See 'social' monitoring.</p>
<p>Health, Community, Safety and Housing (Principles)</p> <p>Improve access to healthcare facilities for any residents;</p> <ul style="list-style-type: none"> • where any housing development is proposed - ensure the development provides a mix of housing including affordable housing; • where any housing development is proposed - ensure that any new development would be fully accessible to disabled persons and that lifetime homes are incorporated; • incorporate the provision of 'community' space in any new development; and 	<p>Effects: Providing affordable housing would contribute towards reducing housing related poverty.</p> <p>Likely to have an indirect long term effect on the health of the population by improving access to health facilities.</p> <p>Would have a neutral impact on the education and skills of the population.</p> <p>Would increase the stock of lifetime homes in Brent as well as the total number of homes fully accessible to disabled persons.</p> <p>Would incorporate 'community' space - likely to improve communal residential amenity</p>	<p>Effects: Likely to have a neutral effect on traffic volumes.</p> <p>Likely to have a neutral effect on inland water quality and water consumption. Would have a neutral effect on air quality.</p> <p>Likely to have a neutral effect on maintaining and enhancing biodiversity.</p> <p>Ensuring that any proposed development be fully accessible to disabled persons and also developed to secure by design crime would enhance its quality and attractiveness.</p> <p>Would have a neutral effect on the historic environment and cultural assets.</p>	<p>Effects: Unlikely to promote economic growth</p> <p>Not expected to provide job opportunities</p> <p>Unlikely to significantly promote the regeneration of Park Royal and surrounding areas.</p> <p>Could have a minor effect on encouraging inward investment.</p> <p>Mitigation/Enhancements:</p> <p>None suggested.</p> <p>Suggested Monitoring: Average distance travelled by employee.</p>

<p>• ensure the development addresses issues relating to the fear of crime by being developed to 'secure by design' standards.</p>	<p>facilities.</p> <p>Likely to have a positive knock-on effect in reducing crime and the fear of crime through the provision of community space.</p> <p>Would positively contribute towards the notion of 'Community identity'.</p> <p>Mitigation/Enhancements: None suggested</p> <p>Suggested Monitoring: Proportion of newly built homes that are affordable.</p> <p>Access to GP or Primary Care Professional.</p> <p>Periodic survey assessing the accessibility of local services and facilities.</p> <p>Net area change in D2 floor space.</p> <p>Number of people using new provided community space.</p> <p>Monitor the distance travelled by users of community space.</p> <p>Commission a series of fear of crime surveys.</p> <p>Monitor incidence of crime.</p>	<p>Likely to have neutral effect on contributions/vulnerability to climate change.</p> <p>Likely to have a neutral impact on waste and use of non-renewable materials.</p> <p>Would have a neutral effect on land quality and soil resources.</p> <p>Mitigation/Enhancements: Ensure that community space is built to an exceptionally high standard and in particular meets the needs of its users.</p> <p>Suggested Monitoring: Commission a survey measuring residents satisfaction with their community facilities – should be compared with a borough/nationwide comparator.</p>	
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Cumulative effects

Cumulative effects were considered during the assessment of draft SPD. Potential positive cumulative effects were identified for the North West of London as a strategic employment area with long lasting benefits most likely to be felt in Park Royal, but also with wider implications for Brent and its surrounding boroughs.

Potential negative cumulative effects may result for local residents, and in particular vulnerable residents. These groups have been identified as key receptors as their health may be adversely affected by the effects of increases in traffic that are likely to result from future construction and following the complete redevelopment of the area under consideration. This issue would need to be considered as part of the EIA and phasing strategy of any proposed development to ensure that residents, and in particular vulnerable residents, are not significantly adversely affected.

12.2 Summary of the sustainability strengths of the draft SPD

A major focus of the draft SPD has been to maximise the potential that this site offers in providing a significant increase in employment, whilst ensuring that any re-development maximises public transport opportunities and incorporates high quality, sustainable design, construction and operation principles. In particular, the appraisal highlighted positive effects in;

- reducing housing, accessibility and education related poverty in the medium and long term through the provision of high quality, affordable homes and new and improved training and employment opportunities;
- improving the long term health of the population by improving access to health facilities;
- improving the skills of the population in the medium and long term;
- Improving accessibility and transport mobility for all through improvements made to the public transport infrastructure ensuring any new development is fully accessible to disabled persons in the short, medium and long term;
- helping reduce traffic volumes in the long term through improvements to the public transport infrastructure;
- reducing the relative consumption of water and energy used for heating and cooling a building when contrasted with a comparable development that has not been built to 'excellent' sustainable design standards; and
- helping bring about a significant increase in opportunities for employment and training which, in the long term, is likely to enhance the image of the area as a business location and have an indirect effect in promoting growth and the regeneration of Park Royal.

Sustainability effects of that were very positive were those around improvements to the public transport infrastructure; the quality of the built environment; and the provision of employment and training.

Summary of sustainability weaknesses of the draft SPD

The assessment of the draft SPD highlighted a number of areas under Brent's Environmental Sustainability objectives that were likely to have significant effects. However, the draft SPD seeks to minimise these impacts by the requirement for sustainable design, construction and operation techniques and provision of, for example, improvements to the public transport infrastructure.

Many of the potential negative effects identified in the draft SPD assessment have had mitigation measures suggested as a result or as a result of the process require more detailed consideration at the subsequent outline planning stage and its associated environmental e.g. the requirement for the submission of a landscape enhancement strategy.

Potential negative effects of significance or issues where the likelihood an effect is unknown were namely the impact upon traffic volumes; air quality and

the relative contribution a development would have toward climate change through the consumption of non-renewable resources.

A number of monitoring measures were suggested to help track the effects of the draft SPD once it has been implemented. Monitoring measures have been suggested to monitor these effects in the short medium and long term.

Although the assessment cites the draft SPD cite to have a positive effect in reducing housing related poverty and improving the health of the population it was considered that upon implementation, the effect of the draft SPD in achieving these objectives is not likely to be of particular significance on the site under consideration or in the wider context of Brent.

13. SA STAGES

13.1 The key steps of the SA already completed have involved:

- Developing the evidence base using baseline data;
- Consideration of the responses to the consultation on the Scoping Report;
- Appraisal of the strategic options;
- Preparing the initial SA Report; and
- Issuing the initial SA Report for informal consultation.
- Meeting of the key consultees to discuss the Scoping Report and results of the initial appraisal of the strategic options;
- Assessment of the preferred option, as presented in the draft SPD, and make recommendations for improvement;
- Preparing the draft final SA Report; and

13.2 The key next steps of the SA will involve:

- Issuing the draft final SA Report, along with the draft SPD, for formal consultation;
- Preparing the final SA Report to accompany the SPD for adoption; and
- Prepare and issue statement setting out how the SA has shaped the SPD.

APPENDIX 1: CONSULTEES

The Statutory SA Consultees are:

- Countryside Agency
- English Heritage
- English Nature
- Environment Agency

Other social, economic and environmental consultees include:

- LB Brent (Various Departments)
- Government Office for London - Planning and Transportation
- GLA
- LDA
- TfL (to incl. London Underground Ltd and London Buses)
- London Borough of Ealing
- London Borough of Hammersmith & Fulham
- London Development Agency
- Energy Solutions NW London
- Park Royal Partnership
- West London Business
- West London Network
- West London Alliance
- Network Rail
- Diageo

APPENDIX 2: PLANS AND PROGRAMMES

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
National		
<p>Securing the Future – UK Government Sustainable Development Strategy (2005)</p>	<p>The Government launched its new strategy for sustainable development, Securing The Future, in 2005 which supersedes the 1999 version. It takes account of new policies since 1999, and it highlights the renewed international push for sustainable development from the World Summit on Sustainable Development in Johannesburg in 2002. This is the overarching document for sustainability in the UK and sets out national sustainable development framework.</p> <p>The document is structured and set out around the four aims of the UK's sustainable development programme:</p> <ul style="list-style-type: none"> • social progress which recognises the needs of everyone; • effective protection of the environment; • prudent use of natural resources; and • maintenance of high and stable levels of economic growth and employment. <p>It sets out 10 guiding principles:</p> <ol style="list-style-type: none"> 1. putting people at the centre; 2. taking a long term perspective; 3. taking account of costs and benefits; 4. creating an open and supportive economic system; 5. combating poverty and social exclusion; 6. respecting environmental limits; 7. the precautionary principle; 8. using scientific knowledge; 9. transparency; information; participation and access to justice; 	<p>While much of the national sustainable strategy will be beyond the scope of the SPD, it remains important for the SPD to reflect the national strategic priorities and principles.</p> <p>At the highest level the SPD should be mindful and consistent with the ten guiding principles set out in the UK Strategy.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	10. making the polluter pay.	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>DfT 10 Year Transport Plan; 2000</p>	<p>The key government document on Transport and sets out a vision for transport in the UK; provides detailed analysis of historic and predicted use statistics and sets out spending priorities and investment plans for UK transport over the next 10 years.</p> <p>The overarching strategy for transport is to tackle congestion and pollution by improving all types of transport - rail and road; public and private - in ways that increase choice. The ten-year plan sees the following as key:</p> <ul style="list-style-type: none"> • Integrated transport: looking at transport as a whole; matching solutions to specific problems by assessing all the options. • Public and private partnership: government and the private sector working more closely together to boost investment. • New projects: modernising our transport network in ways that make it bigger; better; safer; cleaner and quicker. <p>As part of delivering the above, land use planning is identified in the document as having a key role in delivering the Governments integrated transport strategy. Broadly, this can be realised in the SPD by shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, 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. The consistent application of this approach and these planning policies will help to reduce some of the need for car journeys and enable people to make sustainable transport choices in the long term.</p> <p>The document also gives general guidance on Regional Transport Strategies and the importance of other strategies to help guide major transport investment and to co-ordinate with wider land-use planning considerations.</p>	<p>While many of these issues are likely to go beyond the scope of SPD, it may be possible for the SPD development principles/objectives to reflect this focus.</p> <p>Of particular relevance will be ensuring 'an integrated approach' to land use planning and transport provision.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>National Air Quality Strategy for England; Wales; Scotland and Northern Ireland; 2000</p>	<p>The Strategy aims to map out; as far as is possible; the future of ambient air quality policy in the United Kingdom in the medium term. It aims:</p> <ul style="list-style-type: none"> • To provide the best practicable protection to human health by setting health-based objectives for eight main air pollutants; • To contribute to the protection of the natural environment by setting objectives for two pollutants (NO2 and SO2) for the protection of vegetation and ecosystems; • To describe the current and likely future levels of air pollution in the UK. It provides a framework to help everyone identify what they can do to improve air quality; • To ensure that land use planning and transport plans/strategies will have a direct effect on improving air quality – particularly given the contribution traffic related pollution makes to current UK air pollution. <hr/> <p>The role of land use planning and transport planning is seen as particularly important in helping to provide cleaner air. The document sets out the policy framework and responsibilities for Government; local authorities; industry; business and individuals by encouraging the incorporation of:</p> <ul style="list-style-type: none"> • Local traffic reduction targets • Low emissions zones • Green transport plans • Parking controls and management 	<p>The SPD should be aware of the focus of national guidance; and not conflict / challenge existing targets or objectives.</p> <p>In so far as it is appropriate to the scope of the SPD, it should also incorporate or be cross referenced to achieving such measures. SPD should consider the role of transport plans; emissions zones and other management measures in the local area.</p>
<p>'By design' - Urban design in the planning system: towards better practice. DETR and</p>	<p>The aim of this guide is to promote high standards in urban design though development. Whilst the Government's policy for design in the planning system is contained in draft PPS1 and expanded further in other PPGs / PPSs, this guide aims to encourage better design and is intended as a companion to the PPGs / PPSs. It has been written to stimulate thinking about urban design, not to tell the reader how</p>	<p>The SPD should draw on the principles and process of urban design set out in this guide. There are x generic principles:</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
CABE, 2000	to design. The central message is that careful assessments of places, well-drafted policies, well-designed proposals, robust decision-making and a collaborative approach are needed if better places are to be created. The guide is relevant to all aspects of the built environment, including the design of buildings and spaces, landscapes and transport systems.	
Urban White Paper; 2001	<p>This Urban White Paper calls for a “renaissance” in the management and development of the physical environment. The central purpose of the paper is to arrest urban decline and it starts with recognition of a holistic approach to policy, which recognises the need to link together a range of initiatives on housing, planning, education, transport and law and order issues.</p> <p>It identifies four steps to making ‘all urban areas places for people’:</p> <ul style="list-style-type: none"> • Getting the design and quality of the urban fabric right. • Enabling all towns and cities to create and share prosperity. • Providing the quality services people need. • Equipping people to participate in developing their communities. <p>It also demands better co-ordination between national; regional and local government and outlines a range of policy initiatives; backed by a £1 billion package of funding incentives. These have subsequently established a hierarchy of partnership and delivery frameworks targeting the most deprived; run down areas in England.</p>	The SPD should be guided by the four generic steps highlighted in the next column.
Communities Plan (Sustainable Communities: Building for the Future); 2003	The Communities Plan establishes a long-term programme of action for delivering sustainable communities in England. It aims to tackle housing supply issues in the South East; low demand in other parts of the country; and the quality of public spaces. It marks a step change in policies for delivering sustainable communities for all. The main elements are:	The SPD should be aware of the elements of the Communities Plan and that it does not conflict with this national programme of action.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> • Sustainable communities; • Step change in housing supply; • New growth areas; • Decent homes; including the need to bring council homes up to a decent standard; • Improvements to the local environment; particularly the public realm. 	
<p>Guidance on Tall Buildings; 2003</p> <p>CABE and English Heritage</p>	<p>The overarching aim is to ‘ensure that tall buildings are properly planned as part of an exercise in place-making informed by a clear long-term vision; rather than in an ad hoc; reactive; piecemeal manner.’</p> <p>The purpose of this guidance is therefore to provide advice, highlight issues to be addressed and give examples of good practice in relation to tall buildings in the environment. The document is intended for use as a basis of assessment for specific local projects in local policy and guidance preparation.</p> <p>The thrust of the Guide reiterates and endorses national policy:</p> <ul style="list-style-type: none"> ▪ To get the right developments in the right places; ▪ To ensure tall buildings are of the highest architectural quality; ▪ To design in full cognisance of their likely impact on their immediate surroundings and the wider environment. <p>The criteria for the evaluation of tall buildings is set out as follows:</p> <ul style="list-style-type: none"> • The relationship to context – topography; scale; height; urban grain; streetscape; effect on skyline and built form; • Effect on existing environment; including open spaces; conservation / heritage areas and sites; monuments and listed buildings and views; prospects and panoramas. • Relationship to transport infrastructure; • Architectural quality; • Contribution to public spaces and facilities; mix of uses; 	<p>Where appropriate SPD should follow guidance on tall buildings and incorporate into principles / objectives.</p> <p>SPD principles should reflect these criteria with respect to tall buildings.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> • Effect on local environment; • Contribution to permeability; • Fitness for purpose; • General sustainability –physical; social; economic and environmental impact and benefit 	
National PPGs / PPSs		
PPS1: Creating Sustainable Communities	<p>PPS1 sets out the Government’s vision and the key policies and principles that should underpin the planning system. These are built around 3 key themes; Sustainable development, Spatial Planning and Community involvement in Planning. The document places particular emphasis on sustainable development as the core principle underpinning planning and sets out ‘four’ aims of sustainable development that should be addressed. These are as follows:</p> <ol style="list-style-type: none"> 1. Maintenance of high and stable levels of economic growth and employment; 2. Social progress which recognises the needs of everyone; 3. Effective protection of the environment; 4. The prudent use of natural resources. <p>It then progresses to setting out specific sustainability objectives:</p> <ul style="list-style-type: none"> ▪ Promoting urban and rural regeneration ▪ Promoting regional, sub-regional and local economies ▪ Promoting communities which are inclusive, healthy, safe and crime free ▪ Bringing forward sufficient land of a suitable quality in the right locations ▪ Giving priority to ensuring access for all to jobs, health, education, shops, leisure and community facilities 	The SPD must have regard to the content of PPS1 and reflect the sustainability aims and objectives where possible.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> ▪ Focusing developments that attract a large number of people, especially retail development, in existing centres ▪ Promoting more efficient use of land ▪ Reducing the need to travel. 	
	<p>PPS1 Annex C: Design briefly states that ‘planning should encourage good design’ and that ‘local authorities should plan positively for the achievement of good quality urban design by adopting clear policies and guidance that establish the key principles and criteria for future development’ (Para 1)</p>	<p>Relevant to SPD to establish clear design policy and guidance. Also makes reference to ‘By Design’ which should help the writing of such policies.</p>
PPG3: Housing	<p>This PPG provides general guidance on a range of issues relating to the provision of housing. It seeks to clarify the Government’s objectives in planning for housing but also the means by which local planning authorities should seek to secure them. A number of forthcoming ‘good practice guides’ will be issued to accompany PPG3 and will cover urban housing capacity studies, monitoring, phasing and design.</p>	<p>As this represents national guidance on housing provision / planning – the SPD should be aware of and reflect these guidelines in its scope and principles.</p>
PPG4: Industrial and Commercial Development and Small Firms	<p>One of the Government’s key aims is to encourage continued economic development in a way which is compatible with its stated environmental objectives. This PPG provides guidance on a range of issues relating to industrial and commercial development and small firms. It seeks to put increased emphasis on the need for development plans to take account of both the locational demands of business and wider environmental objectives.</p> <p>The development of policies should take into account the following objectives:</p> <p>Locational factors</p>	<p>An awareness of the general objectives identified need to underpin the policies contained within the SPD.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>The locational demands of businesses are therefore a key input to the preparation of development plans. Development plan policies must take account of these needs and at the same time seek to achieve wider objectives in the public interest (see paragraph 11). 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. <p>More generally, the preparation of development plans 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.</p> <p>Mixed Uses</p> <p>Planning authorities should consider the compatibility of uses with existing industrial and commercial activities. Development plan policies not seek unreasonably to restrict commercial and industrial activities of an appropriate scale - particularly in existing buildings - which would not adversely affect residential amenity.</p>	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>It is preferable for buildings to be used appropriately than to stand wholly or partially empty. In older buildings, particularly those containing retail uses at ground level, the demand for the former mix of uses may have declined as a result of changing circumstances. A flexible attitude with respect to use may therefore be required to enable suitable re-use or new uses to be instituted in under-used space where this might contribute to the preservation of the building or enhancement of the townscape.</p> <p>Re-use of urban land</p> <p>Many urban areas contain large amounts of land, once used for industrial purposes but now under-used or vacant. Getting this land back into beneficial use is important to the regeneration of towns and cities. Optimum use should be made of potential sites and existing premises in inner cities and other urban areas, taking into account such factors as accessibility by public transport, particularly in the case of labour-intensive uses. Local planning authorities should identify such areas and indicate their appropriate alternative uses, including industrial and commercial uses, in their development plans, keep up-to-date details on available sites, and provide information about them to potential developers.(para 21)</p>	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
PPG10: Planning and Waste Management	<p>Provides advice on the policy context and criteria for siting waste management facilities in England and the relationship between the planning system and waste management licensing. Relevant objectives are:</p> <ul style="list-style-type: none"> • To ensure that opportunities for incorporating re-use/recycling facilities in new developments are properly considered. • To encourage sensitive waste management practices in order to preserve or enhance the overall quality of the environment and avoid risks to human health. • To manage waste as near as possible to its place of production; because transporting waste itself has an environmental impact. 	<p>The SPD should maximise opportunities for re-use and recycling. Developments / housing in SPD area should be designed with waste minimisation in mind.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>PPS12: Local Development Frameworks</p>	<p>PPS12 sets out the Government’s policy on the preparation of local development documents which will comprise the Local Development Framework. The local development framework is a ‘portfolio’ of documents, which collectively delivers the spatial planning strategy for the local planning authority’s area.</p> <p>Local development frameworks are intended to streamline the local planning process and promote a proactive, positive approach to managing development. The key aims of the new system are:</p> <ul style="list-style-type: none"> • Flexibility: Local planning authorities can respond to changing local circumstances and ensure that spatial plans are prepared and reviewed more quickly than development plans under the old system. • Strengthening community and stakeholder involvement in the development of local communities: Local communities and all stakeholders will be involved from the outset and throughout the preparation of local development documents. • Front loading: Local planning authorities should take key decisions early in the preparation of local development documents. The aim will be to seek consensus on essential issues early in the preparation of local development documents and so avoid late changes being made. • Sustainability appraisal: To ensure that local development documents are prepared with the objective of contributing to the achievement of sustainable development. • Programme management: The efficient management of the programme for the preparation of a range of local development documents in accordance with the local development scheme. <p>Local development documents must be soundly based in terms of their content and the process by which they are produced. They must also be based upon a robust, credible evidence base.</p>	<p>This PPS provides details on the requirements for local planning and for the development of planning documents in particular. The SPD should adhere to these principles.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>The following principles are applicable to writing a Supplementary Planning Document:</p> <ol style="list-style-type: none"> 1. It must be consistent with national and regional planning policies as well as the policies set out in the development plan documents contained in the local development framework 2. It must be clearly cross-referenced to the relevant development plan document policy which it 3. It must be reviewed on a regular basis alongside reviews of the development plan document policies to which it relates 4. The process by which it has been prepared must be made clear and a statement of conformity with the statement of community involvement must be published with it 	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
PPG13: Transport	<p>PPG13 provides detailed guidance for Local Authorities regarding transport planning. The key objectives of this PPG are to better integrate planning and transport at the national; regional; strategic and local level to:</p> <ul style="list-style-type: none"> • Promote more sustainable transport choices for both people and for moving freight and • Promote accessibility to jobs; shopping; leisure facilities and services by public transport; walking and cycling; and reduce the need to travel; especially by car. <p>Key issues which may relate to SPD:</p> <ul style="list-style-type: none"> • Manage the pattern of urban growth to make the fullest use of public transport. • Locate day to day facilities in local centres so that they are accessible by walking and cycling • Ensure that development comprising jobs; shopping; leisure and services offers a realistic choice of access by public transport; walking; and cycling. • Ensure consistency between local plan and any existing LTPs. • Use parking policies; alongside other planning and transport measures; to promote sustainable transport choices and reduce reliance on the car for work and other journeys • Give priority to people over ease of traffic movement and plan to provide more road space to pedestrians; cyclists and public transport in town centres; local neighbourhoods and other areas with a mixture of land uses • Ensure that the needs of disabled people – as pedestrians; public transport users and motorists - are taken into account in the implementation of planning policies and traffic management schemes; and in the design of individual developments • Consider how best to reduce crime and the fear of crime; and seek by the design and layout of developments and areas; to secure community safety and road safety 	<p>The key focus should be on integration of policies to promote accessibility by alternative modes of transport and more sustainable transport choices across the site by maximising opportunities and ease of access.</p> <p>The fundamental principles of the SPD should draw upon and reflect an integrated transport and land use planning approach.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
PPS23: Planning and Pollution Control	<p>This Statement provides a policy framework for sustainable waste management. It emphasises the increasing importance of planning for waste management at the regional level and makes recommendations about how that process should be strengthened. It advises that's:</p> <ul style="list-style-type: none"> • any consideration of the quality of land, air or water and potential impacts arising from development, possibly leading to impacts on health, is capable of being a material planning consideration, in so far as it arises or may arise from or may affect any land use; • the planning system plays a key role in determining the location of development which may give rise to pollution, either directly or indirectly, and in ensuring that other uses and developments are not, as far as possible, affected by major existing or potential sources of pollution; • the controls under the planning and pollution control regimes should complement rather than duplicate each other; • the presence of contamination in land can present risks to human health and the environment, which adversely affect or restrict the beneficial use of land but development presents an opportunity to deal with these risks successfully; • contamination is not restricted to land with previous industrial uses, it can occur on greenfield as well as previously developed land and it can arise from natural sources as well as from human activities; • where pollution issues are likely to arise, intending developers should hold informal pre-application discussions with the LPA, the relevant pollution control authority and/or the environmental health departments of local authorities (LAs), and other authorities and stakeholders with a legitimate interest; and • where it will save time and money, consideration should be given to submitting applications for planning permission and pollution control permits in parallel and co-ordinating their consideration by the relevant authorities. 	SPD should be consistent with / reflect these considerations.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
PPG24: Planning and Noise	<p>This document outlines guidance for local authorities in England on how to use their planning powers to minimise the adverse impact of noise. It outlines the considerations to be taken into account in determining planning applications for noise-sensitive developments and for those activities; which generate noise; and advises on the use of conditions to minimize the impact of noise. It advises that:</p> <ul style="list-style-type: none"> • Noise-sensitive developments should be separated from major sources of noise (such as road; rail and air transport and certain types of industrial development). • Development necessary for creation of jobs; construction and improvement of essential infrastructure; will generate noise and therefore the planning system should not place unjustifiable obstacles in the way of it; however they must ensure that development does not cause an unacceptable degree of disturbance. • Noise sensitive development should not normally be permitted where high levels of noise will continue throughout the night; especially during the hours when people are normally sleeping; or in areas which are expected to become subject to unacceptably high levels of noise. • Mitigating measures to control the source or limit exposure to noise should be considered. <p>It also suggested mitigation measures that may be employed to reduce noise. These include:</p> <ul style="list-style-type: none"> ▪ engineering (insulation, screening and protection within buildings and sites); ▪ lay-out (incorporating distance, barriers and buffer zones); ▪ administrative (limitations on operating times and restricting activities). <p>This should be read in conjunction with EC Directive 85/337 which will require an environmental</p>	<p>Planning to mitigate against noise impact will be important in this area due to the nature and type of uses.</p> <p>This guidance should be used to inform the SPD to help minimise the adverse impact of noise between neighbouring uses without placing unreasonable restrictions on development.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	assessment (EA) for certain types of projects.	
PPG25: Development and Flood Risk	<p>This document explains how flood risk should be considered at all stages of the planning and development process in order to reduce future damage to property and loss of life. It sets out the importance the Government attaches to the management and reduction of flood risk in the land-use planning process, to acting on a precautionary basis and to taking account of climate change. It summarises the responsibilities of various parties in the development process. The planning system should ensure that new development is safe and not exposed unnecessarily to flooding by considering flood risk on a catchment-wide basis and, where necessary, across administrative boundaries. It should seek where possible to reduce and certainly not to increase flood risk. It should help ensure that flood plains are used for their natural purposes, continue to function effectively and are protected from inappropriate development. The guidance also outlines how flood risk issues should be addressed in regional planning guidance, development plans and in the consideration of planning applications.</p> <p>It advises that:</p> <ul style="list-style-type: none"> • the susceptibility of land to flooding is a material planning consideration; • the Environment Agency has the lead role in providing advice on flood issues, at a strategic level and in relation to planning applications; • policies in development plans should outline the consideration which will be given to flood issues, recognising the uncertainties that are inherent in the prediction of flooding and that flood risk is expected to increase as a result of climate change; • planning authorities should apply the precautionary principle to the issue of flood risk, using a risk-based search sequence to avoid such risk where possible and managing it elsewhere; • planning authorities should recognise the importance of functional flood plains, where water flows or is held at times of flood, and avoid inappropriate development on undeveloped and undefended flood plains • developers should fund the provision and maintenance of flood defences that are required because of the development; and 	SPD should be consistent with / reflect these considerations.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> planning policies and decisions should recognise that the consideration of flood risk and its management needs to be applied on a whole-catchment basis and not be restricted to flood plains. 	
Regional / London		
The London Plan: Spatial Development Strategy for Greater London; 2004	<p>The London Plan sets out the vision and a Spatial Development Strategy for London and enables a strategic approach to be taken to the key issues facing London over the next 15-20 years. The Plan sets out six key objectives:</p> <ol style="list-style-type: none"> To accommodate London's growth within its boundaries without encroaching on open spaces To make London a better city for people to live in; To make London a more prosperous city with strong and diverse economic growth To promote social inclusion and tackle deprivation and discrimination To improve London's accessibility To make London a more attractive, well-designed and green city 	The London plan is the key planning document for the capital. The SPD must reflect its strategic planning objectives where possible.
	<p>The relevant policies in the London Plan for this SPD are:</p> <p>Policy 2A.2 Opportunity Areas</p> <p>As part of the process of producing Sub-Regional Development Frameworks, the Mayor will work with strategic partners to prepare planning frameworks for Opportunity Areas as shown on Map 2A.1, or to build on frameworks already developed. These frameworks will set out a sustainable development programme for each Opportunity Area, to be reflected in UDPs, so as to contribute to the overall strategy of the London Plan to:</p>	The SPD must be referenced to and reflect its status as Opportunity Area in the London Plan.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> • seek to exceed the minimum guidelines for housing and to have regard to indicative estimates for employment set out in the sub-regional tables • maximise access by public transport • promote social inclusion and relate development to any nearby Areas for Regeneration. <p>Opportunity areas are set out in Chapter 5.</p>	
	<p>Policy 2A.4 Areas for Regeneration</p> <p>Within the areas for regeneration (Map 2A.2 The London Index of Deprivation), the Mayor will work with strategic partners to achieve their sustained renewal by prioritising them for action and investment.</p> <p>In their UDP's, Community Strategies and Neighbourhood Renewal Strategies, Boroughs should identify Areas for Regeneration and set out integrated spatial policies that bring together regeneration, development and transport proposals with improvements in learning skills, health, safety, access, employment, environment and housing.</p>	
	<p>Policy 3B.2 Office Demand and Supply</p> <p>Sub-regional partnerships and boroughs should:</p> <ul style="list-style-type: none"> • promote the provision of additional space and the rejuvenation of existing office space in line with the other policies of this plan • work with the LDA, investors, developers, land owners and potential occupiers to bring forward development capacity as efficiently as possible, co-ordinating their activities and interests to avoid planning delays and facilitating site assembly, if necessary, through the compulsory purchase process. 	
	<p>Policy 3B. Mixed Use Development</p> <p>Within the Central Activities Zone and the Opportunity Areas, wherever increases in office floorspace are proposed they should provide for a mix of uses including housing, unless such a mix would demonstrably conflict with other policies in this plan. Sub-Regional Development Frameworks (see Chapters 2 and 5) will give further guidance on the relevant proportions of housing and other uses to be</p>	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	sought.	
	<p>Policy 3B.5 Strategic Employment Locations</p> <p>Boroughs should identify SELs in UDPs, and develop local policies for employment sites outside the SELs, having regard to:</p> <ul style="list-style-type: none"> • the locational strategy in Chapter 2 of this plan; • accessibility to the local workforce, public transport and where appropriate, freight movement • quality and fitness for purpose of sites • the release of surplus land for other uses in order to achieve the efficient use of land in light of strategic and local assessments of industrial demand. 	<p>The SPD must be consistent with the locational strategy of the plan and its status as SEL.</p>
	<p>Policy 3B.12 Improving the skills and employment opportunities for Londoners</p> <p>Working with strategic partners, the mayor will:</p> <ul style="list-style-type: none"> ▪ Consider the spatial context in the range of policies and initiatives to improve London’s skill base through the development of the framework of Regional Employment and Skills Action and the London Skills Commission ▪ Co-ordinate and provide the spatial context alongside the range of initiatives necessary to improve the employment opportunities for London and to remove the barriers to employment ▪ Ensure that the opportunities provided by major new development are used to assist in skills action and the targeting of job opportunities to local communities. 	
	<p>Policy 4A.6 Improving Air Quality</p> <p>The Mayor will and boroughs should implement the Mayor’s Air Quality Strategy in order to achieve reductions in pollutant emissions and will work with Strategic Partners to ensure that the spatial, transport and design policies of this plan support the Air Quality Strategy.</p>	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>Policy 4A.14 Reducing Noise</p> <p>This aims to minimise the existing and potential adverse impacts of noise on, from, within or in the vicinity of development proposals.</p>	<p>It is important to ensure that the transport, spatial and design policies of the proposals/SPD set out in the London Ambient Noise Strategy.</p>
	<p>Policy 4A.16 Brining Contaminated land into beneficial use</p> <p>The Mayor will work with Strategic partners to identify best practice mechanisms to enhance remediation of contaminated sites and bring back land into beneficial use.</p>	
<p>4 Designs on London</p>	<p>Policy 4B.1 Design Principles for a Compact City</p> <p>The Mayor will, and boroughs should, ensure that development proposals achieve the highest possible intensity of use compatible with local context and the design principles in Policy 4B (3, 4, 6, 9).</p>	
<p>5D West London sub-region</p>	<p>Policy 5D.1 The strategic priorities for West London</p> <p>The strategic priorities for the West London sub-region will be to:</p> <ul style="list-style-type: none"> • capture the benefits of the economic generators, including Heathrow, within the sub-region for residents, while ensuring that this development improves not degrades the environment • realise the potential of Wembley as a nationally and internationally significant sports, leisure and business location, co-ordinated with town centre regeneration and new housing • identify capacity to accommodate new job and housing opportunities and appropriate mixed-use development. This is especially important in relation to the Western Wedge, Heathrow Airport, Opportunity Areas and Areas for Intensification. It will include co-ordinating skills development, transport and planning to improve access to jobs for people from deprived communities in the sub-region • promote and intensify retailing, services, employment, leisure and housing in town centres and 	<p>SPD policies should aim to reflect estimated growth as a key site within the Park Royal area and reflect the wider strategic objectives for the sub-region.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints												
	<p>opportunities for mixed-use development</p> <ul style="list-style-type: none"> • improve the variety, quality and access to available employment sites, especially within Strategic Employment Locations, to meet the identifiable demands for employment land. <p>The Mayor will work with sub-regional partnerships to develop a coherent Sub-Regional Development Framework for West London in which these priorities will be further developed</p>													
	<p>The West London Opportunity Areas are shown in Table 5D.1, with indicative estimates for homes and jobs growth. The Mayor will work with partners to draw up planning frameworks for these areas. These should inform UDP reviews and broader regeneration and community strategies and initiatives. Taking account of other policies, developments will be expected to maximise residential and non-residential densities and to contain mixed uses (see Chapter 3, Part B and Chapter 4, Part B). Given their scale, they are also likely to give rise to substantial planning obligations (see Policies 6A.4 and 6A.5). The general policy directions to be followed in the planning frameworks are indicated below.</p> <p>table 5D.1 Opportunity Areas in West London – indicative estimates of growth</p> <table border="1"> <thead> <tr> <th data-bbox="414 1021 638 1053">Opportunity Areas</th> <th data-bbox="638 1021 750 1053">Area (ha)</th> <th data-bbox="750 1021 929 1053">New jobs to 2016</th> <th data-bbox="929 1021 1108 1053">New homes to 2016</th> </tr> </thead> <tbody> <tr> <td data-bbox="414 1061 638 1093">Wembley</td> <td data-bbox="638 1061 750 1093">238</td> <td data-bbox="750 1061 929 1093">5,000</td> <td data-bbox="929 1061 1108 1093">400</td> </tr> <tr> <td data-bbox="414 1101 638 1133">Park Royal</td> <td data-bbox="638 1101 750 1133">470</td> <td data-bbox="750 1101 929 1133">10,000</td> <td data-bbox="929 1101 1108 1133">-</td> </tr> </tbody> </table> <p><i>source</i> GLA 2003</p>	Opportunity Areas	Area (ha)	New jobs to 2016	New homes to 2016	Wembley	238	5,000	400	Park Royal	470	10,000	-	
Opportunity Areas	Area (ha)	New jobs to 2016	New homes to 2016											
Wembley	238	5,000	400											
Park Royal	470	10,000	-											
A Sustainable Development Framework for London. London Sustainable Development	<p>This document sets out an overarching framework to advise on sustainability issues in the capital. The vision is: 'the 'World Class' London of the future is a place where all Londoners and visitors feel the greatest possible sense of physical; emotional; intellectual and spiritual well-being. The framework is intended to guide policy development and decision making and to monitor progress towards a more sustainable city. The framework is:</p>	<p>The SPD should aim to take into account this overarching sustainability framework and apply to the development of the SPD in:</p>												

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
Commission; June 2003	<ul style="list-style-type: none"> • Taking responsibility: Based upon the ideas of <i>responsibility</i> as citizens, <i>capability</i>, <i>creativity</i> and <i>ownership</i>. • Developing Respect: based upon <i>respect</i>, <i>safety</i> and <i>vibrancy</i> • Managing Resources: Based upon <i>environment</i> and <i>resources</i> • Getting Results: Based upon <i>Progress</i>, <i>Innovation</i>, <i>Esteem</i> and <i>Access</i> 	<ul style="list-style-type: none"> ▪ policy development and decision making ▪ undertaking sustainability appraisals of projects and plans
Sustaining Success: The Mayor's new (draft) Economic Development Strategy	<p>The strategy presents a detailed SWOT analysis of London's economic situation and an action plan; based on a detailed assessment of the city's economy. Its central aim is to ensure cross cutting sustainable development themes including health and equality of opportunity are built into economic analyses and proposals.</p> <p>Key goals / investment themes:</p> <ul style="list-style-type: none"> • Investment in infrastructure and places • Investment in people • Investment in knowledge and enterprise • Investment in marketing and promotion 	The SPD should consider cross cutting issues and incorporate them within development principles.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>Connecting with London's Nature. The Mayor's Biodiversity Action Plan.</p>	<p>The Mayor's Biodiversity Strategy sets out how London's biodiversity can be protected and looked after. The Biodiversity Strategy provides a strategic framework within which the London Biodiversity Action Plans sit - Action plans will be among the principal means of implementing the Mayor's strategic agenda. The Strategy aims to protect and enhance the natural habitats of London together with their variety of species. It sets out the Mayor's vision for the future; identifying the key issues and providing innovative solutions to implementation through partnership.</p> <p>Objectives for biodiversity:</p> <ul style="list-style-type: none"> • Biodiversity for people – to ensure all Londoners have access to wildlife and natural green spaces. • Nature for its own sake – to conserve London's plants and animals and their habitats. • Economic benefits – to ensure the economic benefits of natural greenspace and greening are fully realised. • Functional benefits – to ensure the city enjoys the functional benefits biodiversity can bring • Sustainable development – biodiversity conservation as an essential element of sustainable development. 	<p>The SPD should be mindful and reflect these objectives.</p>
<p>Design for Biodiversity; 2003</p> <p>London Development Agency with English Nature; GLA and the London Biodiversity Partnership</p>	<p>This document provides general guidance for developers on biodiversity and illustrates how ecologically sensitive designs and features can be integrated into new development. It describes drivers and processes and contains case studies of how nature conservation priorities have been achieved in development. It responds to Mayor's Biodiversity Action Plan and the Biodiversity Strategy for England and outlines the legislative background.</p> <p>The Hierarchy of biodiversity mitigation objectives that may be relevant in writing the SPD are:</p> <ul style="list-style-type: none"> • Retain, enhance or create features of nature conservation and avoid harm • Mitigate for impacts to nature conservation value • Compensate for the loss to conservation value 	<p>SPD should ensure that principles of biodiversity protection and habitat development are incorporated within objectives (so that they are addressed appropriately at the detailed stage of development).</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>Souther City: the Mayor's Ambient Noise Strategy; 2004</p>	<p>This document outlines a strategy to tackle the 'forgotten pollutant' – Noise – and seeks to view it on a similar footing as townscape and landscape. It aims to lead the way in developing new ways of dealing with city noise at a time when international pressure is growing to take more action. The aims is:</p> <p>“To minimise the adverse impacts of noise on people living and working in; and visiting London, using the best available practices and technology within a sustainable development framework.”</p> <p>Refers to changes in legislation brought about by EU Environmental Noise Directive and that UK Government aiming to produce a National Strategy by 2007.</p> <p>Key Issues:</p> <ul style="list-style-type: none"> • Securing good; noise-reducing surfaces on Transport for • London's roads. • Securing a night aircraft ban across London. • Reducing noise through better planning and design of new housing. 	<p>The SPD should be proactive in its approach to ambient noise and reflect the issues and priorities identified in this strategy.</p> <p>As above - incorporate where possible into development principles and objectives of SPD.</p>
<p>Cleaning London's Air; The Mayor's Air Quality Strategy; 2002</p>	<p>The aim is to improve London's air quality to the point where pollution no longer poses a significant risk to human health. The Strategy sets out policies and proposals to move towards this, identifies energy use and road traffic as the main air polluters in London and puts forward objectives for reducing this.</p>	<p>SPD should generally be aware of these aims and consider the role of SPD in contributing to changing both transport patterns / use and in encouraging lower emission practices and encouraging energy efficiency in building and construction.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
Green Light to Clean Power. The Mayor's Energy Strategy; 2004	<p>The Strategy sets out the Mayor's proposals for change in the way energy is supplied and used within London over the next ten years and beyond. Long-term vision is a sustainable energy system in London by 2050 – with a key target of CO₂ emissions reductions of more than 60% relative to 2000 values.</p> <p>The key objectives are:</p> <ul style="list-style-type: none"> • To reduce London's contribution to climate change by minimising emissions of carbon dioxide from all sectors through energy efficiency; combined heat and power; renewable energy and hydrogen • To help to eradicate fuel poverty • To contribute to London's economy by increasing job opportunities and innovation in delivering sustainable energy; and improving London's housing and other building stock. • <p>The Strategy sets out a detailed list of policies and information to meet the objectives. Key is the 'energy hierarchy':</p> <ol style="list-style-type: none"> 1. Use less energy (Be Lean) 2. Use renewable energy (Be Green) 3. Supply energy efficiently (Be Clean) 	SPD should be aware of and reflect these capital level commitments and to consider including such a hierarchy within the structure of SPD.
Rethinking Rubbish in London. The Mayor's Municipal Waste Management Strategy; 2003	<p>It sets out current and future waste situation in London and proposes a policy framework to achieve vision "By 2020; municipal waste should no longer compromise London's future as a sustainable city."</p> <p>The relevant policy areas are:</p> <ul style="list-style-type: none"> • Waste reduction • Recycling and composting • Recovery; treatment and transport of waste • Waste infrastructure and new industry / jobs linked to recycling • Education and promotion • Street litter 	SPD should reflect relevant policy areas listed.
London: Cultural Capital - Realising the potential of a world	<p>The Mayor's Culture Strategy has four key objectives; supported by a number of detailed policies:</p> <ul style="list-style-type: none"> • Excellence – to enhance London as a world-class city of culture • Creativity – to promote creativity as central to the success of London 	In so far as it is appropriate to the scope of the SPD it should reflect the importance of culture.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
class city The Mayor's Culture Strategy; 2004	<ul style="list-style-type: none"> • Access – to ensure that all Londoners have access to culture in the city • Value – to ensure that all London gets the best value out of its cultural resources <p>Underpinning each of these objectives is the principle of diversity.</p>	
Accessible London: Achieving an Inclusive Environment. SPG April 2004	<p>Following publication of The London Plan (2004), a number of Supplementary Planning Guidance documents are being drafted which provide more detailed advice and guidance on the policies in the London Plan. Accessible London is the first of these SPGs to be published. Accessible London: Achieving an Inclusive Environment and gives advice on how to promote and achieve an inclusive environment in London. The objectives are:</p> <ul style="list-style-type: none"> • To provide detailed guidance on the policies contained in the London Plan regarding the promotion of an inclusive and accessible environment. • To provide LPA's with advice on how to implement these policies • To explain principles of inclusive design and how to apply them • To give ideas to designers on technical advice and guidance • To give disabled people and understanding of what to expect from planning in London • To identify national legislation and policy guidance relevant to an inclusive and accessible environment 	<p>Specific guidance and advice should be drawn upon in SPD principles and in conjunction with policies in the London Plan.</p>
Mayoral draft SPG on Industrial Capacity, September 2003	<p>This SPG highlights a changing and declining industrial sector in London reflecting economic factors, influenced by higher costs and competing land uses. The national procedural context for the SPG is set by PPG12. The objectives of this SPG are to supplement and to provide detailed guidance as to how the broad policies of the DLP should manage industrial development capacity. In particular, the SPG seeks to:</p> <ul style="list-style-type: none"> • ensure that there is an adequate stock of industrial employment capacity to meet the future needs of different types of industry in different parts of London, including that for good quality and affordable space. • plan, monitor and manage the release of genuinely surplus industrial land so that it can better 	<p>Specific guidance and advice should be drawn upon in SPD principles and in conjunction with policies in this SPG and the London Plan.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>contribute to strategic and local planning objectives, especially those to provide more housing and particularly affordable housing.</p> <p>Drawing on the procedures and substantive issues addressed by national guidance, this SPG details the broad policies and principles in the DLP which bear on provision for industry. To do this the SPG refines the DLP's policies and national guidance and details:</p> <p>Policy 3B.6 of the DLP: General Approach to Industry SPG 1 Industrial capacity demand: the plan, monitor and manage approach SPG2 Strategic Employment Locations Framework SPG3 Locally Significant Industrial sites SPG4 Other Industrial Sites SPG5 Industrial</p>	
Draft Sub Regional Development Framework, 2005, GLA	Not yet available for public consumption	
West London Economic Development Strategy,	This is an important document which sets out the vision for a sustainable, high quality environment for work, life and leisure in West London and sets out a framework for future action. It pictures a 'sub-region where businesses invest and expands where there is	The SPD should use the document as reference to place the site in its sub-regional context. It should also draw upon specific issues/objectives

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
2004, West London Partnership	<p>entrepreneurial culture with a vibrant and thriving economic sector’.</p> <p>The document identifies a programme to support the following drivers of economic growth:</p> <ul style="list-style-type: none"> ▪ Skills for growth ▪ Business opportunity and competitiveness ▪ Land and Property ▪ Housing ▪ Transport ▪ Environment ▪ Branding <p>The document provides a useful ‘objectives and rationale’ table at the end of each Chapter (as above) which gives a useful checklist of objectives in the preparation of SPD. The document is also heavily cross referenced to the London Plan.</p>	highlighted at the end of each chapter.
London Remade Demolition Protocol Reports:	<p>A report on the Demolition Protocol</p> <p>The demolition protocol is a resource efficiency model which shows how the production of demolition material can be linked as a specification as a high value material in new builds. It demonstrates how resource efficiency can be driven through the planning process, through regional development strategies, SPG and special conditions. The document aims to provide best practice and opportunities for planning influence which can be categorised as:</p> <ul style="list-style-type: none"> ▪ Building Audit and Planning for Segregation ▪ Standards and demolition recycle in the new build 	SPD should be mindful of this guidance and promote the use of the demolition Protocol where applicable.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>Demolition Protocol Implementation Document</p> <p>The Protocol provides a planning and management tool for a range of partners working on demolition and redevelopment projects. It describes how demolition recyclate can be recovered with maximum value and how this can be provided as a high quality recycled material in new builds.</p> <p>The protocol is organised into the following sections:</p> <ul style="list-style-type: none"> ▪ Building audit ▪ Demolition Recovery index ▪ Standard and specifying Demolition Recyclate in the new build ▪ New build recovery index 	
<p>Park Royal Partnership Reports (2002 – 2004)</p>	<p>Park Royal Partnership Travel Plan, 2002</p> <p>This is a policy document and action plan outlining how the Partnership intends to improve accessibility to and within the Park Royal estate. Based upon various research and studies to identify travel patterns, modes and behaviour, it sets out objectives and incentives ‘to overcome traffic congestion’ and ‘encourage more employees to commute using alternatives to the car’.</p> <p>City Growth Report, Final Report, 2004</p> <p>This report highlights the findings of a research programme to develop a land and property audit for Park Royal, White City and Wembley. The audit will help contribute to the picture of activity as concerns the economic development, planning and commerce in the city. The audit is based around:</p> <ul style="list-style-type: none"> ▪ Economic drivers that will influence land and property uses; ▪ The demand for property; type, location and pricing; 	<p>The SPD should take aim to incorporate/encourage good accessibility and public transport provision. Any transport policies or proposals should be consistent with the Travel Plan proposals and Incentives outlined in this document.</p> <p>Understanding the economic drivers and the level of supply and demand can help in the development of options in relation to land use and planning. It should therefore be used accordingly in preparation of the SPD.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> ▪ The supply of the product; ▪ The strategic 'fit' between supply and demand. 	
	<p>Draft CGS Phase II Baseline Report, 2004</p> <p>Outlines baseline conditions of demographics and economic drivers.</p>	<p>Baseline information will be useful for understanding the areas economic profile – as above.</p>
	<p>Draft Wembley / Park Royal Business Infrastructure Study, 2003</p> <p>Report of the research findings and recommendations in relation to LDA infrastructure report. The aims are:</p> <ul style="list-style-type: none"> ▪ To provide an overview of market demand and employment development direction; ▪ Property supply and demand analysis; ▪ Analysis of future business activity; ▪ Sample survey of businesses; ▪ Identify key intervention opportunities to compensate supply and demand mismatch. 	<p>Baseline information will be useful for understanding the areas economic profile – as above.</p>
Local / Borough		

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>Building a Better Borough: Our Corporate Strategy 2002-06</p>	<p>Key driver</p> <ul style="list-style-type: none"> To create the conditions for the social, environmental and economic well-being of the borough <p>Vision and values</p> <p>Brent will be a borough where all its communities enjoy a high quality of life and will be able to fully participate in society...Brent will be a home of choice for its diverse population and businesses.</p> <p>Key priorities</p> <p>Our Corporate Strategy 2002-06 is built on five cross-cutting themes. These have been developed in the light of results from public consultation, analysis of levels of local need and priorities. They also incorporate the commitments made in the Labour Manifesto 2002. The five Corporate Strategy themes are:</p> <ul style="list-style-type: none"> Promoting quality of life and the green agenda Regeneration and priority neighbourhoods <p>Regeneration and priority neighbourhoods vision</p> <p>Through the delivery of our Regeneration Strategy, we will ensure that Brent provides a home of choice for its diverse population and businesses.</p> <p>Priorities</p> <ul style="list-style-type: none"> To reduce unemployment levels across the borough to below the London average, concentrating efforts on those people most in need To increase income levels across Brent to above the London average and promote measures to retain this wealth within the London economy To take positive preventative action in those areas most at risk of falling into decline in the future. 	<p>SPD will provide an opportunity to contribute to the delivery of these matters. Any opportunities identified should be explored for ways in which to maximise benefits.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
<p>Brent Regeneration Action Plan 2004-2006</p>	<p>The vision for Brent regeneration Strategy is: “through the delivery of our Regeneration Strategy; we will ensure that Brent provides a home of choice for its diverse population and businesses.”</p> <p>The Strategy sets out the challenge for regeneration in Brent; detailing i) Deprivation ii) Low-incomes iii) Unemployment iv) increase in the relative cost of housing over wages and v) skill gaps in the workforce and a lack of basic skills.</p> <p>The following principles underpin this regeneration strategy:</p> <ul style="list-style-type: none"> • Equality • Local Benefit • Sustainability • Quality • Best Value • Partnership <p>Park Royal industrial estate is amongst the identified opportunity areas in the borough. As part of this, the key regeneration priorities identified are:</p> <ul style="list-style-type: none"> • Reduce the gap between Brent and the rest of London – with a particular focus on 6 most deprived wards. • Reduce unemployment levels to below London average. • Increase income levels to above London average. • Promote landmark development. • Ensure high quality of life for all residents – decent homes; quality destinations and facilities; low crime; healthy living and town centres which meet local people’s needs. • Avoid future decline in high risk areas. 	<p>SPD should be consistent with the Borough’s regeneration priorities.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
Brent Community Plan 2003-2008: A Plan for Brent	<p>The Brent Community Plan has been produced in response to the requirements of the Local Government Act 2000. The plan represents a combined statement of the needs and priorities of local people. A number of priorities are highlighted under key themes. The plan itself considers a number of priority objectives under each theme:</p> <ul style="list-style-type: none"> • Health and Social Care • Local Housing • Environment and transport • Regeneration and employment • Education and Lifelong Learning 	The SPD should respond to and consider these priorities throughout its principles and objectives.
Adopted Brent Unitary Development Plan (UDP); 2004	<p>The UDP is a legal document which contains all planning policies and guidance in relation to the development and use of land in the Borough. The overall aims of the Brent UDP are:</p> <ul style="list-style-type: none"> • To improve the environment of the Borough; • To promote regeneration of areas in need of renewal; ensuring that new development is sustainable; and • To encourage access to new development for the whole community. <p>The Plans policies and proposals are organised as follows:</p> <p>Built environment</p> <p>The Built Environment Chapter and policies are concerned with the design quality of Brent’s built environment and its setting. The UDP places particular emphasis on the importance of good design of buildings, the townscape and the public realm. Relevant policies include: BE2: Townscape: Local</p>	<p>The SPD is intrinsically linked to the UDP policies, particularly through policy PR5.</p> <p>It is assumed in our analysis, proposals and guidance given in the SPD is intrinsically linked to policies in the UDP.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<p>Context and Character; BE3 and BE4: Urban Structure: Space and Movement</p> <p>BE5: Urban Clarity and Safety; BE6: Public Realm: Landscape Design; BE7: Public Realm: Streetscape; BE9 And BE10: Architectural Quality and BE11 and BE12: Intensity, Mixed use and Sustainable Design.</p> <p>Environmental Protection</p> <p>This chapter covers land use policies designed to protect specific features of the environment, such as air and water quality. Relevant policies include: EP1: Environmental Impact Assessment; EP3: Local Air Quality Management; EP4: Potentially Polluting Development; EP6: Contaminated Land; EP9: Water Quality; EP14: New Energy, Renewable Energy and Fuel storage development.</p> <p>Transport</p> <p>The overall strategy is to reduce the need to travel and to promote more sustainable modes such as walking over private-car use. Policies in this Chapter are concerned with the integration of land use decisions and decisions on transport investments and management. Of particular relevance: TRN1: Transport Assessment; TRN2 – 6. Consideration should also be given to accommodating cyclists and pedestrians.</p> <p>Employment</p> <p>The policies in this chapter relate to employment uses defined as B1, B2 and B8. This is one of the key policy areas of the plan. The policy objectives are to;</p> <ul style="list-style-type: none"> • Maintain employment activities; • Sustain employment opportunities; • Ensure premises are accessible; 	

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
	<ul style="list-style-type: none"> • Secure appropriate alternative uses where acceptable; and • Tackle unemployment through providing job opportunities. 	
Brent Biodiversity Action Plan; 2000	A partnership of local groups and organisations co-ordinated by Brent Parks Service. This lists 6 species and 30 habitats for which action plans have been prepared. Refer to action plan website for full list of species and habitats: http://www.ukbap.org.uk/lbap.aspx?id=394	The SPD should be aware of any species and habitats covered by the Biodiversity Action Plan; and be sensitive to biodiversity issues.
Brent Municipal Waste Strategy – Framework Document, September 2002	<p>This document discusses waste management in Brent in the context of national (Waste Strategy 2000) and regional (Mayor’s Waste Strategy for London) and the 2002 WLWA waste strategy.</p> <p>Brent’s Strategy Framework comprises 7 main areas of action for the period to 2006:</p> <ol style="list-style-type: none"> 1. Improve the performance of existing waste schemes 2. Extend the Green Box where appropriate 3. Provide a variant of the Green Box service to estates 4. Introduce the collection of organic waste for central composting 5. Establish a Waste Management Site incorporating Recycling Facilities including some bulk storage, Civic Amenity functions, and a base for future Waste Collection Operations. 6. Carry through procurement of services beyond 2007 7. In its role as a WPA ensure that sufficient land resources are available by safeguarding existing waste sites and identifying new sites. In addition to waste covered by this strategy this process needs to take into account all other waste arising in Brent. 	The SPD should reflect the 7 main action areas, and seek to avoid any potential conflict with them through its objectives and principles.

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
Action Plan 2001 for a Sustainable Brent (LA 21)	<p>Local Agenda 21 in Brent aims to promote changes in behaviour of all individuals to help improve the environment. The action plan outlines community initiatives and projects in Brent which fulfil sustainability criteria to show how schools, communities, individuals and businesses can promote sustainability and responsible citizenship. It highlights a number of projects and initiatives and indicators for a sustainable Brent:</p> <ul style="list-style-type: none"> Access Built Environment Community Wellbeing Education and Awareness Raising Energy Health Open Space and Biodiversity Pollution Regeneration and Economy Transport, reducing car use and congestion Waste Water, especially polluting discharges 	<p>The SPD should be mindful of the sustainability indicators (particularly energy, pollution, regeneration and economy, transport and waste).</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
SPG17: Brent Design Guide for New Development; 2001	<p>The guide aims to set high quality design standards across the Borough, which is underlined by wider government policies (PPG1, PPG3). The document aims to create clear and useable guidance for all those involved in the planning and design process <i>and</i> to provide the basis for productive negotiation and agreement by all those in the development process.</p> <p>Key guidance and standards is given on:</p> <ul style="list-style-type: none"> • Designing streets and neighbourhoods • Design layout • Design appearance • Outside spaces 	<p>This SPG should provide key input into the SPD and be the basis for any strategic/physical development proposals.</p>
SPG 18 Employment Development	<p>Provides guidance on;</p> <p>General matters;</p> <ul style="list-style-type: none"> • Buildings and materials; • Extension; • Waste Disposal and Recycling; and • Facilities for Employees. <p>General Industrial and Warehousing</p> <p>B1 Schemes</p>	<p>SPD would need to accord with this guidance.</p>

Plan or programme	Objectives; guidance or targets	Implications for SPD – Synergies; Inconsistencies; Constraints
SPG19: Brent Sustainable Design; Construction and Pollution Control; April 2003	<p>This SPG emphasises that a sustainable environment is about building with the needs of the future and aims:</p> <ul style="list-style-type: none"> • To provide guidance to developers to secure more sustainable development in Brent, • To encourage developers and building professionals to consider sustainability from the earliest stages of the design process; and to go beyond minimum standards and • To raise awareness among local residents; businesses and other Council units. <p>The SPG sets out the full statutory and policy setting for sustainability and design – and identifies 11 principles of Sustainable design:</p> <ol style="list-style-type: none"> 1. Intentional 2. Place sensitive 3. Integrative 4. Long-term 5. Healthy 6. Efficient 7. Participatory 8. Creative 9. Flexible 10. Locally responsible 11. Co-operative 	<p>This SPG should provide key input into the SPD and be the basis for any strategic/physical development proposals.</p>

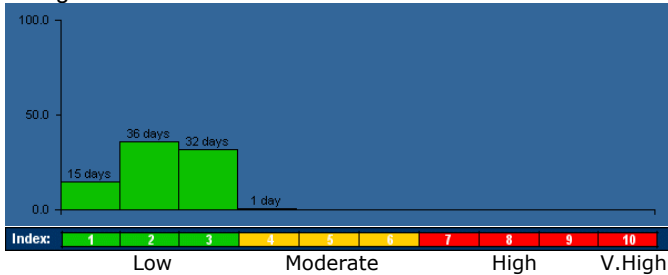
APPENDIX 3: BASELINE

The current baseline table is work in progress and will be completed as part of the SA process. Additional information will in particular be sought on trends and predicting the baseline into the future. The topics and sub-topics of this baseline follow and inform the sustainability objectives of the SA.

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)	Action / Issues for SPD			
Social					
Prosperity and Social Inclusion					
Level of Deprivation	Stonebridge ward identified as one of worst 200 wards in London and joint 4 th worst within Brent (1998 Index of Local Deprivation) Stonebridge ward within 20% most deprived wards in London (The London Plan, GLA, 2004)	Note / reflect high level of deprivation.			
Indices of Deprivation	Stonebridge ward: IMD Rank 259, Rank of Income Domain 111, Rank of Employment Domain 191, Rank of Health Domain 705, Rank of Education Domain 2,836, Rank of Housing Domain 101, Rank of Access Domain 8,262, Rank of Child Poverty Index 255 A rank of 1 is the most deprived, and 32482 the least deprived, on this overall measure. (ONS Indices of Deprivation 2000)	Note / reflect high level of deprivation.			
Average Income	Stonebridge ward identified as having above 56% of households that earned less than £17,500 per annum (London Average Salary) (Directory of Social Conditions for Brent 1996)	Note / reflect low household income of local population. SPD to seek quality employment provision on site.			
Level of Housing and Council Tax Receipt	Over 65% of Stonebridge ward households have one or more persons in receipt of Housing and Council Tax benefit (or both) (Directory of Social Conditions for Brent 1996). Joint highest in Brent.	Note / reflect high level of benefit claimants. SPD to seek quality employment provision on site.			
Employment Densities - Present Situation	Breakdown of the types of jobs in existence 120 (approx. 80 in production process others logistics)	To be noted			
Local Market	Skills availability / shortage in locality	To be added			
Training	Opportunities linked to various scenarios	To be added			
	Assessment of which sector offers the best options and opportunities				
Health					
Above average level of Standardised Mortality rate	Stonebridge ward has a statistically significant above average level of standardised mortality rate 123 (above 100 indicates above average) age 15 – 64 (Directory of Social Conditions for Brent 1996)	Note / reflect standardised mortality rate of local population			
Health and provision of care	Stonebridge ward:	Note / reflect health profile of local population			
	Health and provision of care				
			Total	%	Borough average
	Good		10896	68.3	70.1
	Fairly Good		3559	22.3	21.3
Not Good	1488	9.3	8.6		
Person with Limiting	2679	16.8	15.6		

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)				Action / Issues for SPD																									
	long-term illness																													
	Provided unpaid care	1237	7.8	8.7																										
	Borough average refers to the mean average figure derived from all Brent's wards. Ward percentage figures highlighted in red fall above the borough average and those figures highlighted in blue fall below the borough average																													
Education and Skills																														
Educational Attainment	Stonebridge ward: 32.6% of those aged over 16 - 74 have no qualifications (Borough average 24.7%), 19.1% were qualified to a level above GCE 'A' level (Borough average 30.3%) (Census 2001)				Note education profile of local population.																									
Population and Housing																														
Population Profile	Stonebridge ward: 47% Males, 53% Females, 15943 Total (Census 2001)				Note / reflect local population																									
Population Density	Stonebridge ward: 39.3 persons / hectare (Borough average 60.9 persons / hectare) (Census 2001)				Note density profile of surrounding area																									
Ethnicity Profile	Stonebridge ward: 32.9% White, 5.5% Mixed, 13.2% Asian or Asian British, 45.7% Black or Black British, 2.7% Chinese or other (2001 Census)				Note / reflect ethnicity profile of local population																									
Average Household Size	Stonebridge ward: 2.7 (Borough average 2.64) (Census 2001)				Note / reflect average household size in housing proposals																									
Housing Tenure	Stonebridge ward: 26.8% Owner occupied, 73.2% Rented [of which 63.3% Social] (2001 Census)				Note high level of rented accommodation, particularly social rented																									
Housing Need	Net affordable housing requirements 4,625 units (per annum) (Housing Strategy 2002-2007)				SPD to ensure that any housing development contributes towards affording housing target																									
Crime Prevention and Community Safety																														
Incidence of Crime	Proposed site:				To be added																									
Community Identity																														
Level of Participation in Local Elections	Stonebridge ward: Below 45% of electorate voting in Council elections (Directory of Social Conditions for Brent 1996)				Note level of participation consider in drawing up consultation strategy																									
Accessibility																														
Pedestrian Movement	To be added				To be added																									
PTAL Rating	3 (10.19) at present will remain 3 (11.32) once Central Line station in place				To be noted / reflected																									
Travel to work	<table border="1"> <thead> <tr> <th colspan="5">Travel to work</th> </tr> <tr> <th></th> <th>Total</th> <th>%</th> <th colspan="2">Borough average</th> </tr> </thead> <tbody> <tr> <td>All people aged 16-74 in employment</td> <td>5443</td> <td>100</td> <td colspan="2">5653</td> </tr> <tr> <td>People who work mainly at or from home</td> <td>428</td> <td>7.9</td> <td colspan="2">9.2</td> </tr> <tr> <td>usually Underground;</td> <td>826</td> <td>15.2</td> <td colspan="2">25.4</td> </tr> </tbody> </table>				Travel to work						Total	%	Borough average		All people aged 16-74 in employment	5443	100	5653		People who work mainly at or from home	428	7.9	9.2		usually Underground;	826	15.2	25.4		Note / reflect nature of travel modal choices
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Topic / Indicator	Quantified Data and Source (inc. comparators and targets)	Action / Issues for SPD																																																		
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Journey to work figures	based upon location of work place	To be added																																																		
Water Quality and Resources																																																				
Flood risk zones	<p>Environment Agency Advice in relation to this site;</p> <p><u>Flood Risk and Surface Water Run-off</u> This site is located in Flood Zone 1 which is land outside the floodplain as shown on the Environment Agency's Flood Zone Maps. Whilst the site is outside the floodplain, development in this category (i.e. over 1 ha) can generate significant volumes of surface water. The impact and risks posed by this will vary according to the characteristics of both the development and the catchment. Developments which exceed 1 ha in size may present a significant flood risk from the generation of surface water run-off so a Surface Water Flood Risk Assessment (FRA) should be carried out as required by PPG25.</p> <p>We do not hold records of this site having been affected by flooding in the past. We thus recommend that enquiries be made into local sources in order to ascertain any flooding information which they may be able to provide.</p> <p>Surface water run-off should be controlled as near to its source as possible through a sustainable drainage approach to surface water management (SUDS). This approach involves using a wide range of techniques including soakaways, infiltration trenches, permeable pavements, grassed swales, ponds and wetlands to reduce flood risk by</p>	The SPD needs to explore these areas and include resultant action points and recommendations.																																																		

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)	Action / Issues for SPD									
	<p>attenuating the rate and quantity of surface water run-off from a site. This approach can also offer other benefits in terms of promoting groundwater recharge, water quality improvement and amenity enhancements. Approved Document Part H of the building regulations 2000 sets out a hierarchy for surface water disposal which encourages a SUDS approach.</p> <p>Since the majority of the surface water from the highly urbanised North London area eventually ends up being discharged watercourses, the Environment Agency requires that the drainage from new large developments is attenuated to the 1 in 100 year standard including the provision of Greenfield runoff rated. This reduces the risk of surface water flooding to surrounding property and reduces the overall discharge into the local watercourses.</p> <p><u>Water Resources</u> The SA provides no information if any abstraction of water from inland and / or underground sources is to be carried out and / or how to limit the amount of water abstracted e.g. applying for licences from the Agency Under the Water Resources Act 1991.</p> <p>The SA needs to state if the boreholes or wells on the site are to be abandoned or infilled, because incorrect methods used to carry out either of the above could pose safety problems, resulting in contamination of groundwater.</p>										
Length of main river	There are no main rivers in the SPD area	No action required									
Environmental Noise											
Noise Nuisance (people reporting disturbance)	Information will be available from the London Noise Map http://www.noisemapping.org/frames/Map.asp	SPD to ensure appropriate consideration of this issue and possible mitigation.									
Air Quality											
Air Quality Management Areas	<p>The proposed site falls within an AQMA http://www.brent.gov.uk/ehealth.nsf</p> <p>Site is close to Ealing 6 – Hanger Lane Monitoring Point</p> <p>2005 Annual Statistics for Ealing 6 - Hanger Lane: Nitrogen Dioxide</p>  <table border="1" data-bbox="395 1709 1066 1861"> <thead> <tr> <th>Pollutant</th> <th>Objective</th> <th>Was the Objective achieved?</th> </tr> </thead> <tbody> <tr> <td>Nitrogen Dioxide</td> <td>Annual Mean = 53</td> <td>NO</td> </tr> <tr> <td>Nitrogen Dioxide</td> <td>No. hours hourly mean >200ug/m3 = 113</td> <td>NO</td> </tr> </tbody> </table> <p>(Source: http://www.londonair.org.uk)</p>	Pollutant	Objective	Was the Objective achieved?	Nitrogen Dioxide	Annual Mean = 53	NO	Nitrogen Dioxide	No. hours hourly mean >200ug/m3 = 113	NO	SPD to ensure appropriate consideration of this issue and possible mitigation.
Pollutant	Objective	Was the Objective achieved?									
Nitrogen Dioxide	Annual Mean = 53	NO									
Nitrogen Dioxide	No. hours hourly mean >200ug/m3 = 113	NO									
Air Quality - modelled for various scenarios	Likely impacts across short, mid and long term	To be added									
Biodiversity											
Local Biodiversity Action Plan:	Proposed Site: to be added Species:	To be added									

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)	Action / Issues for SPD						
Species covered etc.	<u>Habitats</u>							
Sites of Importance for Nature Conservation (SINCs)	None	No action required						
Other Important Nature / Habitat Sites	None	No action required						
Landscape, Townscape and Historic Environment and Cultural Assets								
Number and condition of listed buildings and monuments	A locally listed property is adjacent to the proposed SPD site (existing permission to demolish) (Brent UDP, 2004).	SPD to ensure appropriate consideration of this factor.						
Level of Open Space Deficiency	Stonebridge ward: 25 – 49.9% of ward in local open space deficiency area. Borough wide: 40% of ward in local open space deficiency area. (Directory of Social Conditions for Brent 1996)	SPD to ensure appropriate consideration of this factor.						
Site appraisal	Masterplanning analysis of density options	To be added						
Contamination study	Identification of contamination risk and necessary remediation	To be added						
Climate Change / Energy								
Energy efficiency	Proposed site: to be added	To be added						
Waste Management								
Application of Demolition Protocol to site clearance	to be added	To be added						
Soil and Land								
Brownfield development rate	Percentage of new homes built on previously developed land: 99.56%	No action required						
Take up of vacant / derelict employment sites	<p>(Source: Brent UDP Draft Monitoring Report 200-2004)</p>	SPD to note that there has been a loss in warehousing uses and an increase in vacancy levels. With the exception of a slight increase in 'other' uses losses of SEA land to non employment uses have been resisted. SPD should therefore seek to ensure that an employment use can be secured for the site.						
Economic								
Growth								
Market demand for various scenarios	<p>INITIAL MARKET DEMAND APPRAISAL- MAY 2005</p> <table border="1"> <thead> <tr> <th>Use</th> <th>Market Demand</th> </tr> </thead> <tbody> <tr> <td>Offices - B 1a (Small Units)</td> <td>L</td> </tr> <tr> <td>R & D - B 1b</td> <td>M</td> </tr> </tbody> </table>	Use	Market Demand	Offices - B 1a (Small Units)	L	R & D - B 1b	M	SPD needs to reflect the market situation
Use	Market Demand							
Offices - B 1a (Small Units)	L							
R & D - B 1b	M							

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)		Action / Issues for SPD			
	Light Industrial - B 1c	M				
	Gen. Industrial - B2	L				
	Warehouse - B8	H				
	Hotel - C1	M				
	Hospital/Nursing Home – C2	M				
	Hostel	M				
	Residential - C3	H				
	Education – D1	M				
	H = High M = Moderate L = Low					
Sector Demands	OPTION A: Hospital led Redevelopment		To be added			
	Use	Area / proportion of total site (hectares)		Building / space ratio	Building Height	Approx Floorspace
	Non Residential Institution	2.6ha (one-third)				
	Hospital + "support development"	2.6 ha		60%	4/8	62,400m2 (approx 600 bed facility @ 100m2 p.bed space - depending upon level of 'support development')
	Employment	5.3ha (two-thirds)				
	Medical Research / Teaching	2.6ha		60%	2/3	31,200m2
	Bio-medical centre + ancillary uses	2.6ha		60%	3/4	46,800m2
	OPTION B: Education led Redevelopment					
	Use	Area / proportion of total site (hectares)		Building / space ratio	Building Height	Approx Floorspace
	Education	2.6ha (one-third)				
	High Education / campus (teaching, admin, social, sports, catering)			60%	6/8	93,600m2 This would accommodate approx 18,000 students @ 5m2 per student
	Employment	5.3ha (two-thirds)				
	Creative industry	2.6ha		60%	2/3	31,200m2
	Employment / associated training	2.6ha		60%	2/4	31,200m2
	OPTION C: Hospital and Education mixed Redevelopment					
	Use	Area / proportion of total site (hectares)		Building / space ratio	Building Height	Approx Floorspace
	Non Residential Institution / Education	5.3ha (two-thirds)				

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)					Action / Issues for SPD
	Hospital + "support development"	2.6 ha	60%	6/8	93,600m2	
	High Education / campus - teaching, admin, social, sports, catering	2.6ha	60%	2/4	31,200m2 (approx 7,000 students based upon 5m2 per student)	
	Employment	2.6ha (one-third)				
	Creative industry / employment / associated training	2.6ha	60%	2/3	31,200m2	
OPTION D: Storage or Distribution (B8)						
	<i>Use</i>	<i>Area / proportion of total site (hectares)</i>	<i>Building / space ratio</i>	<i>Building Height</i>	<i>Approx Floorspace</i>	
	B8 Storage or Distribution	8 ha				
	Industrial storage / Warehousing + ancillary uses	6.5ha	40%	1/2	26,000m2	
	Buffer / landscaping	0.5ha	-	-	-	
	Ancillary uses	1 ha	60%	6/8	3,600m2	
OPTION E: General Industrial (B2)						
	<i>Use</i>	<i>Area / proportion of total site (hectares)</i>	<i>Building / space ratio</i>	<i>Building Height</i>	<i>Approx Floorspace</i>	
	B2 General Industrial	8 ha				
	Factories / Warehousing / manufacturing	6.5ha	40%	1/2	26,000m2	
	Buffer / landscaping	0.5ha	-	-	-	
	Ancillary uses	1 ha	60%	6/8	3,600m2	
OPTION F: Mix of all B uses						
	<i>Use</i>	<i>Area / proportion of total site (hectares)</i>	<i>Building / space ratio</i>	<i>Building Height</i>	<i>Approx Floorspace</i>	
	B1Offices	2.6 ha				
	Offices, research and development + ancillary uses	2.6 ha	60%	4/5	6,240m2	
	B8 Storage or Distribution	2.6 ha				
	Industrial storage/ Warehousing + ancillary uses	2.6 ha	40%	1/2	1,040m2	
	B2 General Industrial	2.6 ha				
	Factories / Warehousing /	2.6 ha	40%	1/2	1,040m2	

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)					Action / Issues for SPD	
	Manufacturing + ancillary uses						
Investment Opportunities	Likely levels of investment site is capable of attracting (indigenous & inward): To be added					To be added	
Employment							
No of Jobs	OPTION A: Hospital led Redevelopment					The testing of the options will need to consider the job creation opportunities and ways in which the benefits can be maximised. This consideration will also need to give weight to the types of jobs created and how well they match local needs and initiatives.	
	<i>Use</i>	<i>Approx Floorspace</i>	<i>Approx Employment Yield</i>				
	Non Residential Institution						
	Hospital + "support development"	62,400m2	Not known				
	Employment						
	Medical Research/Teaching	31,200m2	1107 (@ 29 sq.m - Offpat R&D)				
	Bio-medical centre + ancillary uses	46,800m2	1463 (@ 32 sq.m - Offpat Science Park)				
	OPTION B: Education led Redevelopment						
	<i>Use</i>	<i>Approx Floorspace</i>	<i>Approx Employment Yield</i>				
	Education						
	High Education/campus (teaching, admin, social, sports, catering)	93,600m2	Not known				
	Employment						
	Creative industry	31,200m2	975 (@ 32 sq.m - Offpat Small Business)				
	Employment/associated training	31,200m2	975 (@ 32 sq.m - Offpat Small Business)				
	OPTION C: Hospital and Education mixed Redevelopment						
	<i>Use</i>	<i>Approx Floorspace</i>	<i>Approx Employment Yield</i>				
	Non Residential Institution/Education						
	Hospital + "support development"	93,600m2	Not known				
	High Education/campus - teaching, admin, social, sports, catering	31,200m2	Not known				
Employment							
Creative industry/employment /associated training	31,200m2	975 (@ 32 sq.m - Offpat Small Business)					

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)	Action / Issues for SPD																																																			
	<p>OPTION D: Storage or Distribution (B8)</p> <table border="1" data-bbox="411 280 1066 678"> <thead> <tr> <th data-bbox="411 280 703 365">Use</th> <th data-bbox="703 280 852 365">Approx Floorspace</th> <th data-bbox="852 280 1066 365">Approx Employment Yield</th> </tr> </thead> <tbody> <tr> <td data-bbox="411 365 703 421">B8 Storage or Distribution</td> <td data-bbox="703 365 852 421"></td> <td data-bbox="852 365 1066 421"></td> </tr> <tr> <td data-bbox="411 421 703 562">Industrial storage / Warehousing + ancillary uses</td> <td data-bbox="703 421 852 562">26,000m2</td> <td data-bbox="852 421 1066 562">325 (@ 80 sq.m - Offpat Large Scale Warehousing)</td> </tr> <tr> <td data-bbox="411 562 703 618">Buffer/landscaping</td> <td data-bbox="703 562 852 618">-</td> <td data-bbox="852 562 1066 618">-</td> </tr> <tr> <td data-bbox="411 618 703 678">Ancillary uses</td> <td data-bbox="703 618 852 678">3,600m2</td> <td data-bbox="852 618 1066 678">Not known</td> </tr> </tbody> </table> <p>OPTION E: General Industrial (B2)</p> <table border="1" data-bbox="411 757 1066 1115"> <thead> <tr> <th data-bbox="411 757 703 842">Use</th> <th data-bbox="703 757 852 842">Approx Floorspace</th> <th data-bbox="852 757 1066 842">Approx Employment Yield</th> </tr> </thead> <tbody> <tr> <td data-bbox="411 842 703 880">B2 General Industrial</td> <td data-bbox="703 842 852 880"></td> <td data-bbox="852 842 1066 880"></td> </tr> <tr> <td data-bbox="411 880 703 992">Factories / Warehousing / manufacturing</td> <td data-bbox="703 880 852 992">26,000m2</td> <td data-bbox="852 880 1066 992">765 (@ 34 sq.m - Offpat General Industry)</td> </tr> <tr> <td data-bbox="411 992 703 1048">Buffer/landscaping</td> <td data-bbox="703 992 852 1048">-</td> <td data-bbox="852 992 1066 1048">-</td> </tr> <tr> <td data-bbox="411 1048 703 1115">Ancillary uses</td> <td data-bbox="703 1048 852 1115">3,600m2</td> <td data-bbox="852 1048 1066 1115">Not known</td> </tr> </tbody> </table> <p>OPTION F: Mix of all B uses</p> <table border="1" data-bbox="411 1193 1066 1727"> <thead> <tr> <th data-bbox="411 1193 703 1279">Use</th> <th data-bbox="703 1193 852 1279">Approx Floorspace</th> <th data-bbox="852 1193 1066 1279">Approx Employment Yield</th> </tr> </thead> <tbody> <tr> <td data-bbox="411 1279 703 1317">B1 Offices</td> <td data-bbox="703 1279 852 1317"></td> <td data-bbox="852 1279 1066 1317"></td> </tr> <tr> <td data-bbox="411 1317 703 1417">Offices, research and development + ancillary uses</td> <td data-bbox="703 1317 852 1417">6,240m2</td> <td data-bbox="852 1317 1066 1417">328 (@ 19 sq.m - Offpat General Office)</td> </tr> <tr> <td data-bbox="411 1417 703 1473">B8 Storage or Distribution</td> <td data-bbox="703 1417 852 1473"></td> <td data-bbox="852 1417 1066 1473"></td> </tr> <tr> <td data-bbox="411 1473 703 1585">Industrial storage / Warehousing + ancillary uses</td> <td data-bbox="703 1473 852 1585">1,040m2</td> <td data-bbox="852 1473 1066 1585">21 (@ 50 sq.m - Offpat General Warehousing)</td> </tr> <tr> <td data-bbox="411 1585 703 1624">B2 General Industrial</td> <td data-bbox="703 1585 852 1624"></td> <td data-bbox="852 1585 1066 1624"></td> </tr> <tr> <td data-bbox="411 1624 703 1727">Factories / Warehousing / Manufacturing + ancillary uses</td> <td data-bbox="703 1624 852 1727">1,040m2</td> <td data-bbox="852 1624 1066 1727">31 (@ 34 sq.m - Offpat General Industry)</td> </tr> </tbody> </table>	Use	Approx Floorspace	Approx Employment Yield	B8 Storage or Distribution			Industrial storage / Warehousing + ancillary uses	26,000m2	325 (@ 80 sq.m - Offpat Large Scale Warehousing)	Buffer/landscaping	-	-	Ancillary uses	3,600m2	Not known	Use	Approx Floorspace	Approx Employment Yield	B2 General Industrial			Factories / Warehousing / manufacturing	26,000m2	765 (@ 34 sq.m - Offpat General Industry)	Buffer/landscaping	-	-	Ancillary uses	3,600m2	Not known	Use	Approx Floorspace	Approx Employment Yield	B1 Offices			Offices, research and development + ancillary uses	6,240m2	328 (@ 19 sq.m - Offpat General Office)	B8 Storage or Distribution			Industrial storage / Warehousing + ancillary uses	1,040m2	21 (@ 50 sq.m - Offpat General Warehousing)	B2 General Industrial			Factories / Warehousing / Manufacturing + ancillary uses	1,040m2	31 (@ 34 sq.m - Offpat General Industry)	
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Office demand	No demand for office development in this location (London Office Policy Review GLA 2004)	SPD to note this factor																																																			
Unemployment Rates	Stonebridge Ward: 9.1% of ward unemployed (Borough average 9.6%) (Census 2001)	Note / reflect level of unemployment. SPD to seek quality employment provision on site.																																																			
Regeneration																																																					
Identify edge conditions	Analysis of acceptability of neighbouring uses	To be added																																																			
Efficient Movement																																																					
Peak / Off Peak	To be added	To be added																																																			

Topic / Indicator	Quantified Data and Source (inc. comparators and targets)	Action / Issues for SPD
Traffic Speeds		
Other Transport Indicators	Preliminary advice available	Detail of next stage findings to be built into SPD

APPENDIX 4: SUSTAINABILITY OBJECTIVES AND CRITERIA

Headline Objective	Sub-Objective / Criteria
Social	
Prosperity and Social Inclusion 1. To reduce poverty and social exclusion	Will it reduce poverty and social exclusion in those areas most affected?
	Will it improve affordability to essential services to the home?
Health 2. To improve the health of the population	Will it improve access to high quality health facilities?
	Will it encourage healthy lifestyles and provide opportunities for sport and recreation?
	Will it reduce health inequalities?
	Will it reduce death rates?
Education and Skills 3. To improve the education and skills of the population	Will it improve qualifications and skills of the population?
	Will it improve access to high quality educational facilities?
	Will it help fill key skill gaps?
Housing 4. To provide everybody with the opportunity to live in a decent home	Will it increase access to good quality and affordable housing?
	Will it reduce the number of unfit homes?
	Will it reduce homelessness?
Quality of surroundings 5. To provide everybody with good quality surroundings	Will it improve the satisfaction of people with their neighbourhoods as places to live, encouraging 'ownership'?
	Will it improve residential amenity?
	Will it reduce actual noise levels?
	Will it reduce noise concerns?
Crime Prevention and Community Safety 6. To reduce crime and anti-social activity	Will it reduce actual levels of crime?
	Will it reduce the fear of crime?
Community Identity 7. To encourage a sense of community identity and welfare	Will it encourage engagement in community activities?
	Will it increase the ability of people to influence decisions?
	Will it improve ethnic relations?
	Will it encourage communications between different communities in order to improve understanding of different needs and concerns?
	Will it encourage people to respect and value their contribution to society?
Accessibility 8. To improve accessibility to key services especially for those most in need	Will it improve accessibility to key local services?
	Will it improve the level of investment in key community services?
	Will it make access more affordable?
	Will it make access easier for those without access to a car?
Environmental	
Traffic 9. To reduce the effect of traffic on the environment	Will it reduce traffic volumes?
	Will it increase the proportion of journeys using modes other than the car?
	Will it encourage walking or cycling?
	Will it increase road safety?
Water Quality & Resources	Will it improve the quality of inland water?

Headline Objective	Sub-Objective / Criteria
10. To improve water quality, conserve water resources and provide for sustainable sources of water supply	Will it reduce water consumption?
Air Quality 11. To improve air quality	Will it improve Air Quality?
	Will it help achieve the objectives of the Air Quality Management Plan?
	Will it reduce emissions of key pollutants?
Biodiversity 12. To conserve and enhance biodiversity	Will it conserve and enhance natural/semi-natural habitats?
	Will it conserve and enhance species diversity, and in particular avoid harm to protected species?
	Will it maintain and enhance sites designated for their nature conservation interest?
	Will it maintain and enhance woodland cover and management?
Landscape & Townscape 13. To maintain and enhance the quality of landscapes and townscapes	Will it improve the landscape and ecological quality and character of open spaces?
	Will it decrease litter in towns and open spaces?
Historic Environment & Cultural Assets 14. To conserve and where appropriate enhance the historic environment and cultural assets	Will it protect and enhance sites, features and areas of historical, archaeological and cultural value?
Climate Change 15. To reduce contributions to climate change	Will it reduce emissions of greenhouse gases by reducing energy consumption?
	Will it lead to an increased proportion of energy needs being met from renewable sources?
	Will it reduce emissions of ozone depleting substances?
16. To reduce vulnerability to climate change	Will it minimise the risk of flooding from rivers and watercourses to people and property?
	Will it reduce the risk of damage to property from storm events?
Waste Management 17. To minimise the production of waste and use of non-renewable materials	Will it lead to reduced consumption of materials and resources?
	Will it reduce household waste?
	Will it increase waste recovery and recycling?
	Will it reduce hazardous waste?
Soil and Land 18. To conserve and enhance soil resources and land quality	Will it reduce waste in the construction industry
	Will it minimise the loss of soils to development?
	Will it maintain and enhance soil quality?
	Will it reduce the risk of subsidence?
	Will it minimise development on greenfield sites?
	Will it ensure that where possible, new development occurs on derelict, vacant and underused previously developed land and buildings, and that land is remediated as appropriate?
Economic	
Growth 19. To encourage sustainable economic growth	Will it improve business development and enhance productivity?
	Will it improve the resilience of business and the economy
	Will it promote growth in key sectors

Headline Objective	Sub-Objective / Criteria
	Will it promote growth in key clusters? Will it enhance the image of the area as a business location?
Employment 20. To offer everybody the opportunity for rewarding and satisfying employment	Will it reduce short and long-term local unemployment? Will it provide job opportunities for those most in need of employment? Will it help to reduce long hours worked? Will it help to improve earnings?
Regeneration 21. To reduce disparities in economic performance and promote regeneration	Will it improve economic performance in advantaged and disadvantaged areas reducing disparity with surrounding areas? Will it promote regeneration?
Investment 22. To encourage and accommodate both indigenous and inward investment	Will it encourage indigenous business? Will it encourage inward investment? Will it make land and property available for business development?
Efficient Movement 23. To encourage efficient patterns of movement in support of economic growth	Will it reduce commuting? Will it improve accessibility to work by public transport, walking and cycling? Will it reduce the effect of traffic congestion on the economy? Will it reduce journey times between key employment areas and key transport interchanges? Will it facilitate efficiency in freight distribution?

APPENDIX 5: SPD Objectives Matrix

SPD Objectives Matrix													
		SPD Objectives											
		Sustainable Development	Role as an SEL	Increase Employment	Local Needs Training	Regeneration of Park Royal	Wholesale Redevelopment	Complement current proposals	Act as Catalyst	Utilising Public Transport	Access / Transport Impact	Maintain Quality of Life	Uses Not Acceptable
++	Major Positive												
+	Minor Positive												
0	No impact												
-	Minor Negative												
--	Major Negative												
?	Uncertain												
SPD Objectives	Sustainable Development		+	++	0	++	+	0	+	++	+	++	0
	Role as an SEL			++	++	++	0	?	?	?	?	+	?
	Increase Employment				++	++	+	0	+	++	+	++	0
	Local Needs Training					++	+	0	0	+	0	++	0
	Regeneration of Park Royal						++	++	++	+	+	++	0
	Wholesale Redevelopment							++	++	+	++	0	0
	Complement current proposals								++	0	0	+	++
	Act as Catalyst									+	+	+	+
	Utilising Public Transport										++	+	0
	Access / Transport Impact											+	0
	Maintain Quality of Life												0
	Uses Not Acceptable												

APPENDIX 6: SPD Objectives / SA Objectives Matrix

SPD Objectives / SA Objectives Matrix																						
++ Major Positive + Minor Positive 0 No impact - Minor negative -- Major Negative ? Uncertain		SA Objectives																				
		Social							Environmental							Economic						
		1. Prosperity & Social Inclusion	2. Health	3. Education & Skills	4. Housing	5. Crime Prevention & Community Safety	6. Community Identity	7. Accessibility	8. Traffic	9. Water Quality	10. Air Quality	11. Biodiversity	12. Landscape	13. Historic & Cultural Environment	14. Climate Change	15. Waste Management	16. Soil & Land	17. Growth	18. Employment	19. Regeneration	20. Investment	21. Efficient Movement
SPD Objectives	Sustainable Development	+	0	+	0	0	0	+	+	+	+	+	+	0	+	+	?	+	+	+	+	+
	Role as an SEL	0	0	+	0	0	+	0	?	?	?	?	?	?	?	?	?	+	+	+	+	+
	Increase Employment	+	0	+	0	0	+	+	?	?	?	?	?	?	?	?	?	+	++	++	++	?
	Local Needs Training	+	0	++	0	0	+	+	+	0	0	0	0	0	0	0	0	+	+	+	+	0
	Regeneration of Park Royal	+	0	+	0	0	+	0	0	0	0	0	0	0	0	0	0	+	+	+	+	0
	Wholesale Redevelopment	+	0	0	0	0	0	0	+	0	0	0	+	+	0	+	+	+	+	+	+	+
	Complement current proposals	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	+	+	+	+	+
	Act as Catalyst	+	0	+	0	0	+	0	+	0	0	0	0	0	0	0	+	+	+	+	+	+
	Utilising Public Transport	+	0	0	0	0	0	+	++	0	++	0	0	0	0	0	0	+	0	0	0	++
	Access / Transport Impact	+	0	0	0	0	0	+	++	0	?	0	0	0	0	0	0	+	0	0	0	++
	Maintain Quality of Life	++	0	+	0	0	+	0	+	+	+	+	+	+	+	+	+	+	+	+	+	+
	Uses Not Acceptable	+	0	+	0	0	+	?	++	?	+	?	?	?	?	?	?	++	+	++	++	++

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