

COPELAND LOCAL DEVELOPMENT FRAMEWORK

Whitehaven Town Centre and Harbourside Supplementary Planning Document

Sustainability Appraisal of Draft Supplementary Planning Document



March 2012

EXECUTIVE SUMMARY

The European SEA Directive requires that a Sustainability Appraisal be undertaken of any Local Development Document that is produced by a Local Planning Authority. The purpose of this Sustainability Appraisal is to identify in general terms whether the Whitehaven Town Centre and Harbourside Supplementary Planning Document (SPD) is likely to move the area towards or away from greater sustainability in the long term.

The Vision, Objectives and Design Principles have been assessed against a set of 17 Sustainability Objectives:

	SA Objective Abbreviation	SA Objective (High Level Objective)
1	Biodiversity	To conserve and enhance biodiversity in Copeland
2	Landscape & Conservation	To protect and enhance place, landscape and buildings of historic, cultural and archaeological value.
3	Water Resources	To maintain and enhance the water quality of Copeland's inland and coastal water and coasts and to sustainably manage water resources
4	Climate Change	To promote adaptation to climate change
5	Flood Risk	To reduce flood risk in Copeland from surface water, rivers, estuaries and sea level change
6	Energy	Increase energy efficiency in the built environment and promote the use of renewable energy sources
7	Land Quality	To promote and improve land quality in Copeland
8	Air Quality	To improve air quality in Copeland
9	Waste & Recycling	To minimise waste production and increase re-use, recycling and recovery rates
10	Services & Facilities	To improve access to services and facilities in Copeland
11	Health & Wellbeing	To improve physical and mental health and well-being of people and reduce health inequalities in Copeland
12	Education & Skills	To improve education, skills and qualifications in the Borough
13	Sustainable Economy	To support a strong, diverse, vibrant and sustainable local economy to foster balanced economic growth
14	Leisure & Tourism	Support the sustainable development of the sustainable leisure and tourism industry
15	Housing	To improve access to a range of good quality housing that meets the needs of the Copeland community
16	Retail	To maintain, enhance and develop a diversity of retail services in the Borough
17	Transport	To enhance and develop sustainable transport networks in Copeland

Source: Copeland LDF Sustainability Appraisal Scoping Report – prepared by Scott Wilson (September 2009)

Results of the Appraisal

Vision

The Vision is socially and economically sustainable but does not offer protection to the environment. There are possibly negative impacts for climate change and air quality

through increased traffic in the town centre. Additional visitors to the area will also put increased pressure on water resources and result in a larger amount of landfill waste being generated. The following suggested additions to the text may deal adequately with these matters:

‘By 2026 Whitehaven will be thriving as a celebrated visitor and tourist destination, offering a wide range of independent shops, facilities and attractions within an exceptional historic environment. The distinctive and unique heritage will be preserved and celebrated and new development will be of high quality, *sustainable and* contemporary design, sympathetic in scale and detail to the nationally recognised Georgian town centre and historic harbour area. Public spaces, buildings and facilities will be accessible and welcoming to all *and sustainable transport facilities will be an attractive and viable alternative to car use for those travelling to and from the town centre.*’

Objectives

The objectives are economically and socially sustainable. However, there is the potential for negative impacts for biodiversity (through the redevelopment of derelict sites), water resources and waste (through an increase in the number of visitors), and flood risk (through the development of sites known to be in the flood zone). The following suggested additions to the text may deal adequately with these issues:

- To support the development of Regeneration Priority Sites within the wider regeneration framework of the town centre and harbourside sites (*ensuring that mitigation measures are taken to protect against risk of flooding and loss of biodiversity*).
- To ensure that all new development meets high standards in terms of quality of design, *landscaping (including making provision for biodiversity)*, energy efficiency, *resource use*, safety, security and accessibility, relates well to existing development, enhances public realm, preserves and enhances the quality and character of the conservation area and reinforces develops locally distinctive and high quality places.

Design Principles

The principles are sustainable overall. However Waste & Recycling is assessed negatively. It is suggested that a statement could be added that suggests that recycling bins be placed in the town centre alongside existing waste bins, to encourage visitors and residents to recycle.

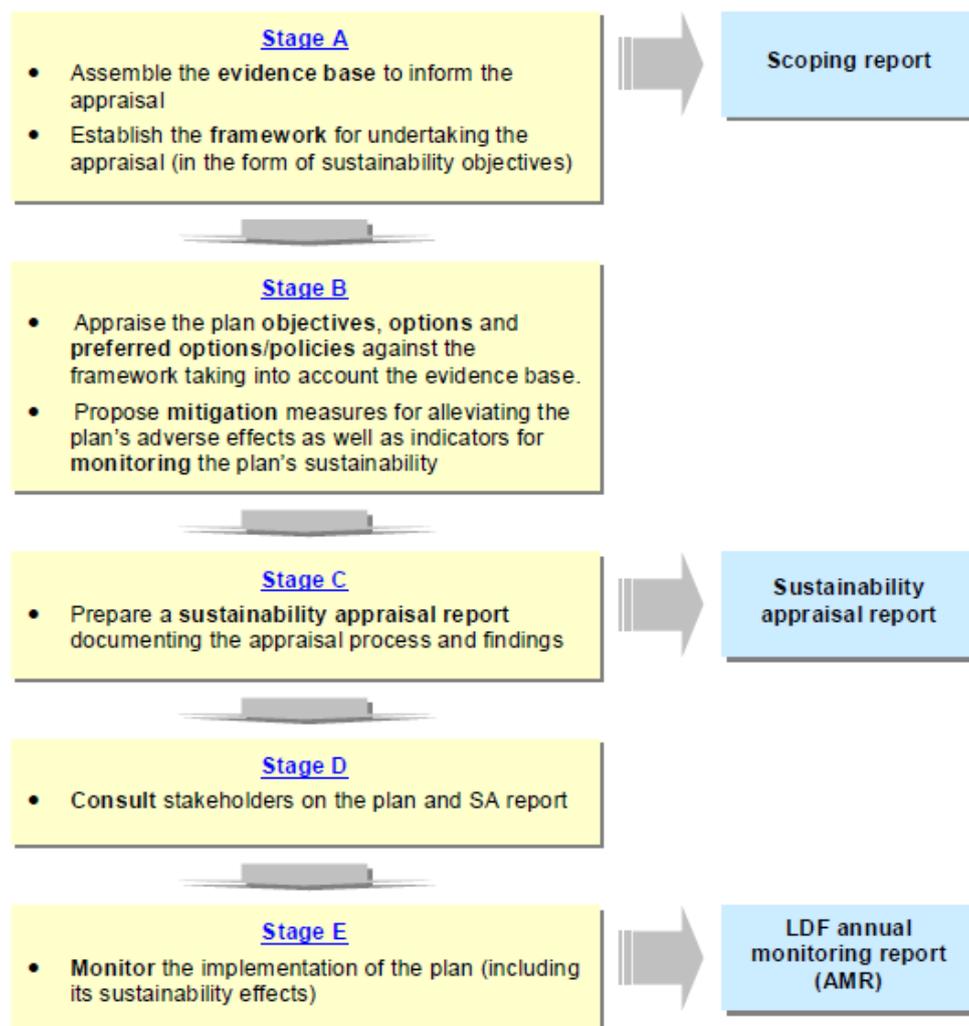
Introduction

This Sustainability Appraisal accompanies the Preferred Options Draft of the Copeland 'Whitehaven Town Centre and Harbourside SPD. The purpose of this report is to identify in general terms whether the SPD is likely to move the area either towards or away from greater sustainability in the long term.

Sustainability Appraisal (SA), which is now integrated with Strategic Environmental Assessment (SEA), is a statutory requirement for the preparation of Development Plan Documents. The UK Strategy for Sustainable Development (1999), SEA Directive (2001), Regulations (2004) and ODPM Guidance (2005) advise that the principal topics of concern in any sustainability appraisal will be whether the development proposals would achieve:

- Social progress that 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.

The Government's guidance on the Sustainability Appraisal process advocates a 5 stage approach:



Process for Incorporating Sustainability Appraisal into Policy Development

We can see from the flow chart above that the SEA Directive requires the production of an Environmental Report that provides certain information. Table 1 below outlines the information requirements and how these have been met in the Sustainability Appraisal documentation that has been prepared.

Environmental Report Requirements	Document
An outline of the contents, main objectives of the plan or programme and relationship with other plans or programmes	Chapters 2-11, 14 and Appendix 1 of LDF Sustainability Appraisal Scoping Report
The relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan or programme	Chapters 2-12 of LDF Sustainability Appraisal Scoping Report
The environmental characteristics of areas likely to be significant affected.	Chapters 2-12 of LDF Sustainability Appraisal Scoping Report
Any existing environmental problems which are relevant to the plan or programme including, in particular, those relating to any areas of particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC (The Birds Directive – now superseded by Directive 2009/147/EEC) and 92/43/EEC (Habitats Directive)	Chapter 2 of LDF Sustainability Appraisal Scoping Report
The environmental protection objectives, established at the international, Community or Member State level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation	Chapters 2-11 and Appendix 1 of LDF Sustainability Appraisal Scoping Report
The likely significant effects on the environment, including on biodiversity, population, human health, fauna, flora, soil, water, climatic factors, material assets, cultural heritage (including architectural and archaeological heritage), landscape and the interrelationship between the above factors	This document
The measures envisaged to prevent, reduce and as fully as possible offset and significant adverse effects on the environment of implementing the plan or programme.	This document
An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (including technical deficiencies or lack of know-how) encountered in compiling the required information	Sustainability Appraisal of Preferred Options – Appendix 1
A description of the measures envisaged concerning monitoring in accordance with Article 10.	This document – SA Framework – Table 2
A non-technical summary of the information provided under the above headings	This document – Executive Summary

The Sustainability Appraisal

The SA of the Submission Draft DPDs is based around the Appraisal Framework in Chapter 15 of the Sustainability Appraisal Scoping Report (September 2009). The Framework provides a balanced assessment of potential environmental, social and economic effects relevant to Copeland. It is based on an objectives-led approach whereby the potential impacts of a plan are appraised in relation to a series of objectives for sustainable development.

Table 2 - Sustainability Appraisal Framework for Copeland's LDF.

	SA Objective Abbreviation	SA Objective (High Level Objective)	Locally Distinctive Sub-criteria	Indicators that will be used to Monitor the Effects of the LDF Policies and Allocations
1	Biodiversity	To conserve and enhance biodiversity in Copeland	<p>To ensure that development does not impact upon the condition of sites of biodiversity interest including SSSI and other local and national designations</p> <p>To protect Natura 2000 sites from the adverse impacts of human activity, pollution and coastal erosion</p> <p>To Promote biodiversity provision and enhancement within new development and seek to link these to existing species and habitats.</p>	<ul style="list-style-type: none"> ● Number of developments including landscaping schemes to benefit biodiversity ● Change in habitats and species rated priority in the BAP ● Number of developments including schemes to protect and/or enhance existing biodiversity ● Loss of designated habitat
2	Landscape & Conservation	To protect and enhance place, landscape and buildings of historic, cultural and archaeological value.	<p>Protect and enhance features of historical and archaeological importance which contribute to the cultural and tourism offer of the borough, including the LDNP.</p> <p>Ensure that all new development meets high standards in terms of the quality of design, safety, security, and accessibility and relates well to existing development and the public realm.</p> <p>Protect, conserve and enhance the character and quality of all landscapes and townscape in the borough, especially those that contribute to local distinctiveness, such as the unique maritime history of Copeland.</p>	<ul style="list-style-type: none"> ● Number of planning permissions refused on the basis of design ● % of new development meeting BREEAM standards ● Number of derelict properties ● % of Grade 1 and 2* Listed Buildings at Risk ● Number of parks with Green Flag status ● Number of up to date Conservation Appraisals ● Number of refusals due to impact on landscape character/ designation ● Permissions granted within an area of landscape designation ● Number of TPOs made ● Loss of TPOs ● Number of S106 enhancements resulting from planning

	SA Objective Abbreviation	SA Objective (High Level Objective)	Locally Distinctive Sub-criteria	Indicators that will be used to Monitor the Effects of the LDF Policies and Allocations
				<p>applications</p> <ul style="list-style-type: none"> • Number of Listed Building enforcement actions.
3	Water Resources	To maintain and enhance the water quality of Copeland's inland and coastal water and coasts and to sustainably manage water resources	<p>Promote sustainable design and construction measures that reduce water consumption and result in decreased run-off of polluted water (including during construction phase).</p> <p>Encourage the allocation and location of new development where water abstraction can occur sustainably.</p> <p>Ensure efficient use and management of water resources throughout the borough.</p>	<ul style="list-style-type: none"> • % of main river water quality classified as good or fair (chemical or biological) under the general quality assessment. • Daily Domestic Water Use (per person) • Number of applications including SUDs • Number of beaches with Blue Flag status.
4	Climate Change	To promote adaptation to climate change	<p>Promote new development that minimises the emission of greenhouse gases.</p> <p>Seek to provide a built environment and green infrastructure network that will minimise the impacts on humans and the environment associated with climate change.</p>	<ul style="list-style-type: none"> • Provision of renewable energy in new development • % of development meeting Code for Sustainable Homes standards • Number of planning applications including on-site renewables
5	Flood Risk	To reduce flood risk in Copeland from surface water, rivers, estuaries and sea level change	<p>Ensure new development incorporates SUDS.</p> <p>Avoid development in areas of flood risk and mitigate any residual flood risk through appropriate measures including through design.</p>	<ul style="list-style-type: none"> • Number of approvals contrary to environment agency advice on flooding • Number of approvals incorporating EA advice on flood mitigation guidelines.
6	Energy	Increase energy efficiency in the built environment and promote the use of renewable energy sources	Promote high sustainable design and construction standards for housing and non-housing development, in order to ensure that Copeland meets the Government target for all new residential development being zero carbon by 2016.	<ul style="list-style-type: none"> • Energy efficiency – the average SAP rating of social housing (1 highly inefficient – 100 highly efficient) • Provision of renewable energy in new development.

	SA Objective Abbreviation	SA Objective (High Level Objective)	Locally Distinctive Sub-criteria	Indicators that will be used to Monitor the Effects of the LDF Policies and Allocations
			Clear guidelines and support for the use of renewable energy sources in new and existing developments.	
7	Land Quality	To promote and improve land quality in Copeland	<p>To protect and enhance soil quality in Copeland</p> <p>Develop brownfield sites where these can support wider sustainability objectives (e.g. reduce travel by car, improve the public realm, avoid loss of biodiversity interest, gardens etc.)</p> <p>Ensure new development will not result in contamination of land and promote the remediation of existing contaminated sites.</p>	<ul style="list-style-type: none"> • % of development on greenfield sites • (Ha) contaminated land reclaimed as Open Space/Natural Green Space or Development. • % of contaminated land reclaimed in total • % of new development on brownfield sites. • % of development on protected open space
8	Air Quality	To improve air quality in Copeland	<p>Seek to reduce the amount of CO2 emissions attributable to the transport sector</p> <p>Reduce the number of journeys made by car in order to reduce the high levels of nitrogen dioxide in areas of traffic congestion in the borough</p> <p>Consider and mitigate the impacts on air quality that might result from specific developments, including major infrastructure projects.</p> <p>Seek to promote opportunities for incorporating clean and emission free technologies in new development.</p>	<ul style="list-style-type: none"> • Estimated traffic flows for all vehicle types (million vehicle kilometres) • % of development outside KSC and LSC • CO2 emissions • NO2 emissions • Respiratory related health issues
9	Waste & Recycling	To minimise waste production and increase re-use, recycling and recovery rates	<p>Reduce the proportion of waste that goes to landfill in the borough</p> <p>Promote the integration of waste management facilities to enable efficient recycling and energy from waste as part of new developments.</p> <p>Ensure the safe storage of radioactive waste in the borough.</p> <p>Support the adaptive reuse of buildings where appropriate.</p>	<ul style="list-style-type: none"> • Volume of household waste collected per person per year (kg per head) • Number of new developments incorporating recycling facilities • % household waste collected which is recycled/composted • Number of derelict properties

	SA Objective Abbreviation	SA Objective (High Level Objective)	Locally Distinctive Sub-criteria	Indicators that will be used to Monitor the Effects of the LDF Policies and Allocations
10	Services & Facilities	To improve access to services and facilities in Copeland	<p>Provide improved physical access to services and facilities on foot, cycle and by public transport, particularly in rural and deprived areas.</p> <p>Secure economic inclusion in the most deprived wards in the borough i.e. access to jobs</p> <p>Ensure that issues of both rural and urban deprivation are considered in development proposals.</p> <p>Support the adaptive reuse of buildings where appropriate.</p>	<ul style="list-style-type: none"> • % of rural households within set distances (either 4km or 2km) of key services. • % of development in KSCs and LSCs • Number of households within 30mins of key service centres by public transport. • Number of planning applications refused on accessibility grounds • % of the population with 20 mins travel time of different sports facility types • Number of households (or proportion of population) with access to broadband
11	Health & Wellbeing	To improve physical and mental health and well-being of people and reduce health inequalities in Copeland	<p>Maintain accessible healthcare facilities throughout Copeland.</p> <p>Promote healthy and active lifestyles through encouraging walking and cycling as well as the provision and improvement of sporting, recreational and community facilities in Copeland.</p> <p>Reduce crime and the fear of crime, by adhering to 'designing out crime' principles in all new development.</p>	<ul style="list-style-type: none"> • Doctor/Patient ratio • Length of cycleway created/maintained • % adults taking part in sport • Number of developments with restriction of opening hours / noise reduction measures • Number of visits to leisure centres • Design out Crime layouts included in application. • % households with one or more person with a limiting long term illness • Childhood obesity figures
12	Education & Skills	To improve education, skills and qualifications in the Borough	<p>Improve linkages between higher education providers and local employers.</p> <p>Encourage educational and training opportunities for all sectors of the population, particularly amongst deprived communities.</p>	<ul style="list-style-type: none"> • The percentage of pupils in schools maintained by the local authority achieving for five or more GCSEs at grades A*-C or equivalent. • % of the population whose highest qualification is a first degree (or equivalent) • % of the population with no or low qualifications • Levels of NVQ attainment
13	Sustainable Economy	To support a strong, diverse, vibrant and	<p>Retain existing jobs and create new employment opportunities</p> <p>Promote major employment in</p>	<ul style="list-style-type: none"> • Amount of land supply available for B1, B2 and B8 uses

	SA Objective Abbreviation	SA Objective (High Level Objective)	Locally Distinctive Sub-criteria	Indicators that will be used to Monitor the Effects of the LDF Policies and Allocations
		sustainable local economy to foster balanced economic growth	<p>Whitehaven and Key Service Centres that can provide access to an available workforce</p> <p>Provide a positive planning framework for exploiting new opportunities in tourism, creative and knowledge based industries and the energy sector, including renewable energy technologies.</p> <p>Maximise the opportunities that the nuclear sector (decommissioning and potential new build reactor) offers, building on skills and expertise in Copeland.</p> <p>Provide support for economic development that is appropriate for rural locations, including small businesses or home based working.</p> <p>Seek to attract employment and training programmes specifically targeted at maintaining and increasing the proportion of young people in the borough.</p>	<ul style="list-style-type: none"> • Gross floor space of completed retail and leisure • Gross floor space of completed B1, B2 and B8 • Amount of employment land lost to residential development per financial year (in hectares) • Economic activity rate for males and females of working age (expressed as a % of all people of working age) • ONS Annual Population Survey • Proximity of jobs from residences • % change in the number of VAT registered businesses. • Unemployment rate % (male and female) • GVA £ per capita
14	Leisure & Tourism	Support the sustainable development of the sustainable leisure and tourism industry	<p>Improve the quality of supporting infrastructure for tourism in the borough such as accommodation, leisure and cultural facilities.</p> <p>Encourage the use of the boroughs natural and cultural features for tourism development, within their environmental limits.</p>	<ul style="list-style-type: none"> • Visitor numbers • Tourism expenditure in the borough • Tourism expenditure per head
15	Housing	To improve access to a range of good quality housing that meets the needs of the Copeland community	<p>Ensure that all new development meets the lifetime homes standards, in order to meet the needs of an ageing population</p> <p>Seek to develop mixed income communities and flexibility of tenure and housing type in the borough</p> <p>Coordinate housing provision with investment in employment</p>	<ul style="list-style-type: none"> • % of households rated unfit • Number of unfit dwellings demolished • Number of affordable homes completed • Number of people on housing waiting list • % of housing development incorporating community green space/ children's play

	SA Objective Abbreviation	SA Objective (High Level Objective)	Locally Distinctive Sub-criteria	Indicators that will be used to Monitor the Effects of the LDF Policies and Allocations
			and community services to ensure that settlements Provide decent good quality and affordable housing for all including intermediate and key worker housing in line with housing targets.	areas <ul style="list-style-type: none"> • Average house price • Income to average house price ratio • % of new homes meeting Lifetime Homes standard • % of new homes scoring good or very good on Building for Life Standard.
16	Retail	To maintain, enhance and develop a diversity of retail services in the Borough	Protect the shopping and community services function of Key and Local Service Centres Reduce the number of vacant retail properties in Whitehaven and the other smaller service centres in Copeland. Improve the quality of the public realm in order to improve the attractiveness of the service centres to new investment.	<ul style="list-style-type: none"> • Retail hierarchy and ranking • Number of vacant premises • New business start-up / closure rates • Number of new business support initiatives or events • Number of street scene improvement schemes
17	Transport	To enhance and develop sustainable transport networks in Copeland	Improve the provision and quality of bus and rail services in Copeland, particularly in rural areas. Develop and maintain safe, efficient and integrated transport networks within Copeland, with good internal and external links. Reduce car dependency by providing services and facilities accessible by a range of modes of transport. Promote a pattern of development which reduces private vehicle dependency in the location of homes, jobs, leisure and community services.	<ul style="list-style-type: none"> • Methods of travel to work • Vehicle ownership • Distance travelled to work • Number of road accidents • % of development located in KSC and LSC • Number of households within 30 mins of KSC by public transport • Length of cycleways created / maintained (km)

Source: Copeland LDF Sustainability Appraisal Scoping Report – prepared by Scott Wilson (September 2009)

The 17 criteria in the SA Framework are applied below to the SPD document: to the Vision, Objectives, Strategic Policies and themed policies. The Development Management Policies are also assessed in the sense that they have been written to support the Core Strategy and therefore are in conformity with the Core Strategy Policies. Reference is made to the relevant Development Management Policies in the assessment of each of the Core Strategy Policies. For example Policy ER1, which sets out the wider strategic and spatial principles for planning for the nuclear sector, is supported by detailed policies DM1 and DM5 which outline the detailed considerations for

development relating to nuclear energy generation and reprocessing.

The assessment has been carried out in order to predict and evaluate the key potential impacts. We can then identify in general terms whether the Core Strategy and supporting policies are likely to move the area either towards or away from greater sustainability in the long term.

The remainder of this report outlines the SA of all of the Core Strategy policies. In addition to this, Appendix 1 provides details of the SA of the Preferred Options and Appendix 2, the SA of Issues and Options Questions.

Key to tables:

- ++ strongly positive
- + positive
- ~ neutral, no obvious effect
- negative
- strongly negative
- ? uncertainty, impacts not predicted

Vision

‘By 2026 Whitehaven will be thriving as a celebrated visitor and tourist destination, offering a wide range of independent shops, facilities and attractions within an exceptional historic environment. The distinctive and unique heritage will be preserved and celebrated and new development will be of high quality contemporary design, sympathetic in scale and detail to the nationally recognised Georgian town centre and historic harbour area. Public spaces, buildings and facilities will be accessible and welcoming to all.’

	Sustainability Objective	Impact	Evidence for judgement
1	Biodiversity	~	No impact anticipated
2	Landscape & Conservation	++	The distinctive and unique heritage will be preserved and celebrated and new development will be of high quality contemporary design, sympathetic in scale and detail to the nationally recognised Georgian town centre and historic harbour area
3	Climate Change	-	Increased number of visitors will mean more vehicular traffic in the Town Centre and more greenhouse gases will be generated.
4	Water Resources	-	More visitors to Whitehaven will put increased pressure on water resources in the borough
5	Flood Risk	~	No impact anticipated
6	Energy	~	No impact anticipated
7	Land Quality	~	No impact anticipated
8	Air Quality	-	More visitors will mean more vehicular traffic in the town, leading to poorer air quality.
9	Waste & Recycling	-	Increased number of visitors will generate a greater quantity of waste.
10	Services & Facilities	++	Whitehaven will offer a wide range of facilities that will be accessible and welcoming to all.
11	Health & Wellbeing	+	Public spaces, buildings and facilities will be accessible and welcoming to all.’
12	Education & Skills	+	‘The unique heritage will be preserved and celebrated’ - There is the potential for visitor attractions dealing with the heritage of the area to be developed that can then be used by local schools as well.
13	Sustainable Economy	++	Whitehaven will be thriving as a celebrated visitor and tourist destination, offering a wide range of independent shops, facilities and attractions
14	Leisure & Tourism	++	Whitehaven will be thriving as a celebrated visitor and tourist destination, offering a wide range of independent shops, facilities and attractions
15	Housing	~	No impact anticipated
16	Retail	++	Whitehaven will be thriving as a celebrated visitor and tourist destination, offering a wide range of independent shops
17	Transport	-	Encouraging more visitors to the area will increase the amount of traffic in the town centre and impact negatively on the availability of parking.

The Vision is socially and economically sustainable but does not offer protection to the environment. There are possibly negative impacts for climate change and air quality through increased traffic in the town centre. Additional visitors to the area will also put increased pressure on water resources and result in a larger amount of landfill waste being

generated. The following suggested additions to the text may deal adequately with these matters:

'By 2026 Whitehaven will be thriving as a celebrated visitor and tourist destination, offering a wide range of independent shops, facilities and attractions within an exceptional historic environment. The distinctive and unique heritage will be preserved and celebrated and new development will be of high quality, *sustainable and* contemporary design, sympathetic in scale and detail to the nationally recognised Georgian town centre and historic harbour area. Public spaces, buildings and facilities will be accessible and welcoming to all *and sustainable transport facilities will be an attractive and viable alternative to car use for those travelling to and from the town centre.'*

Objectives

The overall objective is: To provide an integrated approach to development which secures win/win outcomes by protecting the historic environment, ensuring high quality contemporary design in new development and improving accessibility. More detailed objectives cover ‘Managing New Development’, ‘Improving Accessibility’ and ‘Tourism and Leisure’.

	Sustainability Objective	Impact	Evidence for judgement
1	Biodiversity	-	Supporting the redevelopment of brownfield sites in the town centre will have a negative impact on any biodiversity features that have become established on vacant and derelict sites. The SPD objectives do not cover issues relating to protecting and enhancing biodiversity resources in the area.
2	Landscape & Conservation	++	To support the regeneration of priority sites in the town centre. Set high standards of architectural and landscape design. Improve the public realm, preserve and enhance the quality and character of the conservation area and reinforces local distinctiveness. Enhance key gateway sites and approaches to the town centre. To create a series of new and improved public spaces.
3	Climate Change	+	To ensure that all new development meets high standards in terms of energy efficiency. To provide an environment that supports and encourages pedestrians and cyclists. To improve the integration and prestige of public transport services in the town centre, supporting the new transport interchange and the Streetscapes project.
4	Water Resources	-	More visitors to Whitehaven will put increased pressure on water resources in the borough
5	Flood Risk	--	Some of the priority regeneration sites are in known flood risk areas.
6	Energy	+	To ensure that all new development meets high standards in terms of energy efficiency
7	Land Quality	+	Regeneration of priority sites will have a positive impact on land quality.
8	Air Quality	~	More visitors will mean more vehicular traffic in the town, leading to poorer air quality. However, the accessibility objectives include encouraging pedestrians and cyclists and improving public transport so this should mitigate the impact.
9	Waste & Recycling	-	Increased number of visitors will generate a greater quantity of waste.
10	Services & Facilities	++	To diversify and expand the range of visitor facilities in the town centre
11	Health & Wellbeing	+	To provide an environment that encourages walking and cycling and is accessible for disabled and wheelchair users. To create new and improved public spaces that will act as focal points for community events. To support proposals for and improve linkages to the Pow Beck Sports Village. To realise the potential of the adjacent coastal landscape for leisure activity.
12	Education & Skills	+	There is the potential for visitor attractions dealing with the heritage of the area to be developed that can then be used by local schools as well.
13	Sustainable Economy	+	To identify priority zones for investment that will help strengthen retail activity in the town. To support Whitehaven’s distinctive role as a centre for specialist, independent shops with a thriving market. To realise the potential of the coastal landscape for associated tourism activity. To diversify and expand the range of visitor facilities in the town centre.

14	Leisure & Tourism	++	To realise the potential of the coastal landscape for associated tourism activity. To diversify and expand the range of visitor facilities in the town centre. To capitalise on opportunities linked to BEC that meet the needs of business tourists, such as hotels and leisure facilities. To identify priority zones for investment that will help strengthen the leisure activity in the town. To improve the quality of the public realm and provide higher quality play and recreation facilities. To support proposals for and improve linkages to Pow Beck Sports Village.
15	Housing	+	To enhance high quality, contemporary urban living in Whitehaven.
16	Retail	++	To identify priority zones for investment that will help strengthen retail activity in the town. To support Whitehaven's distinctive role as a centre for specialist, independent shops with a thriving market.
17	Transport	++	To provide an environment that encourages pedestrians and cyclists. To improve the integration and prestige of public transport services in the town centre. Support Cumbria County Council's plans for the 'Streetscapes' project and a new Transport Interchange in Whitehaven.

The objectives are economically and socially sustainable. However, there is the potential for negative impacts for biodiversity (through the redevelopment of derelict sites), water resources and waste (through an increase in the number of visitors), and flood risk (through the development of sites known to be in the flood zone). The following suggested additions to the text may deal adequately with these issues:

- To support the development of Regeneration Priority Sites within the wider regeneration framework of the town centre and harbourside sites (*ensuring that mitigation measures are taken to protect against risk of flooding and loss of biodiversity*).
- To ensure that all new development meets high standards in terms of quality of design, *landscaping (including making provision for biodiversity)*, energy efficiency, *resource use*, safety, security and accessibility, relates well to existing development, enhances public realm, preserves and enhances the quality and character of the conservation area and reinforces develops locally distinctive and high quality places.

Design Principles

	Sustainability Objective	Impact	Evidence for judgement
1	Biodiversity	+	Supporting the redevelopment of brownfield sites in the town centre could have a negative impact on any biodiversity features that have become established on vacant and derelict sites. However the supporting text for Principle 27 states that landscaping should take into account biodiversity. There is an opportunity here to enhance urban habitats.
2	Landscape & Conservation	++	The primary purpose of the design principles is to protect the character of the town centre, respecting historic plot sizes and encouraging high quality design in gap sites, ensuring that the skyline is maintained and that important views and vistas are protected. There is lots of detail contained within the document regarding the placing of development on each plot and the colour schemes that should be used. The SPD will have a significantly beneficial impact on the Town Centre and Harbourside Area.
3	Climate Change	++	The design of developments needs to consider reducing the impact of flooding. Buildings should be constructed sustainably to energy efficient standards. Development should make it easier for cyclists and pedestrians to move around. New development should support the Transport Interchange. Landscaping should take biodiversity into account and demonstrate both adaptation to and reduction of our contribution to climate change.
4	Water Resources	-/~	Building should be constructed sustainably which will mean that they incorporate water efficient design. Attracting more visitors to Whitehaven will increase pressure on local water resources.
5	Flood Risk	+	Developments should be designed to take account of any areas of a given site that may flood. There are known issues with flooding in the town centre.
6	Energy	+	Buildings should be constructed sustainably to energy efficient standards.
7	Land Quality	+	Regeneration of brownfield sites will have a positive impact on land quality – especially those that have been used for industrial purposes in the past.
8	Air Quality	~	More visitors will mean more vehicular traffic in the town, leading to poorer air quality. This can be mitigated to a certain extent with the increased use of public transport and cycling. The addition of landscaping schemes through new development will also help to mitigate the impact.
9	Waste & Recycling	-	Increased number of visitors will generate a greater quantity of waste. The adaptive reuse of a number of significant buildings is encouraged.
10	Services & Facilities	+	New development should support proposals for the proposed transport interchange and other local facilities.
11	Health & Wellbeing	+	To provide an environment that encourages walking and cycling and is accessible for disabled and wheelchair users. To create new and improved public spaces that will act as focal points for community events. To support proposals for and improve linkages to the Pow Beck Sports Village. To realise the potential of the adjacent coastal landscape for leisure activity i.e. improving links to the Colourful Coast. Waste bins should be sited carefully so that they do not present a hazard to pedestrians.
12	Education & Skills	~	No impact anticipated
13	Sustainable	+	High quality redevelopment of gap sites, vacant buildings and surface car

	Economy		parks will help to create a more pleasant shopping environment, as will the updating of the public realm. Protecting the distinctiveness of the town centre will also have a positive impact in maintaining an attractive environment. Promoting the connectivity of the gateways to the shopping areas of Lowther Street and King Street will be key to increasing visitor spend. Improving the links to the Colourful Coast will encourage visitors to explore areas outside the town centre and possibly stay in the area for longer.
14	Leisure & Tourism	++	Redevelopment of vacant and derelict sites and improvements to the public realm will make Whitehaven a more attractive prospect for tourists. Protecting the distinctiveness of the local historic context will ensure that those things that are currently a draw to tourists remain. High quality signage and maps at arrival and destination points will help to promote all that the town has to offer. Improving the linkages between the harbour, gateways and the shopping areas will ensure maximum visitor spend. Ensuring that accessibility for pedestrians and cyclists is maximised will encourage those taking part in the Coast to Coast journeys to explore the town. Improving the links to the Colourful Coast will encourage visitors to explore areas outside the town centre and possibly stay in the area for longer.
15	Housing	+	Improving the physical environment will enhance the attractiveness of Whitehaven to housebuilders.
16	Retail	+	Promoting the connectivity of the gateways to the shopping areas of Lowther Street and King Street will be key to increasing visitor spend. High quality signage and maps at arrival and destination points will help to promote all that the town has to offer.
17	Transport	+	To provide an environment that encourages pedestrians and cyclists. Support Cumbria County Council's plans for the 'Streetscapes' project and a new Transport Interchange in Whitehaven. Developing over existing car parking sites may put pressure on the remaining parking facilities leading to unauthorised parking and visitors perhaps avoiding the town centre due to lack of parking.

The principles are sustainable overall. However Waste & Recycling is assessed negatively. It is suggested that a statement could be added to Design Principle 21 suggesting that recycling bins be placed in the town centre alongside existing waste bins, to encourage visitors and residents to recycle.