

**September  
2014**

**SUSTAINABILITY APPRAISAL**  
(INCORPORATING STRATEGIC ENVIRONMENTAL  
ASSESSMENT)

**BRADING NEIGHBOURHOOD**  
**DEVELOPMENT PLAN**

## Table of Contents

GLOSSARY –	2
1: Introduction and Methodology	3
Sustainability Appraisal	3
The Brading Neighbourhood Development Plan	5
Stages in Sustainability Appraisal Process	6
The Brading Neighbourhood Development Plan Process	8
2: Policy Context	9
National and Local Policy Context	9
3: Sustainability Context	14
Baseline information	14
Nature conservation and landscape	14
Historic Environment	17
Air/Climate	21
Water	23
Soil	26
Material Assets	27
Population	28
Summary of the baseline information	32
Sustainability issues and problems	33
Housing:	33
Jobs and the Local Economy:	33
Protecting Our Environment:	33
Infrastructure:	34
Brading Neighbourhood Development Plan Residents Survey	34
4: Sustainability Framework	36
Brading Neighbourhood Development Plan Vision and Objectives	46
Vision	46
Statutory responses to the Sustainability Appraisal Scoping Report	46
Broad Objectives	47

Conclusions	47
5: Alternatives	50
Assessment of Alternatives	53
6: Fine Tuning the Plan	57
7: Next Steps	59
8: Monitoring	60
Appendix 1: Scoping Report responses	61
Appendix 2: Assessment of alternatives	70

**Brading Town Council**  
**The Brading Centre**  
**West Street**  
**Brading**  
**Isle of Wight**  
**PO36 0DR**  
**T: 01983 401770**  
**E: townclerk@brading.gov.uk**

Report produced by John Brownscombe Rural,  
 Environmental and Landscape Consultancy.  
 8 Forest Dell, Winford, Sandown, Isle of Wight, PO36 0LG  
 T: 01983 865662 E: info@johnbrownscombe.co.uk

### GLOSSARY –

AONB	Area of Outstanding Natural Beauty
BAP	Biodiversity Action Plan
BOD	Biological Oxygen Demand
GDP	Gross Domestic Product
GVA	Gross Value Added
HLC	Historic Landscape Characterisation
LCA	Landscape Character Assessment
NDP	Neighbourhood Development Plan
NDPPF	National Planning Policy Framework
Ramsar	Ramsar Convention
SA	Sustainability Appraisal
SAC	Special Area of Conservation
SEA	Strategic Environmental Assessment
SFRA	Strategic Flood Risk Assessment
SHLAA	Strategic Housing Land Availability Assessment
SHMA	Strategic Housing Market Assessment
SINC	Sites of Interest for Nature Conservation
SMA	Small/Medium enterprises
SSSI	Sites of Special Scientific Interest

## **1: Introduction and Methodology**

The John Brownscombe Rural, Environmental and Landscape Consultancy were commissioned by Brading Town Council to complete a sustainability appraisal of the Brading Neighbourhood Development Plan.

The Brading Neighbourhood Development Plan will be a key local document helping to define how the policies of the Island Plan are implemented in the area.

### **Sustainability Appraisal**

The purpose of sustainability appraisal is to ensure that the principles of sustainable development are incorporated in all levels of planning policy. Strategic Environmental Assessment is a requirement of European Community Directive on the assessment of the effects of certain plans and policies on the environment (Directive 2001/42/EC). This was confirmed in UK law through the Environmental Assessment of Plans and Programmes Regulations 2004 which applies to all plans with significant environmental effects significance being determined through a screening assessment which uses the criteria set out in Annex II of the SEA Directive.

Throughout the document where sustainability appraisal is referred to the requirements of the SEA Directive have been incorporated.

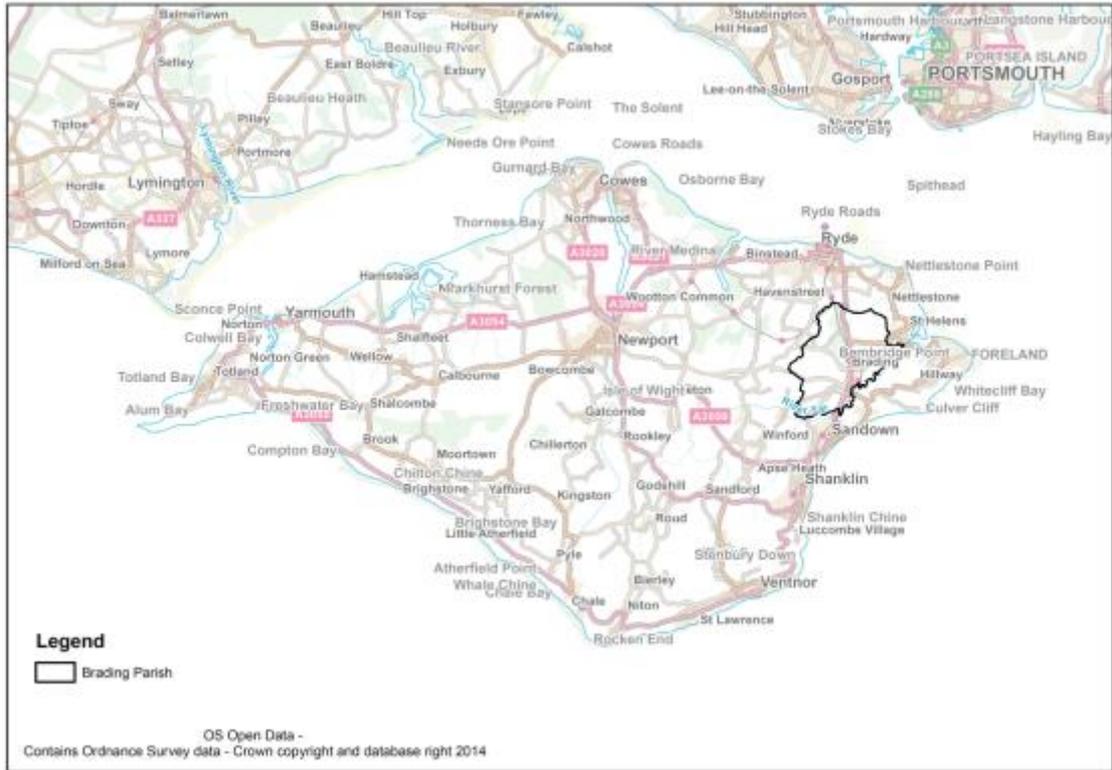
The SA seeks to predict and assess the social, economic and environmental effects that are likely to arise from the formal adoption of the Brading Neighbourhood Development Plan; and to ensure that these promote and contribute to sustainable development.

Sustainable development is defined as 'development that meets the needs of the present without compromising the ability for future generations to meet their own needs'. This requires social, economic and

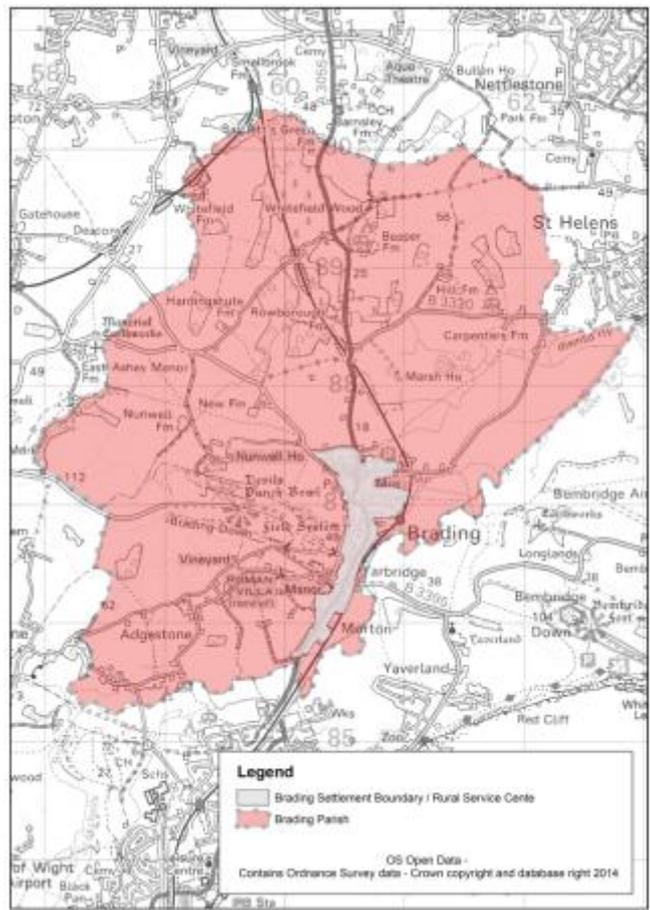
environmental issues and objectives to be considered in an holistic, integrated and balanced way.

Neighbourhood Development Plans are a relatively new level of planning policy and no precedent has been set regarding their environmental significance. In order to reflect the hierarchy of planning policy documents, Neighbourhood Development Plans have to be in conformity with the relevant Local Development Framework (LDF) and the National Planning Policy Framework (NDPPF). In the case of the Brading Neighbourhood Development Plan, the relevant LDF is also known as the Island Plan.

The Island Plan has had its own SA and SEA and it can be inferred that providing the policies and objectives of the Brading Neighbourhood Development Plan conform to those of the Island Plan they should also conform with its SA and SEA. However as Neighbourhood Development Plans can cover a range of issues including the potential location of new development, in order to ensure that the Brading Neighbourhood Development Plan meets the needs of legislation, it has been decided that it should undertake its own Sustainability Appraisal. Information will be drawn from the Island Plan and other relevant sources to inform this process.



Map 1: The Isle of Wight showing the location of Brading Parish and Neighbourhood Development Plan Area.



Map 2: Brading Parish / Brading Neighbourhood Development Plan area (lighter colour shows the extent of the Rural Service Centre)

## The Brading Neighbourhood Development Plan

The Brading Neighbourhood Development Plan will be a Neighbourhood Development Plan for the whole parish of Brading. The ability to produce a Neighbourhood Development Plan is a result of the Localism Act 2011, the aim being to give communities greater control over what happens in their area.

The process to create a plan was initiated and is being led by the Brading Town Council. A small focus group, set up in 2012, developed further in 2013 into a team of local residents and town councillors and people with a local connection, collectively known as the Brading Neighbourhood Development Plan Steering Group (BNDPSG). This group has and continues to have input into the plan making process, helping to represent and also discuss the views of the local community.

Alongside the representation and input into the discussions of the BNDPSG, residents' views have been sought and captured through a survey delivered to each household; this also included a series of questions to provide details of housing need. This and other sources of information, gave context to the work of the BNDPSG to develop a vision and series of outline policies for the Neighbourhood Development Plan.

The town of Brading is identified in the Island Plan as a 'Rural Service Centre', one of eleven such areas across the Isle of Wight. Rural Service Centres are settlements with a population of around 3,000 or less. They provide important facilities for their local residents and also for people living in nearby smaller more rural villages, hamlets and isolated properties. They were defined as a result of a Rural Sustainability Matrix which

considered what local facilities and services were located within the area such as transport networks, doctors, schools, local shops, health provision, etc. The rest of the parish is identified as being within the 'wider rural area'.

Over the life of the Island Plan (fifteen years), it calls for 980 houses to be built across the eleven Rural Service Centres and wider rural area. No figures are given for the proportion of these expected to be delivered in Brading Parish but the Island Plan states that smaller scale development in the Rural Service Centres and the wider rural area should:

- Meet an identified local need.
- Demonstrate that there is no previously developed land within the settlement boundary of the Rural Service Centre which could deliver the proposed development.
- Be commensurate to the size, scale, design and character of the settlement.
- Not significantly adversely change the size, scale, design and character of the settlement; and
- Be sustainably situated close to local services and facilities by being focused within or immediately adjacent to the Rural Service Centres.

The Isle of Wight Council's Strategic Housing Land Availability Assessment (SHLAA) assesses the extent to which possible sites, including those suggested by developers and landowners and other parties are suitable, available and achievable for the provision of housing development over the life of the Island Plan. The SHLAA and its complementary document the Strategic Housing Market Assessment (SHMA) are both live documents and subject to regular review. For Brading there are five SHLAA sites; one is listed as undevelopable at this time; two are **developable** (sites that offer a suitable location for development and offer a

reasonable prospect that they will be available to be developed from years 6 to 10 and years 11 to 15 of Island Plan period) and two are **deliverable** (sites that are available now, offering a suitable location for housing development with the reasonable prospect of being delivered within five years.)

The Neighbourhood Development Plan sets out an overarching vision for the area with some broad objectives. It then considers the following themes each being given its own chapter with more detailed objectives and policies: Housing; Heritage; Jobs and the Local Economy; Protecting our Environment; Crime and Disorder; Improving Community Services.

### **Stages in Sustainability Appraisal Process**

‘DIY Sustainability Appraisal of Neighbourhood Development Plans’ by Levett-Therivel 2011 provides guidance on the various stages of a Sustainability Appraisal for Neighbourhood Development Plans. It sets out a number of stages to follow.

**Stage one** – Identifying what your neighbourhood Development Plan must do and cannot do

Identify and capture the sustainability objectives of other plans, policies or programmes that will influence the development of the Brading Neighbourhood Development Plan.

**Stage two** – Identify the characteristics of your neighbourhood.

The capture of baseline data will establish a starting point from which to assess the likely impact of the objectives of the Brading Neighbourhood Development Plan.

The SEA regulations encourage the SA should describe this baseline in terms of:

- Nature Conservation
- Landscape and Townscape
- Heritage and Archaeology
- Material Assets
- Human Population
- Human Health
- Soils and Geology
- Water
- Air Quality
- Climate factors

**Stage three** – Identify possible things to include in the plan (options/alternatives)

A better understanding of the context of Brading Neighbourhood Development Plan, from the consideration of the information established in stages one and two of the Sustainability Appraisal,

**Stage four** – Prepare and consult on a SA Scoping Report

**Stage five** – Assess the environmental, social and economic impacts of the alternatives, choose a set of preferred alternatives (the draft neighbourhood Development Plan), and explain the reason for the choice.

**Stage six** – If the draft Neighbourhood Development Plan would have any significant adverse impacts seek to minimize these by fine tuning the draft.

**Stage seven** – Prepare a final SA report and make it available alongside the draft Neighbourhood Development Plan for comment by the public bodies and expert bodies.

**Monitoring** – Following the adoption of the Sustainability Appraisal the legislation requires the Brading Town Council to monitor the significant effects of the plan. Most or all of the monitoring for the neighbourhood Development Plan will be carried out by the local authority or at a national level. However some impacts might warrant local level

monitoring, and it is anticipated that the working group may want to do this or delegate it to the Town Council's Planning Committee to make sure that the Neighbourhood Development Plan works in the way it was intended to.

Table 1 below sets out the stages in the Sustainability Appraisal and how this relates to the development of the Neighbourhood Development Plan.

**Table 1. Links between plan-making and SA stages**

Stage in developing the plan*	SA step	SA outputs
<ul style="list-style-type: none"> <li>Getting started and organised</li> </ul>		
<ul style="list-style-type: none"> <li>Review existing plans and strategies for the area</li> </ul>	1. Identify what the neighbourhood need and need not do	
<ul style="list-style-type: none"> <li>Create a profile of your community</li> <li>Audit existing infrastructure and designations</li> <li>Carry out surveys and needs assessments</li> <li>Summarise findings and consider how to tackle the issues</li> </ul>	2. Identify the characteristics of the neighbourhood, including existing issues/problems	
<ul style="list-style-type: none"> <li>Draft a vision and objectives for the area</li> <li>Feedback and further community involvement</li> </ul>	3. Identify possible things to include in the plan (options/alternatives)	
	4. Prepare an SA 'scoping report' and check with expert bodies to make sure that the SA process so far is OK	Formal SA 'scoping report'
<ul style="list-style-type: none"> <li>Assess impact of alternatives</li> <li>Choose preferred alternatives and draw up proposals</li> <li>Check for conformity with strategic policies in the development plan</li> <li>Consult on proposals</li> </ul>	5. Assess the environmental, social and economic impacts of the alternatives, choose a set of preferred alternatives (the draft neighbourhood plan), and explain the reason for the choice	Ongoing documentation of the assessment findings to inform the development of the neighbourhood plan
<ul style="list-style-type: none"> <li>Fine tune your plan to minimise overall impacts</li> <li>Agree monitoring, evaluation and review</li> </ul>	6. If the draft neighbourhood plan would have any major impacts, try to minimise these by fine-tuning the draft plan	
<ul style="list-style-type: none"> <li>Prepare final neighbourhood plan document</li> <li>Consultation</li> </ul>	7. Prepare a final SA report and make it available alongside the draft neighbourhood plan for comment by the public and expert bodies	Formal final SA report
<ul style="list-style-type: none"> <li>Independent examination</li> <li>Recommended alterations</li> <li>Referendum and adoption</li> </ul>	Where appropriate, additional cycles of steps 3, 5, 6 and 7 to deal with changes to the plan	Possibly other SA report(s)

\* Based on Rural Community Council of Essex / Essex Planning Officers' *Neighbourhood Planning Guide*; to the best of our knowledge in August 2011; details may well still change although the broad steps are likely to remain

Table taken from the 'DIY SA': Sustainability Appraisal of Neighbourhood Development Plans, showing the relationship between the SA process and the development of Neighbourhood Development Plans

## **The Brading Neighbourhood Development Plan Process**

The development of the Neighbourhood Development Plan started in earnest in 2012 with a number of consultation events and the circulation of the Resident's Survey. A Brading Neighbourhood Development Plan Steering Group has been working to oversee the process and to consider all the views of that the community has given so far.

Guided by the Sustainability Appraisal, information the results of the Residents Survey and information from other consultations the Steering Group has drafted a vision some overarching objectives and the policies of the Neighbourhood Development Plan.

To help understand the historic environmental context of Brading a Heritage Audit was commissioned and completed in late 2013.

A Housing Report has been written based on the results of the Housing Needs Survey questions within the Residents Survey. This was finalized in late 2013.

All the above documents, other background documents and copies of minutes of meetings of the Steering Group are available on request from the Town Clerk.

Natural England, English Heritage, The Environment Agency and the Isle of Wight Council (Planning Policy team) were all asked for formal opinion on a Scoping Report for the Sustainability Appraisal and their comments and views have been incorporated into this final Sustainability Appraisal Report.

This report will accompany the draft Neighbourhood Development Plan when it is put out for public consultation later this year.

## 2: Policy Context

### National and Local Policy Context

This section provides a summary of key relevant local plans and programmes which could influence the Brading Neighbourhood Development Plan. Key aims objectives and indicators have been identified from local plans and these have been incorporated into the SEA/SA framework. This has then been used to inform baseline data and the identification of key issues.

International and national policies other than the new National Planning Policy Framework (NDPPF) have not been reviewed as it is assumed that the relevant sustainability objectives within these documents have been incorporated within local policy.

The National Planning Policy Framework (NDPPF) was issued in March 2012. It sets out the government's planning policies for England in a succinct document that replaces all of the previous Planning Policy Statements and Planning Policy Guidance notes.

The NDPPF states that there must be a presumption in favour of sustainable development so it is clear that development which is sustainable can be approved without delay. Local plans should include policies that will guide how the presumption will be applied locally.

The NDPPF sets out 12 core land use planning principles that should underpin both plan making and decision taking. In summary, these are that planning should:

- be genuinely plan led
- not simply be about scrutiny but instead be a creative exercise
- drive and support sustainable economic development
- always seek to secure high-quality design
- take account of the different roles and character of different areas
- support the transition to a low carbon future

- contribute to conserving enhancing the natural environment
- encourage the effective use of land by re-using land that has been previously developed (brownfield land)
- promote mixed use developments
- conserve heritage assets
- actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling
- take account of and support local strategies to improve health social and cultural well-being for all.

Table 2 provides a list of the key plans whose policies provide the context and have direct influence on the Brading Neighbourhood Development Plan.

Table 2: Plans with a direct link to the context of the Brading Neighbourhood Development Plan

Policy Document	It's main purpose	How this relates to the Brading Neighbourhood Development Plan	Policy Document	It's main purpose	How this relates to the Brading Neighbourhood Development Plan
National Planning Policy Framework (NDPPF)	Sets out the national (England) policy context and framework for the production of Local Development Frameworks and Neighbourhood Development Plans	The Isle of Wight has an adopted Local Development Framework (Island Plan) which sets out the Isle of Wight context for national policy. This has been subjected to its own SA, SEA and Habitat Regulations processes. The Brading Neighbourhood Development Plan will need to be in compliance with this.	Isle of Wight Tourism Development Plan 2005	Sets out strategic objectives relating to the tourism sector and its offer.	The NDP will need to consider the strategic objectives of this plan.
			Isle of Wight Local Transport Plan (Island Transport Plan) 2011-2038	Sets out the strategic transport objectives for the Isle of Wight and incorporates the Rights of Way Improvements Plan.	The NDP will need to consider the strategic objectives of this plan
			Isle of Wight Strategic Housing Land Assessment (SHLA)	Compiled as part of the formulation of the Island Plan and subject to regular review during its life time, this document sets out information on known potential sites for housing development across the Isle of Wight.	There are five sites identified in the SHLA for Brading Parish. The NDP needs to consider the category assigned to them in the SHLA.
South East River Basin Management Plan	Focuses on the protection, improvement and sustainable use of the water environment. River basin management is the approach the Environment Agency is using to ensure combined efforts achieve the improvement needed in the South East River Basin District	Flood risk issues in the NDP will contribute to the delivery of this regional plan.	Isle of Wight Strategic Housing Market Assessment (SHMA)	Compiled as part of the formulation of the Island Plan and subject to regular review during its lifetime, this document identifies the Island's housing stock and identified housing need.	The NDP will need to consider the results of the revised SHMA as part of its development.
Island Plan Core Strategy	Sets out the strategic spatial objectives and planning policies for the Isle of Wight. This includes an hierarchical approach to future development focusing on the key regeneration areas, followed by the smaller regeneration areas, followed by the Rural Service Centres and lastly the wider rural area.	The town of Brading is described as a Rural Service Centre in the Island Plan. The remaining area of the parish outside of the defined settlement boundary is deemed by the Island Plan as being in the wider rural area. As mentioned above the NDP will need to be compliant with the Island Plan giving more local definition to its policies.	Isle of Wight Strategic Flood Risk Assessment (SFRA)	Compiled as part of the Island Plan process this document identifies and maps areas which may be likely to experience flooding.	This will influence the Brading Neighbourhood Development Plan as there are significant parts of the parish which are on or adjacent to the flood plain of the Eastern Yar river. Appendix K of the SFRA specifically deals with the Brading area.

<b>Policy Document</b>	<b>It's main purpose</b>	<b>How this relates to the Brading Neighbourhood Development Plan</b>
Isle of Wight Biodiversity Action Plan (BAP)	Sets out the value of biodiversity on the Isle of Wight, its habitats and species and the management needs for these.	Targets within the BAP are important for the wildlife within Brading Parish, particularly for designated sites.
Brading Housing Needs Survey	A Housing Needs Survey was undertaken as part of the Residents Survey for the Brading Neighbourhood Development Plan.	The results of the Housing Survey will help to structure the policies in the NDP and also define the local need for future development.
Brading Town Design Statement	This document describes the key characteristics of the built environment of Brading Town and sets out objectives and policies to ensure that these are conserved.	The NDP will incorporate the findings from this previous community developed and ratified document.
Brading Conservation Area Appraisal 2006 (updating original designation from 1971)	Provides details of the history, character and enhancing and detracting features of the Brading Conservation Area	The NDP will need to consider the findings of this report.
Brading Heritage Audit	Undertaken as part of the NDP process this document describes the historic environment of the area and particularly focuses on the Rural Service Centre and Brading Conservation Area. It includes information on listed buildings, scheduled monuments and the historic landscape.	This document will provide the evidence base for the historic environment elements of the NDP.

<b>Policy Document</b>	<b>It's main purpose</b>	<b>How this relates to the Brading Neighbourhood Development Plan</b>
Brading Plan 2007	The community ratified plan setting out the issues affecting the area and the aspirations of the community for the future.	This alongside the Resident's Survey and Planning for Real consultation events will help to influence the policies of the Neighbourhood Development Plan.



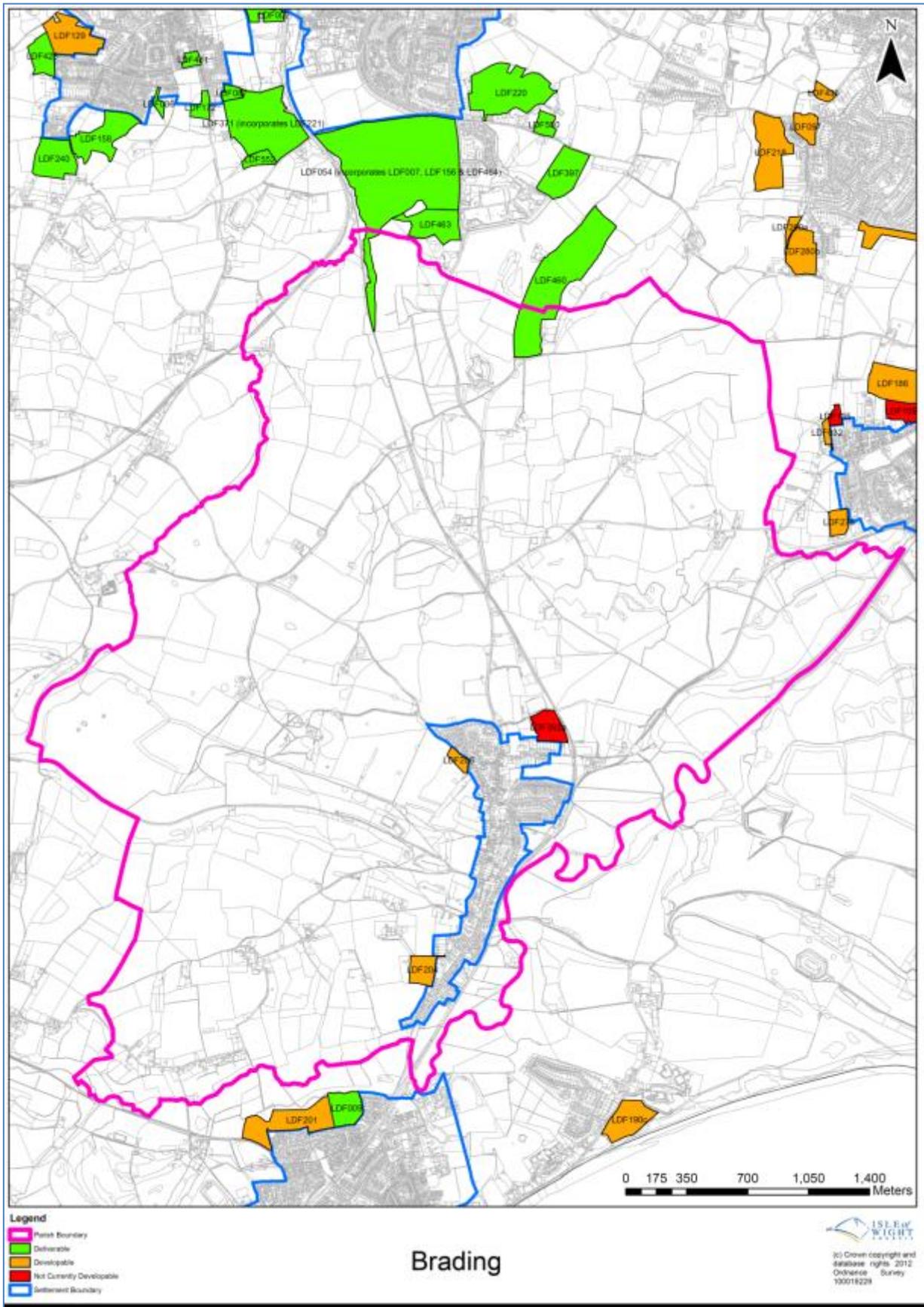


Figure2: Extract from the Island Plan showing the SHLAA sites.

### 3: Sustainability Context

#### Baseline information

This section of the report outlines a summary of the baseline information for Brading Parish. This provides the basis for predicting and monitoring and helps to identify sustainability problems. At the next stage in the SA process this information can be used to identify different options that can help best maintain this baseline and hopefully improve it.

#### Nature conservation and landscape

Brading Parish includes many international, national and locally designated sites valued for their wildlife and landscape conservation interest.



Figure 3: Special Conservation Area and Ramsar

Of particular international importance are the wildlife habitats for the reclaimed Brading Haven. This wetland landscape is part of the *Southampton and Solent Water Ramsar* site. Ramsar is in Iran and the Ramsar Convention was an international agreement for the conservation of important wetlands signed there in 1971. The whole area of this *Ramsar* site covered extends from Hurst Spit

to Gilkicker Point along the south coast of Hampshire and along the north coast of the Isle of Wight. The site comprises estuaries and adjacent coastal habitats including intertidal flats, saline lagoons, shingle beaches, saltmarsh, reedbeds, damp woodland, and grazing marsh. The diversity of habitats support internationally important numbers of wintering waterfowl, important breeding gull and tern populations and an important assemblage of rare invertebrates and plants.

Most Ramsar sites also benefit further designation as in this case where the whole area is also within the European *Solent and Southampton Water Special Protection Area*. The protection aim being to 'Avoid the deterioration of the habitats of the qualifying features, and the significant disturbance of the qualifying features, ensuring the integrity of the site is maintained and the site makes a full contribution to achieving the aims of the Birds Directive.' The Birds Directive ([Directive 2009/147/EC](#)) provides a framework for the conservation and management of, and human interactions with, wild birds in Europe. It sets broad objectives for a wide range of activities, although the precise legal mechanisms for their achievement are at the discretion of each Member State. The species named as being qualifying features for the SPA are:

Dark-bellied brent goose; Eurasian teal; Ringed plover; Black-tailed godwit; Mediterranean gull; Sandwich tern; Roseate tern; Common tern; Little tern.

Although not within the boundary of the parish there are two further European designated sites close by. *The South Wight Maritime Special Area of Conservation (SAC)* is located around the Island's coastline from Bembridge around the south coast to Totland. It is identified as being of importance for its reefs; vegetated sea cliffs



**Isle of Wight Area of Outstanding Natural Beauty (AONB)**

Around 37% of the parish is within the Isle of Wight AONB. The purpose of this national designation is the conservation and enhancement of the natural beauty of the area. Natural beauty is defined as all the features of an area which when combined contribute to the character of the landscape. These include but are not limited to wildlife, land form, cultural associations, historic sites and buildings, tranquillity (including the conservation of dark skies), traditional farming and forestry practices, geology and geomorphology.

The statutory Isle of Wight AONB Management Plan sets out the objectives and policies for the area and its delivery plan details the actions being taken by members of the AONB Partnership to deliver these over a five year period (reviewed annually).

In the early 1990s, a **Landscape Character Assessment (LCA)** was completed for the whole Isle of Wight. The assessment identified eleven Landscape Character Types (LCT) across the Isle of Wight. Each of these is distinct in its character as a result of a combination of geology, landform, land use and enclosure. These are described with their key characteristics and management aims listed.

In Brading Parish there are seven of the eleven types (excluding settlement):

LCT	Area (hectares)	% of Parish	LCT	Area (hectares)	% of Parish
Traditional Enclosed Pasture	881.13	61.8%	Settlement	69.93	4.9%
Harbours and Creeks	165.18	11.6%	Landscape Improvement Zone	39.45	2.8%
Chalk Downs	152.77	10.7%	Southern Coastal Farmland	1.81	<0.2%
Northern Woodland	115.87	4.9%			



**Status:**

A significant part of the area benefits from designation relating to its nature conservation and landscape importance. This brings with it additional protection and requirements for management.

Some parts of the Brading Marshes to St Helens Ledges SSSI is shown as being in unfavourable declining condition which will

require active intervention to improve its condition.

Equally the current Landscape Character Assessment for the area shows 2.8% of the parish being in a Landscape Improvement Zone – an indication of degrading urban influences on the countryside. These areas would benefit from more active sensitive management to improve their landscape character.

From the perspective of this report, the Neighbourhood Development Plan policies will need to ensure that they aim to protect, manage, conserve and where possible enhance the nature conservation and landscape character of the parish.

### Historic Environment

To help with the development of the Brading Neighbourhood Development Plan the Steering Group commissioned Past Wight to undertake a Heritage Audit which was completed in December 2013. All of the Heritage Assets which survive in the modern landscape of Brading Parish are identified in this Heritage Audit. A heritage asset is defined by the National Planning Policy Framework as a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest<sup>1</sup>. Local Authorities may identify non-designated heritage assets. These are buildings, monuments, sites, places and areas of landscape identified as having a degree of significance meriting consideration in planning decisions but which are not formally designated heritage assets. Collectively all designated and non designated heritage assets are termed the “Historic Environment” and are of great cultural, social, economic and environmental value.

<sup>1</sup> National Planning Policy Framework definition.

The Brading Heritage audit is divided into several different categories depending upon the physical nature of the remains: buildings; earthworks; buried remains; documentary (where there is no visible evidence but buried remains may be present) and single artefacts.

The report goes on to table these assets by historic period and provides a commentary on their significance. It is clear from this information that there is a great wealth of historic environment resource within the parish. This includes:

- evidence of continued occupation parts of the parish from Neolithic times (Morton and close to Brading Roman Villa);
- Bronze age burial sites
- Roman influence itself demonstrated by the Roman Villa site, a scheduled monument;
- Brading as an Anglo-Saxon mother parish and strong evidence of it having a church of Minster status.
- Brading Town with its medieval settlement pattern, and historic port;
- The **nationally significant** historic parkland at Nunwell House the historic seat of the Oglander family.
- The historic reclamation of Brading Haven to provide grazing marsh.
- The coming of the railway in the 19<sup>th</sup> century.

Table of Heritage Assets in Brading Parish.

Type	Total
Scheduled Monuments	11
Listed Buildings (I, II* + II)	82
Registered Park or Garden	1
<i>All above as shown on the National Heritage List for England</i>	
IW Council Local List	10
Other Historic Environment Record entries	184

There are a total of 292 Heritage Assets listed on the Isle of Wight Historic Environment Record.

The Heritage Audit identifies areas of archaeological potential within the Brading settlement historic core these include:

Areas of High Archaeological Potential (likely to merit preservation in situ):

- The medieval quay and harbor (may include water logged survival of organic materials, vessels and traded cargoes)
- The church and area around the vicarage
- The areas of property plots alongside both sides of the High Street and on the west side of the Bull Ring

Areas of Archaeological Potential (where they cannot be preserved in situ evidence will require appropriate archaeological recording):

- Areas alongside The Mall up to the top of the rise
- The Little Jane's Cottage area

### *Conservation Area*

The Brading Conservation Area was first designated in 1972. It was re-evaluated and revised in 2006 and the character appraisal document provides detailed description and positive and negative influences. The Conservation Area extends from Bulleys Hill in the south along the Mall and up the High Street to the St Mary's Church and part way along Quay Lane. It is sub divided into two character areas Brading Town Centre and Brading, The Mall.

Each character area is described in terms of its historic context; setting; materials; height, mass and scale; typical details; positive elements and negative elements.

For the purposes of this report the negative influences/elements are listed as:

#### Brading, The Mall –

- The widened carriageway midway along The Mall, where a designated parking area breaks up the more intimate, landscaped nature of The Mall.
- Mediocre infill developments.
- An excessive number of inspection covers clustered along the carriageway.
- Poor condition, eroded pavement along sections of The Mall.
- Modern high fencing panels found midway along The Mall.
- Small sections of front boundary wall where stone wall is interrupted by modern brick and artificial stone.
- Inconsistent window frame design and material use along the rows of terraced housing.

#### Brading Town Centre –

- The high level of painted road markings.
- The multitude and variety of bollards throughout the High Street.
- Signage clutter – including redundant signage.
- Unsuitable replacement windows.
- Much of the paving is in poor condition, both cracked and crumbling.

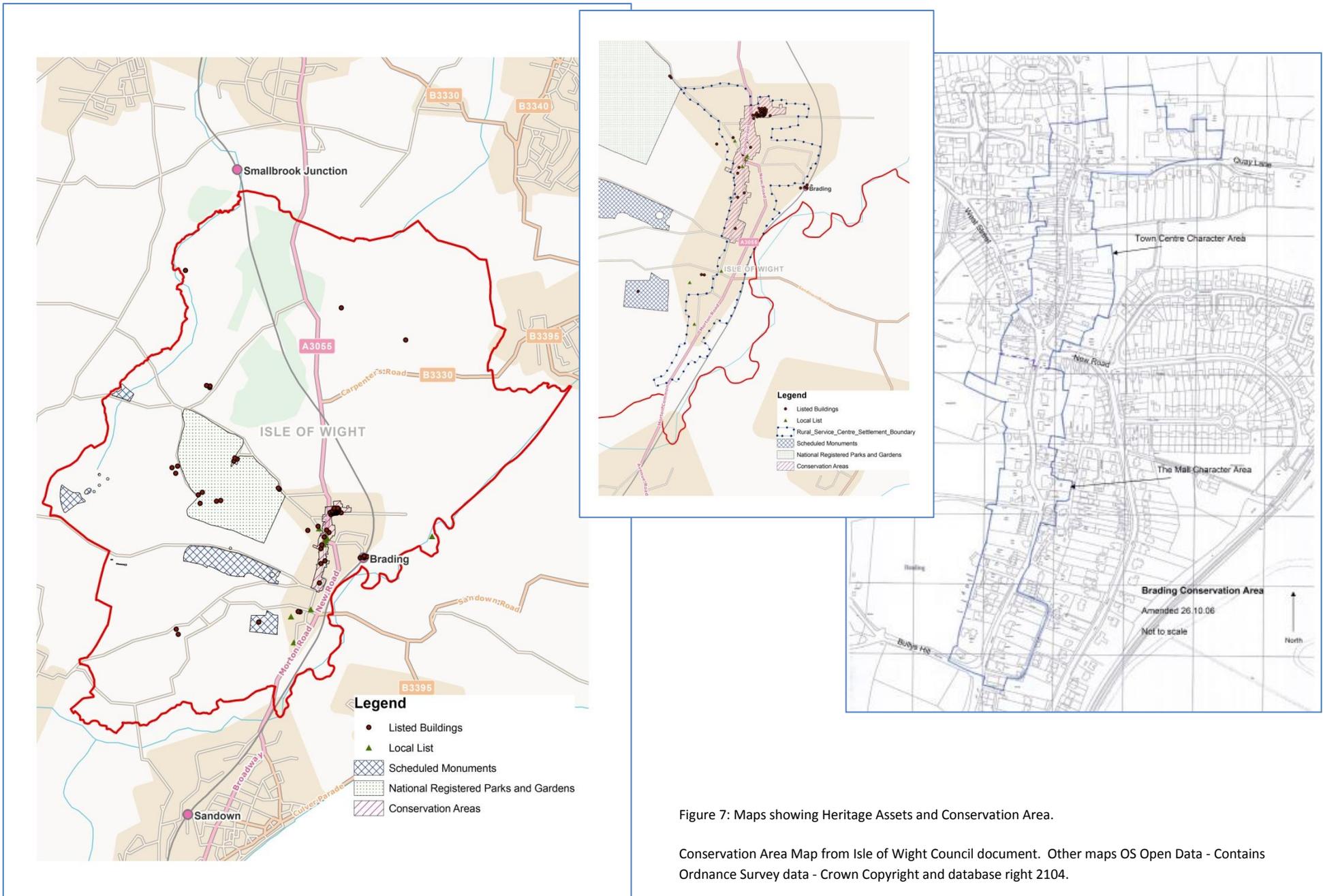


Figure 7: Maps showing Heritage Assets and Conservation Area.

Conservation Area Map from Isle of Wight Council document. Other maps OS Open Data - Contains Ordnance Survey data - Crown Copyright and database right 2104.

## Historic Landscape Characterisation (HLC)

HLC is a nationally recognised methodology for the description of the historic landscape and how it influences the present day landscape. A full HLC for the Isle of Wight was completed in 2008. This process identified a number of character areas called HLC Areas where historic landscape processes have culminated in distinct combination of features. These HLC Areas are then described in more detail in a series of Historic Environment Action Plans (HEAPs) for each HLC Area. The HEAPs provide information on:

- Analysis and assessment of the HLC
- Vulnerability
- Conservation and Management
- Future Management

Within the Brading Parish there are four HLC Areas; Brading, St Helens and Bembridge; East Wight Chalk Ridge; East Wight Greensand; Northern Woodlands.



## Heritage at Risk

English Heritage have advised us that the following designated heritage assets are deemed to be at risk due to current of potential neglect, decay or inappropriate development:

- Brading Conservation Area (see above for reasons)
- Medieval Settlement 100 metres South East and 350 metres North East of East Ashey Manor Farm. At risk due to the encroachment of scrub and tree growth.

The Brading Heritage Audit led to a further contract to provide a Heritage Asset Renovation Assessment. This makes the following recommendations:

- The majority of Heritage Assets in Brading Parish are generally in good condition.
- Some 16<sup>th</sup> Century earthworks relating to the reclamation of the Brading Haven are in poor condition and require a regular programme to remove vegetation and temporary control of access for walkers and livestock whilst regeneration takes place.
- The Churchyard wall should be repaired
- The Brading Pound requires a regular programme of vegetation removal
- The old school could be reused for community purposes if sold by the Isle of Wight Council. It has Heritage Significance as a National School.

## Status

It is clear from this evidence that the historic environment of Brading Parish is an important asset and contributor to its culture, character

and potential economic driver for tourism in the area.

Brading Parish's heritage assets (many of which are designated for their rarity and/or importance) require careful protection, conservation, recording and management. Designated assets will be afforded a degree of legal protection, but other parts of the historic environment may be less well protected but still requiring consideration.

The Residents Survey has indicated that the historic environment is of great importance to the local community.

Neighbourhood Development Plan will need to acknowledge need to protect, conserve, manage, and where possible enhance the historic environment of the parish.

## Air/Climate

### Traffic and Transport

The A3055 passes through Brading Parish. It is the main route for traffic from the towns of Ryde and Sandown and passes through the historic centre of Brading Town (Conservation Area) and through Morton Common. There are two B roads, the B3395 which runs from Yarbridge to Yaverland and the B3330 (Carpenters Road) which runs from Rowborough Corner to St Helens. The rest of the road network is unclassified, perhaps surprisingly; this includes the Brading Down Road a popular and strategic route across the downs.

Any new development has the potential to impact on the road network due to an increase in the number of trips by car and other vehicles involved in transport of goods, materials and passengers. An increase in motorized traffic can also have a negative impact on air quality within the parish.

Both Ryde and The Bay are identified in the Island Plan as Key Regeneration Areas with an expectation that development will be focused in and around these urban centres. This has implications for Brading Parish which is located between the two on an arterial A class road.

### Car ownership/access

The Census states that the following:

Brading Households	2001 %	2011 %
With no car/van	22.79	17.3
With one car/van	46.71	45.3
With two cars/vans	23.13	27.3
With three cars/vans	5.10	7.5
With four or more cars/vans	2.27	2.7

This indicates a trend of a general increase in households with multiple car/van ownership over the ten year period. Lack of car/van ownership is lower than the IW average as is the number of households with just one vehicle.

### Travel to work

The 2001 Census provides some information on travel to work patterns. There was no similar question in the 2011 Census to enable direct comparison. The data tells us:

People in Brading in 2001 who	Brading %	Isle of Wight %
Work mainly from home	5.8	6.2
Travel to work by train	1.9	<0.6
Travel to work by bus	2.0	2.3
Drive a car/van to work	34.3	31.6
Were a passenger in a car/van	3.2	3.5
Ride a motorcycle/scooter to work	1.5	1.1
Cycle to work	1.6	1.7
Walk to work	4.4	9.7
Other (unspecified)	1.2	1.2
Not in employment	43.9	41.6

It can be seen that in Brading in 2001 more people used a car/van to drive to work; used the train to travel to work; or rode a motorbike/scooter to work than the Isle of Wight average. Less people travelled by bus; travelled as a passenger in a car/van; cycled or walked to work than the Isle of Wight average.

## **Public transport**

Southern Vectis provide the public bus service on the Isle of Wight. Routes 2 and 3 pass through the parish on the main A road.

Route 2 – Newport, Merstone, Godshell, Shanklin, Sandown, Brading, Ryde. Based on the current timetable (winter service) this service runs every 30 minutes during weekdays. Towards Ryde the first bus leaves Brading just after 8.30am and the last bus around 6pm. Towards Newport the first bus leaves Brading at 8.45 am and the last bus at 6.15pm. There is a more limited service at weekends and during public holidays. There is no service on this route in the evening or overnight.

Route 3 – Newport, Rookley, Godshell, Wroxall, Ventnor, Shanklin, Sandown, Brading, Ryde. Based on the current timetable (winter service) this service runs every 30 minutes during weekdays. Towards Ryde the service runs from 6.20am to midnight and then less frequently until around 3.30am. Towards Newport the first bus leaves Brading at 5.48am and midnight and then less frequently until 3am.

Southern Vectis also operate a number of open top bus tours across the Island specifically aimed at Tourists such as the 'Downs Breezer'. By buying a day ticket people can jump on or off this service and also use the main bus service.

Island Line provides the public railway service on the Isle of Wight. The service passes through the parish and Brading has its own railway station. Based on the current timetable (winter service), a train leaves Brading towards Ryde at half past and ten to the hour from 6.28am to 10.28pm. To Shanklin the train leaves at on or just after the hour and twenty past the hour from 6.02am to 10.00pm.

This shows that the town of Brading and its immediate environs are well served by public transport. It is possible to get to London Waterloo from Brading in around two and a half hours. There are no public services in some of the more rural areas of the parish.

## **School Transport**

Brading Church of England Controlled Primary School is located in the town. Places are normally allocated to those pupils living within the catchment area of the school but parental requests for admission of pupils living outside the area are considered if spaces are available. Brading C of E Primary introduced a School Transport Plan in accordance with government and council guidelines to encourage a healthy start to the morning by walking to school, to protect the environment and make sure that children are able to arrive at and leave school safely. The school urges all parents to respect this plan and either walk to school, car share or park in the nearby Wheatsheaf Public House car park where the owners have given permission to park there for cars displaying the Brading Primary "Park and Walk" badge.

The Isle of Wight Council works in partnership with Southern Vectis to provide the Vectis Blue, school transport bus service.

## ***Air Quality***

There are currently no Air Quality Management Areas on the Isle of Wight. The Isle of Wight Council has the responsibility to continuously monitor this as part of the local air quality management regime and report the findings to Defra (Department for the environment food and rural affairs). This is of particular importance due to the volume of traffic that passes through the town of Brading and Morton Common.

## Water

### Flooding

The Eastern Yar forms the south and eastern boundary of the parish and Neighbourhood Development Plan area. A tributary also flows through the North Marsh to join the Eastern Yar in its canalized section in the north east corner of the area. As previously mentioned in this report, the historic town of Brading was once a port with a navigable haven coming close to the east of the High Street. Over many years the land was reclaimed from the Brading Haven to create grazing marshes, initially with the quay relocated to the bottom of Quay Lane and eventually with the building of Embankment Road in Bembridge, making Brading land locked. Although outside of the area of the Neighbourhood Development Plan the importance of the maintenance of Embankment Road and the sea wall in Sandown Bay should not be underestimated. If either or both were to fail, the flood risk and inundation by the sea would have substantial social, economic and environmental consequences for Brading Parish.

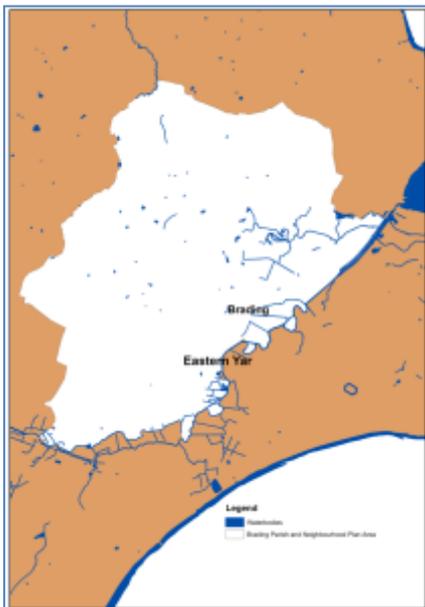
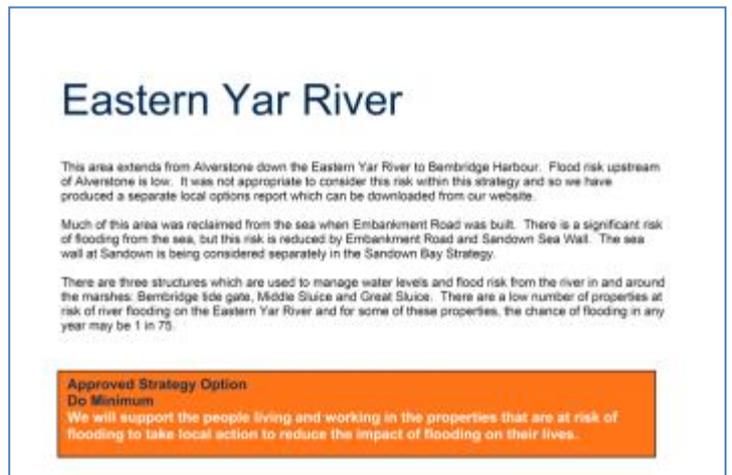


Figure 10: Watercourses

The *Eastern Yar Flood and Erosion Management Strategy 2010-20* published

jointly by the Environment Agency and the Isle of Wight Council, sets out in detail issues relating to flood risk in the area.

For the section of the river most relevant to Brading the issues are described as follows:



An important background document to the Island Plan, the *Strategic Flood Risk Assessment (SFRA)* considers the risk to existing sites and proposed sites for development (taken from work to develop the SHLAA). In summary it states that all sites to the east of the main A3055 road have some degree of potential flood risk from both rainwater run-off (fluvial) and tidal flooding events. It sets out a number of criteria that should be followed when considering development and flood risk in the area:

- Principle of avoidance should be used with no development taking place in the identified flood zones.
- Redevelopment of any existing sites within the flood zones will require the satisfaction of sequential and exception tests to demonstrate that no other more suitable sites are available.
- A sequential approach to flood risk should also be used on individual sites with less valuable assets (such as green space/gardens) situated in

low lying parts of any site in or close to a flood risk area.

- First floor levels of buildings should be set above the 1 in 100 year fluvial and 1 in 200 year risk tidal flood levels.
- Buildings should be designed to have safe access and egress in the event of experiencing flooding.
- Development should not increase the risk of flooding elsewhere by displacement.
- Buildings should be designed to be flood resilient and/or resistant.
- Development should use recognised sustainable urban drainage solutions (SUDs)

Recent prolonged periods of rain and water logging of ground has demonstrated how potentially vulnerable land, property and infrastructure (such as the road and rail network) are to flooding. The volume of fluvial water resulted in flooding in both expected (Morton) and unexpected locations (junction of the High Street and West Lane) in the parish and the temporary suspension of rail services.

### **Wastewater**

The town of Brading is largely on the mains sewer system and has its own Water Treatment Works located off of Quay Lane and between the railway line and disused St Helens and Bembridge branch line. Other parts of the parish are off of the main sewer system and rely on domestic cesspits and septic tanks. No evidence has been found of there being any issues related to this.

Southern Water produced a schedule of quality enhancement works in 2010. This document provides information on the current acceptable levels biological oxygen demand (BOD) and suspended solid in discharges from the Brading treatment works.

Biological Oxygen Demand (BOD) is one of the important measures of pollution and, more importantly, of the ability of a body of water to cleanse itself by the bacterial oxidation of organic pollutants.

In this measurement the sample is diluted with water containing a known amount of oxygen and the loss of oxygen is measured after the sample has stood for 5 days at 20C. The lower the loss, the lower the BOD and the less the pollution. For reference, the BOD of raw sewage is about 400, a typical river 1--3 and tap water 1.

Year	Biological Oxygen Demand (BOD) mg/l	Suspended Solids mg/l
2010 (actual)	30	40
2015 (proposed)	16	27

Data taken from OFWAT published information on Southern Water Quality Enhancement – schedule of quality programme relating to Brading Water Treatment Works.

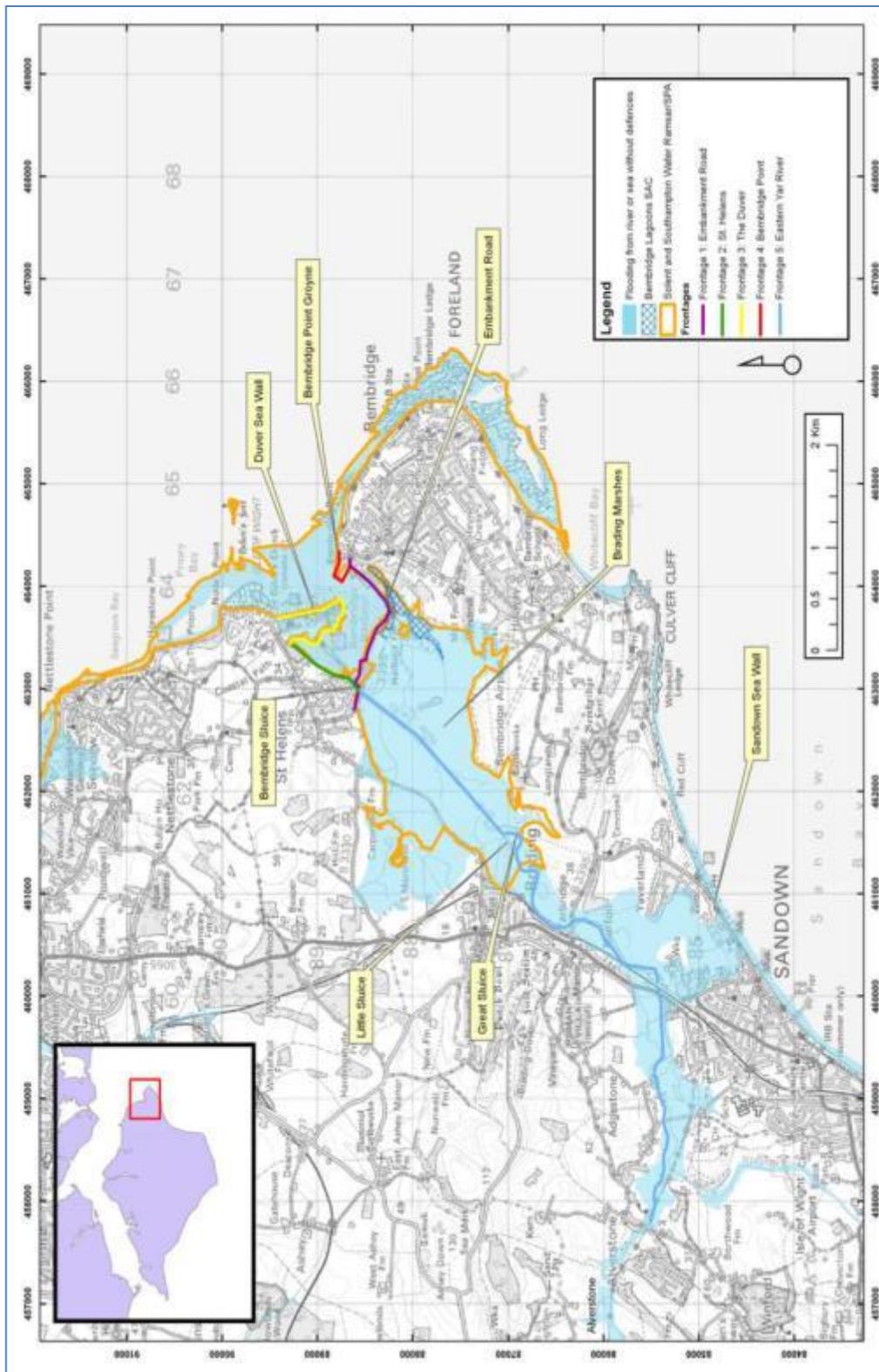
### **Nitrate Vulnerable Zones**

The whole of the parish of Brading is within a Eutrophic Nitrate Vulnerable Zone. Excessive nitrates in the waterbodies can cause excessive plant growth (including algal blooms) and lead to an imbalance in the normal water ecosystem impacting on habitats and species. Diffuse pollution from agriculture and sewage treatment discharge both have the ability to introduce nitrate into the environment. Farmers are required to carefully manage the storage and use of manure from livestock and the use of artificial nitrogen based fertilizers. As mentioned in the section on wastewater there are plans to improve the quality of discharges from the water treatment works.

### **Catchment Sensitive Farming**

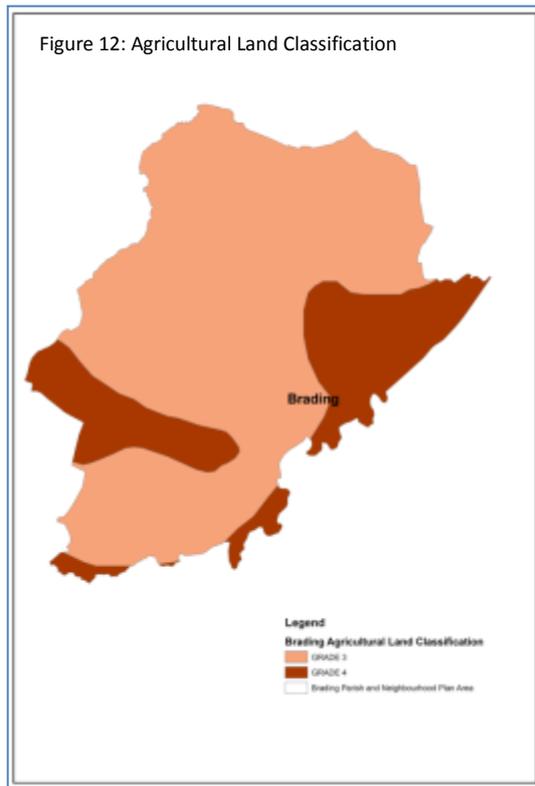
The Hampshire and Isle of Wight Wildlife Trust run the England Catchment Sensitive Farming initiative for the Isle of Wight in partnership with Natural England and the Environment Agency. This approach seeks to minimize diffuse pollution, effectively manage

soil run off and erosion thus helping with meeting the requirements of the Water Framework Directive and helping with cross-



compliance. The whole of Brading Parish is part of the Eastern Yare Catchment.





### Status

The diverse geology of the parish has a direct impact on the landscape, habitats, and land use across the area.

The Island Plan identifies mineral safeguarding areas for future potential mineral resources. A significant part of the parish is shown as being in this category.

Soil is a finite resource and requires management. Soil erosion is an issue and can lead to problems with silting up of waterways and potential exacerbation of potential flood risk. The Neighbourhood Development Plan may need to consider this issue.

### Material Assets

#### Highway infrastructure

The Island Transport Plan 2011-2038 (Local Transport Plan) sets out the framework for the development of a sustainable transport strategy for the Isle of Wight. In 2013, the Isle of Wight Council entered into a Private

Finance Initiative (PFI) with Island Roads. This includes the roads, cycleways, footways, street lighting, drainage and street furniture. Island Roads will undertake design, reconstruction, and maintenance improvements over the next twenty five years. The majority of the reconstruction work is due to take place in the first seven years of the contract.

The proposed programme of works is shown on the Island Roads website.

#### Public Rights of Way and access to the countryside

There are a total of 32.5 km of Public Rights of Way in Brading Parish. This figure is made up from:

- 21 km of Public Footpaths
- 8.6 km of Public Bridleways
- 2.9 km of Byways Open to All Traffic

The Nunwell, Bembridge, Downland Way and Yar River Trails (promoted and way marked routes) pass through the parish.

There is also an area of Open Access land at Brading Downs (0.24 km<sup>2</sup>).

The Round the Island Cycle Route passes through the parish along the Quiet Road scheme area at Adgestone. The recent works to widen the footpath which connects to the old railway line in Quay Lane will now allow for largely off road cycle access between Brading and St Helens.

This extensive network of public access to and through the countryside and more urban areas of the parish is an important resource. It is important for leisure, adds to the areas appeal to tourists and can also help to encourage more sustainable ways of travelling through the area without the use of the car. The public rights of way network and open access areas are also important for nature

conservation as they often provide important habitats and can act as wildlife corridors linking areas together.

The Neighbourhood Development Plan will need to consider how to maximise the use of existing and possible creation of new routes to continue to provide the important economic, social and environmental value of the public access network.

### ***Refuse and Waste***

The Isle of Wight Council's waste management contract is currently provided by Island Waste a subsidiary of Biffa. They provide the civic amenity sites at Lynn Bottom and satellite sites at Forest Road, Newport and Afton Road, Freshwater. They also run the fleet of waste collection vehicles for domestic refuse collection. In January 2012 the Isle of Wight moved to a fortnightly collection alternating between recyclable and non recyclable domestic waste with a weekly collection of kitchen food waste. There are a number of facilities within Brading Town allowing people to recycle glass, clothing and other materials.

### ***Community Assets***

The resident population of Brading is 2034 (2011 Census). There are a number of community facilities and assets in the parish including:

- Brading Station
- Brading Centre
- Allotments
- Town Hall
- Church
- Church Hall
- Youth Club
- Doctors Surgery
- Post Office (in Brading Centre)
- Shop
- Fish and Chip Shop
- Pubs
- Brading Roman Villa

- Adgestone Vineyard
- Methodist Church

### ***Status***

The Neighbourhood Development Plan recognises the important of the material assets within the parish.

There are particular issues associated with the volume of traffic and in some places its speed particularly on the main A road which passes through the parish and Brading Town; but also on other smaller roads in the area.

Highway and highway infrastructure repair and maintenance are also highlighted as an issue. The Island Roads contract should help to address some of these.

Maintenance and signage of the Public Rights of Way Network also needs monitoring to ensure that standards are maintained and their full potential in contributing to sustainability objects realised.

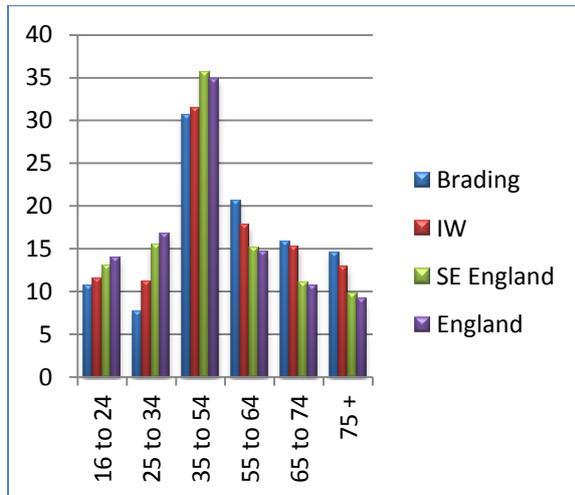
### ***Population***

The 2011 Census shows a population of 2,031 (47.5% male, 52.5% female), with 984 individual dwellings.

- 784 persons lived in a detached house or bungalow
- 716 persons lived in a semi-detached house or bungalow
- 351 lived in a terraced (including end of terrace) property
- 180 persons lived in a flat, maisonette or apartment.
- No people were shown as living in caravans, mobile homes or other temporary structures or in a shared dwelling.

The adult demographic profile of the parish taken from the 2011 Census, shows a greater proportion of the population of the parish 55 years old and above being almost consistently

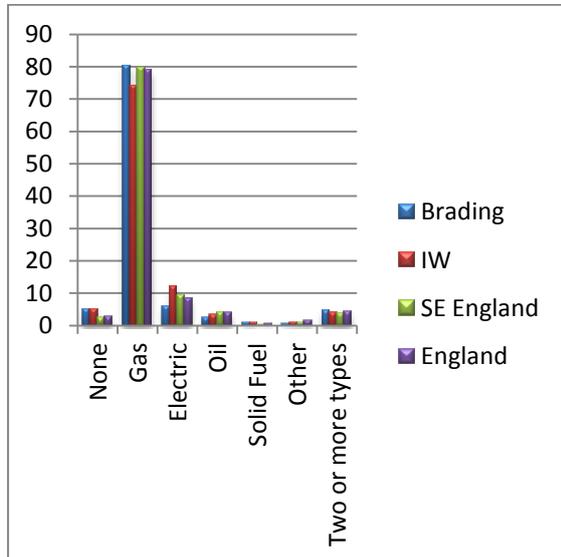
5% more than the national average for each age profile.



It also tells us that 26% of people over the age of 65 are living on their own.

### Fuel Poverty

The Census 2011 provides information on the central heating facilities of households within the parish.



It can be seen that a higher than regional and national average percentage of homes has no central heating (5.1%) and a higher percentage have gas central heating. The national fuel poverty statistics for 2011 shows 105 properties out of 929 as being classed as experiencing fuel poverty. This equates to 11.3% of Brading Households.

### Indices of Deprivation

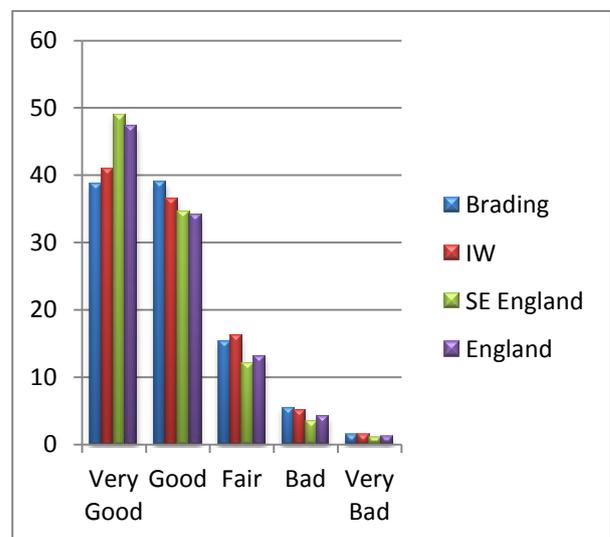
Information from the 2010 indices of deprivation provides a ranking for Brading in the national context. It tells us the following:

Index	Ranking out of 32482	% (1 is most deprived, 100 least deprived)
Multiple	14310	44
Income	122289	37
Employment	11551	36
Health and Disability	13847	42
Education, Skills and Training	11047	34
Barriers to Housing and Services	21543	66
Crime and Disorder	20209	62
Living Environment	14513	45

This indicates that in general Brading sits in the middle of the tables regarding the various indices of deprivation. Where it does demonstrate slight deprivation is in the areas of Education, Skills and Training; Employment and Income where Brading is slightly more deprived than the national average but still outside of the top 25% most deprived areas.

### Health

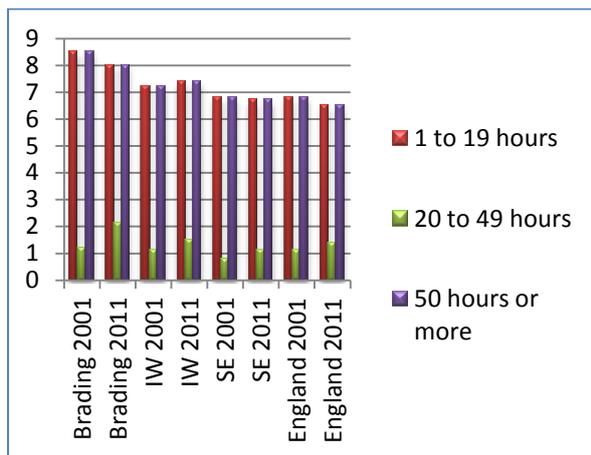
The Census 2011 asked for people to provide their opinion on the state of their health. This is shown in the graph below.



This shows that a lower percentage of the Brading population classes itself as being in very good health compared to the Isle of Wight and England averages. It also shows a slightly higher number self classifying as being in good and in bad health.

### Provision of UNDPaid Care

The Census provides information on the provision of uNDPaid care.



It indicates that between 2001 and 2011 there was a slight decrease in the percentage of persons providing 1 to 19 hours and 50 hours or more of care a week but a marked increase in those providing between 20 and 49 hours of uNDPaid care a week. In all cases Brading is shown as providing a greater percentage of all categories of uNDPaid care provision than the Isle of Wight, regional and national averages.

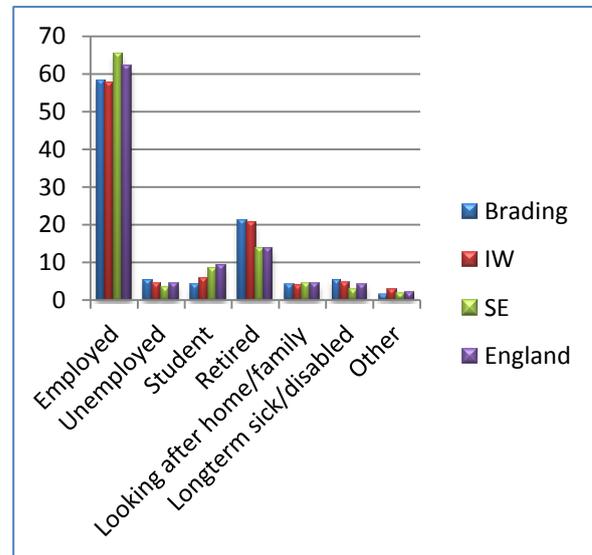
### Employment, Jobs and Benefits

According to the 2011 Census, 533 persons of working age were deemed to be economically active and 377 persons of working age were deemed to be economically inactive within the parish.

10.6% of people were listed as being in receipt of 'out of work' benefits including Income Support, Job Seekers Allowance, Incapacity Benefit and Disability Living Allowance.

There are no major employers or large industry within Brading Parish.

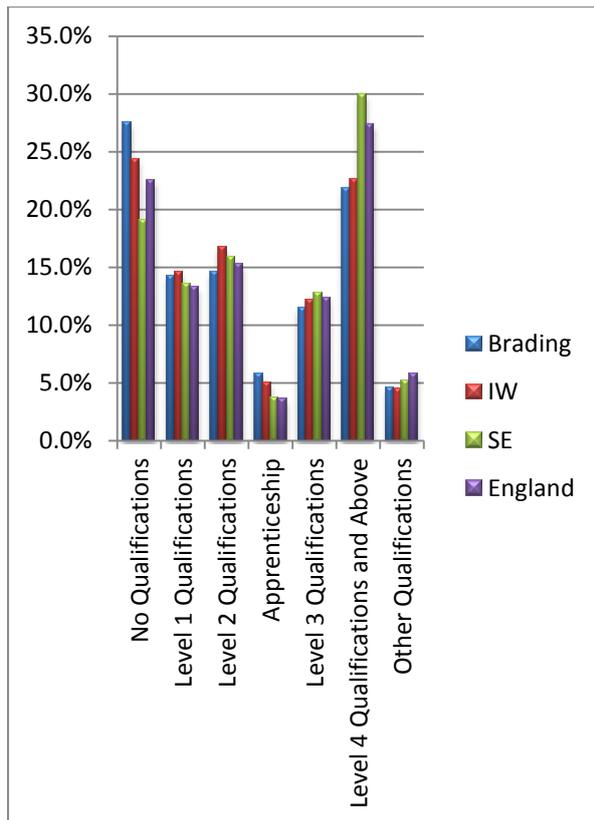
125 persons were in receipt of Pensioners Credit.



It can be seen from the graph above that Brading Parish has a slightly higher employment rate than the Isle of Wight average but significantly lower than the south east region and England. Brading has a higher rate of unemployment than the Isle of Wight, south east and England a pattern also repeated for those people who are retired and those with a longterm sickness or disability.

### Education, Skills and Training

The 2011 Census provides information on the level of academic qualifications of the population of Brading.



This shows that there are a greater percentage of the population with no qualifications than the Isle of Wight, regional and national levels, with a similar pattern for apprenticeships. There is also a greater proportion of the population with a Level 1 qualification than the regional and national figures.

### ***Mosaic Public Sector Data***

Mosaic Public Sector data provides socio-demographic segmentation of all UK households, based on over 440 data elements, including Census data. All UK citizens are classified into 69 types and 15 groups, helping local authorities gain a better understanding of the characteristics and needs of the local population. Brading Parish is grouped with St Helens and Bembridge for Mosaic data. This may mean that the data is skewed based on the inclusion of the socio-demographic profiles of the St Helens and Bembridge Parishes.

The top three groups for the area are:

- Group L – 42.9% Active elderly living in pleasant retirement locations.
- Group B – 21.1% Residents of small and mid-sized towns with strong local roots.
- Group A – 18.8% Residents in isolated rural communities.

The data which is collated and provided by Experian includes detailed descriptions of the likely profile of each group relating to the following:

- Tax contributors versus benefit recipients
- Service independent versus Service reliant
- High Spending versus Low Spending
- Solitary versus Social
- High Local Engagement versus Low Local Engagement

It also provides information relating ways in which groups are likely to access information and to the best forms of media to reach them.

### ***Crime and Disorder***

The 2010 Indices for Crime and Disorder shows Brading as being in the 4<sup>th</sup> quartile (66%) relating to crime and disorder deprivation (see above), meaning that the parish has a relatively low level of crime and disorder. Brading High Street has a Neighbourhood Watch Scheme all homes are part of a No Cold Calling Zone.

### ***Status***

It can be seen from the baseline data in this section that the profile of the population of the community in Brading Parish requires some specific considerations within the Neighbourhood Development Plan.

These include:

- A higher than national average of retired and older residents with over a quarter of over 65 year olds living on their own
- 11% of homes are classed as 'Fuel Poor' which may be partially due to

the number of homes with no central heating

- There are education, skills and training, employment and income deprivation levels slightly higher than the national and/or Isle of Wight average but in general the community lies in the middle of the indices of deprivation
- There is a significant level of uNDPaid care being provided by residents

### **Summary of the baseline information**

Brading Parish has a rich natural and historic environment demonstrated by the wealth of designations of international, national and local significance for sites and buildings throughout the area.

A large part of the parish is reclaimed land and therefore subject to potential threat of flooding.

It has a strong community which in common with many other parts of the Island has a significant number of elderly residents.

The town of Brading is well served by public transport being on the railway line and two public bus routes. However, the A3055 passes through the area and the speed and volume of traffic is a concern.

In general Brading Parish sits in the middle of most of the indices of deprivation meaning it is neither deprived nor not deprived.

A large number of people are providing uNDPaid care within the parish and most people identify themselves as having very good or good health.

There are no major employers within the parish and the Town itself has seen a reduction in the number of shops. It is important that the remaining local shops and

services are supported as part of the areas Rural Service Centre status.

It is felt that the heritage and surrounding countryside of Brading is an asset which could be used to encourage approaches to sustainable tourism in the area. This could consist of the continuation and improvement to existing tourism businesses and attractions in the parish. Some small scale new development in keeping with the character of its location (either in terms of complementing the town or the wider rural area) providing opportunities for people to travel into the parish from the adjacent tourism resorts in The Bay and Ryde, all of which will benefit the existing shops and services in the area.

## **Sustainability issues and problems**

The issues facing Brading Parish are broadly in line with those set out in the Island Plan namely:

**Housing:** The Brading Residents Survey included questions concerning housing need within the parish. This has identified a need for a mix of housing types and some limited growth in and around the edges of the Rural Service Centre to provide housing to meet the identified housing need. Evidence seems to indicate that there are many elderly people living on their own in large properties (under occupied) that may, at some stage in the life of the Neighbourhood Development Plan, wish to downsize but remain within the local community.

**Jobs and the Local Economy:** The Isle of Wight as a whole has some of the highest levels of deprivation in the south east England region. The Isle of Wight continues to have a lower wage levels than neighbouring areas and the south east average. The seasonal nature of the tourism economy has an impact of jobs in the winter months. The recent recession and the advent of the 'staycation' has seen numbers of visitors increase including short breaks in the spring and autumn helping to extend the season. Being an Island has an impact on all aspects of the economy both positive and negative. The Island Plan recognises the important role played by the tourism sector and the wider rural economy. As set out in the previous section of this report Brading Parish will have a role in achieving the delivery of the Island Plan particularly in relation to the economic function of a Rural Service Centre (Brading and Morton) and from the perspective of the rural economy and tourism offer.

**Protecting Our Environment:** The Isle of Wight is a special place and valued by those

who live in and visit the area. The quality and attractiveness of the environment has a direct link to the health and wellbeing of the community and local economy and employment. It is important to ensure that development is located in the most suitable and sustainable locations. The Island Plan wishes to see development which also conserves and enhances the natural environment. It should also plan to avoid, mitigate and adapt to flood risk and have a focus on quality of design to reinforce sense of place. Brading Parish has a rich natural and historic environment which has intrinsic, cultural, social and economic value. Attention is needed to conserve and enhance these assets particularly where it has been identified that they are at risk (Heritage at Risk) or require more active conservation management (failure to meet statutory targets for condition).

**Travel:** Car ownership is slightly higher than the national average on the Isle of Wight and in Brading. Promoting development in the most sustainable locations will help to reduce the need to travel by car. Limited development in and around Brading that addresses an identified local need and reflects its Rural Service Centre status will help to meet this objective. Encouraging people to visit Brading Parish through the use of the extensive public rights of way network, and/or the public transport services will also help to achieve the sustainable travel objectives of the Island Plan and the Isle of Wight Local Transport Plan.

**Waste:** Severance from the mainland by the Solent has implications for the Island's approach to waste management. It reduces the opportunities for waste management to be shared across administrative boundaries and increases pressure for the Island to identify local solutions. There is a need to increase diversion from landfill in the medium

to long term by identifying reuse and recycling alternatives. Whilst there are no direct issues regarding waste management in Brading Parish, its residents and businesses all have a role to play in Island targets for recycling and waste management.

**Minerals:** There is a need to ensure that there is an appropriate supply of land won aggregates to serve the expected demand from development on the Island. There are no active mineral sites in Brading but a number of historic quarries along the sides of the chalk downs demonstrate how important locally sourced material has been in the past. These sites often have significant landscape, natural and historic environmental importance. Mineral safeguarding areas have been identified throughout the Island, including in Brading Parish, as potential areas for future mineral resources.

**Infrastructure:** This includes highways infrastructure and utility infrastructure and other community services. The highways PFI (see above) will result in an improvement to the maintenance of the highway network and its associated infrastructure (pavements, signage, street lighting, shelters, seats etc) over the next twenty four years. Discussions with utility providers for the development of the Island Plan indicate no concerns in meeting increased demand for gas or electricity supply. However the Isle of Wight already imports 25% of its water supply from the mainland and the overall demand for water is expected to increase by 15% by 2037. Southern Water has a Water Resources Management Plan which shows how it intends to secure sufficient water supply whilst also meeting environmental and nature conservation objectives. Increased measures to conserve and reuse grey water for other purposes will help to reduce the projected demand for fresh water. The community and businesses of Brading Parish have a role to

play in meeting the Island objectives on this issue.

### **Brading Neighbourhood Development Plan Residents Survey**

A number of meetings have been held in the parish to get the views of the local community as part of the development of the Neighbourhood Development Plan. Alongside these a survey was delivered to each household with all over the age of 14 being encouraged to provide their views. This Neighbourhood Development Plan Residents Survey has given useful information on the views of the community which alongside the baseline evidence will be used to formulate the objectives and draft policies of the Neighbourhood Development Plan.

In summary residents said:

#### **Providing Houses:**

74% of respondents believe that affordable housing for local needs should be included in the Plan. 59% do not wish to see additional market housing provided. 54% would prefer to see smaller groups of no more than 10 houses per site for any schemes that come forward. A mix of types (tenures) is preferred with sheltered homes to buy or rent being the most preferred type (48%). The majority (55%) felt that new housing should be provided in the settlement boundary with others saying that it should be on the edge of the settlement or elsewhere in the parish. People expressed particular concern over any development in or around the marshes due to flood risk, on green field sites or in the AONB.

86% of residents live in owner occupier properties with the remainder living in private or housing association rented properties. An analysis of the housing need questions in the survey resulted in an identified need of 35 units of mixed sizes (one bedroom, two bedroom and three bedroom properties) and

mixed tenures (private rented, housing association rented, shared equity and to buy/own)

### ***Jobs and the Local Economy:***

69% of respondents said they agreed with land being allocated for employment. The most popular choices for types of employment were Tourism, Leisure and Crafts (80%); Shops/Retail (60%) and Community Services (46%). When asked where this is best located most believed that existing buildings (87%) and brownfield sites (60%) should be used and in or around Brading Town (77%). Residents were split over whether change of use for conversion of shops to residential was favoured (56% in favour 44% against). Development which supports working from home was supported (83%). However, only 12% of respondents would be looking for employment in the next five years. Low cost start up units (73%) and better broadband (52%) were seen as the best ways to encourage new employers to locate to Brading.

### ***Protecting Our Environment:***

98% of respondents wish to ensure that any development in the parish is in keeping with the area's historic character and landscape setting. It is felt that design that reflects the scale and historic character of the townscape is important (85%) as are the use of traditional building materials (63%) and traditional scale of shop fronts (63%). 85% believe that the Neighbourhood Development Plan should promote the enhanced protection of historic and natural features; with positive management of the varied local wildlife (71%) and improved flood protection measures (64%) also strongly expressed views.

### ***Improving Community Services:***

At least half of all responding residents said that the Neighbourhood Development Plan should look to improve or protect the

following: Public toilet facilities (75%); public footpaths (71%); facilities for young people (61%); road safety measures (56%); allotments (56%); vehicle parking facilities (54%); access for disabled people (53%) and public transport (50%). For public transport cheaper fares were the main choice for improvement (81%).

Survey respondents felt that facilities for vulnerable people could be improved by: developing work experience programme opportunities for local youngsters (76%) and providing a range of outreach services e.g. health, education, welfare, jobs all of which are easily accessible to local people e.g. within a community hub (62%).

### ***Creating a Sustainable Community:***

67% of respondents felt that the Neighbourhood Development Plan should encourage renewable energy in the parish. When asked for views on which type of technology residents the majority site solar as an appropriate technology. 92% of respondents believe the Neighbourhood Development Plan should encourage more walking and cycling. There is less agreement regarding the introduction of additional traffic calming measures in the High Street (56.8% in favour 43.2% against). There is general agreement that the volume and speed of traffic was a problem and danger to pedestrians. 96.3% of residents feel safe living in Brading. However, 18.3% have been affected by crime or disorder in the parish. The majority of issues are related to noise, disorderly conduct, criminal damage and theft.

## 4: Sustainability Framework

The list of sustainability issues set out in Chapter 3 has been used to formulate the sustainability objectives which form the basis of the Sustainability Framework. The Framework is set out in the table below and is based on the Sustainability Framework for the Core Strategy of the Island Plan being the overarching spatial planning policy document for the area.

The framework will be used in the next stages of the development of the Brading Neighbourhood Development Plan to:

- Assess the Vision, Objectives, Themes and Policies of the Neighbourhood Development Plan – and if required – make adjustments to them to make them more sustainable.
- Appraise different approaches and options.

In order to comply with the SEA regulations the environmental effects of options and approaches will also need to be tested for their significance against the criteria contained in Annex II of the regulation which are as follows:

Criteria for determining the likely significance of effects referred to in Article 3(5).

1. The characteristics of plans and programmes, having regard, in particular, to

- The degree to which the plan or programme sets a framework for projects and other activities, either with regard to the location, nature, size and operating conditions or by allocating resources
- The degree to which the plan or programme influences other plans or programmes including those in a hierarchy.
- The relevance of the plan or programme for the integration of environmental considerations in particular with a view to promoting sustainable development.

- Environmental problems relevant to the plan or programme.
- The relevance of the plan or programme for the implementation of EU Community legislation on the environment (e.g. plans and programmes linked to waste management and water protection).

2. Characteristics of the effects and of the area likely to be affected, having regard, in particular, to

- The probability, duration, frequency and reversibility of effects.
- The cumulative nature of effects.
- The transboundary nature of the effects.
- The risks to human health or the environment (e.g. due to accidents).
- The magnitude and spatial extent of the effects (geographical area and size of population likely to be affected).
- The value and vulnerability of the area likely to be affected due to:
  - Special natural characteristics or cultural heritage.
  - Exceeded environmental quality standards or limit values.
  - Intensive land-use.
- The effects on areas or landscapes which have a recognised national, EU Community or international protection status.

The following table (Table 3) sets out the Sustainability Framework for the Brading Neighbourhood Development Plan.

Table 3: Brading Neighbourhood Development Plan Sustainability Framework

Table 1: Sustainability Framework			Relevant to Brading?	Island Plan Appraisal sub-criteria	Likely to feature in Neighbourhood Development Plan
Environmental					
1	Air quality	To reduce air pollution and ensure air quality continues to improve.	Although there are no Air Quality Management Zones on the Isle of Wight there is a need to keep a watching brief. Brading is particularly concerned at the volume and speed of traffic on the High Street through the town. The potential increased development as a result of the Ryde and The Bay Area Action Plans may increase traffic on this major arterial road.	<ul style="list-style-type: none"> <li>• <i>Reduce the amount of congestion on the Island's roads.</i></li> <li>• <i>Increase the proportion of people using public transport, cycling and walking,</i></li> <li>• <i>Reduce the number of car trips</i></li> <li>• <i>To maintain or decrease the current levels of air pollutants from ferry activity and other polluting activities.</i></li> </ul>	Unlikely - Not directly related to the Neighbourhood Development Plan but possibly warrants an action plan re traffic issues to be taken forward by Town Council?
2	Water	To maintain and improve the water quality of the Brading's groundwater and rivers to achieve sustainable water resources management.	Improvements are planned for the Brading Water Treatment Works to reduce diffuse pollution. Catchment Sensitive Farming helps to reduce diffuse pollution from agriculture.	<ul style="list-style-type: none"> <li>• <i>Limit abstraction on the Isle of Wight to a sustainable level.</i></li> <li>• <i>Ensure the efficient and sustainable use of water and reduce the reliance on water imported to the Island.</i></li> <li>• <i>Protect the quality of water by controlling development likely to adversely affect groundwater, surface water, bathing water and estuaries quality.</i></li> <li>• <i>Maintain groundwater and surface water levels and flows of designated sites.</i></li> </ul>	Limited – May be some implications regarding additional buildings and impact on current mains sewerage system. Diffuse pollution from agriculture likely to be covered by other initiatives such as AONB Management Plan and Environmental Stewardship (Catchment Sensitive Farming)

3	Landscape. Archaeology and Heritage	To protect and enhance the Brading's natural and historic environment and character, and to achieve sustainable development within a sensitive landscape.	Brading Parish has a rich and diverse landscape and historic environment, all of which contributes to the area's special character and appeal. Many sites, buildings and areas designated in recognition of their local, national importance.	<ul style="list-style-type: none"> <li>• <i>Conserve and enhance the AONB in line with its designated status, purpose and the AONB Management Plan</i></li> <li>• <i>Conserve and enhance the Tennyson and Hamstead Heritage Coasts in line with their status purpose and the AONB Management Plan.</i></li> <li>• <i>Protect tranquil areas on the Island and avoid risk to them from light and noise pollution and increases in traffic.</i></li> <li>• <i>Protect the landscape and settlement character of the Island and ensure that any change in land use does not negatively impact on the existing character of the area.</i></li> <li>• <i>Positively enhance landscape and settlement character</i></li> <li>• <i>Protect the fabric and setting of designated and undesignated archaeological sites, monuments, structures and buildings recorded on the Isle of Wight Historic Environment Record; including historic parks and gardens; maritime and coastal heritage; listed buildings and conservation areas</i></li> <li>• <i>Conserve and enhance Conservation Areas in line with their adopted appraisals and management plans.</i></li> </ul>	Yes – NDP will include objectives and policies regarding the impact of proposed development on the landscape and historic environments. The historic settlement pattern of the Town and the wider countryside is an important part of the character of the parish.
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4	Biodiversity, fauna and flora	To conserve and enhance the Brading's biodiversity, flora and fauna.	<p>The varied geology and landscape of Brading Parish contributes to its rich biodiversity with its many different habitats, plants and animals.</p> <p>The importance of this is reflected in the international, national and local designations for the natural environment across the parish.</p>	<ul style="list-style-type: none"> <li>• <i>Maintain and increase biodiversity and the variety of habitats on the Island.</i></li> <li>• <i>Provide opportunities for people to come into contact with wildlife places whilst also encouraging respect and raising awareness of the sensitivity of these sites and avoiding adverse effects on their integrity.</i></li> <li>• <i>Avoid net loss, damage to, or fragmentation of designated wildlife sites and their qualifying habitats and species.</i></li> </ul>	Yes - As per objective 3 the Neighbourhood Development Plan will need to include objectives and policies which seek to avoid or minimize any negative impact on the natural environment of the parish. This is particularly important in relation to the internationally designated Special Protection Area at Brading Marshes.
5.	Soil, geology and land use	To ensure appropriate land use in relation to soil and geology functionality and improve efficiency in land use.	<p>The varied geology of Brading has provided locally available natural resources, and dictated how land has been used for farming and woodland management.</p> <p>The Rural Service Centre designation of the boundary of Brading and Morton focuses development in the parish within this area where it can be demonstrated to provide for an identified local need. Brown-field land is in limited supply and it is important to ensure that the best use of this resource is secured. Catchment Sensitive Farming helps to protect the soils and water resources (aquifer) in the parish.</p>	<ul style="list-style-type: none"> <li>• <i>Protect the function of designated geological sites on the Island as scientific and educational resources.</i></li> <li>• <i>Ensure that regional quotas for mineral extraction are met whilst minimizing environmental and social impact of extraction.</i></li> <li>• <i>To support the viability of agriculture and forestry to ensure that they build upon local and Island specific markets and create local employment.</i></li> <li>• <i>Encourage the remediation and re-use of contaminated and brown-field land.</i></li> <li>• <i>Protect areas which have value for their mineral resource, coastal position, employment land etc.</i></li> <li>• <i>Protect soils, and their functionality in land use planning and sustainably manage soils as a finite multi-functional resource, specifically including best and most versatile agricultural land.</i></li> </ul>	Limited – Relating to supporting the land use sector and rural economy and the sequential test of the use of 'brownfield' land first and also the spatial location of development largely in or adjacent to the Rural Service Centre.

6	Waste	To reduce waste generation and disposal and to achieve the sustainable management of waste.	Although not specifically included in the Resident's Survey, Brading has a long standing reputation for promoting 'green' issues including the reduction in waste through reuse and recycling.	<ul style="list-style-type: none"> <li>• <i>Minimize the future land take for landfill on the Island</i></li> <li>• <i>Minimize the production of waste then re-use, or recover through recycling, composting or energy recovery.</i></li> </ul>	Limited – unlikely to be any direct reference to waste management or policies regarding this in the Neighbourhood Development Plan as Island wide approaches are sufficient.
7	Climate Change Mitigation	To minimize future climate change through reducing emissions of carbon dioxide and other greenhouse gases.	Within Brading Parish, the town of Brading and extending down to Morton is defined in the Island Plan as a Rural Service Centre. This recognizes its significance for the provision of services for people within its settlement boundary and also the wider rural area.	<ul style="list-style-type: none"> <li>• <i>Reducing the need to travel</i></li> <li>• <i>Ensure the efficient use of energy on the Island</i></li> <li>• <i>Increase the use of renewable resources to generate electricity and use of combined heat and power.</i></li> </ul>	Yes – focus of new development in and adjacent to the Rural Service Centre to take advantage of existing public transport and other services reducing the need to travel.
8	Climate Change Adaptation	To reduce the risks to people and properties from the effects of climate change.	To the east of the main A3055 road there is significant potential flooding risk in the parish. Information is shown in the Environment Agency Eastern Yar Flood Management Strategy and the Isle of Wight Council's Strategic Flood Risk Assessment.	<ul style="list-style-type: none"> <li>• <i>New development should not be at risk from flooding</i></li> <li>• <i>Ensure development does not increase flood risk.</i></li> <li>• <i>Increase the capacity for climate change adaptation through the provision of Green Infrastructure.</i></li> <li>• <i>Increased opportunities for sustainable travel, including public transport, walking and cycling.</i></li> <li>• <i>Reduce distances people travel to work</i></li> </ul>	Yes – very relevant due to presence of flood risk zones close to the Rural Service Centre and settlement boundary. The NDP will need to ensure that its objectives and policies do not exacerbate this. Sustainable Urban Drainage Solutions/Systems (SUDS) will need to be incorporated into new development.

9	Culture and local distinctiveness	To maintain and protect the local culture, traditions and civic pride of Brading and increase engagement in cultural activity.	Brading has a strong community and active Town Council. The community facilities in the Rural Service Centre such as the Youth Club; School; The Town Trust properties; Brading Heritage Centre; The Brading Centre and Brading Roman Villa are all valued and well used.	<ul style="list-style-type: none"> <li>• <i>To secure better opportunities for people on the Island to have access to a range of cultural activities/facilities/events.</i></li> </ul>	Limited – the NDP will recognize the importance of the existing facilities in the community and identify if there are any particular issues or potential for improvement via potential Community Infrastructure Levies.
10	Population	To develop and maintain a balanced and sustainable population structure in Brading.	Census data indicates a large number of over 65 year olds living on their own within the parish. For these older resident's, this can lead to issues of isolation as their ability to leave their homes for access to services and leisure activities may be limited.	<ul style="list-style-type: none"> <li>• <i>To achieve a balanced population structure on the Island.</i></li> <li>• <i>To balance the needs of permanent residents and visitors</i></li> </ul>	Limited – other than issue of local housing need and perhaps the issue of supporting the significant proportion of the population who are over 65 and living on their own. Provision of family housing will hopefully also provide support for the local school.
11	Crime and Safety	To reduce crime and the fear of crime and ensure safety in the public realm	Brading Parish is a safe place to live. Although there are occasional problems, statistical crime levels are low and people feel safe.	<ul style="list-style-type: none"> <li>• <i>To reduce the fear of crime</i></li> <li>• <i>To cut levels of crime and disorder, including anti-social behaviours.</i></li> </ul>	Unlikely - Not directly related to the Neighbourhood Development Plan but likely to feature as an action plan for the Town Council if any matters come forward.

Social			Relevant to Brading?	Appraisal sub-criteria	
12	Health	To improve the health and well being of the population and reduce inequalities in health.	<p>Brading has its own Doctors Surgery in The Mall in Brading. There is excellent access to the wider countryside from the flat marshes to the downs.</p> <p>The Census provides information on the population and provision of uNDPaid care. Over 8% of the local community are providing more than 50 hours a week of uNDPaid care. This does not include persons in receipt of care either via personal budgets (social care) or through private payment for assistance. Nearly 80% of people said that their health was either very good or good in the 2011 Census.</p>	<ul style="list-style-type: none"> <li>• <i>To cut levels and inequalities in incidence and mortality from cancer, coronary heart disease, suicide and accidents.</i></li> <li>• <i>To keep an appropriate balance between services provided on the Island and the mainland.</i></li> <li>• <i>To support social services and health agencies to safeguard a range of residential and nursing home provision for Island residents.</i></li> <li>• <i>Ensuring adequate access to the natural environment in contributing to people's physical and mental wellbeing and also encouraging increased opportunities for walking and cycling.</i></li> </ul>	Limited – The Neighbourhood Development Plan may include measures regarding green space and supporting the provision of health care services for the local community but is unlikely to have direct policies in this area. An action plan may be developed to be taken forward by the Town Council and relevant agencies.
13	Social Inclusion	To reduce the level and distribution of poverty and social exclusion in Brading	The Brading Centre houses the offices of Brading Town Council and also other community facilities including the Post Office. Local people are able to drop in and find out information or discuss problems. The Town Council also produces a regular newsletter to keep the community about local issues	<ul style="list-style-type: none"> <li>• <i>Promote community involvement and access to information and to empower local communities to become more involved in making local decisions.</i></li> <li>• <i>To address the level and the distribution of wealth across the Island.</i></li> <li>• <i>To ensure there is an equitable distribution of services and facilities for all sectors of society</i></li> </ul>	Limited – possible link with the Housing Needs Assessment and provision of affordable homes for local people.

14.	Education and training	To raise educational achievement levels in Brading and develop opportunities for everyone to acquire the skills they need to find and remain in work.	There is a Church of England aided Primary School in Brading town. The school role includes both local children and children from other areas whose parents have chosen to take them to Brading.	<ul style="list-style-type: none"> <li>• <i>Ensure that there is adequate provision of education facilities associated with new developments.</i></li> <li>• <i>Improve education attainment levels in school leavers.</i></li> <li>• <i>Improve skills and qualifications in the workforce.</i></li> <li>• <i>To help in the provision of learning opportunities that match skills supply to the demand of the local economy and businesses.</i></li> </ul>	Unlikely – Other than in relation to local housing and families with children of primary school age supporting the local school, the Neighbourhood Development Plan is unlikely to have any direct influence on this Island Plan objective.
15.	Access	To improve accessibility to all services and facilities.	<p>Concern has been raised over the state of the maintenance of the road network and pavements within the parish.</p> <p>Brading town is well served by public transport with the Island Line railway and a regular public bus service. Outlying areas of the parish are less well served by public transport.</p> <p>The Rights of Way network provides important access to the countryside.</p>	<ul style="list-style-type: none"> <li>• <i>To ensure transport is accessible for all sectors of the community including those with mobility problems.</i></li> <li>• <i>Improving access to services and facilities (e.g.retail, sporting, cultural, communication, open space etc).</i></li> <li>• <i>Improve access to jobs, higher level education, skills and training.</i></li> <li>• <i>Improve access for permanent residents to affordable housing</i></li> <li>• <i>Improve access to smaller residential units for smaller households</i></li> </ul>	Yes – Local Housing Needs Assessment to identify affordable housing requirements for local people. Retention of shops and facilities in the Rural Service Centre.

16	Material assets	To ensure the provision of adequate infrastructure for transport, utilities, housing and public facilities to meet the needs of residents and visitors.	<p>The Housing Needs Survey and Census data tell us that there is a specific need for new housing in the parish and also specific issues related to under occupancy of larger houses. This is summarized in the Housing Report.</p> <p>Brading town is well served by public transport with the Island Line railway and a regular public bus service. Outlying areas of the parish are less well served by public transport.</p> <p>It will be important to consider the capacity of the drainage system in relation to any new developments.</p> <p>A particular problem is the lack of public toilet facilities. The toilets in the town car park being closed and there only being access to toilets at Brading Station when the café is open</p>	<ul style="list-style-type: none"> <li>• <i>Improve the condition of dwellings on the Island</i></li> <li>• <i>To meet housing needs on the Island</i></li> <li>• <i>Ensure that existing utilities infrastructure is sufficient to support existing and new development.</i></li> <li>• <i>To improve the physical quality of the Island's transport infrastructure network through appropriate investment.</i></li> </ul>	Yes – as per objective 16 regarding the local housing need. Concentration of development in or adjacent to the settlement boundary of the Rural Service Centre.
17	Employment	To ensure high and stable levels of employment so everyone can benefit from economic growth in Brading.	<p>With higher than the Island levels and significantly higher than the national average, unemployment in the parish is an issue.</p> <p>The Resident's Survey results show support for the provision of units for working from home.</p>	<ul style="list-style-type: none"> <li>• <i>Create opportunities to diversify the employment base.</i></li> <li>• <i>Increase average wages to achieve a better paid workforce</i></li> <li>• <i>Improve opportunities for permanent and less seasonal employment on the Island.</i></li> <li>• <i>Reduce unemployment.</i></li> </ul>	Yes– because of its location it is the focus will be on businesses in the Rural Service Centre and in the wider area on land use sector (farming/forestry/appropriate rural business) and tourism sector businesses.

Economic			Relevant to Brading?	Appraisal sub-criteria	
18	Investment in business	To stimulate economic revival in priority regeneration areas (Brading is not a priority regeneration area but is classified as a Rural Service Centre)	Historically there has been a reduction in the number of shops and services available in the town of Brading. There is a need to support the remaining businesses to prevent further loss and also attempt to reverse this trend. The Resident's Survey indicates a desire to see more tourism, leisure, craft and retail businesses. In the wider rural area includes a number of small scale tourism attractions and accommodation providers which also need consideration and support.	<ul style="list-style-type: none"> <li>• <i>Provide opportunities for growth within small businesses and SMEs.</i></li> <li>• <i>Provide opportunities for development and enhancement of traditional and local business and industry.</i></li> <li>• <i>To create opportunities for and facilitate inward investment for a range of business size</i></li> <li>• <i>Improve quality of tourism accommodation and attractions.</i></li> </ul>	Yes – as per objective 18. The Neighbourhood Development Plan is likely to have a focus on business in the Rural Service Centre and in the wider rural area land use sector / rural business and tourism.
19	Economic performance	To sustain economic growth and competitiveness.	The Rural Service Centre provides shops and other facilities. Land based industries such as farming and forestry and other small scale rural business and tourism activities also contribute to the economic activities in the parish.	<ul style="list-style-type: none"> <li>• <i>Increase GVA/GDP</i></li> <li>• <i>Increase the number of products 'exported' from the Island (to mainland and other countries)</i></li> <li>• <i>Link local consumers to local markets to help provide a viable farming and forestry sector.</i></li> <li>• <i>Link local consumers to local markets to help provide a viable farming and forestry sector.</i></li> <li>• <i>Improve the balance from net importers of goods etc to being more self-sufficient.</i></li> <li>• <i>Increase the proportion of the community who are economically active.</i></li> <li>• <i>Encourage the development of a buoyant, sustainable tourism sector and to increase the diversity of the tourism sector</i></li> <li>• <i>Promote the Island as a year round visitor destination.</i></li> </ul>	Limited – in relation to retention of existing businesses in the Rural Service Centre and also the support of the land use and appropriate rural business and tourism businesses in the wider rural area.

### **Statutory responses to the Sustainability Appraisal Scoping Report**

In line with the guidance and regulations concerning Sustainability Appraisal, a Scoping Report was sent for statutory consultation for a five week period between March and the end of April 2014. Responses were received from Natural England, The Environment Agency, English Heritage and the Isle of Wight Council Planning Policy. Comments made are provided in table form in Appendix 1. The tables include an indication of how this final version of the Sustainability Appraisal has changed as a result of the comments received.

## **Brading Neighbourhood Development Plan Vision and Objectives**

The first stage of the sustainability testing process is to ensure that the broad objectives of the Neighbourhood Development Plan are compatible with the principles of sustainable development.

This is done by testing the vision and broad objectives against the Sustainability Framework. Each broad Neighbourhood Development Plan objective is tested by predicting whether it will have a positive, negative or neutral effect on the sustainability objective.

### **Vision**

**“Brading will be a town and wider parish, which provides a caring environment for its residents from the cradle to the grave; where its historic environment and green spaces are cherished and protected for the use and wellbeing of the community; where appropriate housing development, which meets the needs of the community is supported and where the potential for sustainable development, employment and transport is optimised; a place where residents are proud to live, work and play.”**

## Broad Objectives

Derived from the consideration of the results of the Residents Survey, other sources of evidence and the Sustainability Framework the following were set as the broad objectives for the Brading Neighbourhood Development Plan:

1. The delivery of homes that meet the needs of the community both now and in the future
2. To conserve and enhance the historic and the rural characteristics of the parish of Brading
3. To sustain the facilities of a Rural Service Centre
4. To develop economic activity that will help to provide jobs for local people
5. To protect the natural environment and the species that inhabit it
6. To ensure no new development will increase flood risk in the parish by being placed in inappropriate<sup>2</sup> locations
7. To seek to improve transport links and traffic management within the parish
8. To work in partnership with crime prevention agencies to make Brading a safe place to live.
9. To ensure that Brading is a place where people are proud to live, work and play.

Table 4 shows the result of testing the Neighbourhood Development Plan Broad Objectives against the Sustainability Appraisal Framework Objectives.

## Conclusions

It can be seen that all of the broad objectives of the Neighbourhood Development Plan are either positively compatible or have a neutral effect on the Sustainability Appraisal Framework. It can also be seen that they are in line with the Island Plan. Waste is the only objective in the Sustainability Appraisal Framework for which the Neighbourhood Development Plan has only neutral effect. It is felt that the Island wide objectives for this are sufficient to address the matter for the Brading community. This was therefore removed from the evolving Sustainability Framework for the Brading Neighbourhood Development Plan.

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<sup>2</sup> Areas designated as Flood Zone risk 2 and/or 3 as defined by the Environment Agency.

Table 4: Testing the Neighbourhood Development Plan Broad Objectives against the Sustainability Appraisal Framework Objectives

<div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>✓ Positive / compatible</p> <p>0 Neutral / no effect</p> <p>X Negative / not compatible</p> </div>	Broad Objective 1	Broad Objective 2	Broad Objective 3	Broad Objective 4	Broad Objective 5	Broad Objective 6	Broad Objective 7	Broad Objective 8	Broad Objective 9
<b>1: Air Quality</b> To reduce air pollution and ensure air quality continues to improve.	0	0	0	0	0	0	✓	0	0
<b>2: Water Quality</b> To maintain and improve the water quality of the Brading's groundwater, rivers and coasts to achieve sustainable water resources management.	0	0	0	0	✓	0	0	0	0
<b>3: Landscape, Archaeology and Heritage:</b> To protect and enhance the Brading's natural and historic environment and character, and to achieve sustainable development within a sensitive landscape.	0	✓	0	0	0	0	0	0	0
<b>4: Biodiversity, fauna and flora</b> To conserve and enhance the Brading's biodiversity, flora and fauna.	0	0	0	0	✓	0	0	0	0
<b>5: Soil, geology and land use:</b> To ensure appropriate land use in relation to soil and geology functionality and improve efficiency in land use.	0	0	0	0	✓	0	0	0	0
<del><b>6: Waste</b>                      To reduce waste generation and disposal and to achieve the sustainable management of waste.</del> (Removed as not considered relevant to the Brading Neighbourhood Development Plan)	0	0	0	0	0	0	0	0	0
<b>7: Climate Change Mitigation</b> To minimize future climate change through reducing emissions of carbon dioxide and other greenhouse gases.	0	0	0	0	0	0	✓	0	0
<b>8: Climate Change Adaptation</b> To reduce the risks to people and properties from the effects of climate change.	0	✓	0	0	✓	✓	0	0	0
<b>9: Culture and local distinctiveness</b> To maintain and protect the local culture, traditions and civic pride of Brading and increase engagement in cultural activity.	0	0	✓	0	0	0	0	0	0

10: Population To develop and maintain a balanced and sustainable population structure in Brading.	✓	0	0	0	0	0	0	0	0
11: Crime and Safety To reduce crime and the fear of crime and ensure safety in the public realm.	0	0	0	0	0	0	0	✓	✓
12: Health To improve the health and well being of the population and reduce inequalities in health.	0	0	✓	0	0	0	0	0	✓
13: Social Inclusion To reduce the level and distribution of poverty and social exclusion across in Brading.	✓	0	0	0	0	0	0	0	0
14: Education and Training To raise educational achievement levels and develop opportunities for everyone to acquire the skills they need to find and remain in work.	✓	0	0	0	0	0	0	0	0
15: Access To improve accessibility to all services and facilities.	✓	0	✓	0	0	0	0	0	0
16: Material assets To ensure the provision of adequate infrastructure for transport, utilities, housing and public facilities to meet the needs of residents and visitors.	✓	0	✓	0	0	0	✓	0	0
17: Employment To ensure high and stable levels of employment so everyone can benefit from the economic in Brading.	0	0	✓	✓	0	0	0	0	✓
18: Investment in business To stimulate economic revival in priority regeneration areas.	0	0	✓	✓	0	0	0	0	0
19: Economic performance To sustain economic growth and competitiveness.	0	0	✓	✓	0	0	0	0	0

✓	Positive / compatible
0	Neutral / no effect
X	Negative / not compatible

## 5: Alternatives

The Steering Group discussed the findings of the various consultation processes undertaken with the community and also the baseline evidence. It then sought to draft objectives and policies to address the identified needs whilst also meeting the relevant legislative requirements and the Sustainability Framework outlined in this document.

Alternatives were considered. The default position being ‘business as usual’ meaning no Neighbourhood Development Plan and a reliance on the Island Plan policies. The following sets out the alternatives considered.

HOUSING	Alternative One	Alternative Two	Alternative Three	Alternative Four
Location of housing development	Business as usual	Development inside or adjacent to the settlement boundary of the Rural Service Centre no density or size specified	Development inside or adjacent to the settlement boundary of the Rural Service Centre but with preferably no site exceeding more than 9 homes	Development inside or adjacent to the settlement boundary of the Rural Service Centre on sites defined in the Neighbourhood Development Plan
Essential infrastructure and sustainability	Alternative One	Alternative Two		
	Business as usual	Developers have considered and incorporated the requirements of essential infrastructure and contributed to the costs involved in providing or upgrading this as part of their proposals.		
Housing types	Business as usual	Demonstrate where appropriate how proposals provide housing and tenure that contribute to meeting the most up to date housing needs survey report for the parish of Brading and give consideration to the scale of future developments		
Access to facilities	Business as usual	Development should demonstrate the sustainability and accessibility of the site for all forms of transport.		
Wider rural area	Business as usual	Result in no more than nine new homes on any one site, demonstrate meeting a local need, demonstrate that no previously developed land is available within or immediately adjacent to the Rural Service Centre settlement boundary. Agricultural workers' dwellings supported where an essential need has been sufficiently demonstrated.		

HERITAGE AND THE HISTORIC ENVIRONMENT	Alternative One	Alternative Two
Historic character of the town	Business as usual	Proposals respect, conserve and enhance the historic environment within Brading Parish and the Heritage Assets, both designated and undesignated, therein and their settings.
Historic character of the wider rural area	Business as usual	Proposals contribute to individual character, local distinctiveness and sense of place.
Use and re use of historic properties	Business as usual	Proposals for the retention and/or reuse of designated and undesignated heritage assets.
Field patterns	Business as usual	Proposals retain historic field patterns
Traditional and appropriate agricultural practices	Business as usual	Proposals support traditional and appropriate agricultural practices.
Disturbance of waterlogged deposits	Business as usual	Proposals minimise the disturbance of waterlogged deposits
Historic parks, gardens, cemeteries, public open spaces, including appropriate restoration schemes	Business as usual	Proposals support the conservation of historic parks, gardens, cemeteries, public open spaces.
Compliance with Conservation Area Appraisal	Business as usual	Proposals demonstrate conservation or enhancement of character recognized in the adopted Conservation Areas Appraisal for the designated Brading Conservation Area.
Important views and skylines	Business as usual	Proposals should demonstrate how they have considered any impact on important views and skylines in the parish.
JOBS AND THE LOCAL ECONOMY	Alternative One	Alternative Two
Tourism	Business as usual	Proposals facilitate, enable and/or promote tourism, whilst at the same time protecting, conserving and wherever possible enhancing the historic environment and character of the Brading.
Employment and training	Business as usual	Proposals retain or enhance employment facilities and sustain existing jobs, and where possible provide opportunities for training and work experience.
Protecting shops and services in the High Street	Business as usual	Proposals should focus on maintaining or improving the vitality and viability within the primary frontage area in the Town, maintaining business use rather than residential use in this area.
Jobs/business outside the Rural Service Centre	Business as usual	Proposals outside the Rural Service Centre demonstrate how it meets a proven local need or creates a positive impact by creating jobs. It should also show that there are no suitable locations within or immediately adjacent to the Rural Service Centre settlement boundary of Brading and how it would support the economy of the parish.

PROTECTING OUR ENVIRONMENT	Alternative One	Alternative Two
Designated sites	Business as usual	Development should consider their impact on designated sites in light of the reason for their designation.
Green Space	Business as usual	Proposals consider and takes into account areas of local green space.
Strategic gaps	Business as usual	Development should consider its impact on the identified strategic gap.
Dark Skies	Business as usual	Development should consider its relationship with the Dark Skies Advice produced by the Isle of Wight AONB Unit.
A SUSTAINABLE COMMUNITY	Alternative One	Alternative Two
Design and landscaping	Business as usual	All proposals should take account of the character areas and the design recommendations in the Brading Design Statement Information for Developers document.
Traffic volumes and impact on the road network	Business as usual	Proposals need to consider the physical limitations of all roads in the parish in their proposals and particular those named in the Neighbourhood Development Plan.
Public Rights of Way, Cycleways and Safe Routes to School.	Business as usual	Proposals that increase the number of footpaths, cycle ways, bridleways and safe routes to school should be encouraged and supported.
Parking	Business as usual	Appropriate provision should be made for off road parking for individual units for all new developments.
Climate Change / Flood Risk	Business as usual	Development proposals should take into account principles of sustainable development such as the use and sensitive placement of energy efficiency and conservation systems, sustainable drainage systems and the prevention of flooding, avoids increasing vulnerability to a range of impacts arising from climate change and prioritizes the use of land outside of Flood Zones 2 & 3.
Access on to the highway	Business as usual	Development proposals should take into account the provision of safe and appropriate access.

## **Assessment of Alternatives**

The Alternatives were then assessed against the Sustainability Framework to establish their impact. This is provided in full in table form with conclusions in Appendix 2.

This was then discussed by the Steering Group and policies were formulated to address the preferred and selected alternatives. Discussion was undertaken on a topic by topic basis. In relation to housing, this led to a decision not to identify specific sites for potential development over and above those which had been identified by the Isle of Wight Council in the Strategic Housing Land Availability Assessment (SHLAA) as part of the Island Plan. However it was decided that in order to ensure the conservation of the historic character and settlement pattern of the settlement area that development should preferably be limited to no more than nine units on any particular site.

This led to the retention of the Vision and Broad Objectives and the selection of the following policies for the Brading Neighbourhood Development Plan which are shown on the following pages.

## Housing

### **Policy HD1**

- a) The Brading Neighbourhood Development Plan supports appropriate new housing that meets the needs of the local community. For the period 2014-2027 new housing development will be supported.
- b) Development proposals should meet the requirements of the policies of this plan, along with the relevant policies of the Island Development Plan.

### **Policy HD2**

Residential development should be located within or immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Policies Map. Proposals should:

- a) result in no more than nine new homes on any individual site; and
- b) demonstrate, where appropriate, how they provide housing types and tenures that contribute to meeting the most up-to-date housing needs survey report for the parish of Brading.
- c) give consideration to the scale of future developments

Where proposals for residential development are located outside and not immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Policies Map they should:

- d) result in no more than nine new homes on any individual site; and
- e) demonstrate it is meeting a proven local need; and
- f) there are no previously developed sites available within in or not immediately adjacent to the Rural Service Centre settlement boundary of Brading.

Proposals for agricultural workers' dwellings will be particularly supported where an essential need has been sufficiently demonstrated.

### **Policy HD3**

Proposals for residential development should demonstrate how they have considered:

- a) the sustainability and accessibility of the site for all forms of transport; and
- b) the development's infrastructure requirements.

Where necessary the development shall facilitate improvements to local infrastructure.

## Heritage

### Policy HE1

Development proposals should respect, conserve and wherever possible enhance the historic environment within Brading Parish and the Heritage Assets, both designated and undesignated, therein and their settings. Specifically development proposals should, where relevant, consider the following factors:

- a) the retention and/or re-use of designated and non-designated heritage assets.
- b) how it contributes to the individual character, local distinctiveness and sense of place.
- c) the retention of historic field patterns.
- d) traditional/appropriate agricultural practices.
- e) minimising disturbance of waterlogged deposits.
- f) the conservation of historic parks, gardens, cemeteries and public open spaces.

### Policy HE2

Development proposals should demonstrate how they have considered any impact on important views and skylines. Examples are:

- a) The High Street
- b) St Mary's Church
- c) Nunwell House
- d) The Mall

These views together with justification for their importance are shown in the Policies Map (Supporting Document 15).

## Jobs and the Local Economy

### Policy JE1

Proposals that sustain and create economic growth and jobs in the parish should be located within or immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Policies Map.

Proposals should primarily focus on:

- a) maintaining or improving the vitality and viability within the Primary Frontage Area, as shown on the Policies Map; or
- b) retaining or enhancing employment facilities and sustain existing jobs; or
- c) providing tourism-related development
- d) maintaining business use rather than residential use in the Primary Frontage Area

Where possible new land uses should provide opportunities for training and work experience.

Where proposals that sustain and create economic growth and jobs in the parish are located outside and not immediately adjacent to the defined Rural Service Centre settlement boundary of Brading, as shown on the Island Plan Policies Map, proposals should:

- e) demonstrate it is meeting a proven local need or creates a positive impact by creating jobs
- f) there are no suitable previously developed sites available within in or not immediately adjacent to the Rural Service Centre settlement boundary of Brading; and
- g) demonstrate how it would support the economy of the parish.

## Protecting our Environment

### **Policy E1**

The Brading Neighbourhood Development Plan supports development proposals that respect, conserve and wherever possible enhance the natural environment and the important views, noted in this plan, within Brading parish.

Specifically, development proposals should consider their impact on designated sites in the light of the reasons for those designations and should consider the following factors:

- a) designated sites and the reasons for their designations.
- b) areas of local strategic gap.
- c) areas of local green space.
- d) the Dark Skies Advice produced by the Isle of Wight AONB Unit.

## Creating a Sustainable Community

### **Policy SC1**

The Brading Neighbourhood Development Plan supports development that is accessible and environmentally sustainable.

### **Policy SC2**

Development proposals should take into account the principles of sustainable development.

Specifically, development proposals should consider the following factors:

- a) the use and sensitive placement of energy efficiency and conservation systems.
- b) the use of sustainable drainage systems and the prevention of flooding
- c) avoiding increasing vulnerability to a range of impacts arising from climate change.
- d) the prioritisation of land outside of Flood Zones 2 and 3.

In all cases development proposals should take account of the character areas and the design recommendations of the Brading Design Statement Information for developers (Supporting Document 6).

### **Policy SC3**

Development proposals should consider the following factors:

- a) the appropriate level of provision for off-road parking.
- b) the provision of safe and appropriate access.
- c) increasing the number of footpaths, cycleways, bridleways and safe routes to school.

Developers will be expected to give specific consideration to the physical limitations of all roads within the parish of Brading in their proposals. In particular, special consideration should be given to roads around Quay Lane, Cross Street, West Street, Wrax Road, Church Lane and Old Morton Road and all roads in Upper and Lower Adgestone.

## 6: Fine Tuning the Plan

The Summary Assessment Table (Table 5 below) shows the impact of each of the policy objectives of the Brading Neighbourhood Development Plan against the sustainability framework in a way to allow for consideration of cumulative impacts:

0 = Neutral ✓ = Positive X = Negative	Air Quality	Water Quality	Landscape, and Heritage	Biodiversity	Soil and geology	Climate Change Mitigation	Climate Change Adaptation	Culture and Local Distinctiveness	Population	Crime and Safety	Health	Social Inclusion	Education and Training	Access	Material Assets	Employment	Business	Economic Performance
HD1/HD2a	0	0	✓	✓	0	✓	✓	✓	✓	0	0	✓	0	✓	✓	0	0	0
HD3b	0	✓	0	0	0	0	0	0	0	0	✓	0	0	✓	✓	0	0	0
HD2b,c	0	0	0	0	0	0	0	0	✓	0	0	✓	0	0	✓	0	0	0
HD3a	✓	0	✓	0	0	✓	✓	0	0	0	0	0	0	✓	0	0	0	0
HD2d,e,f	0	0	✓	✓	✓	0	0	0	0	0	0	0	0	0	✓	0	0	0
HE1b	0	0	✓	0	0	0	0	✓	0	0	0	0	0	0	0	0	0	0
HE1a	0	0	✓	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HE1c	0	0	✓	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HE1d	0	✓	✓	✓	✓	0	✓	0	0	0	0	0	0	0	0	0	0	0
HE1e	0	✓	✓	✓	✓	0	0	0	0	0	0	0	0	0	0	0	0	0
HE1f	0	0	✓	0	0	0	0	0	0	0	0	0	0	✓	0	0	0	0
HE1g	0	0	✓	0	0	0	0	✓	0	0	0	0	0	0	0	0	0	0
HE2a,b,c,d,	0	0	✓	0	0	0	0	✓	0	0	0	0	0	0	0	0	0	0

0 = Neutral ✓ = Positive X = Negative	Air Quality	Water Quality	Landscape, and Heiritage	Biodiversity	Soil and geology	Climate Change Mitigation	Climate Change Adaption	Culture and Local Distinctiveness	Population	Crime and Safety	Health	Social Inclusion	Education and Training	Access	Material Assets	Employment	Business	Economic Performance
JE1c	0	0	✓	0	0	0	0	✓	0	0	0	0	0	0	0	0/✓	0/✓	0
JE1b	0	0	0	0	0	0	0	0	0	0	0	0	✓	0	0	✓	0	0
JE1a,d	0	0	✓	0	0	0	0	✓	0	0	0	0	0	0	0	✓	✓	0
JE1e,f,g	0	0	✓	0	✓	0	0	0	0	0	0	0	0	0	0	✓	✓	0
E1a	0	✓	✓	✓	✓	0	0	0	0	0	0	0	0	0	0	0	0	0
E1c	0	0	✓	✓	0	0	0	0/✓	0	0	0/✓	0	0	✓	0	0	0	0
E1b	0	0	✓	✓	0	0	0	0/✓	0	0	0	0	0	0	0	0	0	0
E1d	0	0	✓	✓	0	0	0	0	0	0	0	0	0	0	0	0	0	0
SC2 a,b,c,d	0	0	✓	0	0	✓	0	✓	0	0	0	0	0	0	0	0	0	0
SC1/SC3	0	0	✓	0	0	0	0	0/✓	0	0/✓	0	0	0	0	✓	0	0	0
SC3c	0/✓	0	0	0	0	✓	0	0	0	0	0	0	0	✓	0	0	0	0
SC3a	0	0	0	0	0	0	✓	0	0	0	0	0	0	0	0	0	0	0
SC2a,b,c,d	0	✓	0/✓	0/✓	0	0	✓	0	0	0/✓	0	0	0	0	0	0	0	0
SC3b	0	0	✓	0	0	0	0	0/✓	0	0	0	0	0	0	0	0	0	0

The summary table was analyzed and discussed. There have been no identified negative impacts from draft policies of the Brading Neighbourhood Development Plan. The table clearly shows the positive impact of the policies on the landscape, archaeology, heritage and natural environment of the parish. It also shows some positive impact of the policies on employment, business, access and material assets. Housing policy HD1 and HD2 seek to focus development in or adjacent to the settlement boundary of the Rural Service Centre and to prefer individual sites to have no more than 9 units, is recognised as being a sustainable approach.

This sustainability appraisal has concluded that the implementation of the Brading Neighbourhood Development Plan will result in no negative impact on local sustainability objectives within Brading Parish. The overall effect of implementing the plan resulting in appropriate sustainable development in Brading, thereby contributing and conforming to the Island Plan and National Planning Policy Framework.

## **7: Next Steps**

The final version will then be submitted to the Isle of Wight Council who will then appoint an independent external examiner to review the plan. They will also conduct a statutory public consultation (of a minimum of 6 weeks). Any further minor changes will be made and this will be followed by a referendum where local registered electors (resident in the parish) will be asked to vote for or against the formal adoption of the Neighbourhood Development Plan. If more than 50% of those voting, vote in favour the plan will be adopted.

## 8: Monitoring

Many of the issues covered in the Brading Neighbourhood Development Plan will be subject to a monitoring process as part of the Isle of Wight Council's requirement for the Island Plan. The Town Council will request Brading Parish specific reports from the Isle of Wight Council to help with monitoring of the Neighbourhood Development Plan. This will include information based on the determination of planning applications including conditions set to conserve and enhance the landscape, natural and historic environment.

However, there may be localized elements of the Neighbourhood Development Plan which require monitoring by the Town Council and in particular the Town Council's planning committee. Two members of the Neighbourhood Development Plan Steering Committee are now attending the Town Council's planning committee.

In any case good practice should dictate that the following outline timetable is used to monitor implementation and effectiveness of the Neighbourhood Development Plan.

What needs to be monitored?	Who by?	How often?	What response may be needed?
Implementation of the Neighbourhood Development Plan and any associated Action Plans	Brading Town Council	6 monthly	Review and decide if action plans need amending. Identify if there are obstacles to Plan delivery.
Sustainability Appraisal	Brading Town Council / Town Council Planning Committee	Annually	Review and decide if updating is needed
Habitat Regulations	Brading Town Council / Town Council Planning Committee	Annually	Decide if scoping report requires updating
Equality Impact Assessment	Brading Town Council / Town Clerk	Annually	Review and decide if update needed
Housing Needs Survey	Brading Town Council	5 yearly	Complete, analyze and report to update Housing Needs figures.