



Bromsgrove District Local Plan: Draft Development Strategy

June 2025



Bromsgrove
District Council

www.bromsgrove.gov.uk



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1. CONSULTATION OVERVIEW

Introduction

- 1.1. Bromsgrove District Council is in the process of reviewing and replacing the Bromsgrove District Plan (adopted January 2017), which will set out where new housing, employment and other development alongside its supporting infrastructure will take place over the next 15 years or so. The Plan will also set out policies to protect and enhance our natural and historic environments and ensure that our retail centres and recreation facilities continue to improve and thrive, this is all in line with the Government's National Planning Policy Framework (NPPF).
- 1.2. Whilst plan-making is a technical and complex process, we've tried to cut out as much planning jargon as possible. It's language we use every day and we're conscious that what we're trying to put across to you may not always be as clear as we think it is. We've included some background information later in this document, but if you feel that this process is still unclear, details of how to contact us for a chat can be found at the end of this document.

Consultation that has been done before

- 1.3. As part of our early review of the adopted Plan, in late 2018, we undertook Issues and Options Consultation which was an opportunity to check that we were thinking about the right issues to address through an updated Plan. This was followed up 12 months later with Further Strategic Issues Consultation, which outlined the next steps towards developing a potential strategy and accompanying policies. At the same time, we put out a Call for Sites request in order for developers and landowners to submit development sites to us for our consideration for allocation.

Why we're consulting with you now

- 1.4. Whilst we would have liked to make more progress with the Plan review, there have been some hurdles to slow our progress. Most notably, multiple changes to the NPPF including how housing need is calculated and, changes to the plan-making process which have created uncertainty for plan-making. In terms of the new plan-making process, we aren't significantly progressed enough with the Plan to continue under the old process, meaning that we will need to submit our Plan under the new system. Whilst detailed plan-making guidance is awaited from Government, we feel that we're in a position to bring the work we've undertaken to date into a consultation arena for feedback. We think this will stand us in good stead going into the new plan-making process as it is recognised that progressing a strategy for new housing and employment development is essential.

What we're consulting on in the absence of the new plan-making guidance

- 1.5. Between now and 2043, in accordance with the revised NPPF, we need to allocate enough land for **12,155 homes** to meet our Local Housing Need (LHN) and **potentially 28 hectares of employment land** for manufacturing and warehousing, as well as identifying opportunities for office space. Alongside which, we need to ensure that provision is made for sufficient services, facilities and other supporting infrastructure.

- 1.6. This consultation is being carried out under Regulation 18 of the Town and Country (Local Planning) (England) Regulations 2012. It is all about further fact-finding and identifying where we need to prepare or commission additional evidence to inform the preparation of the Local Plan as it progresses. The sites and the draft Development Strategy we are consulting on is our initial draft and we need additional information from you to ensure we get things right going forward. We know a lot of information about the sites submitted to us to date, but we know that local knowledge is invaluable to inform the plan-making process.
- 1.7. We also need detailed and specific guidance from stakeholders such as public utility providers, NHS, Historic England etc. Without putting location-specific sites in the public arena, we get very little meaningful information from them in order to make any progress. This isn't a criticism on their part, they are just unable to engage substantially without the information in this consultation.
- 1.8. Due to the volume of potential development sites we've had submitted to us since the last consultation stage, and the amount of work we've undertaken to assess them, we're in a position to check that you think our site assessment process is robust and to see whether or not you agree with the assessment outputs we have reached.
- 1.9. In addition to determining which sites we think have potential to meet our development requirements, we need to firm up our draft Development Strategy and decide where in the district development sites could best be allocated. Once this has been determined, it makes it easier to write the policies for the Local Plan to ensure we deliver on the consultation outcomes. A range of distribution scenarios has been considered for the draft Development Strategy. How these distribution scenarios have been considered can be found in the Sustainability Appraisal that accompanies this consultation.
- 1.10. We're really keen to make progress, which will give us a firm foundation for entering into the new plan-making process, but we acknowledge that this involves making some difficult decisions. That's why it's really important to get as many views as possible on the site assessments and the potential allocation distribution across the district.

What this consultation won't cover

- 1.11. We aren't consulting on a fully-fledged draft Local Plan. There aren't any policies to read and comment on, issues such as the Town Centre planning strategy, specific housing policies such as affordable housing and the details of how we look to tackle climate change will all follow in the next version of this Plan. In addition to the above, there are other stakeholder initiatives that we will need to take account of, such as the National Trust's 8 Hills Regional Park. The feedback from this consultation should help us to inform initiatives such as this as the Plan progresses. Not all of our evidence base is in place yet. The comments we receive through this public consultation will be part of the evidence and help us as we enter into the new plan-making process. The evidence we have to date is available online for review and comment here [Evidence Base](http://www.bromsgrove.gov.uk/EvidenceBase) (www.bromsgrove.gov.uk/EvidenceBase)
This will not be your last opportunity to comment, but the earlier you do comment helps to shape the Plan's evolution.

2. A VISION FOR THE LOCAL PLAN

- 2.1. In order to set the scene for producing a Local Plan, we need to understand what we're trying to achieve for the district over the length of the Plan period. As part of the Issues and Options consultation, we asked for your views on a Local Plan Vision for Bromsgrove District¹, which would underpin the contents of the Local Plan and contribute towards delivery of the Council's overall Vision and Strategic Purposes at that time². The 2018 proposed Local Plan Vision was:

'By the end of the Plan period Bromsgrove District and its communities will have become more sustainable, prosperous, safe, healthy and vibrant. People from all sections of society will have been provided with better access to homes, jobs and services. The attractiveness of the District in terms of its natural environment, built form and settlements will continue to be preserved and enhanced.'

- 2.2. Since we last consulted on a draft Local Plan Vision, a revised version of the Council Plan has been published. The Council's Vision therein is as follows:

'We aspire to create a welcoming environment that prioritises quality of life, where residents and businesses feel a deep sense of belonging and connection.'

- 2.3. The Council Vision is underpinned by four Strategic Purposes, which contribute to delivery of the Vision:

Economic development: Economic development is key for delivering our vision for the district, with the aim of cultivating a thriving and resilient local economy. We will focus on supporting businesses, enabling individuals, and developing communities.

Housing: We want to address the diverse housing needs within our District, ensuring quality homes for our residents and families. The challenges, in particular affordability, presented by the housing market across all tenures, means we need to explore innovative solutions for housing provision. We will ensure that affordable options are available, while striving for a balanced mix of housing types to accommodate different demographics and stages of life.

Continued overleaf

¹ Consultation responses on the Vision (Question VO1), which can be viewed here: [Issues and Options Representations and Officer Response](https://www.bromsgrove.gov.uk/media/wkjpna5/i-o-consultation-responses-incl-gb-ss-2308192.pdf) (BDC website: <https://www.bromsgrove.gov.uk/media/wkjpna5/i-o-consultation-responses-incl-gb-ss-2308192.pdf>)

² Council Plan (2018) Council's Strategic Purposes: •Help me to find somewhere to live in my locality, •Help me to run a successful business, •Keep my place safe and looking good, •Provide good things for me to see, do and visit, •Help me to be financially independent, •Help me to live my life independently

Environment: We are committed to safeguarding the natural environment, addressing issues ranging from biodiversity conservation to climate change mitigation, supporting recycling to reducing waste production, all with the goal of enhancing the quality of life for current and future generations.

Infrastructure: Prioritising infrastructure is paramount for our District, as it serves as the bedrock of not only our communities but also growth. This priority underpins the other three, as they can only be delivered with the right infrastructure in place. We will focus on delivering key infrastructure projects such as the new Local Plan, utilising our parks and open spaces, and initiatives promoting active travel.

- 2.4. The Council Vision and its four Strategic Purposes encompass the outcomes we aim to achieve through a Local Plan.

Q1. Do you think we should adopt the Council Vision for the Local Plan or continue to develop a separate Local Plan Vision?

Q2. Please provide any comments on changes you would like to see made to the Vision

3. A DRAFT DEVELOPMENT STRATEGY FOR BROMSGROVE DISTRICT

- 3.1. As mentioned earlier, we need to allocate enough land for **12,155 homes** to meet our LHN and **potentially 28 hectares of employment land** for manufacturing and warehousing up to 2043. We already have land for around 3,000 homes identified through planning applications and large site allocations that were identified in the current Bromsgrove District Plan, which means we need to find additional land for just over 9,000 homes. How and where we decide to accommodate the above development requirements in the Plan is referred to as our Development Strategy.
- 3.2. This consultation focuses on where we could allocate housing and employment growth and the process we undertook to arrive at those decisions; namely Housing Distribution, Employment Distribution and Site Assessment & Site Selection. The following paragraphs give a short overview of the three key areas of this consultation and are discussed in more detail later in this document.

Housing Distribution

- 3.3. We previously consulted on nine broad options for development distribution, which can be found in our Issues and Options document (page 23) at www.bromsgrove.gov.uk/IAO
- 3.4. Whilst there was no overall favourite option from the consultation responses, it was apparent that some options were more favourable than others, namely: focussing development on Bromsgrove settlements, transport corridors and locations with good transport links. There was some support for locating housing on the edge of the West Midlands conurbation, especially if we are required to allocate land for the unmet housing need of the wider West Midlands area. It was generally accepted that urban intensification would not be able to play a significant enough role to meet housing numbers, although we will try to maximise densities within sites, which is an issue that will be covered in future consultation. Furthermore, there was very little support for a new settlement.
- 3.5. Moving forward from the broad distribution options described above, a range of distribution scenarios has been considered for the draft Development Strategy drawing on a combination of the original nine broad distribution options.
- A. Development at Bromsgrove settlements plus edge of West Midlands conurbation;**
 - B. Development at Bromsgrove settlements only;**
 - C. Development along rail corridors only;**
 - D. Development at Bromsgrove settlements plus creation of, and improvements to, motorway junctions to the north and southwest of Bromsgrove town;**
 - E. Development along the edge of the West Midlands conurbation only.**

Employment Distribution

- 3.6. When the method for calculating LHN was altered in the NPPF, the number of dwellings we needed to accommodate up to 2043 almost doubled. Therefore, we're not quite sure whether a potential 28 hectares of employment land identified in our Housing and Economic Development Needs Assessment (2022) (HEDNA) will be sufficient as that figure was aligned to the previously lower LHN figure. We will need to undertake an update to our HEDNA but we think it would be better to wait until we know when we can start to proceed through the new plan-making process. This will ensure our evidence documents are as up to date and robust as possible. We have posed some very general employment related questions later in this document that could help us to decide exactly what we would like the HEDNA update to take into consideration. The current HEDNA is available to read at www.bromsgrove.gov.uk/HEDNA

Site Assessment and Site Selection

- 3.7. We undertook a detailed and rigorous site assessment process of the 400+ sites that were submitted to us. The methodology we used was previously consulted on and amendments made to refine it based on the comments we received. The 'Site Assessment & Site Selection Methodology' is available to read at www.bromsgrove.gov.uk/SAASSM
- 3.8. We have selected sites that we think fulfil our LHN requirements and align with our distribution strategy, however, there were more potential development sites than we needed. You might think that some of the sites we have selected are less suitable than others, and this consultation is an opportunity to consider our assessment work and to suggest sites that you think might offer a better alternative to those we have selected. The 'Site Assessment and Site Selection Outcomes' are available at www.bromsgrove.gov.uk/SAASSM
- 3.9. Later in this document, we've set out the detail of which sites we've selected by settlement so you can easily read the parts of this document that are of particular interest to you. We've also signposted you to specific parts of the 'Site Assessment and Site Selection Outcomes' work that is relevant to that particular location.

Infrastructure Delivery and Funding

- 3.10. Development often has an impact on existing services and facilities which requires new and/ or improved infrastructure to be provided. Infrastructure is considered under three service headings and includes, but is not limited to:
- Social Infrastructure** - Education, Health, Community facilities;
- Physical Infrastructure** - Transport (road, rail, bus, cycling, walking), Public Utilities (gas, electricity, water), Flood Alleviation and Drainage, Telecommunications, Waste Management; and
- Natural Infrastructure** - Open Space (parks and gardens, equipped play spaces, allotments, cemeteries, outdoor sports facilities), Green Infrastructure (natural and semi natural open space, green corridors), Blue Infrastructure (canal and river corridors), Biodiversity Net Gain.

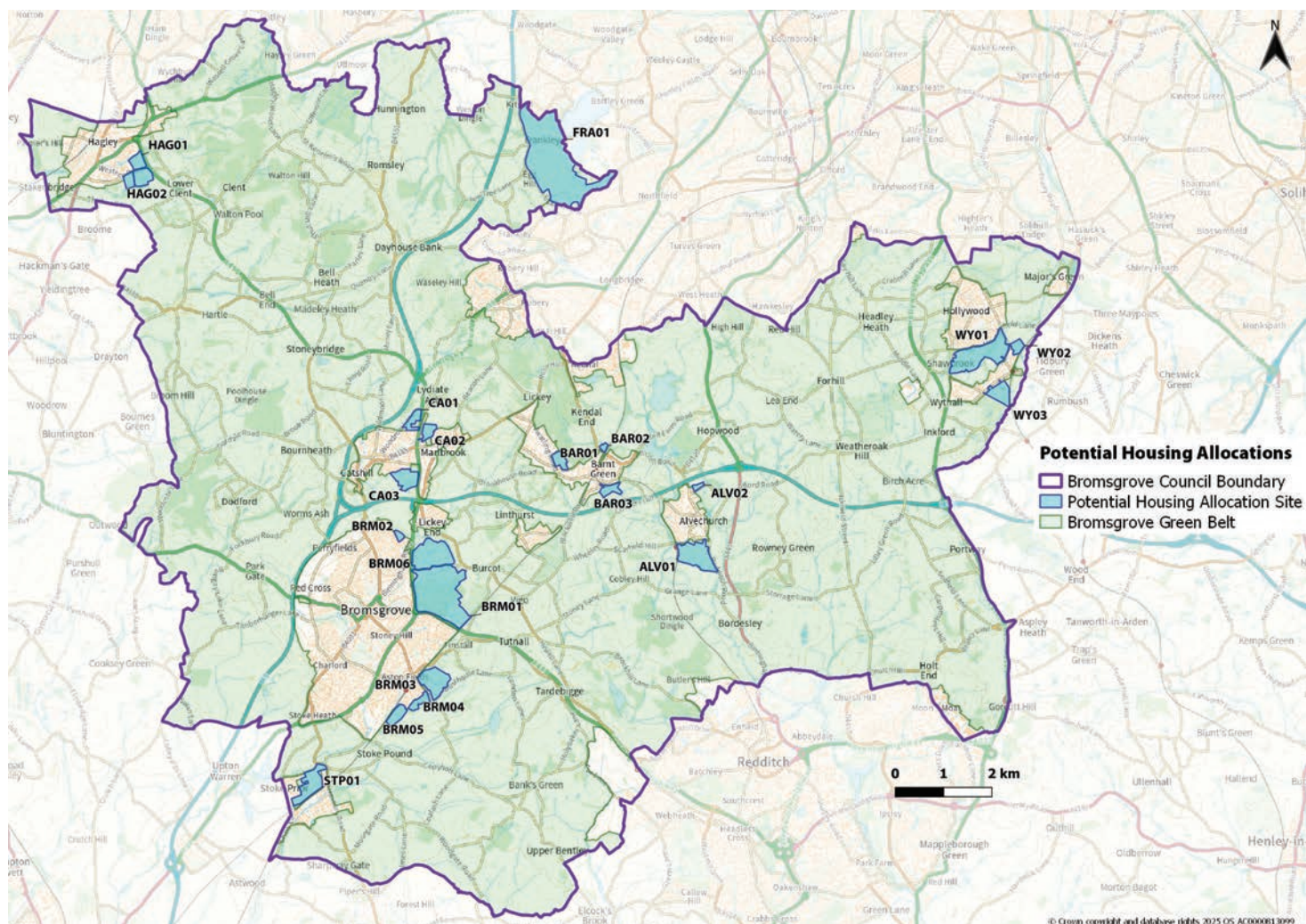
- 3.11. Whilst provision of new homes and places to work are the foundations of plan-making, their opportunity to thrive is compromised without the supporting infrastructure that compliments and completes them. All new development will contribute towards new or improved infrastructure provision within the vicinity of where the development is located. Furthermore, there are other funding and delivery sources available that we can tap into such as: Government funding (Levelling Up, Department for Transport), Worcestershire County Council funding (Transport and Education), Severn Trent Water, Environment Agency, Network Rail, Bus service providers, Rail services providers, Telecommunications providers.
- 3.12. When a complete version of the Plan is prepared and put out for consultation, the policies will detail what infrastructure should be provided and where; and the Plan will be accompanied by an Infrastructure Delivery Plan.
- 3.13. Whilst some supporting infrastructure is essential in nearly all locations, such as education and healthcare provision, new or improved transport facilities or flood alleviation and drainage, for example, some infrastructure may be more nuanced to individual settlements such as what would improve the way they function and what they look like as places to live and work in.
- 3.14. Later in this document, we have asked some location-specific infrastructure questions. Based on the amount of potential development, we've tried to give an indication of what supporting infrastructure could be provided that would be of benefit to a particular location. You might agree with us, or you might think we've missed something that you think would have a positive impact on that settlement.

Q3. We are really keen to hear your views on what infrastructure should be provided in any location.

4. HOUSING DISTRIBUTION

- 4.1. As stated above, a range of distribution scenarios has been considered for the draft Development Strategy drawing on a combination of the original nine broad distribution options but with relevant sites applied to each. How these distribution scenarios have been considered can be found in the Sustainability Appraisal that accompanies this consultation at www.bromsgrove.gov.uk/SA
- 4.2. For this consultation period, we have focussed the distribution of potential housing sites across the district's main settlements, taking advantage of locations in close proximity to transport corridors (including public transport). In addition, the district's main settlements benefit from existing services and facilities that are already in place, such as local centres to meet daily needs, education provision and community facilities. This existing infrastructure could benefit from funding that delivers new development to ensure that they continue to improve and thrive.
- 4.3. However, we also think that the level of housing need required over the Plan period, if allocated entirely in Bromsgrove district's main settlements, would potentially lead to disproportionate development that could fundamentally affect the scale and character of the settlements. Therefore, whilst considering distribution options in Bromsgrove district, growth to the north of the district, along the boundary between Bromsgrove and the West Midlands conurbation, is considered as one of the most sustainable and accessible locations for development. This is confirmed by key supporting evidence such as the emerging Strategic Transport Assessment (STA).
- 4.4. Whilst several locations along the conurbation edge are potentially suitable for large scale urban extensions, it is considered that a site allocation with an indicative capacity of around 3,000 dwellings in the Frankley area provides the most comprehensive option for delivering significant residential development and associated infrastructure.
- 4.5. These are all settlements that are not in the Green Belt, but Green Belt land around them will be required to accommodate development.
- 4.6. The map overleaf shows the potential distribution of sites for allocation across Bromsgrove district.

Potential development at Bromsgrove settlements and at Frankley



- 4.7. Development in these locations would bring benefits for those that live and work across Bromsgrove district such as retail spending on our high streets and local centres, providing affordable housing for those settlements and improvements to services, facilities and other infrastructure. It will be a challenge to deliver new housing quickly in the district, as large site allocations typically have longer delivery lead-in times and we would need to prioritise delivery of affordable housing once building gets underway. Allocating a range of different sized sites gives us the opportunity to start delivering new homes early in the Plan period. We would also need to identify and prioritise other infrastructure needs associated with new development, which we would set out in an Infrastructure Delivery Plan at a later date.
- 4.8. As stated above, we currently have land for around 3,000 homes identified through Plan allocations and approved planning applications. The map above shows only the potential sites that could meet the shortfall of just over 9,000 dwellings. Allocating slightly more than the LHN requirement gives us a little flexibility in case some sites are delayed in coming forward or are not developed at all.
- 4.9. Later in this document, we've focussed in on the individual settlements so you can see the sites more clearly and concentrate your thoughts on the areas that interest you personally; within these, we have signposted where you can find additional relevant information.

- 4.10. The table below sets out the sites we've identified for potential allocation. The indicative capacities are just that; they have largely been determined using a density multiplier, which is explained in Addendum One of the Site Assessment & Site Selection Methodology available at www.bromsgrove.gov.uk/SAASSM. Sites capacities are likely to alter as more detailed masterplanning is carried out. Again, this may give us a little flexibility for meeting the overall LHN requirement.

Potential housing sites to meet the Local Housing Need shortfall up to 2043		
Site Ref.	Site Name	Indicative Capacity
BROMSGROVE		
BRM01	Land at and adjacent Bromsgrove Golf Centre	1300
BRM02	Land at Norton Farm	80
BRM03	Land off St Godwald's Road	300
BRM04	Bromsgrove Cricket, Hockey & Tennis Club	150
BRM05	Land at Stoke Court Farm	190
BRM06	Land north of Old Burcot Lane	550
SUB TOTAL		2570
ALVECHURCH		
ALV01	Land west of Redditch Road / south of Station Road	400
ALV02	Land to east of Birmingham Road	100
SUB TOTAL		500
BARNT GREEN		
BAR01	Land between Twatling Road and Cherry Hill Road	140
BAR02	Land north of Kendal End Road	50
BAR03	Sandhills Farm	150
SUB TOTAL		340
CATSHILL		
CA01	Land between Woodrow Lane and A38 Halesowen Road	165
CA02	Land to rear of Four Oaks Drive	140
CA03	Land west of Birmingham Road	300
SUB TOTAL		605
HAGLEY		
HAG01	Land North of Western Road	180
HAG02	Land south of Western Road	350
SUB TOTAL		530
WYTHALL		
WY01	Land south of Houndsfield Lane	875
WY02	Land east of Lea Green Lane	60
WY03	Land south of Station Road	300
SUB TOTAL		1235
STOKE PRIOR		
STP01	Land at Ryefields Farm	500
SUB TOTAL		500
FRANKLEY		
FRA01	Land at Frankley	3000
SUB TOTAL		3000
TOTAL		9280

4.11. In the following pages of this document/ website there is the opportunity to comment on all of the sites listed above, we would also like your views on the overall draft Development Strategy.

Q4. Do you agree with the draft Development Strategy we've chosen for Bromsgrove district?

Q5. Please explain the reason for your answer to Q4

Q6. If you do not agree with the Draft Development Strategy for Bromsgrove District, please describe an alternative development strategy for consideration

4.12. As explained in Para 3.7 above we have assessed over 400 sites and at this stage we are only suggesting 21 sites for possible inclusion in the next version of the Plan. Whilst we are keen to hear your views on the 21 selected potential housing sites, we are also keen to hear your views on the other submitted sites which we have assessed and not included for potential allocation (Question 7). You can propose an alternative development strategy (Question 6) and alternative sites (Question 8 and 9). All the sites submitted to the Council as part of the Call for Sites exercise can be viewed at www.bromsgrove.gov.uk/AllSites

Q7. Do you have any comments to make on any of the other sites we've assessed and not included for potential allocation? (Please quote the site reference number)

Q8. If you think alternative sites should be allocated, which sites do you think we should reconsider and why? (Please quote the site reference number)

Q9. Please suggest alternative housing sites for allocation (Please provide: the site address, postcode, site area, details of the proposed development e.g. number of dwellings, density, infrastructure proposed. Please let us know if the site has previously been submitted to the Council. Please explain why the Council should consider your site for allocation. Please submit any supporting documents such as a site location plan, indicative masterplan etc.

Q10. Do you think we should be allocating some land for employment development within the sites we've selected across Bromsgrove district?

Q11. Please explain the reason for your answer to Q10

Q12. With new development comes supporting infrastructure. What supporting infrastructure do you think would benefit Bromsgrove district and should be prioritised when development comes forward?

5. EMPLOYMENT DISTRIBUTION

- 5.1. As stated earlier, we're not quite sure whether the potential 28 hectares of employment land identified in our Housing and Economic Development Needs Assessment (2022) (HEDNA) is now correct as that figure was aligned to the previously lower LHN figure. The HEDNA aligned labour supply (housing need) with labour demand (employment need), and the impact of commuting patterns on these. With almost double the number of homes to provide, our potential 28 hectare employment need figure could fall short of meeting labour supply needs within the district. We will update our HEDNA in the future, however, this is a good opportunity to collect some feedback on employment growth scenarios. There are no sites identified to be allocated for employment uses at this stage, we're really interested to understand what you think would be a benefit for Bromsgrove district and the people who work here or could chose to work here in the future.
- 5.2. Below, we have set out a few ideas of where we could focus employment growth. This isn't an either/or choice, it could be a combination of various ideas, or something we haven't even thought of yet! The range of scenarios we have put together for your consideration are:
- Extensions to existing industrial estates and business parks, if there is potential expansion land available;
 - Reconfiguration of undeveloped land on existing employment allocations, to provide either intensification of floorspace and/or alternative employment use classes and therefore attract different types of occupiers;
 - Provide employment development within potential housing sites at existing settlements, giving people the opportunity to live and work in the same location (this could impact the housing numbers at some sites and additional housing allocations may be needed);
 - New standalone employment sites at strategic road network (motorway) junctions, likely to be largely dominated by distribution uses but with some space for smaller business uses;
 - Either a new M5 motorway junction to the southwest of Bromsgrove town (including a new railway station near to Stoke Prior) or a remodelled/ repositioned M42 J1, to offer a solution to existing concerns whilst enabling higher levels of growth on the edge of Bromsgrove urban area.

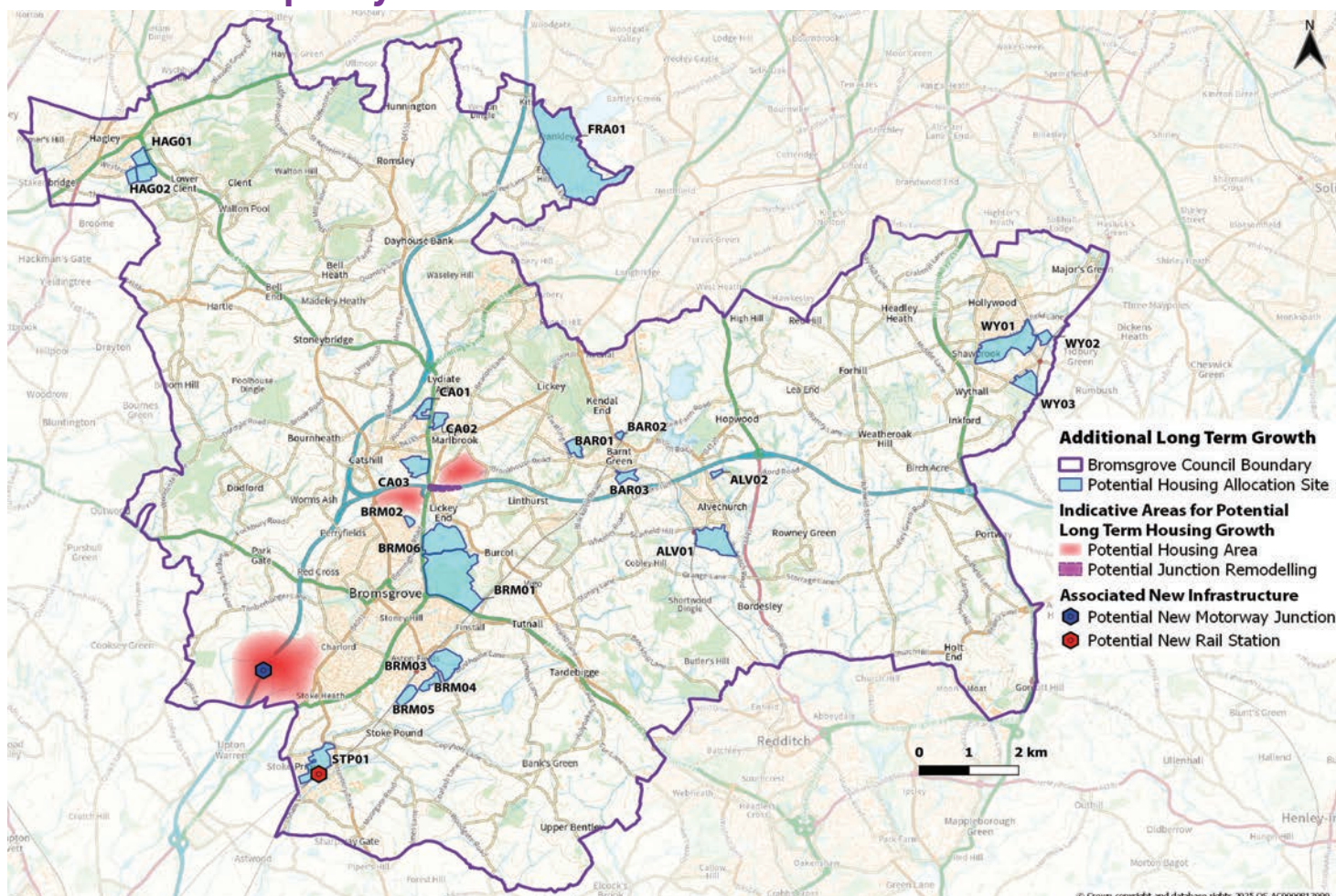
Q13. We'd welcome your feedback on any of these employment scenarios or any opportunities you think we might have overlooked.

6. LONG TERM GROWTH & LARGE-SCALE INFRASTRUCTURE

- 6.1. We'd also like to hear your views on a potential long-term growth strategy that would extend beyond the 2043 Plan period. Creation of, and/or improvements to motorway junctions to the north and/or southwest of Bromsgrove town is an aspirational option for longer term growth, providing for large scale housing and employment development, and a potential new railway station near to Stoke Prior.
- 6.2. A new M5 motorway junction to the southwest of the town and/or a remodelled/repositioned M42 J1, could offer a solution to existing concerns about highways congestion around Bromsgrove town and the A38 whilst enabling higher levels of housing and employment growth on the edge of Bromsgrove's urban area. In addition, a new railway station near to Stoke Prior on the Bromsgrove-Worcester railway line could also be a means of enabling higher levels of growth around Bromsgrove town using a rail corridor approach to delivering sustainable development.
- 6.3. An aspirational option for longer term growth such as this would require some detailed investigative work to better understand feasibility, viability and deliverability implications in more detail. We would need to understand the levels of housing and employment growth that should be provided to support transport infrastructure of this scale. This would likely tell us when in the plan-making process this could be considered as a serious option for growth and may influence future distribution strategies and potential site allocations elsewhere in the district.

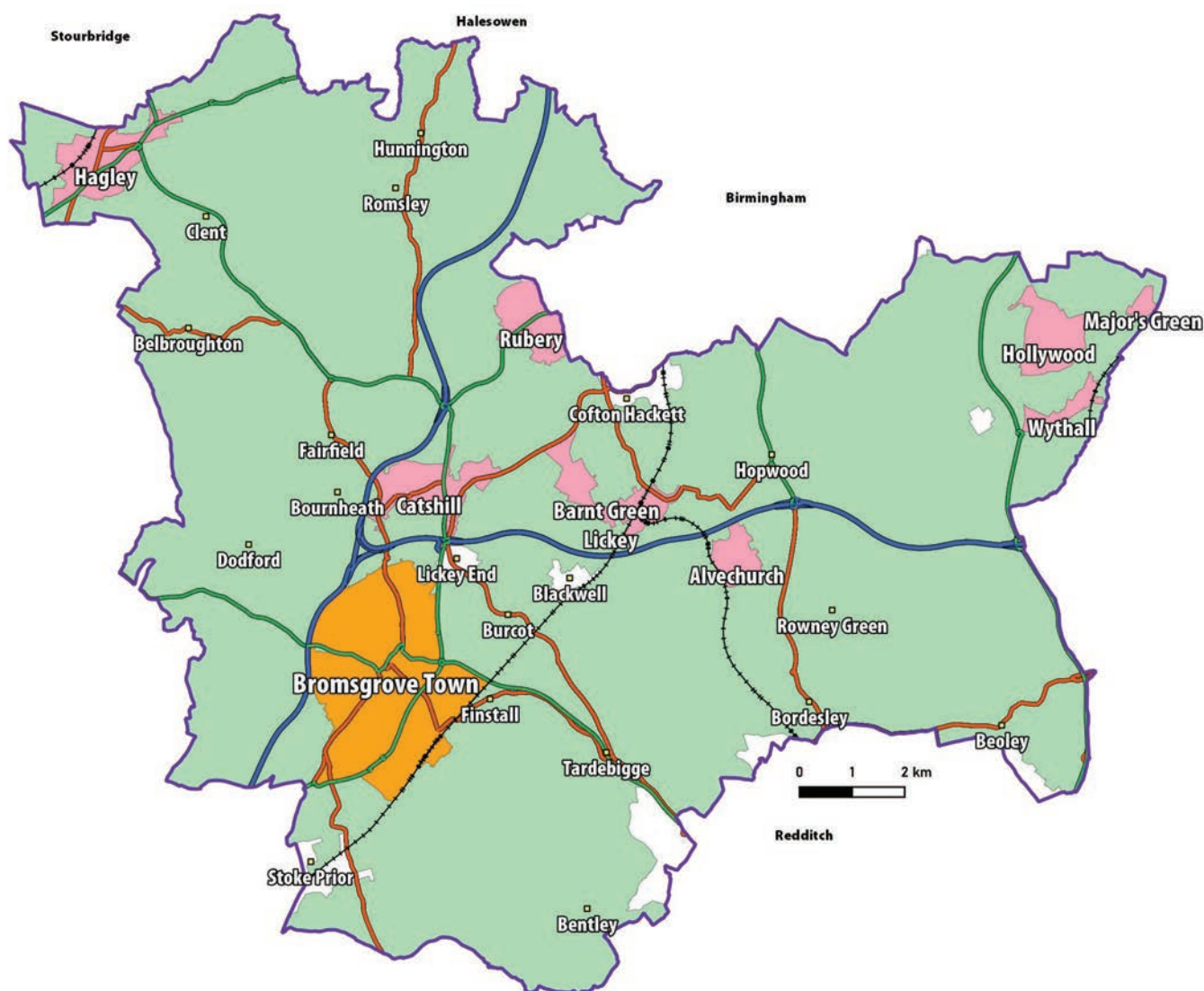
Q14. Do you think it would be a good idea for us to pursue this as a potential longer-term growth option for Bromsgrove?

Q15. Please explain your answer for Q14



7. SITE ASSESSMENT & SITE SELECTION

- 7.1. To help you get your bearings, the map below shows the larger settlements in context with the whole of Bromsgrove district. You may find this useful when sharing your location-specific comments with us in relation to other places in the district.
- 7.2. A lot of our assessment work is based on a RAG rating (Red, Amber, Green). A full explanation of the RAG ratings applied can be found in the 'Site Assessment & Site Selection Methodology' at www.bromsgrove.gov.uk/SAASSM Please note that in terms of the RAG ratings, an Amber or Red rating would not necessarily preclude a site from the assessment, rather it gives us an indication of which sites may be capable of earlier release for development due to fewer constraints or later release due to delivery complications, or flag where further information may be required.
- 7.3. You may agree or disagree with the locations we have selected for potential development and the sites we have identified, and this is why we are consulting you now, so that we can take account of your views. You may think that some locations should have less development than we've identified, but please bear in mind that we would need to make up that shortfall elsewhere in the district, so your thoughts around where we should make up any shortfall would also be welcomed.



Focussing on Bromsgrove Town

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR BROMSGROVE TOWN

- 7.4. Bromsgrove town is the primary urban area and largest settlement within Bromsgrove district, identified as such due to the greatest range of available and accessible services and facilities. Bromsgrove sits towards the southwest of the district, albeit with good accessibility and links to other parts of the district. The Green Belt boundary is drawn tightly around the settlement, which offers limited opportunities for growth within the existing urban area on non-Green Belt land. Bromsgrove has good access to the wider motorway network both to the north and south of the town. The urban area is bisected by the A38 running north to south, to the east of Bromsgrove town. The east of the town is home to Bromsgrove's railway station on the Cross-City Line which runs from Bromsgrove through Birmingham to Lichfield and also on the mainline between Birmingham and Worcester and beyond, whilst the bus station sits in the heart of the Town Centre.
- 7.5. In terms of plan-making, we should be looking to our larger, sustainable settlements to take future growth to ensure that the high level of services and facilities continue to improve and thrive, making Bromsgrove town appropriate for future development allocations as identified in our draft Development Strategy.
- 7.6. All the sites that were submitted around Bromsgrove town were assessed and our conclusions can be found in 'Appendix 1: Bromsgrove' of the 'Site Assessments: An assessment and analysis of submitted development sites - Output Summaries' document, which can be found at www.bromsgrove.gov.uk/SAASSM. You will need to have looked at this document if you choose to answer some of the questions we've asked later in this section.
- 7.7. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site, such as BRM01 depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site's potential for development.

HOUSING

- 7.8. The potential allocations we are suggesting that could contribute towards meeting the LHN requirement in Bromsgrove are:

Site Ref.	Site Name	Indicative Capacity
BROMSGROVE		
BRM01	Land at and adjacent Bromsgrove Golf Centre	1300
BRM02	Land at Norton Farm	80
BRM03	Land off St Godwald's Road	300
BRM04	Bromsgrove Cricket, Hockey & Tennis Club	150
BRM05	Land at Stoke Court Farm	190
BRM06	Land north of Old Burcot Lane	550
SUB TOTAL		2570

ACCOMPANYING INFRASTRUCTURE

7.9. Alongside residential development for around 2570 homes, we would expect accompanying infrastructure to be delivered concurrently. We're aware of the current A38 Bromsgrove Route Enhancement Program (A38 BREP) the challenges that it's creating in the town at the moment, but that is an example of how infrastructure is provided to help deliver new housing. What future infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed below are the likely sorts of improvements that will be required to deliver development. As a starting point, we've listed some possible infrastructure provision that could benefit Bromsgrove, but we'd be really interested to hear what you think. We've created two lists; one relating to sites north of the Bromsgrove Highway (A448) and another for the sites located closer to the railway station.

Sites north of the Bromsgrove Highway (A448)

Social Infrastructure:

- Education: New First, Middle and High school provision (preferred location on site BRM01/06)
- Healthcare: New health facility
- Community: New Local Centre to include health and community facilities, to be well located to school provision

Physical Infrastructure:

- Highways: BRM01 - new A38 access and spine road potential to alleviate traffic at Oakalls roundabout, i.e. A38 south to A448 east movement
- Highways: Potential further improvement to A38 and other surrounding routes/junctions
- Public Transport: Extend/divert bus routes along new spine road into BRM01
- Public Transport: Additional bus provision across Bromsgrove town, including Demand Responsive Travel³
- Active Travel: New and enhanced pedestrian route to improve access to railway station and possible inclusion of a footbridge over the A448
- Active Travel: Segregated walking and cycling routes to town centre - School Drive, A38/Stratford Rd
- Active Travel: Connectivity improvements to Town Centre
- Public Realm: Town Centre improvements

Natural Infrastructure:

- Green Infrastructure: Protection of important natural features, such as Flora's Wood
- Green Infrastructure: On site provision of parks and recreation facilities
- Green Infrastructure: Onsite Biodiversity Net Gain⁴
- Green/Blue Infrastructure: Extending remit of 'Bromsgrove Brooks' project - e.g. improving section of Spadesbourne Brook from Burcot Lane to The Strand

³ Demand Responsive Travel (DRT) is a flexible service that provides shared transport to users who specify their desired location and time of pick-up and drop-off. DRT can complement fixed route public transport services and improve mobility in low-density areas and at low-demand times of day.

⁴ Biodiversity Net Gain (BNG) A policy to ensure the habitats for wildlife are left in a better state after the development. Developers are required to deliver a minimum of 10% BNG under Schedule 7A of the Town and Country Planning Act 1990 (as inserted by Schedule 14 of the Environment Act 2021).

Sites close to the railway station

Social Infrastructure:

- Education: New First school on site BRM03 and/or possible expansion of existing school provision
- Healthcare: Reconfiguration of internal space/expansion of existing medical facilities
- Community: New community use building

Physical Infrastructure:

- Highways: Potential further improvement to Fininstall Road and other surrounding routes/junctions
- Highways: Consideration of a parking strategy at St Godwald's Road
- Highways: Improvements and enhancements to railway bridge at St Godwald's Road
- Highways: Traffic management enhancements and or road widening in vicinity of BRM04
- Public Transport: Extend/divert bus route 52(A)/318 to east of railway line to serve BRM03-05
- Active Travel: Higher density/low car use developments at BRM03-05, car clubs, reduced parking standards, bike/e-scooter rental, Demand Responsive Travel
- Active Travel: Segregated active travel routes to town centre - New Rd/Old Station Rd

Natural Infrastructure:

- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing parks

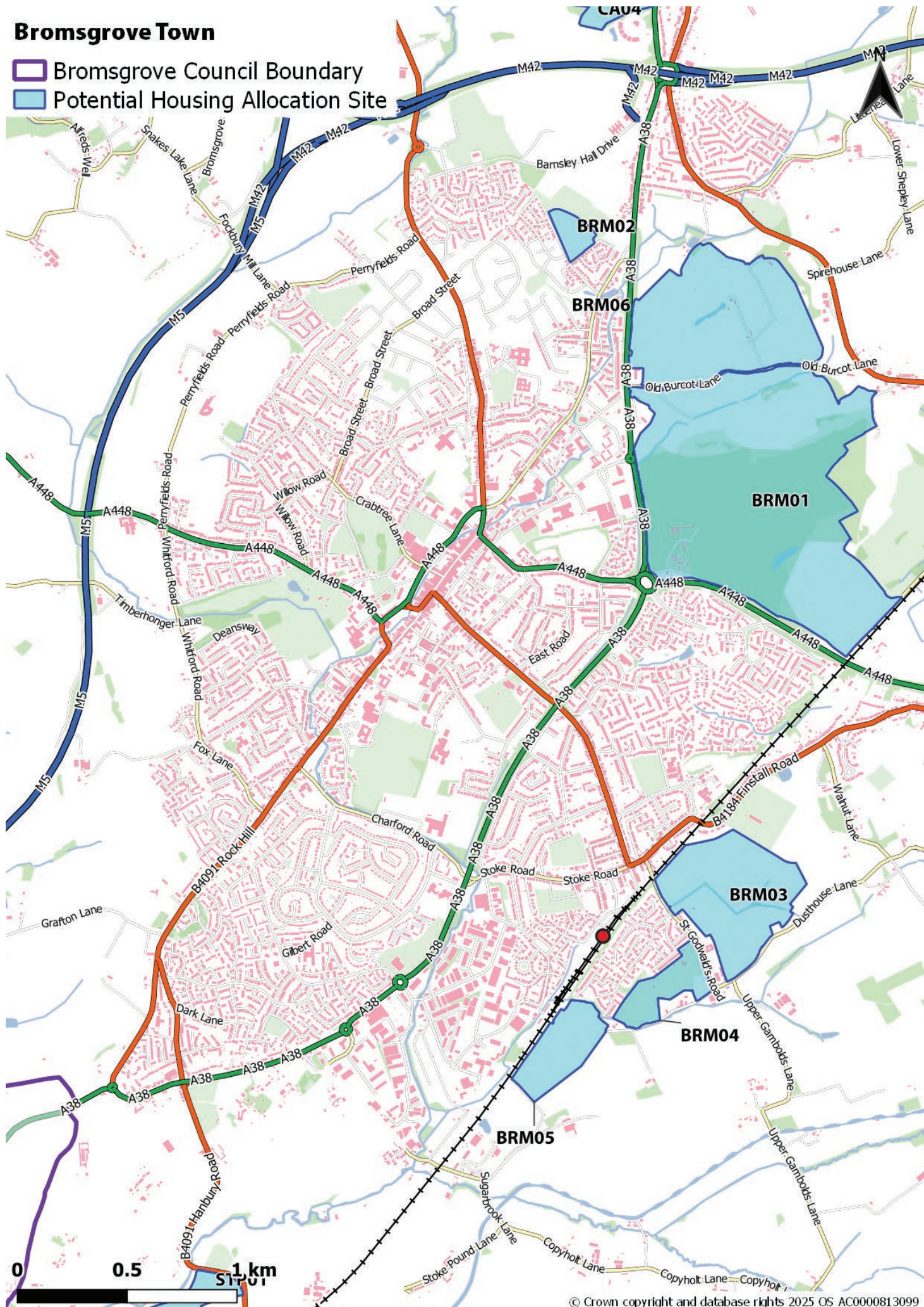
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.10. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.11. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.12. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q16. We would like to know your thoughts on the suitability of allocating the six potential sites in Bromsgrove Town in particular the potential infrastructure required to deliver these sites. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider. Please specify which site(s) you are referring to e.g. BRM01

Bromsgrove Town

-  Bromsgrove Council Boundary
-  Potential Housing Allocation Site



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Focussing on Alvechurch

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR ALVECHURCH

- 7.13. Alvechurch is classed as one of the large, sustainable settlements in the current Bromsgrove District Plan and benefits from a railway station on the Cross-City Line, with good vehicular access to Bromsgrove, Birmingham, Redditch and the wider Worcestershire area. Alvechurch benefits from a thriving local centre, supported by a range of hospitality venues with good social infrastructure such as school provision and community facilities, making it appropriate for future development allocations as identified in our draft Development Strategy.
- 7.14. All the sites that were submitted around Alvechurch were assessed and our conclusions can be found in 'Appendix 2: Alvechurch' of the 'Site Assessments: An assessment and analysis of submitted development sites - Output Summaries' document, which can be found at www.bromsgrove.gov.uk/SAASSM
- 7.15. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site, such as ALV01 depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site's potential for development.

HOUSING

- 7.16. The potential allocations we are suggesting that could contribute towards meeting the LHN requirement in Alvechurch are:

Site Ref.	Site Name	Indicative Capacity
ALVECHURCH		
ALV01	Land west of Redditch Road / south of Station Road	400
ALV02	Land to east of Birmingham Road	100
SUB TOTAL		500

ACCOMPANYING INFRASTRUCTURE

- 7.17. Alongside residential development for around 500 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we've listed some possible infrastructure provision that could benefit Alvechurch, but we'd be really interested to hear what you think.

Social Infrastructure:

- Education: A new First School and Nursery with room for expansion on site ALV01, or an expansion at Crown Meadow First School
- Healthcare: Reconfiguration of internal space at the existing Alvechurch Medical Centre or a new health facility on site ALV01
- Community: Contributions for existing community facilities, such as village hall/ other community spaces
- Community: Existing Local Centre enhancement, such as public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities

Physical Infrastructure:

- Highways: Local highway/junction improvements
- Public Transport: A Mobility Hub at Alvechurch railway station which could include an expanded and resurfaced car park, reconfigured access, bus services/ Demand Responsive Travel to serve the station, Bike hire, EV charging provision, small convenience store
- Active Travel: Walking and cycling route into and around the village centre, which could include wayfinding information, improved street lighting, pavement widening, cycle lanes/ cycle priority, covered cycle storage, benches

Natural Infrastructure:

- Green Infrastructure: Canal towpath enhancements and connections into longer leisure routes, soft landscaping improvements, climate change adaptation measures and links to biodiversity net gain, allotment improvements, expand green spaces offer
- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

WHAT WE'D LIKE TO KNOW FROM YOU

- 7.18. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.19. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.20. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q17. We would like to know your thoughts on the suitability of allocating the two potential sites in Alvechurch in particular the potential infrastructure required to deliver these sites. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider. Please specify which site(s) you are referring to e.g. ALV01

Alvechurch

-  Bromsgrove Council Boundary
-  Potential Housing Allocation Site



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Focussing on Barnt Green

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR BARNT GREEN

- 7.21. Barnt Green is classed as one of the large, sustainable settlements in the current Bromsgrove District Plan and benefits from a railway station on the Cotswold and Cross-City Lines, with good vehicular access to Bromsgrove, Birmingham, Redditch and the wider Worcestershire area. Barnt Green benefits from a thriving local centre, supported by a range of hospitality venues with good social infrastructure such as school provision and community facilities, making it appropriate for future development allocations as identified in our draft Development Strategy.
- 7.22. All the sites that were submitted around Barnt Green were assessed and our conclusions can be found in 'Appendix 3: Barnt Green' of the 'Site Assessments: An assessment and analysis of submitted development sites - Output Summaries' document, which can be found at www.bromsgrove.gov.uk/SAASSM
- 7.23. There is a map in the document link above that shows the individual sites that were assessed. You will also find the rationale for our site assessments regarding each site's potential for development.

HOUSING

- 7.24. The potential allocations we are suggesting that could contribute towards meeting the LHN requirement in Barnt Green are:

Site Ref.	Site Name	Indicative Capacity
BARNT GREEN		
BAR01	Land between Twatling Road and Cherry Hill Road	140
BAR02	Land north of Kendal End Road	50
BAR03	Sandhills Farm	150
SUB TOTAL		340

ACCOMPANYING INFRASTRUCTURE

- 7.25. Alongside residential development for around 340 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we've listed some possible infrastructure provision that could benefit Barnt Green, but we'd be really interested to hear what you think.

Social Infrastructure:

- Education: Expansion at Lickey Hills Primary School or St. Andrews CE First School
- Healthcare: Potential new and enlarged health facility possibly located on potential development sites
- Community: Contributions for existing community facilities, such as village hall/ other community spaces
- Community: Existing Local Centre enhancement, such as public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities
- Community: A replacement social club

Physical Infrastructure:

- Highways: Local highway/junction improvements
- Highways: New car park to serve village centre
- Active Travel: Segregated walking and cycling route between Cherry Hill and Barnt Green railway station/ village centre

Natural Infrastructure:

- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

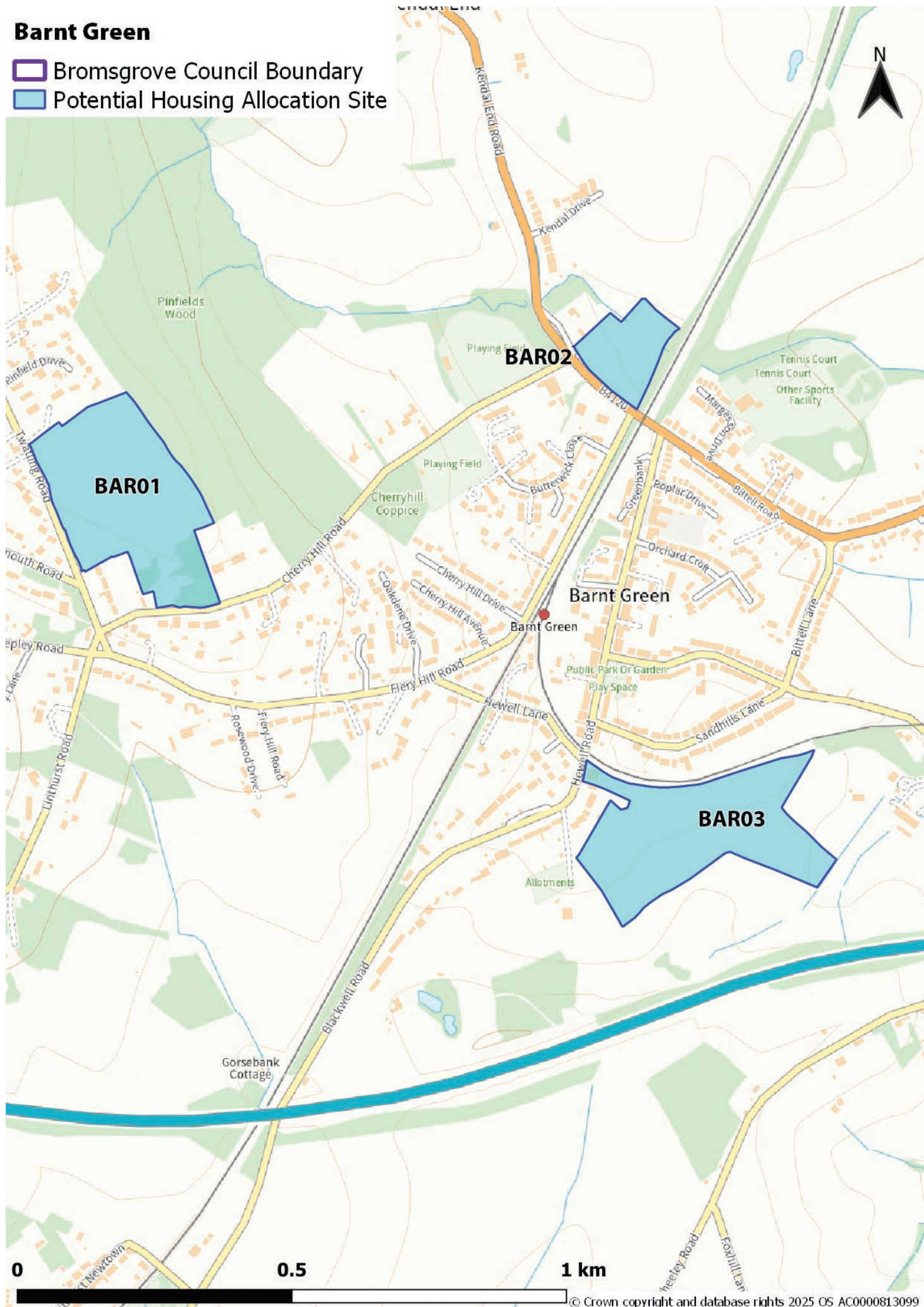
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.26. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.27. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.28. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q18. We would like to know your thoughts on the suitability of allocating the three potential sites in Barnt Green in particular the potential infrastructure required to deliver these sites. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider. Please specify which site(s) you are referring to e.g. BAR01

Barnt Green

- Bromsgrove Council Boundary
- Potential Housing Allocation Site



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Focussing on Catshill

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR CATSHILL

- 7.29. Catshill is classed as one of the large, sustainable settlements in the current Bromsgrove District Plan and benefits from good access to the strategic road network, with good vehicular access to Bromsgrove, Birmingham, Redditch and the wider Worcestershire area. Catshill benefits from a thriving local centre, supported by a range of hospitality venues with good social infrastructure such as school provision and community facilities, making it appropriate for future development allocations as identified in our draft Development Strategy.
- 7.30. All the sites that were submitted around Catshill were assessed and our conclusions can be found in 'Appendix 4: Catshill' of the 'Site Assessments: An assessment and analysis of submitted development sites - Output Summaries' document, which can be found at www.bromsgrove.gov.uk/SAASSM
- 7.31. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site, such as CA01 depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site's potential for development.

HOUSING

- 7.32. The potential allocations we are suggesting that could contribute towards meeting the LHN requirement in Catshill are:

Site Ref.	Site Name	Indicative Capacity
CATSHILL		
CA01	Land between Woodrow Lane and A38 Halesowen Road	165
CA02	Land to rear of Four Oaks Drive	140
CA03	Land west of Birmingham Road	300
SUB TOTAL		605

ACCOMPANYING INFRASTRUCTURE

- 7.33. Alongside residential development for around 605 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we've listed some possible infrastructure provision that could benefit Catshill, but we'd be really interested to hear what you think.

Social Infrastructure:

- Education: A new First School with room for expansion on site CA03 and expansion at Catshill Middle School, or an expansion at Catshill First and Middle Schools
- Healthcare: Expansion of existing health facility or provision of a new health facility
- Community: Contributions for existing community facilities, such as village hall/ other community spaces
- Community: Existing Local Centre enhancement, such as public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities

Physical Infrastructure:

- Highways: Local highway/junction improvements to compliment the improvement already made on the A38
- Highways: Traffic management on Woodrow Lane
- Active Travel: Segregated cycle provision along Woodrow Lane
- Active Travel: Improvements to existing Public Rights of Way
- Local Centre Enhancement: Public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities

Natural Infrastructure:

- Green Infrastructure: Open spaces linked by green corridors to benefit both wildlife and pedestrians, making use of the Battlefield Brook corridor.
- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

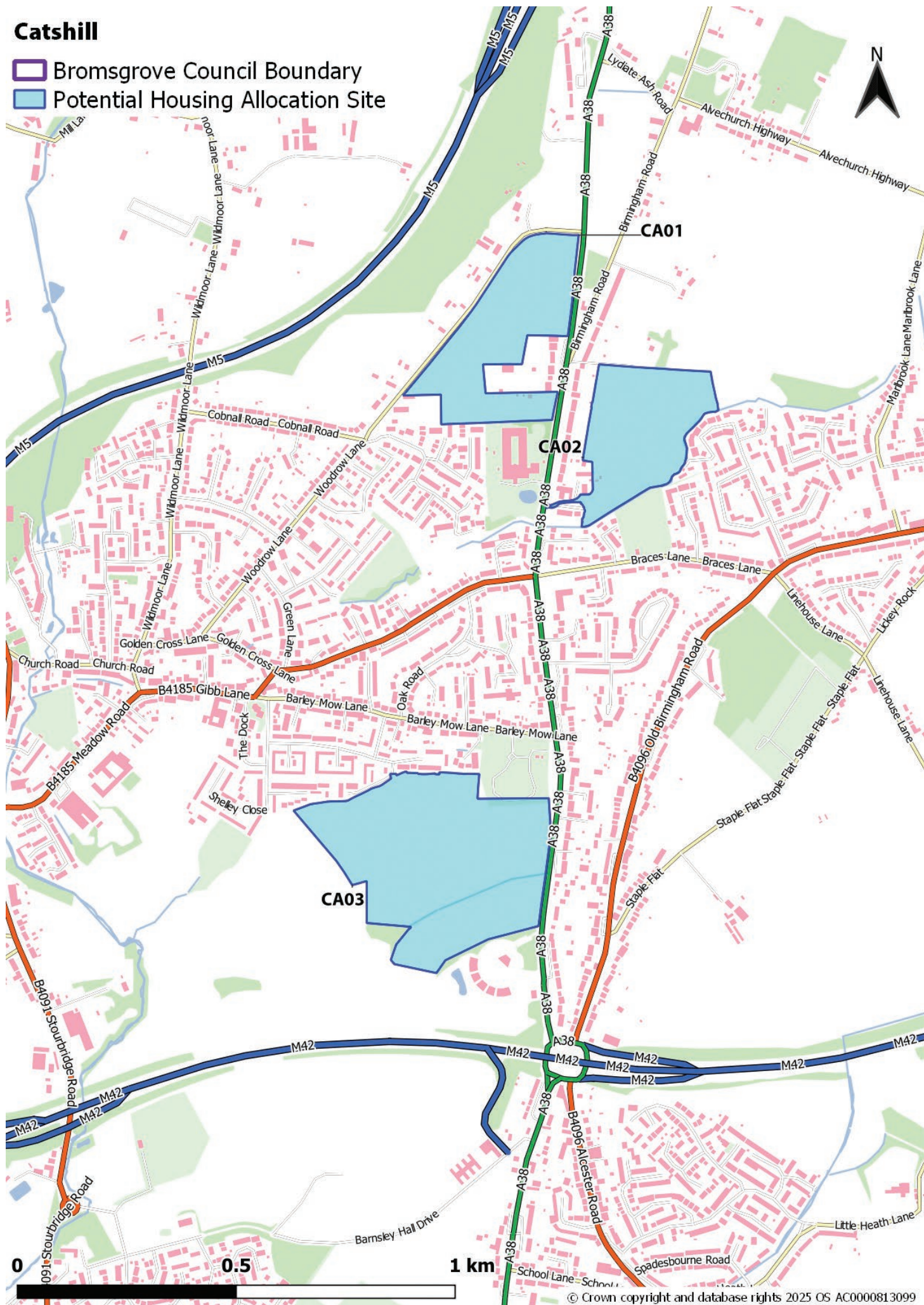
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.34. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.35. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.36. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q19. We would like to know your thoughts on the suitability of allocating the three potential sites in Catshill in particular the potential infrastructure required to deliver these sites. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider. Please specify which site(s) you are referring to e.g. CA01

Catshill

-  Bromsgrove Council Boundary
-  Potential Housing Allocation Site



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Focussing on Hagley

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR HAGLEY

- 7.37. Hagley is classed as one of the large, sustainable settlements in the current Bromsgrove District Plan and benefits from a railway station on the Wyre Valley and Leamington-Worcester Lines, with good vehicular access to Bromsgrove, the wider Worcestershire area and the West Midlands conurbation. Hagley benefits from a thriving local centre, supported by a range of hospitality venues with good social infrastructure such as school provision and community facilities, making it appropriate for future development allocations as identified in our draft Development Strategy.
- 7.38. All the sites that were submitted around Hagley were assessed and our conclusions can be found in ‘Appendix 5: Hagley’ of the ‘Site Assessments: An assessment and analysis of submitted development sites – Output Summaries’ document, which can be found at www.bromsgrove.gov.uk/SAASSM
- 7.39. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site, such as HAG01 depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site’s potential for development.

HOUSING

- 7.40. The potential allocations we are suggesting that could contribute towards meeting the LHN requirement in Hagley are:

Site Ref.	Site Name	Indicative Capacity
HAGLEY		
HAG01	Land North of Western Road	180
HAG02	Land south of Western Road	350
SUB TOTAL		530

ACCOMPANYING INFRASTRUCTURE

- 7.41. Alongside residential development for around 530 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we’ve listed some possible infrastructure provision that could benefit Hagley, but we’d be really interested to hear what you think.

Social Infrastructure:

- Education: An expansion at Hagley Primary School or provision of new Primary School on proposed site
- Healthcare: Expansion of existing health facility
- Community: Contributions for existing community facilities, such as village hall/ other community spaces
- Community: Existing Local Centre enhancement, such as public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities

Physical Infrastructure:

- Highways: Local highway/junction improvements, including at Western Road
- Highways: A456 major improvement scheme
- Active Travel: Walking and cycling route into and around the village centre, which could include wayfinding information, improved street lighting, pavement widening, cycle lanes/ cycle priority, covered cycle storage, benches

Natural Infrastructure:

- Green Infrastructure: Open spaces linked by green corridors to benefit both wildlife and pedestrians
- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

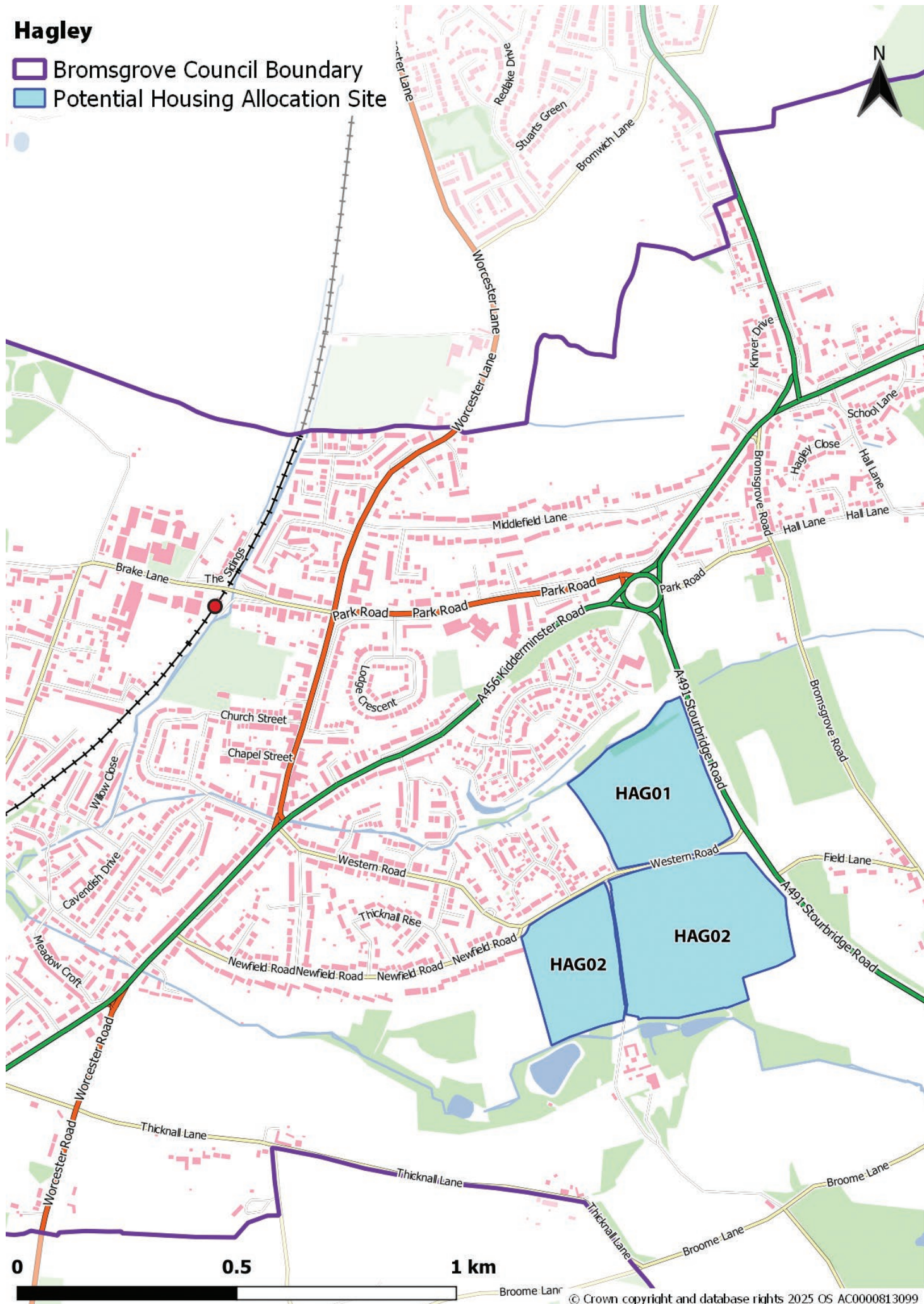
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.42. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.43. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.44. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q20. We would like to know your thoughts on the suitability of allocating the two potential sites in Hagley in particular the potential infrastructure required to deliver these sites. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider. Please specify which site(s) you are referring to e.g. HAG01

Hagley

-  Bromsgrove Council Boundary
-  Potential Housing Allocation Site



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Focussing on Wythall

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR WYTHALL

- 7.45. Wythall is classed as one of the large, sustainable settlements in the current Bromsgrove District Plan and benefits from a railway station on the North Warwickshire Line, with good vehicular access to Redditch, Birmingham, Solihull and the wider Worcestershire area. Wythall benefits from thriving local centres, supported by a range of hospitality venues with good social infrastructure such as school provision and community facilities, making it appropriate for future development allocations as identified in our draft Development Strategy.
- 7.46. All the sites that were submitted around Wythall were assessed and our conclusions can be found in 'Appendix 7: Wythall' of the 'Site Assessments: An assessment and analysis of submitted development sites - Output Summaries' document, which can be found www.bromsgrove.gov.uk/SAASSM
- 7.47. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site, such as WY01 depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site's potential for development.

HOUSING

- 7.48. The potential allocations we are suggesting that could contribute towards meeting the LHN requirement in Wythall are:

Site Ref.	Site Name	Indicative Capacity
WYTHALL		
WY01	Land south of Houndsfield Lane	875
WY02	Land east of Lea Green Lane	60
WY03	Land south of Station Road	300
SUB TOTAL		1235

ACCOMPANYING INFRASTRUCTURE

- 7.49. Alongside residential development for around 1235 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we've listed some possible infrastructure provision that could benefit Wythall, but we'd be really interested to hear what you think.

Social Infrastructure:

- Education: A new Primary School and Nursery with room for expansion on site WY01
- Healthcare: New health facility on site WY01
- Community: New Local Centre on site WY01 to include health and community facilities, well located to school provision, public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities
- Community: Existing Local Centre enhancement, such as public realm scheme, new signage, EV charging and cycle storage, pedestrian priorities
- Recreation & Leisure: Improvements at Wythall Park

Physical Infrastructure:

- Highways: Local highway/junction improvements at Alcester Road/ Houndsfield Lane
- Highways: Carriageway and public realm improvements along Alcester Road, Houndsfield Lane, May Lane, Haslucks Green Road, Gorsey Lane, Lea Green Lane and Station Road
- Active Travel: Improved pedestrian connectivity across Alcester Road to Wythall Park
- Active Travel: Improved walking and cycling routes to Wythall railway station
- Active Travel: Bus loop connecting key services and facilities
- Active Travel: Additional car parking facility for rail users on development sites

Natural Infrastructure:



- Green Infrastructure: Open spaces linked by green corridors to benefit both wildlife and pedestrians
- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

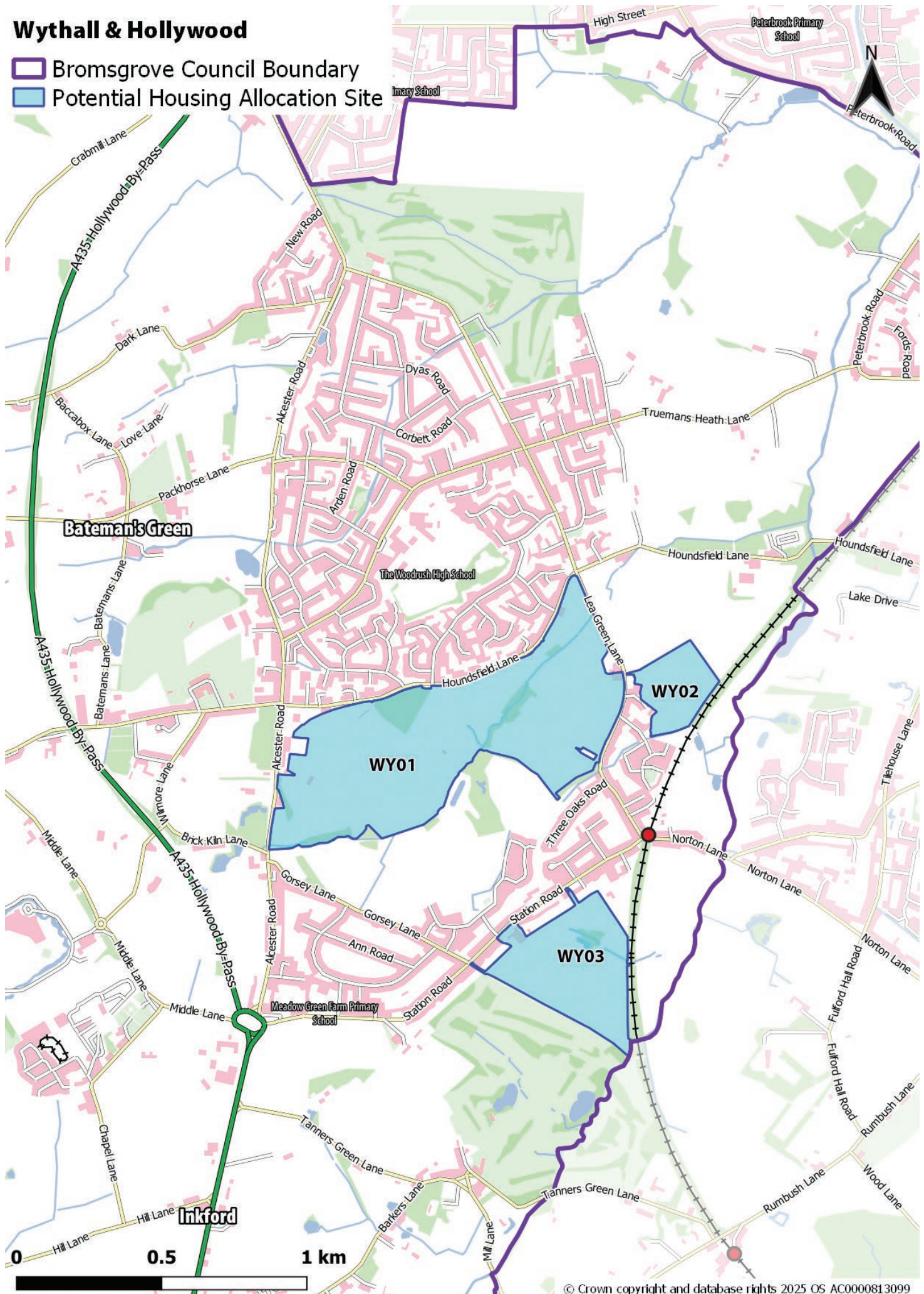
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.50. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.51. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.52. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q21. We would like to know your thoughts on the suitability of allocating the three potential sites in Wythall in particular the potential infrastructure required to deliver these sites. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider. Please specify which site(s) you are referring to e.g. WY01

Wythall & Hollywood

-  Bromsgrove Council Boundary
-  Potential Housing Allocation Site



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Focussing on Stoke Prior

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR STOKE PRIOR

- 7.53. Whilst Stoke Prior isn’t classed as one of the large, sustainable settlements in the current Bromsgrove District Plan, it is the highest ranked non-Green Belt ‘small’ settlement in the district in terms of access to local services and facilities. There is a range of local job opportunities in proximity to the settlement at Corbett and Harris Business Parks in the Stoke Prior area itself, at Upton Warren and Wychbold in Wychavon District, and on the southern edge of Bromsgrove town/urban area. Stoke Prior is supported by essential social infrastructure such as school provision, GP surgery and community facilities, and is in close proximity to Bromsgrove town with its easy access to town centre services and facilities and the wider transport network. This makes it appropriate to consider for future development allocations as identified in our draft Development Strategy.
- 7.54. All the sites that were submitted around Stoke Prior were assessed and our conclusions can be found in ‘Appendix 17: Stoke Prior’ of the ‘Site Assessments: An assessment and analysis of submitted development sites – Output Summaries’ document, which can be found at www.bromsgrove.gov.uk/SAASSM
- 7.55. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site STP01 depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site’s potential for development.

HOUSING

- 7.56. The potential allocation we are suggesting that could contribute towards meeting the LHN requirement in Stoke Prior is:

Site Ref.	Site Name	Indicative Capacity
STOKE PRIOR		
STP01	Land at Ryefields Farm	500
SUB TOTAL		500

ACCOMPANYING INFRASTRUCTURE

- 7.57. Alongside residential development for around 500 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we’ve listed some possible infrastructure provision that could benefit Stoke Prior, but we’d be really interested to hear what you think.

Social Infrastructure:

- Education: Expansion at Stoke Prior First School
- Healthcare: Expansion of existing health facility
- Community: New Local Centre ensuring connectivity routes to the existing settlement and existing services such as health and education provision
- Community: Contributions for existing community facilities, such as village hall/ other community spaces
- Recreation & Leisure: Potential to secure funding for improvements at the existing recreation ground

Physical Infrastructure:

- Highways: Local highway/junction improvements
- Highways: Improvements to railway bridges on Shaw Lane and Hanbury Road
- Active Travel: Increased bus services and frequencies, including Demand Responsive Travel

Natural Infrastructure:

- Green Infrastructure: Open spaces linked by green corridors to benefit both wildlife and pedestrians
- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

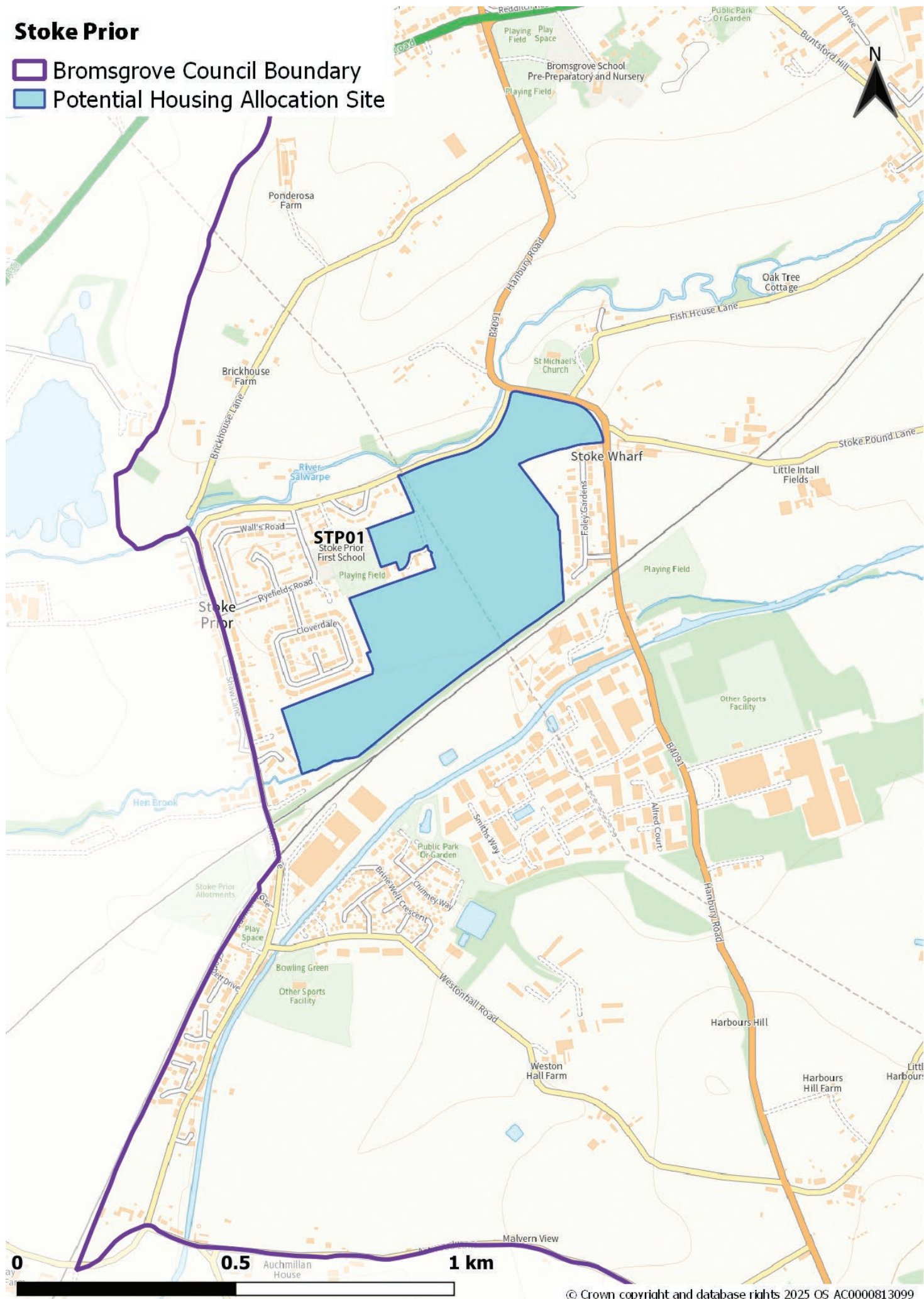
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.58. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.59. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.60. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q22. We would like to know your thoughts on the suitability of allocating STP01 in particular the potential infrastructure required to deliver this site. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider.

Stoke Prior

- Bromsgrove Council Boundary
- Potential Housing Allocation Site



Focussing on Frankley

WHAT THE DRAFT DEVELOPMENT STRATEGY COULD MEAN FOR FRANKLEY

- 7.61. The level of housing need required over the Plan period, if allocated entirely in Bromsgrove district’s higher tier settlements, would potentially lead to disproportionate development that could fundamentally affect the scale and character of the settlements. In considering options for the LHN distribution in Bromsgrove district, growth to the north of the district, along the boundary between Bromsgrove and the West Midlands conurbation, is considered as one of the most sustainable and accessible locations for development, as confirmed by key supporting evidence such as the Strategic Transport Assessment (STA). Whilst several locations along the conurbation edge are potentially suitable for large scale urban extensions, it is considered that a site allocation with an indicative capacity of around 3,000 dwellings in the Frankley area provides the most comprehensive option for delivering significant residential development and associated infrastructure.
- 7.62. This location could offer connectivity between Bartley Green and the Egghill area, extending access to existing and new supporting infrastructure, with a focus on enhanced recreation provision by tapping into the potential offered by existing natural resources in the area such as the reservoirs and green spaces.
- 7.63. All the sites that were submitted around Frankley were assessed and our conclusions can be found in ‘Appendix 24: Edge of Conurbation’ of the ‘Site Assessments: An assessment and analysis of submitted development sites - Output Summaries’ document, which can be found at www.bromsgrove.gov.uk/SAASSM
- 7.64. There is a map in the document link above that shows the individual sites that were assessed, some of which we have combined to create an overall allocation site FRA01, depicted on the map overleaf. You will also find the rationale for our site assessments regarding each site’s potential for development.

HOUSING

- 7.65. The potential allocation we are suggesting that could contribute towards meeting the LHN requirement in Frankley is:

Site Ref.	Site Name	Indicative Capacity
FRANKLEY		
FRA01	Land at Frankley	3000
SUB TOTAL		3000

ACCOMPANYING INFRASTRUCTURE

- 7.66. Alongside residential development for around 3000 homes, we would expect accompanying infrastructure to be delivered concurrently. What that infrastructure provision should consist of has yet to be determined and we are seeking your views to help make sure we get the infrastructure requirements correct. The things we have listed overleaf are the likely sorts of improvements that will be required to deliver development. As a starting point, we’ve listed some possible infrastructure provision that could benefit Frankley, but we’d be really interested to hear what you think.

Social Infrastructure:

- Education: New Primary and Secondary school provision
- Healthcare: New health facility
- Community: New Local Centre to include health facilities, community facilities, and a business hub, which gives pedestrians priority, EV charging, cycle hub, which is well located to school provision
- Community: A Country Park with visitor facilities, walking and cycling leisure route around reservoir

Physical Infrastructure:

- Highways: Highway/junction improvements
- Active Travel: Higher density/low car use developments, car clubs, reduced parking standards, bike/e-scooter rental, Demand Responsive Travel
- Active Travel: New/extended bus route(s) linking to wider public transport network, including Longbridge railway station
- Active Travel: Connectivity improvements to wider services and facilities beyond the development site

Natural Infrastructure:

- Green/ Blue Infrastructure: Recreation opportunities at Bartley Green Reservoir
- Green Infrastructure: On site Biodiversity Net Gain
- Green Infrastructure: On site provision of parks and recreation facilities or financial contribution to existing facilities

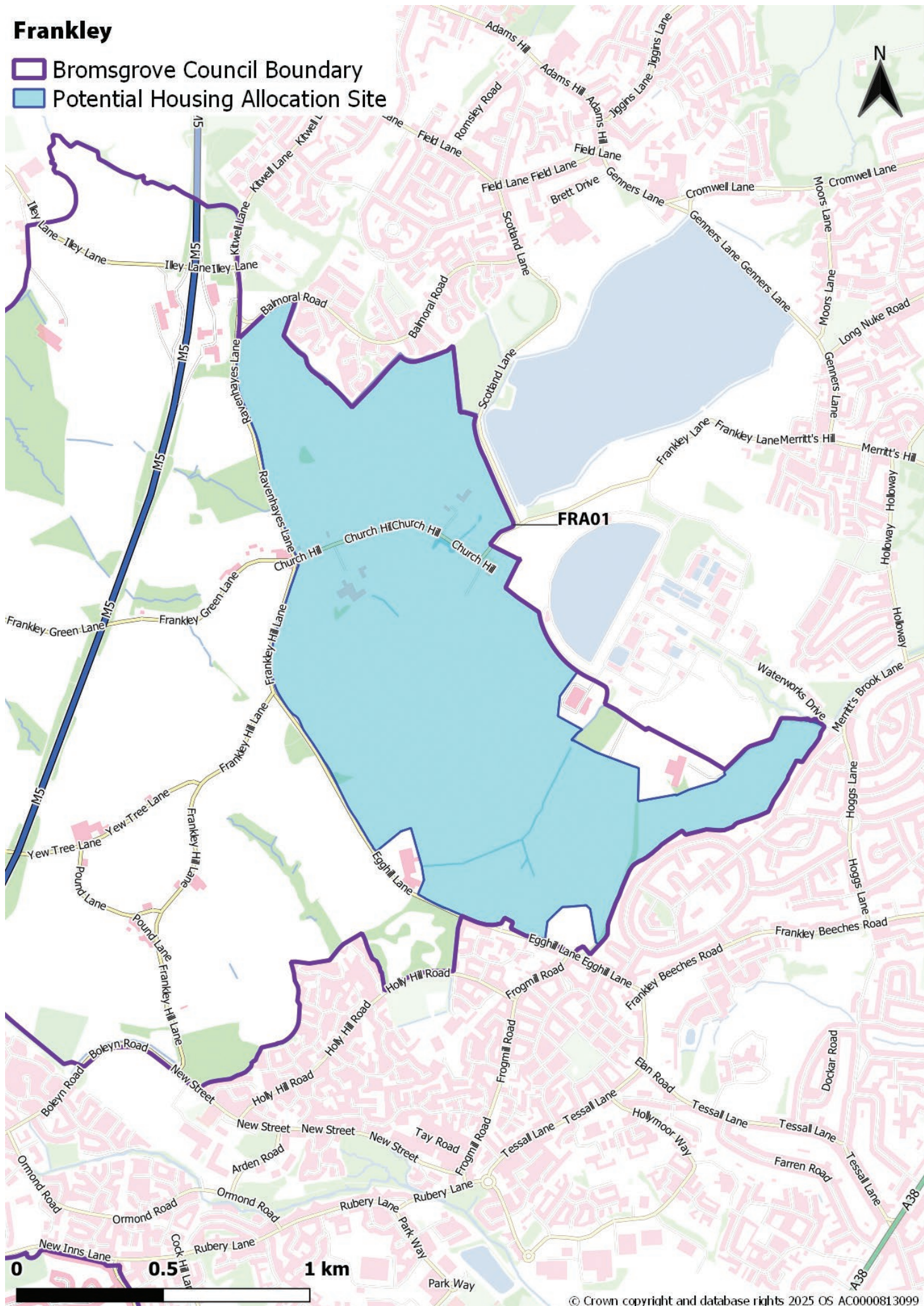
WHAT WE'D LIKE TO KNOW FROM YOU

- 7.67. We'd like to know what you think about the sites we have chosen and the possible infrastructure we have identified as likely to be required to deliver them.
- 7.68. We're very keen to understand the issues and challenges in the communities around the sites. We would like to gain a full understanding of how the local facilities and services operate, local transport issues such as congestion, road safety issues, and public transport provision, how schools and Doctors currently serve the community and anything else you think will help us when deciding if sites can go further to the next stage of the Plan.
- 7.69. We're also keen to hear your views on the sites themselves and any issues which you may think we need to be aware of on the site such as local wildlife or flooding, and anything else which we need to know about the land.

Q23. We would like to know your thoughts on the suitability of allocating FRA01 in particular the potential infrastructure required to deliver this site. We are keen to understand the issues faced by the local community e.g. traffic congestion, how local facilities and services operate such as schools, doctors and public transport, and anything else you feel it is important for us to consider.

Frankley

- Bromsgrove Council Boundary
- Potential Housing Allocation Site



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8. BACKGROUND INFORMATION

Why we're reviewing the District Plan

- 8.1. The adopted Bromsgrove District Plan runs until 2030 but is caveated with the need to carry out an early review in order to sufficiently meet the district's housing needs for the whole of the Plan period. At the time of adoption, we were only able to find a portion of our housing requirement on land not classified as Green Belt. As Bromsgrove District is predominantly rural with approximately 90% of the land designated as Green Belt, it meant we needed to undertake a lengthy and rigorous review of our Green Belt, which wasn't something that could be dealt with during the last plan-making period. Furthermore, since we adopted the Plan, it has become a requirement of the NPPF that Councils review their Plans at least once every five years. This is to ensure that they are relevant and based on up-to-date information, and to update them if this is not the case. It is also a requirement that Plans look ahead for a minimum of 15 years from adoption, therefore we need to consider development requirements beyond the 2030 Plan period. At this point in time a Plan review is no longer adequate, and as such, we will need to consider development requirements beyond 2040. Therefore, we are now preparing a new Plan rather than just reviewing the adopted version.

Local Housing Need and the Standard Methodology for calculating it

- 8.2. Local Housing Need (LHN) is an assessment of the number of homes needed in an area. Assessing housing need is the first step in the process of deciding how many homes need to be planned for.
- 8.3. The Government has set out a Standard Methodology for Councils to use to calculate their LHN. The calculation uses a formula to identify the minimum number of homes expected to be planned for, making use of existing housing stock, which is then adjusted upwards to reflect local affordability pressures and wages earned. Further details about the Standard Methodology can be found at [Housing and economic needs assessment - GOV.UK](https://www.gov.uk/guidance/housing-and-economic-needs-assessment-GOV.UK) (<https://www.gov.uk/guidance/housing-and-economic-needs-assessment-GOV.UK>)

Green Belt impact on plan-making

- 8.4. Green Belt is a policy designation to prevent urban sprawl rather than a physical designation such as National Landscapes like the Malvern Hills (an Area of Outstanding Natural Beauty), for example or a Special Area of Conservation (Bredon Hill, Pershore as an example). National planning policy has always allowed for changes to the Green Belt where exceptional circumstances exist, and they can be justified⁵. The settlements in Bromsgrove district have such tightly drawn Green Belt boundaries and there is limited non-Green Belt land available to meet our LHN. To further demonstrate that exceptional circumstances exist, based on the criteria in the footnote below, our Exceptional Circumstances Paper can be found at www.bromsgrove.gov.uk/SAASSM

5 NPPF states: 146. Exceptional circumstances in this context include, but are not limited to, instances where an authority cannot meet its identified need for homes... 147. Before concluding that exceptional circumstances exist to justify changes to Green Belt boundaries, the strategic policy-making authority should be able to demonstrate that it has examined fully all other reasonable options for meeting its identified need for development... a) makes as much use as possible of suitable brownfield sites and underutilised land; b) optimises the density of development in line with the policies in chapter 11 of this Framework... and c) has been informed by discussions with neighbouring authorities about whether they could accommodate some of the identified need for development, as demonstrated through the statement of common ground.

- 8.5. In order to inform our site assessment process, a Green Belt Assessment was undertaken in 2022 and can be found at www.bromsgrove.gov.uk/GBS. Since this Assessment was produced, the Government has introduced the concept of Grey Belt⁶. This does weaken the opportunity to protect Green Belt land from inappropriate development if that land meets all the Grey Belt criteria in the NPPF. We will need to carry out additional Green/Grey Belt Assessment work to fully understand the status of Green/Grey Belt land in our district.

Q24. Do you have any thoughts as to what the additional Green/Grey Belt Assessment should consider and how the information could best be presented?

Supporting Evidence

- 8.6. Alongside producing Consultation Documents such as this, and full draft Local Plans, we publish an [evidence base](http://www.bromsgrove.gov.uk/EvidenceBase) (www.bromsgrove.gov.uk/EvidenceBase) that supports how we have reached the decisions we have made. Some evidence we prepare ourselves, such as the Site Assessment and Analysis process, other assessments and studies are prepared specifically to help us by specialist consultants, such as Green Belt and Landscape Assessments and Strategic Transport Assessments. We also use other evidence and studies prepared for the Council for other purposes, such as the Bromsgrove Town Centre 2040 Vision. This is to make sure that the policies we are trying to put in place also support other Council initiatives.
- 8.7. Another important element of our supporting evidence is a Sustainability Appraisal, which helps inform the choices we make within the Plan, such as which sites are allocated and which are not, in relation to delivering sustainable development. The Sustainability Appraisal is a process that we must carry out at every stage of our plan-making journey. The process is an opportunity to consider ways that the Plan and its policies can contribute to improvements in environmental, social and economic conditions, as well as identifying where a policy or development allocation might have a negative effect if alternative sites or mitigation measures are not considered.
- 8.8. The Sustainability Appraisal supporting this consultation document assesses reasonable alternative Development Strategy Scenarios, which has led us to the draft Development Strategy we're now promoting. Following the outcomes of this consultation and the alternative sites for inclusion in the Development Strategy that might be suggested to us, we will undertake a Sustainability Appraisal of all the considered sites. This process will scrutinise the performance of sites to ensure that the final selection of sites for potential allocation meets the Sustainability Objectives.

Q25. Our evidence documents to date are published on the website, and you are welcome to comment on these as part of this consultation process.

⁶ NPPF Annex 2 Glossary: Grey belt: For the purposes of plan-making and decision-making, 'grey belt' is defined as land in the Green Belt comprising previously developed land and/or any other land that, in either case, does not strongly contribute to any of purposes (a), (b), or (d) in paragraph 143. 'Grey belt' excludes land where the application of the policies relating to the areas or assets in footnote 7 (other than Green Belt) would provide a strong reason for refusing or restricting development.

What will happen next

- 8.9. The Consultation period will run from 30 June to 5pm on 22 September 2025. Following the close of consultation, we will analyse all consultation responses, the outcome of which will be published on our website in the future. Once we've analysed the consultation responses, we may need to hold a series of Focus Groups with specific groups of stakeholders to tease out additional information to address points raised during the Consultation. We will use this and other information to decide on the best approach to the Development Strategy, which will in turn inform the first draft of the Local Plan.
- 8.10. We fully expect that the first draft Local Plan will form the basis of the next consultation period, once we understand the new plan-making process. At that time, we will consult on a full Local Plan document containing our strategic objectives, policies, and maps, which are explained in a little more detail below. You can find the Local Plan timetable at www.bromsgrove.gov.uk/LDS

Strategic Objectives: This is a list of the key things we want the Plan to deliver, such as providing a range of housing types, supporting economic growth, supporting the vitality and viability of our retail centres, and safeguarding our natural and historic environments.

Policies: The policies will provide the detail of how we meet the Strategic Objectives and basically set out the rules that people need to follow when they submit planning applications, guiding what can be built and where. We will also include our reasons for the policy wording, what has influenced it, and the evidence that supports it. Policies will cover topics such as:

- *Housing:* Size, type, tenure of homes, amount of affordable homes, rural exceptions housing, homes for certain population groups such as the elderly and gypsies, travellers and travelling showpeople.
- *Employment:* Size and type of employment and office uses, protecting existing employment areas, employment uses in the countryside.
- *Transport:* Setting out transport requirements for new developments, promoting sustainable travel modes, improving accessibility.
- *Natural and Historic Environments:* Protecting and enhancing natural and historic environments.
- *Retail:* Protection of our retail centres, regeneration opportunities, controlling inappropriate uses.
- *Health and Wellbeing:* Open spaces, climate change, water management.
- *Design Coding:* How we want new development to look in context of any existing development already there.
- *Policy Maps:* The Policy Maps will show areas of land allocated for the different development uses and will also show areas we want to protect such as Green Belt, Conservation Areas, wildlife sites and open spaces.

WHERE TO FIND OUT MORE INFORMATION & HOW TO RESPOND

8.11. More information about this consultation is available at www.bromsgrove.gov.uk/BromsgrovePlan

You are welcome to come along to drop-in sessions where you can speak to planning officers, please check our website for details of upcoming consultation events.

We would appreciate responses to be submitted electronically; however, paper copies of the response form will be available at the drop-in sessions.

You can send us your views in the following ways:

Online: <https://bromsgroveplan.commonplace.is/>

By email: bromsgroveplan@bromsgroveandredditch.gov.uk

By post: Bromsgrove District Council, Strategic Planning and Conservation, Parkside, Market Street, Bromsgrove, Worcestershire, B61 8DA

Please let us have your responses by no later than **5pm on 22 September 2025.**

If you have any queries regarding any aspect of this consultation, please contact a member of the Strategic Planning Team on 01527 881211.

If you need this information in another language/format please call 01527 548284 or email equalities@bromsgroveandredditch.gov.uk

