



Strategic Planning – Bromsgrove District Council
Parkside
Market Street
Bromsgrove
Worcestershire
B61 8DA

2nd April 2026

Dear Euan,

Re: Neighbourhood Plan for Wythall Parish, Response on behalf of NHS Herefordshire & Worcestershire Integrated Care Board.

NHS Herefordshire & Worcestershire Integrated Care Board (ICB) welcomes the opportunity to respond to the Regulation 16 representation period for the Wythall Neighbourhood Plan. As the statutory NHS body responsible for planning and commissioning healthcare services for the local population, the ICB has a strong interest in ensuring that future development is supported by appropriate, timely and sustainable healthcare infrastructure.

Our response focuses on population health, primary and community healthcare provision, and the relationship between planned growth and health service capacity, in line with the National Planning Policy Framework (NPPF) and the Neighbourhood Plan Basic Conditions.

General Comments and Positive Observations

The ICB recognises the significant work undertaken by Wythall Parish Council and the Steering Group to develop a detailed and locally informed Neighbourhood Plan. We particularly welcome:

- The clear evidence base describing local demographics, including an ageing population profile.
- The strong emphasis placed on green infrastructure, active travel, walkability and healthy lifestyles.
- Recognition of health and wellbeing as cross-cutting themes within the Vision and Objectives
- Identification of existing GP practices, pharmacies and dental services within the Audit of Community Facilities.

These elements align with national healthy placemaking principles and provide a strong foundation from a population health perspective.

Population Health and Demographic Context

The Plan's population analysis identifies that Wythall Parish has a comparatively older population, with significantly higher proportions of people aged 50 and over, including nearly double the proportion of those aged 75+ compared with the England average. This demographic profile is particularly relevant for healthcare planning, as older populations typically have:

- Higher levels of long-term conditions
- Greater reliance on primary care and community services
- Increased needs for accessible, local healthcare provision

Healthcare Infrastructure and Community Facilities

The ICB welcomes the inclusion of GP practices, pharmacists and dental services within the Audit of Community Facilities and Infrastructure and their recognition as important local assets. We also note positively that Policy WYTHALL 1 allows for developer contributions towards: Provision of primary healthcare services, Car parking associated with primary healthcare facilities. However, healthcare is largely framed as a community facility rather than as critical social infrastructure, and references are primarily protective rather than forward-looking.

Recommendations To strengthen the Plan from a healthcare and population health perspective, the ICB recommends that it is amended to:

1. Explicitly recognise primary and community healthcare as critical infrastructure, distinct from general community facilities.
2. Require early engagement with the relevant NHS / ICB where development may generate additional healthcare demand.
3. Require development proposals to demonstrate that healthcare capacity is sufficient, or that appropriate mitigation and investment will be secured

In conclusion, the ICB supports the overall ambition of the Wythall Neighbourhood Plan and welcomes its strong focus on health and wellbeing through place-based design, active travel and green infrastructure. With the recommended enhancements, the Plan would provide a more robust framework to ensure that future development is supported by sustainable, accessible healthcare services that meet the needs of a changing population. The ICB would welcome ongoing engagement with Wythall Parish Council and Bromsgrove District Council.

Yours Sincerely,



Alison Roberts

Associate Director – Strategy, Integration and System Development.

