

About this Consultation

The Neighbourhood Plan for Wythall Parish ('Wythall Neighbourhood Plan') was re-submitted by Wythall Parish Council to Bromsgrove District Council on the 9th January 2026. The District Council is satisfied the Neighbourhood Plan is in accordance with Regulation 15 of the Neighbourhood Planning (General) Regulations 2012 (as amended) and is therefore publicising the plan proposal and inviting representations as part of its obligation under Regulation 16 of the above regulations.

The Wythall Neighbourhood Plan has been prepared by Wythall Parish Council (the 'qualifying body') for Wythall Parish. It sets out a vision, objectives, and planning policies covering a range of topics up to 2040. If 'made' the neighbourhood plan will become part of the statutory development plan, and planning applications within Wythall Parish will be determined in accordance with it. Following the conclusion of the representation period, the neighbourhood plan will be examined by an independent examiner. Subject to consideration of the examiner's report, the neighbourhood plan will then proceed to a referendum, in which eligible voters will decide whether they want Bromsgrove District Council to use the neighbourhood plan to help it decide planning applications in Wythall Parish.

Please note, the Wythall Neighbourhood Plan is separate from the work on the emerging Bromsgrove District Local Plan (including the recent Draft Development Strategy consultation). The Neighbourhood Plan does not contain any potential site allocations. Comments submitted to this consultation should relate only to the Wythall Neighbourhood Plan.

It is preferred that you make your representation on this representation form with the completed form returned by email or post (details below). Alternatively, responses will be accepted in writing by email or post. It is important to specify which part of the Neighbourhood Plan (by page and/or paragraph and/or policy number) you are commenting on.

The representation period is open for 6 weeks from:

Wednesday 11th February to 5pm Thursday 26th March 2026

Where to view the Documents

During the dates of the representation period, the Wythall Neighbourhood Plan as well as the Consultation Statement, Basic Conditions Statement and supporting evidence can be viewed online at <https://www.bromsgrove.gov.uk/council/policy/planning-policies-and-other-information/neighbourhood-plans/wythall-neighbourhood-plan/>.

The Neighbourhood Plan, Consultation Statement and Basic Conditions Statement can be viewed in a hard copy format (during opening hours) at Wythall Library, Woodrush Community Hub, Shawhurst Lane, Hollywood, Birmingham, B47 5JW.

How to Respond

You can make representations in writing by responding using the following methods:

 Email	[Redacted]
 Post	Strategic Planning – Bromsgrove District Council Parkside Market Street Bromsgrove Worcestershire B61 8DA

Privacy Statement

Who is collecting this information?

This information is being collected by Bromsgrove District Council.

Why we collect and use this information?

We are collecting this information for the purpose of carrying out a statutory representation period on a plan which may become part of the Council's statutory development plan. Information from the forms will be stored on a computer database used solely in connection with the Wythall Neighbourhood Plan.

What is the legal basis for collecting and processing the information?

Article 6 1(e) as the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

GDPR Article 6(1)(c) - processing is necessary for compliance with legal obligation to which the LA is subject.

The Councils are legally obligated under the Community Empowerment Act 2015 to engage with our residents and communities.

The Councils have a public duty under the Community Empowerment Act 2015 to engage with our residents and communities.

Any representation may also include a request to the District Council to be notified of the local authority's decision on whether the neighbourhood plan is to be 'made' in

accordance with Regulation 19 of the Neighbourhood Planning (General) Regulations 2012 (as amended). *(Please make this request using the question/answer box on page 4 of this representation form)*. The legal basis for this is:

GDPR Article 6(1)(a) - the data subject has given consent to the processing of his or her personal data for one or more specific purposes.

If you wish to withdraw consent, please contact the Strategic Planning Team at [REDACTED]

You are entitled to withdraw your representation up until the point that the consultation closes. Should you do so, your representation and associated data will be permanently deleted as soon as reasonably possible, and your representation will not be considered.

What type of information are we collecting from you?

- Name
- Organisation (if applicable)
- Email address
- Postal address
- Telephone number

When you make a comment on the Neighbourhood Plan, we will collect any personal data that you choose to submit. Your comment, your name and organisation (if applicable) will be published on our website in connection with the Neighbourhood Plan consultation. As we may publish the full content of your comment, you are advised not to include any of your personal information or that of others. Representations cannot be treated as confidential.

By submitting a representation (comment), you confirm that you agree to how we process your data and accept responsibility for your comments.

How long will we keep the information for?

We will keep your personal data until the plan has been 'made' or until such time as you request to be taken off the database prior to this. It will be used only for the purpose stated and will not be shared or sold.

Who will we share your information with?

All representations received by the District Council will be made publicly available and will be sent to the person appointed to undertake an independent examination into the Wythall Neighbourhood Plan, specifically whether the plan is deemed to meet the 'basic conditions' set out in Schedule 4B para.8(2) of the Town and Country Planning Act 1990. Information will not be used in any profiling/automated decision making.

Further information regarding your rights can be found in the main privacy notice here [Privacy Notice Information and your rights](#).

Wythall Neighbourhood Plan – Regulation 16 Response Form

Your contact details:

Name	Harriet Jarvis
Organisation (if applicable)	Persimmon Homes South Midlands Limited (PHSM)
Representing (e.g. self or client)	PHSM and landowner (S. Wiltshire)
Email Address	[REDACTED]
Postal Address	[REDACTED]
Telephone Number	[REDACTED]

Would you like to be notified of the local authority's decision on whether this neighbourhood plan is made, under Regulation 19 of the Neighbourhood Planning (General) Regulations 2012 (as amended)?
(If Yes, please ensure your contact details are provided above)

Yes

No

Please use the box below to make any comments you have on the Wythall Neighbourhood Plan, including appendices and other supporting documents which accompany the plan. It is important to specify which part of the Neighbourhood Plan (by page and/or paragraph and/or policy number) you are commenting on.

If required, please click and type within the boxes on the following pages to continue with your response.

1. Overall Position

1.1 Persimmon Homes and the landowner support the preparation of the Wythall Neighbourhood Plan (hereafter the Plan) and recognise the extensive community engagement undertaken. The document provides a clear vision and locally distinctive framework.

1.2 Notwithstanding these positive elements, there remains a significant concern that the Plan, as currently drafted, does not include any housing allocations, despite acknowledging both strategic and local housing pressures.

1.3 The Plan therefore requires modification to ensure flexibility to respond to emerging strategic housing requirements and avoidance of overly restrictive or non-deliverable policy burdens.

2. Strategic Context and Growth

2.2 The Plan correctly acknowledges the absence of an up to date housing requirement, the ongoing preparation of the Bromsgrove Local Plan Review and the likely need for green belt release. Conversely, it currently places significant emphasis on numerous constraints (such as green belt, local character and existing infrastructure) and provides limited positive direction for growth locations or delivery mechanisms.

2.3 The Plan must be considered within the wider strategic planning context; Birmingham City Council has a well established requirement for overspill housing and the emerging Bromsgrove Local Plan Review is seeking to address its own unmet housing needs.

2.4 Considering the above, it is disappointing that the plan has chosen not to allocate potential sites for development. By doing so, the plan would provide opportunities for local communities to influence local development, meet housing need and gain stronger planning protections.

2.5 A draft neighbourhood plan must be capable of meeting the Basic Conditions, including general conformity with strategic policies and the ability to contribute to sustainable development. Without allocations, it is difficult demonstrate that these are met as there is no meaningful mechanism by which housing needs can be met or tested.

2.6 The Plan should include a clear positive strategy for accommodating growth, consistent with NPPF para. 11, acknowledging that green belt release may be necessary and avoid wording that could prejudice or delay the delivery of strategic sites.

2.7 It is important to note that there are sustainable and deliverable locations within the Neighbourhood Area that could appropriately be considered for allocation, such as land represented by Persimmon Homes on behalf of S.Wiltshire.

3. Housing Policies (WYTHALL 2 and 3)

3.1 The Plan draws on a robust Housing Needs Assessment, which is supported.

3.2 However, the lack of a defined housing requirement limits policy effectiveness and prescriptive requirements on mix and tenure can pose a risk to viability and deliverability.

3.3 The onus to deliver First Homes with a 50% discount (Wythall 2, para 2i) or Shared Ownership equity stakes at 10% minimum (Wythall 2, para 2ii) should be expressed as guidance rather than fixed requirements and include amended wording such as 'unless viability or site specific circumstances indicate otherwise'.

3.4 They should align clearly with strategic Local Plan policies (BDP7–BDP10), or if timings allow, refer to new policies within the Bromsgrove Local Plan Review.

4. Design and Density (WYTHALL 4)

4.1 The emphasis on local character is noted and supported in principle, however subjective wording that may lead to inconsistent decision making should be avoided. For example, 'integrate well with surrounding development', could be subject to personal design judgements. Furthermore, maintaining a 'village feel' is not a defined planning concept and is difficult to apply consistently across schemes of different scales. This could become a blanket justification for resisting development.

4.2 Some wording could therefore be refined. For example, 'development should respect local character and be in keeping with its surroundings' could be re-written as 'development proposals should demonstrate how they respond to the defined characteristics of the relevant character area (as set out in the Design Code/s), including scale, layout and landscape structure, while making efficient use of land'.

4.3 There is the potential for overly restrictive density expectations which risks conflict with efficient use of land (NPPF para. 125).

There are no numerical density ranges provided and 'overdevelopment' is subjective without clear parameters.

4.4 Settlement patterns vary widely across Wythall and there is no clear guidance on how this applies to new strategic scale sites.

4.5 In sustainable and accessible areas (such as those in walking/cycling distance to local facilities and transport nodes), higher densities should be explicitly supported.

5. Environmental Performance (WYTHALL 5)

5.1 Persimmon Homes are committed to improved sustainability standards.

5.2 Duplication or conflict with national Building Regulations and emerging policy should be avoided and all requirements should be clearly justified, viable and consistent with national policy. Technical standards that extend beyond national frameworks should not be required, unless evidenced.

6. Green Infrastructure and Local Green Space (WYTHALL 7 and 8)

6.1 The protection of green infrastructure is supported.

6.2 It should be ensured that all Local Green Space designations meet the relevant NPPF tests (para. 106–107), are robustly evidenced and not extensive in scale and avoid the designation of land with reasonable development potential.

7. Community Infrastructure (WYTHALL 1)

7.1 The aim of protecting valued facilities is supported in principle.

7.2 Where it is proposed that new development should identify and suggest contributions to meet specific investment priorities, it should be clarified that any contributions must meet CIL Regulation 122 tests: necessary, directly related and fairly and reasonably related in scale and kind.

7.3 Prescriptive or non-site-specific requirements should be avoided.

8. Transport Policies (WYTHALL 9–11)

8.1 We are in support of sustainable transport improvements providing that policies do not require the delivery of infrastructure beyond what is proportionate to development or undermines viability.

8.2 These policies should include flexibility linked to the scale of development, viability and deliverability.

9. Deliverability and Viability

9.1 There is a risk that cumulative policy requirements risk reducing site viability and delaying the delivery of much needed housing.

9.2 The Plan should explicitly confirm that policies will be applied flexibly and in a manner consistent with the presumption in favour of sustainable development, having regard to viability, site specific circumstances and the need deliver housing and economic growth.

Please return the completed form by email or post (details on page 2)