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BROMSGROVE DISTRICT COUNCIL

MEETING OF THE COUNCIL

WEDNESDAY 4TH DECEMBER 2024

AT 6.00 P.M.

PARKSIDE SUITE - PARKSIDE

MEMBERS: Councillors S. Ammar (Chairman), B. Kumar (Vice-Chairman), A. Bailes, R. Bailes, S. J. Baxter, J. Clarke, S. R. Colella, A. M. Dale, J. Elledge, S. M. Evans, D. J. A. Forsythe, E. M. S. Gray, C.A. Hotham, D. Hopkins, R. J. Hunter, H. J. Jones, R. E. Lambert, M. Marshall, K.J. May, P. M. McDonald, B. McEldowney, S. T. Nock, D. J. Nicholl, S. R. Peters, J. Robinson, S. A. Robinson, H. D. N. Rone-Clarke, J. D. Stanley, K. Taylor, S. A. Webb and P. J. Whittaker

AGENDA

WELCOME

- 1. To receive apologies for absence**
- 2. Declarations of Interest**

To invite Councillors to declare any Disclosable Pecuniary Interests or Other Disclosable Interests they may have in items on the agenda, and to confirm the nature of those interests.

3. **To confirm the accuracy of the minutes of the meeting of the Council held on 23rd September 2024 (Pages 7 - 14)**
4. **To receive any announcements from the Chairman and/or Head of Paid Service**
5. **To receive any announcements from the Leader**
6. **To receive comments, questions or petitions from members of the public**

A period of up to 15 minutes is allowed for members of the public to make a comment, ask questions or present petitions. Each member of the public has up to 3 minutes to do this. A councillor may also present a petition on behalf of a member of the public.

7. **Urgent Decisions**
8. **Recommendation from the Licensing Committee (Pages 15 - 58)**
9. **Local Government Boundary Commission for England Boundary Review for Bromsgrove - Warding Pattern Proposals (Pages 59 - 154)**
10. **Political Balance Report (Pages 155 - 160)**
11. **To note the minutes of the meeting of Cabinet held on 21st October 2024 (Pages 161 - 164)**
12. **Questions on Notice (Pages 165 - 166)**

To deal with any questions on notice from Members of the Council, in the order in which they have been received.

A period of up to 15 minutes is allocated for the asking and answering of questions. This may be extended at the discretion of the Chairman with the agreement of the majority of those present.

13. **Motions on Notice (Pages 167 - 168)**

A period of up to one hour is allocated to consider the motions on notice. This may only be extended with the agreement of the Council.

14. **To consider any urgent business, details of which have been notified to the Assistant Director of Legal, Democratic and Procurement Services prior to the commencement of the meeting and which the Chairman, by reason of special circumstances, considers to be of so urgent a nature that it cannot wait until the next meeting**

15. **To consider, and if considered appropriate, to pass the following resolution to exclude the public from the meeting during the consideration of item(s) of business containing exempt information:-**

"RESOLVED: that under Section 100 I of the Local Government Act 1972, as amended, the public be excluded from the meeting during the consideration of the following item(s) of business on the grounds that it/they involve(s) the likely disclosure of exempt information as defined in Part I of Schedule 12A to the Act, as amended, the relevant paragraph of that part, in each case, being as set out below, and that it is in the public interest to do so:-

<u>Item No.</u>	<u>Paragraph(s)</u>	
16	3	"

16. **To note the minutes of the meeting of the Cabinet held on 21st October 2024 (Pages 169 - 172)**

Sue Hanley
Chief Executive

Parkside
Market Street
BROMSGROVE
Worcestershire
B61 8DA

26th November 2024

If you have any queries on this Agenda please contact
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Meeting attendees and members of the public are encouraged not to attend a the meeting if they have if they have common cold symptoms or any of the following common symptoms of Covid-19 on the day of the meeting; a high temperature, a new and continuous cough or a loss of smell and / or taste.

Notes:

Although this is a public meeting, there are circumstances when Council might have to move into closed session to consider exempt or confidential information. For agenda items that are exempt, the public are excluded and for any such items the live stream will be suspended and that part of the meeting will not be recorded.



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Agenda Item 3

Council
23rd September 2024

BROMSGROVE DISTRICT COUNCIL

MEETING OF THE COUNCIL

MONDAY 23RD SEPTEMBER 2024, AT 6.00 P.M.

PRESENT: Councillors S. Ammar (Chairman), B. Kumar (Vice-Chairman), A. Bailes, R. Bailes, S. J. Baxter, J. Clarke, S. R. Colella, A. M. Dale, J. Elledge, S. M. Evans, D. J. A. Forsythe, E. M. S. Gray, R. J. Hunter, M. Marshall, K.J. May, P. M. McDonald, B. McEldowney, S. T. Nock, D. J. Nicholl, S. R. Peters, J. Robinson, S. A. Robinson, H. D. N. Rone-Clarke, J. D. Stanley, K. Taylor, S. A. Webb and P. J. Whittaker

Officers: Mrs. S. Hanley, Mr P. Carpenter, Mr. G. Revans, Mrs. C. Felton, Mrs. R. Bamford, Mr. M. Dunphy, Mrs. J. Bayley-Hill and Mrs J. Gresham

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TO RECEIVE APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors E. Gray, D. Hopkins, C. Hotham, H. Jones and R. Lambert.

The Chairman took the opportunity to welcome Councillor J. Clarke as a member of the Council following his election as Ward Member for Sidemoor, at the recent by-election.

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DECLARATIONS OF INTEREST

There were no Declarations of Interest.

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TO CONFIRM THE ACCURACY OF THE MINUTES OF THE MEETING OF THE COUNCIL HELD ON 17TH JULY 2024

The minutes from the Council meeting held on 17th July 2024 were submitted for Members' consideration.

RESOLVED that

- 1) the minutes of the meeting of the Council held on 17th July 2024 be approved as a correct record.

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RESPONSE TO THE PROPOSED REFORMS TO THE NATIONAL PLANNING POLICY FRAMEWORK AND OTHER CHANGES TO THE PLANNING SYSTEM

As the Response to Proposed Reforms to the National Planning Policy Framework and other changes to the planning system was a highly technical report, it was proposed by Councillor B. Kumar that the Standing Orders be suspended until the close of this meeting in order to permit the Strategic Planning and Conservation Manager to speak during consideration of this report. This would provide the opportunity for the Strategic Planning and Conservation Manager to respond to any questions Members might have. This was seconded by Councillor K. May and approved by Members.

Councillor K. Taylor proposed the approval of the Response to the Proposed reforms to the National Planning Policy Framework and other changes to the planning system report and this was seconded by Councillor K. May.

In presenting the report, Members were informed that the appendix to this report was Bromsgrove District Council's response to the proposals for the National Planning Policy Framework (NPPF). The response had been reached following several consultations with all Members. As a result of these consultations, Members had provided detailed responses to all questions included in the consultation document provided by Central Government. These responses were to be provided to Government by 24th September 2024. The Portfolio Holder for Planning and Regulatory Services thanked all Members for their engagement during this process. Members also took the opportunity to thank the Officers, the Assistant Director for Planning, Leisure and Culture Services and the Strategic Planning and Conservation Manager for all their hard work and technical expertise.

Members were reminded that should they wish to provide any further responses, either individually or on behalf of their political group, they were permitted to do so. However, these would not be included in the Council's response to the proposed reforms. It was suggested that should the Council not provide a response then this might lead Central Government to wrongly assume that Bromsgrove District Council agreed with all of the proposals, which it did not.

The response reflected several areas of concern with the proposed NPPF particularly in the areas of 'need' and 'affordability' and it was

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highlighted that any reforms should not be considered 'as one size fits all'.

During the presentation of the report, it was noted that further commentary would be added to the document presented to Members at question nineteen within the response. This question was in respect of the number of houses that were to be built as part of the proposed reforms of the NPPF. It was hoped that the wording would strengthen the Council's response in respect of the dissatisfaction of the extra number of houses and future use of the Green Belt for the building of houses. The additional wording was reported as follows:

'With this in mind Bromsgrove District Council wishes to express significant concern and formally object to the outcomes of the new standard method. The addition of 318 dwellings per annum over the already challenging standard method numbers is not something the Council can support. Through the emerging Bromsgrove Local Plan, the Council are exploring options to provide some much needed new housing whilst also protecting the Green Belt as much as possible. We feel that the ability to now do this has been compromised, and the Green Belt will be much reduced as an outcome.'

It was stated that as Bromsgrove consisted of eighty-nine per cent Green Belt land, if the proposals of extra houses were to go ahead then this would affect the amount of Green Belt land used for house building in the future. It was noted that the proposals would almost certainly affect the Council's ability to implement its Local Plan.

Following the presentation of the report, Members debated the response to the proposals in detail and commented that the scale of reforms was unprecedented and if introduced, the landscape of Bromsgrove would change considerably and look fundamentally different. There was a robust debate on the location of any potential new developments should the proposals be introduced as suggested by the reforms. Some Members felt that the burden was likely to fall on Bromsgrove Town as historically that had been the case. However, some Members felt that other areas in the District would almost certainly feel some significant impact.

Members acknowledged that this had been a difficult exercise for Officers to undertake and that the consultation had included how Members could shape and consult on wider issues in respect of the proposed NPPF reforms. The resulting documentation had provided a comprehensive response, including transparency in respect of any

calculations and data, and clearly outlined to residents the rationale behind the Council's response.

Councillors raised and welcomed the Council's challenge of the housing number multiplier. This challenge had been included in the response document at question seventeen.

Although there was some discussion about the concerns in respect of the numbers of houses to be built, it was acknowledged by Members that affordable houses were needed within Bromsgrove, however these should be built in the most appropriate places without using all Green Belt land.

Affordable Housing was discussed in further detail. It was noted that there was a forty per cent target on all new housing developments and that Planning Officers tried to ensure that developers adhered to these targets. However, these targets were often not delivered. There needed to be a commitment to increasing the number of social houses in addition to more powers being given to Councils and social housing providers for them to build more affordable housing. It was thought that the proposed reforms did not permit this.

In terms of specific questions within the response document the following questions were highlighted:

Question 14 – Do you have any other suggestions relating to the proposals in this chapter?

Members were keen that the response to this question was strengthened in order to reduce the number of changes to conditions that developers made in respect of infrastructure changes as part of developments, particularly in cross-border infrastructure. Officers explained that the usual way to manage infrastructure issues would be through the development management process for breach of conditions. NPPF would only outline what infrastructure was secured to that development if it was appropriate for that development. It was suggested that the kind of detail suggested as above would not be included in the NPPF as it was too detailed.

Question 59 - Do you agree with the proposals to retain references to well-designed buildings and places, but remove references to 'beauty' and 'beautiful' and to amend paragraph 138 of the existing Framework?

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It was noted that included within the Council's response was the reference to 'beauty' and 'beautiful' being removed from the existing Framework. Members requested that some commentary be included in the response regarding increased engagement of residents early in the development of the Local Plan. This would result in gaining an accurate understanding of what residents wanted particularly in respect of the numbers of new houses being built in an area. It was thought that this would be of particular use for the future. Officers explained that question fifty-nine (as detailed above) did not deal with public consultation on the Local Plan. This was set out in a statement of Public engagement in respect of the Local Plan. Officers further explained that it was hard to quantify what 'beauty' and 'beautiful' meant in terms of design. However, when engagement and consultation took place with residents in respect of the Local Plan these areas would be covered regarding any new design policies the Council proposed.

During the discussion of this item, it was requested that further clarification be given in respect of the multiplier used at Question seventeen of the response documents. It was explained that some Members of the had expressed some concern in respect of the proposed multiplier. Currently the NPPF used the multiplier of 0.25 per cent, however by increasing the multiplier to six percent, as per the proposals, it would result in a much higher number of houses projected as being needed in Bromsgrove District. The new six per cent multiplier was queried as included in the response to the proposed reforms.

Further clarification was requested on how a multiplier was reached. The Strategic Planning and Conservation Manager explained that the multiplier looked at the relationship between housing affordability and earnings. Affordability of housing was calculated using the ratio between what people earned and house prices. It was explained that when house prices were high in an area and the earnings were low then the affordability ratio was considerable. In Bromsgrove, house prices were high, however residents within the District were not necessarily working in Bromsgrove and were working in other areas where wages were higher e.g. Birmingham. This meant that those who lived and worked in Bromsgrove tended to earn less than those who lived in Bromsgrove but did not work there. This resulted in those who lived and worked within Bromsgrove finding it more difficult to access the housing market within the District. It was suggested within the response that a data set more appropriate for Bromsgrove should be applied when using the multiplier.

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Following clarification from Officers, Members were keen to express their significant concerns in respect of the proposed increase in numbers of houses to be built and the impact on the District and Green Belt. It was also raised that investment for infrastructure linked to any increase in housing numbers such as transport links, schools and access to healthcare including hospitals, must be included when looking at the increase in numbers of housing and scaled accordingly. This would help to mitigate the impact on the District where transport in particular was already difficult.

It was also raised that that engagement with residents should be undertaken for any proposed future large developments within the District, in order to help understand the areas of potential infrastructure needs in these areas. During the discussions it was also noted that there needed to be a clear vision when looking at planning in the future which included not only the above areas of infrastructure but aspirations and upskilling of residents to help decrease unemployment levels and to provide those who already lived within the District with adequate and affordable homes.

There was a robust discussion regarding the necessity for holding an Extraordinary Council meeting in respect of this matter, particularly in light of the large number of cross-party Strategic Planning Steering Group (SPSG) meetings that had already taken place. Responses to the proposed reforms had been discussed in great detail at the SPSG meetings. Some Members expressed the view that it was important to inform the public about the Council's response to ensure transparency. However, it was suggested that it might have been more appropriate to hold an Extraordinary Council meeting at the start of the consultation period rather than at the end. Clarification was requested from the Monitoring Officer regarding the timeline and process when calling an Extraordinary Council meeting. It was explained that the Extraordinary Council meeting had been called in accordance with the Council's Procedure Rules including rules in relation to holding meetings during the pre-election period.

Members highlighted projections in population growth within the District, which was reported as being three point five per cent. If nine thousand houses were to be built, this would result in a disproportionate number of houses versus the growth in population.

The impact on building on the Green Belt was once again raised and the potential that this might cause irreversible and significant environmental impacts in the future. It was noted that the reclassification of Green Belt

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to Grey Belt blurred the lines between protected areas and areas that were more appropriate for development. This would leave residents within the District with less access to green spaces in the future.

Some Members expressed concerns that it was difficult for young people to get onto the property ladder within Bromsgrove and that this was likely to become more difficult in the future. Although it was acknowledged that there was a need to build more housing, the Government needed to ensure that the reforms would result in tackling the housing crisis in an appropriate way. Such as providing Councils with powers and funding to build more affordable housing which met the specific needs of residents of each area.

Reference was made to some historic work undertaken in 2018 by Officers and consultants in respect of the challenges faced within Bromsgrove if more houses were not built. As part of this work, it had been reported that if these houses were not built it would impact greatly on the cost of housing in future years. It was noted that this had now come to fruition as the average cost to buy a house within the District had risen significantly.

Members stated that there were over one million properties with planning permission in place due to be built currently across the UK and it was up to developers to ensure that these houses were delivered effectively rather than looking to build even more homes.

During the course of the Council meeting, Councillor J. Clarke was welcomed by a number of Members following his recent election as the new Member for Sidemoor Ward. Good wishes were also extended to Mr. D. G. Stewart, former Ward Member for Sidemoor who had recently resigned due to ill-health.

Members were keen to thank Officers for their work on the Council's response to the proposed reforms to the NPPF. It was reiterated that the Council's response had been a detailed piece of work and as a result the Council's position in respect of the proposed reforms was clear and well-considered.

RESOLVED that

- 1) the Standing Orders be suspended until the close of this Council meeting to permit the Strategic Planning and Conservation Manager to speak on the Response to Proposed Reforms to the

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National Planning Policy Framework and other changes to the planning system report.

- 2) the response to the 'Proposed reforms to the National Planning Policy Framework and other changes to the planning system' at Appendix A be submitted to the Ministry of Housing, Communities and Local Government (MHCLG) including the additional wording as detailed in the preamble above.

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TO CONSIDER ANY URGENT BUSINESS, DETAILS OF WHICH HAVE BEEN NOTIFIED TO THE HEAD OF LEGAL, DEMOCRATIC AND PROPERTY SERVICES PRIOR TO THE COMMENCEMENT OF THE MEETING AND WHICH THE CHAIRMAN, BY REASON OF SPECIAL CIRCUMSTANCES, CONSIDERS TO BE OF SO URGENT A NATURE THAT IT CANNOT WAIT UNTIL THE NEXT MEETING

There was no Urgent Business on this occasion.

The meeting closed at 7.11 p.m.

Chairman

Recommendation from the Licensing Committee Meeting held on 11th November 2024

Gambling Act 2005 – Review of Statement of Principles and Consideration of Consultation Responses

RECOMMENDED that

the draft Statement of Principles be approved and published with effect from 31st January 2025.

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GAMBLING ACT 2005 – REVIEW OF STATEMENT OF PRINCIPLES
CONSIDERATION OF CONSULTATION RESPONSES

Relevant Portfolio Holder	Councillor K Taylor
Portfolio Holder Consulted	No
Relevant Head of Service	Simon Wilkes – Head of Worcestershire Regulatory Services
Wards Affected	All Wards
Ward Councillor Consulted	N/A
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 The Council’s current Statement of Principles under the Gambling Act 2005 took effect on 31st January 2022. In accordance with the provisions of the Act, the Council is required to prepare and publish a Statement of Principles every three years. Therefore, a new Statement of Principles must be published by 31st January 2025.
- 1.2 On 25th March 2024, the Licensing Committee approved a draft revised Statement of Principles for consultation purposes. The results of the consultation are now being reported back to the Committee who are asked to recommend to Council that the draft revised Statement of Principles be approved and published.

2. RECOMMENDATIONS

- 2.1 **Members are asked to RESOLVE;**

To recommend to Council that the draft Statement of Principles at Appendix 1 be approved and published with effect from 31st January 2025.

3. KEY ISSUES

Financial Implications

- 3.1 The costs involved in carrying out the consultation were met from existing budgets held by Worcestershire Regulatory Services.

Legal Implications

- 3.2 Section 349 of the Gambling Act 2005 requires that the licensing authority produce, consult on and publish a Statement of the Principles that it proposes to apply when exercising its functions under the Act.
- 3.3 The Act also requires that the Statement of Principles should be kept under review and must be re-published at least every three years.
- 3.4 When preparing a Statement of Principles, the Council is required to consult with:-
- the Chief Officer of Police for the Authority's area;
 - one or more persons who appear to the Authority to represent the interests of persons carrying on gambling businesses in the Authority's area; and
 - one or more persons who appear to the Authority to represent the interests of persons who are likely to be affected by the exercise of the Authority's functions under this Act.

Service / Operational Implications

- 3.5 Bromsgrove District Council is a licensing authority in accordance with the provision of the Gambling Act 2005.
- 3.6 Each licensing authority is required before each successive three-year period, to prepare and publish a statement of the principles that they propose to apply in exercising their functions under the Act during that period. This document is commonly referred to as the authority's Statement of Principles.
- 3.7 The Council's current Statement of Principles took effect on 31st January 2022 and therefore a new Statement of Principles must now be prepared and published ready to take effect on 31st January 2025.
- 3.8 Since the current Statement of Principles took effect, there have been no significant amendments to the provisions of the Gambling Act 2005. Nor have there been any major changes made to the Gambling Commission's Licence Conditions and Codes of Practice (LCCP) that licensed operators have to comply with or the Gambling Commission's statutory Guidance to Licensing Authorities (GLA).

- 3.9 However, in April 2023 the government did publish a long-awaited white paper entitled “High Stakes: Gambling Reform for the Digital Age.” The White Paper sets out the government’s plan for reform of gambling regulation, following the review of the Gambling Act 2005 that was first launched in December 2020.
- 3.10 The white paper contained a number of proposals for reforming gambling regulation in the following areas:
- Online protections – players and products
 - Marketing and advertising
 - The Gambling Commission’s powers and resources
 - Dispute resolution and consumer redress
 - Children and young adults
 - Land-based gambling
- 3.11 Whilst many of the proposed reforms are not directly relevant to the role that the Council plays in the regulation of gambling activities, there are some proposed changes that are directly relevant. These include:
- Proposals to relax the rules on the split of low and medium maximum stake machines in certain licensed gambling premises.
 - A review of the premises licence fees cap for local authorities.
 - Introducing new powers to local authorities to conduct cumulative impact assessments for gambling premises.
 - Proposals to change the rules that allow under 18s to play Category D gaming machines that pay cash prizes.
 - Proposals to make provisions within the Gambling Commission’s code of practise on the siting of gaming machines in licensed premises legally binding.
- 3.12 Following the publication of the white paper, several different consultations have been undertaken by both the Department for Culture, Media and Sport and the Gambling Commission concerning the various proposals for legislative reform.
- 3.13 At this stage however, it is unclear when the government will bring forwards the required legislation to implement the proposed reforms.
- 3.14 This presents something of a dilemma for licensing authorities such as Bromsgrove District Council, as they are required before each successive three-year period, to prepare and publish a statement of the principles that they propose to apply in exercising their functions under the Act during that period. The Council’s next statement of principles needs to be prepared and published before 31st January 2025.

- 3.15 As the timescales for legislation to be brought forward are unclear at this stage, officers recommended that no substantive changes are made to the statement of principles at the present time and therefore very few changes were proposed in the draft statement of principles that the Licensing Committee approved for the purpose of consultation on 25th March 2024.
- 3.16 The only changes that officers believed needed to be made at the present time are as follows:
- Updating the dates shown on the front page.
 - Updating the population figure given in the introduction to reflect the latest census figures.
 - Updating the dates between which consultation on the draft statement of principles will have taken place.
 - Updating the list of consultees at Appendix B of the statement of principles to include additional gambling and other relevant trade associations.
- 3.17 Consultation on the draft Statement of Principles was undertaken with all relevant parties including:
- The Chief Officer of West Mercia Police
 - The Gambling Commission
 - All other responsible authorities identified under the Act
 - Relevant Trade Associations
 - Public Health
 - Organisations working with people who are problem gamblers
 - Parish Councils
 - The general public
- 3.18 The consultation was also made available for comment via the Council's website and publicised via social media. The consultation exercise was undertaken between 5th July 2024 and 16th August 2024.
- 3.19 The Operations Manager of the Lotteries Council responded to the consultation to say that they had reviewed the draft Statement of Principles and had no comment to make.
- 3.20 A Bromsgrove District Councillor also responded to the consultation exercise and confirmed that they had no comments to make.
- 3.21 No other responses were received during the consultation exercise, which officers consider is unsurprising given the minimal changes that are proposed to the existing Statement of Principles.

- 3.22 In light of the lack of responses, officers do not believe that any further amendments need to be made to the draft Statement of Principles that was consulted upon.
- 3.23 The Licensing Committee is therefore now asked to resolve to recommend to Council that the draft Statement of Principles at **Appendix 1** be approved and published with effect from 31st January 2025.

4. RISK MANAGEMENT

- 4.1 Failing to prepare and publish a new Statement of Principles by 31st January 2025 would leave the Council in a position where it was failing to comply with its duties as a licensing authority under the provisions of the Gambling Act 2005.

5. APPENDICES

Appendix 1 - Draft Revised Statement of Principles

AUTHOR OF REPORT

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Bromsgrove
District Council

www.bromsgrove.gov.uk

DRAFT STATEMENT OF PRINCIPLES

GAMBLING ACT 2005



~~2022 – 2025~~

2025 – 2028

With effect from 31st January 2022 **2025**

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Statement of Principles – Gambling Act 2005

1.0 Introduction

- 1.1 Bromsgrove District Council is situated in the County of Worcestershire, which contains six District Councils in total. The Council area has an estimated a population of approximately 99,900 99,200 and in terms of area it covers approximately 84 square miles. The Council area is mainly rural in character (90% of the area is classed as Green Belt) with two central urban areas of Bromsgrove Town and Rubery. Whilst it is only 14 miles from central Birmingham, the Clent and Lickey Hills provide an important dividing line between the industrial Midlands and the rural landscape of North Worcestershire.
- 1.2 A map of the District of Bromsgrove can be seen at Appendix A.
- 1.3 Bromsgrove District Council's overall vision is "to enrich the lives and aspirations of all our residents, businesses and visitors through the provision of high quality services, ensuring that all in need receive appropriate help and support." This statement accords with that vision in seeking to promote the licensing objectives set out in the Act, which are central to the regulatory regime created by the Act. These are:
- Preventing gambling from being a source of crime or disorder, being associated with crime or disorder or being used to support crime;
 - Ensuring that gambling is conducted in a fair and open way, and
 - Protecting children and other vulnerable persons from being harmed or exploited by gambling.
- 1.4 We have produced this statement as required by Section 349 of the Gambling Act 2005 (referred to in this statement as "the Act") and having had regard to the Gambling Commission's formal guidance issued under Section 25 of the Act, the licensing objectives and to the views of those that we have consulted. We consulted widely upon this statement before finalising and publishing. The list of those persons and organisations consulted is appended. The consultation took place between 20th July 2024 DATE and 10th September 2024 DATE in line with current published Government consultation principles. Should you have any comments as regards this policy statement please send them via email or letter to: enquiries@worcsregservices.gov.uk
- 1.5 This statement must be published at least every three years. The statement may also be reviewed from 'time to time' and any amended parts re-consulted upon.
- 1.6 We intend that this document should provide information and guidance on the general approach that we will take to licensing. A series of advice sheets with more specific guidance is available from our web site or will be sent on request; advice tailored to individuals is available by phone or to personal callers.

1.7 Nothing in this policy takes away the right of any person to make an application under the Act and to have that application considered on its merits; nor does it undermine the right of any person to object to an application or to seek a review of a licence where the law provides that they may do so. Applications will be considered in line with our statement of general principles, below.

2.0 Gambling Act 2005

2.1 This policy reflects and aims to support our strategic purposes and priorities, as set out in the Council Plan.

2.2 The Act provides for gambling to be authorised in a number of different ways.

2.3 Our main functions are to:

- licence premises for gambling activities, including the issue of provisional statements,
- regulate and grant permits for gambling and gaming machines in clubs, including commercial clubs,
- regulate gaming and gaming machines in alcohol licensed premises,
- grant permits to family entertainment centres for the use of certain lower stake gaming machines,
- grant permits for prize gaming,
- receive and endorse notices given for the temporary use notices,
- receive occasional use notices for betting at tracks,
- register small societies lotteries,
- Maintain public registers, and
- Provide information to the Gambling Commission on issued licences.

2.4 The Gambling Commission regulates remote gambling and issues personal and operating licences for premises. The “National Lottery” is also regulated by the Gambling Commission. Spread betting is regulated by the Financial Conduct Authority.

3. The Gambling Commission

3.1 The Gambling Commission regulates gambling in the public interest. It does so by keeping crime out of gambling; by ensuring that gambling is conducted fairly and openly; and by protecting children and vulnerable people.

3.2 The Commission provides independent advice to the Government about the manner in which gambling is carried out, the effects of gambling, and the regulation of gambling generally. It also produces guidance under Section 25 of the Act detailing how local authorities should exercise their licensing functions.

3.3 In addition, the Commission’s role is to issue codes of practice under Section 24 of the Act about the manner in which facilities for gambling are provided, and how those provisions might be advertised.

3.4 Information about the Gambling Commission can be found on the Internet at: www.gamblingcommission.gov.uk or by phone: 0121 230 6666.

4.0 Local Area Profile

- 4.1 Alongside its Statement of Principles, the Licensing Authority has worked with the other Licensing Authorities in Worcestershire and other partners to develop a “Local Area Profile” for the County as a means of mapping out local areas of concern, which can be reviewed and updated to reflect changes to the local landscape.
- 4.2 This Local Area Profile takes account of a wide range of factors, data and information held by the Licensing Authority and its partners. An important element of preparing the Local Area Profile has been proactive engagement with responsible authorities as well as other organisations in the area that could give input to ‘map’ local risks in the area.
- 4.3 These include public health, mental health, housing, education, community welfare groups and safety partnerships, and organisations such as GamCare or equivalent local organisations.
- 4.4 The aim of the Local Area Profile is to increase awareness of local risks and improve information sharing, to facilitate constructive engagement with licensees and a more coordinated response to local risks. The Local Area Profile will also help to inform specific risks that operators will need to address in their own risk assessments, which forms a part of any new licence application, or any application made to vary a licence.
- 4.5 The Local Area Profile is published on the Licensing Authority’s website and will be updated on a regular basis to reflect changes to the local environment. Holder’s of premises licences will be notified whenever the Local Area Profile is updated.

5.0 Authorised Activities

- 5.1 ‘Gambling’ is defined in the Act as gaming, betting, or taking part in a lottery.
- gaming means playing a game of chance for a prize,
 - betting means making or accepting a bet on the outcome of a race, competition, or any other event; the likelihood of anything occurring or not occurring; or whether anything is true or not, and
 - a lottery is an arrangement where persons are required to pay in order to take part in an arrangement whereby one or more prizes are allocated by a process which relies wholly on chance.

6.0 General Statement of Principles

- 6.1 In carrying out our licensing functions in accordance with the Act, particularly with regard to premises licences, we will generally aim to permit the use of premises for gambling as long as it is considered to be :-
- in accordance with any relevant Codes of Practice issued by the Gambling Commission
 - in accordance with any relevant Guidance issued by the Gambling Commission
 - in accordance with this Statement of Principles, and
 - reasonably consistent with the licensing objectives.
- 6.2 We will not seek to use the Act to resolve matters that are better dealt with by other legislation. Licensing is not the primary mechanism for general control of nuisance and the antisocial behaviour of people once they are away from licensed premises.
- 6.3 We will ensure that in dealing with applications under the Act we follow the required procedures, and only take into account issues that are relevant. Specifically we will not have regard to “demand” when considering applications for gambling premises; nor will we consider the suitability of applicants for premises licences (which is a matter for the Gambling Commission). We will not reject an application on moral grounds. If we do decide to reject an application, we will make known our reasons for doing so.
- 6.4 Our current Council Constitution (including the scheme of delegation) details the way that we will discharge our functions under this Act. Details are available from the Licensing Department.
- 6.5 Where an application is for a new premises licence, the responsible authorities may visit to check that gambling facilities meet all necessary legal requirements.
- 6.6 Where there are no representations (objections), licences and permissions will be granted subject only to any appropriate mandatory conditions (Section 167 of the Act) and any conditions having at least the effect of appropriate default conditions made under Section 168.
- 6.7 If there are objections that can't be resolved informally, or we intend to impose extra conditions, we will hold a public hearing at which our licensing sub-committee will hear evidence and make a decision in accordance with the Act.
- 6.8 This statement is not intended to override the right of any person to make an application under the Act, and to have that application considered on its merits. Equally, this Statement of Principles is not intended to undermine the right of any person to make representations about an application or to seek a review of a licence where provision has been made for them to do so.

7.0 Preventing gambling from being a source of crime and disorder

- 7.1 The Gambling Commission takes the leading role in preventing gambling from being a source of crime, and maintains rigorous licensing procedures aiming to prevent criminals from providing facilities for gambling. Applicants need an operating licence from the Commission before we will issue a licence to use premises for gambling.
- 7.2 In view that we will not issue a premises licence to someone who does not hold an operator's licence, we are not generally concerned with the suitability of an applicant. Where concerns about a person's suitability arise we will bring those concerns to the attention of the Commission.
- 7.3 If an application for a licence or permit is received in relation to premises which are in an area noted for particular problems with organised crime, we will, in consultation with the Police and other relevant authorities, consider whether specific controls need to be applied to prevent those premises from being a source of crime. This could include a requirement for Security Industry Authority (SIA) registered door supervisors.
- 7.4 Disorder will only be considered under this Act if it amounts to activity which is more serious and disruptive than mere nuisance, and where it can be shown that gambling is the source of that disorder. A disturbance might be serious enough to constitute disorder if police assistance was required to deal with it; we will then consider how threatening the behaviour was to those who could see or hear it, and whether those people live sufficiently close to be affected or have business interests that might be affected.
- 7.5 "Disorder" is generally a matter for the Police; we will not use this Act to deal with general nuisance issues, for example, parking problems, which can be better dealt with using alternative powers.
- 7.6 When making decisions relating to disorder, we will give due weight to comments made by the police.

8.0 Ensuring gambling is conducted in a fair and open way

- 8.1 The Gambling Commission does not expect local authorities to become concerned with ensuring that gambling is conducted in a fair and open way. The Commission, through the operating and personal licensing regime, will regulate the management of the gambling business and the suitability and actions of an individual.
- 8.2 Because betting track operators do not need an operating licence from the Commission we may, in certain circumstances, require conditions of licence relating to the suitability of the environment in which betting takes place.

9.0 Protecting children and vulnerable people from being harmed or exploited by gambling

- 9.1 Section 45 of the Gambling Act 2005 defines a child as an individual under the age of 16 and a young person as an individual who is not a child but who is less than 18 years old. References in this statement to “a child” or “children” are to be read as including reference to “a young person” or “young people” except in circumstances where this would be inconsistent with the provisions of the Gambling Act 2005 or where this statement is quoting from the legislation itself.
- 9.2 The intention of the Act is that children should not be allowed to gamble, and should be prevented from entering those gambling premises which are ‘adult-only’ environments.
- 9.3 Codes of Practice, including advice about access by children be published by the Gambling Commission for specific kinds of premises. Applicants will be expected to heed this advice where applicable.
- 9.4 We expect steps to be taken to prevent children from taking part in, or being in close proximity to, gambling. This may include restrictions on advertising to ensure that gambling products are not aimed at children, nor advertised in such a way that makes them particularly attractive to children.
- 9.5 When determining a premises licence or permit we will consider whether any additional measures are necessary to protect children, such as the supervision of entrances, the segregation of gambling from areas frequented by children and the supervision of gaming machines in non-adult gambling specific premises like pubs, clubs and betting tracks.
- 9.6 In seeking to protect vulnerable people we will include people who gamble more than they want to, people who gamble beyond their means, and people who may not be able to make informed or balanced decisions about gambling, perhaps due to a mental impairment, alcohol or drugs.
- 9.7 We will always treat each case on its own individual merits and when considering whether specific measures are required to protect children and other vulnerable people will balance these considerations against the overall principle of aiming to permit the use of premises for gambling.
- 9.8 The Licensing Authority is required by regulations to state the principles it will apply in exercising its powers under Section 157(h) of the Act to designate, in writing, a body which is competent to advise the authority about the protection of children from harm.

These principles are:

- The need for the body to be responsible for an area covering the whole of the Licensing Authority’s area.
- The need for the body to be answerable to democratically elected persons, rather than any particular vested interest group.

9.9 In accordance with the suggestion in the Gambling Commission's Guidance for local authorities, this authority designates the Worcestershire Safeguarding Children Partnership for this purpose.

10. Public Health and Gambling

10.1 The Licensing Authority agrees with the Gambling Commission's position that gambling-related harm should be considered as a public health issue.

10.2 Gambling is a legitimate leisure activity enjoyed by many and the majority of those who gamble appear to do so with enjoyment, and without exhibiting any signs of problematic behaviour. There are however significant numbers of people who do experience significant harm as result of their gambling.

10.3 For these problem gamblers, harm can include higher levels of physical and mental illness, debt problems, relationship breakdown and, in some cases, criminality. It can also be associated with substance misuse.

10.4 There can also be considerable negative effects experienced by the wider group of people around a gambler. The health and wellbeing of partners, children, and friends can all be negatively affected.

10.5 Therefore the Licensing Authority considers that Public Health teams, whilst not a responsible authority under the Act, can still assist the Licensing Authority to address gambling-related harms in its area.

10.6 The licensing authority will therefore engage with the local Public Health team in the further development of this Statement of Principles and the Local Area Profile. It is planned that the Public Health team will be able to help the Licensing Authority:

- Identify and interpret health data and evidence to inform the review of the Statement and develop locally tailored local area profiles.
- Make decisions that benefit and protect the health and wellbeing of local communities.
- Be clear on issues which they can have regard to when deciding on licenses for a wide range of gambling activities.
- Conduct a health-impact assessment of gambling in the local area or assess any existing information.

11.0 Local Risk Assessments

11.1 Since 6 April 2016 it has been a requirement for operators to assess local risks to the licensing objectives taking into account this Council's Policy. The operator must also have policies, procedures and control measures in place to mitigate these risks. Risk assessments must be reviewed whenever there are significant changes in local circumstances, or at the premises, or when applying for a new licence or a variation of a licence. Risks in this context include actual, potential and possible future emerging risks to the licensing objectives.

11.2 The Licensing Authority will expect the local risk assessment to consider, for example:

- whether the premise is in an area of deprivation;
- whether the premise is in an area subject to high levels of crime and/or disorder;
- whether the premise is near an addiction treatment facility and in general consider the demographics of the area in relation to vulnerable groups;
- the location of sensitive buildings such as schools, playgrounds, toy shops, leisure centres, libraries and other areas where children are likely to gather; and
- how vulnerable persons as defined within this Policy are protected.

11.3 In compiling their local risk assessment the Licensing Authority shall also expect operators to take into account the general principles as set out in this Policy and the Local Area Profile.

11.4 Other matters that the risk assessment may include are, for example:

- Staff training, including refresher training, e.g. such as intervention when customers show signs of excessive gambling, in the mandatory licensing conditions, in location of the premises licence; in location of information relating to gambling care providers, etc.
- Where installed, details of CCTV coverage and how the system will be monitored.
- Layout of the premises to ensure staff have unobstructed views of persons using the premises or where this is not possible, evidence of how this can be achieved.
- The number of staff employed at the premises at any one time taking into account any effects from seasonal trade in the area.
- Where only one staff member is employed – in the case of smaller premises, – what the supervisory and monitoring arrangements are when that person is absent from the licensed area or distracted for any other reason.
- Provision of signage and documents relating to games rules, gambling care providers.
- The mix of gambling provided.
- Consideration of location of gaming machines on the premises.

11.5 Operators are expected to share their risk assessments with the Licensing Authority when applying for a new premises licence, applying for a variation to an existing licensed premise or otherwise upon request. These risk assessments must in any event be kept under regular review and updated as necessary. The Licensing Authority expects a copy of the most recent local risk assessment to be kept on each premises that is subject to a premises licence under the Gambling Act 2005.

11.6 The information contained within the risk assessment may be used to inform the decision the Licensing Authority makes about whether or not to grant the licence, to grant the licence with special conditions or to refuse the application.

- 11.7 However, in all circumstances each application will be treated on its own merits with the onus on the applicant providing the Licensing Authority with sufficient information to make their determination with the underpinning statutory aim of permitting gambling subject to being reasonably consistent with the licensing objectives.
- 11.8 In its Guidance to Licensing Authorities, the Gambling Commission suggests that Licensing Authorities should adopt a 'Local Area Profile'. The Guidance suggests that a Local Area Profile is a process of gathering and presenting information about a locality and any particular areas of concern within that locality. It underpins and explains the approach that the Licensing Authority will apply when granting licences. The Licensing Authority has created a Local Area Profile to assist applicants and licence holders to conduct their local risk assessments.
- 11.9 The Licensing Authority expects local risk assessments to be kept under review and updated as necessary. The Licensing Authority expect local risk assessments to be subject to a review whenever there is a significant change at or near the premises and in any event at least every twelve months.

12.0 Premises licences

- 12.1 A premises licence can authorise the provision of facilities at the following:
- casino premises
 - bingo premises
 - betting premises, including betting tracks
 - adult gaming centres
 - family entertainment centres
- 12.2 Premises can be 'any place' but the Act generally prevents more than one premises licence applying to any one place. A single building could be subject to more than one premises licence provided they are for different parts of the building and those parts can be reasonably regarded as being separate 'premises'.
- 12.3 This will allow large, multiple unit premises such as tracks, shopping malls or service stations to obtain discrete premises licences, with appropriate safeguards in place. We will pay particular attention if there are issues about sub-divisions of a single building or plot and mandatory conditions relating to access between premises are observed. We will not consider that areas of a building that are artificially or temporarily separated, for example by ropes or moveable partition, can properly be regarded as different premises. Whether different parts of a building can properly be regarded as being separate premises will depend on the individual circumstances of the case.
- 12.4 A particular requirement might be for entrances and exits from parts of a building covered by one or more licences to be separate and identifiable so that the separation of the premises is not compromised and people are not allowed to 'drift' accidentally into a gambling area. It should normally be possible to access the premises without going through another licensed premises or premises with a permit. We would also expect customers to be able to participate in the activity named on the premises licence.

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- 12.5 The Secretary of State appointed an independent Casino Advisory Panel to advise the Government on the areas in which small and/or large casinos may be located. The District of Bromsgrove was not identified as a suitable location for a casino, consequently we are currently prevented from granting a Casino Premises Licence.
- 12.6 The Council has not passed a resolution under section 166(5) of the Gambling Act 2005 to not issue casino premises licences. If such a resolution were considered in the future, the Council would carry out a full public consultation and consider all responses before passing such a resolution.
- 12.7 We will not turn down applications for premises licences where relevant objections can be dealt with through the use of licence conditions.
- 12.8 Other than an application for a betting premises licence for a track, we are not able to issue a premises licence unless the applicant holds the relevant operating licence from the Gambling Commission.
- 12.9 When considering applications for premises licences we will not take into account either the expected 'demand' for facilities or the likelihood of planning permission or building regulation approval being granted, as well as 'moral' objections to gambling. Equally, the grant of a premises licence would not prejudice or prevent any action that may be appropriate under the law relating to planning or building regulations.
- 12.10 We are aware that demand issues cannot be considered with regard to the location of premises but that considerations in terms of the licensing objectives are relevant to our decision-making. Should any specific policy be decided upon as regards areas where gambling premises should not be located, this statement will be updated.
- 12.11 We will only issue a premises licence once we are satisfied that the premises is ready to be used for gambling in the reasonably near future. Where we have agreed to grant a licence but substantial building works or alterations are still required we will impose a condition requiring the premises to be inspected on completion of the work and prior to the issue of the licence. Where the construction of a premises is not yet complete, or if they need alteration, or the applicant does not yet have a right to occupy them, then an application for a provisional statement should be made as having a right to occupy the premises is a pre-condition to making a Premises Licence application.
- 12.12 We will apply a two stage consideration process if there is outstanding construction or alteration works at the premises:
- should the premises be permitted to be used for gambling;
 - can appropriate conditions be imposed to cater for the situation that the premises is not yet in the state in which they should be before gambling takes place.
- 12.13 We are entitled to decide whether or not it is appropriate to grant a licence subject to conditions.

12.14 Applicants for premises licences are encouraged to propose any prohibitions or restrictions of their own in circumstances where it is felt that the presence of children would be undesirable or inappropriate.

12.15 We will maintain a public register of Premises Licence applications received which may be viewed at the Council Offices during normal office hours which are generally Monday – Friday 9am until 5pm.

13.0 Responsible authorities

13.1 Responsible authorities are identified in the legislation, and have to be notified about licence applications so that they can identify any risks. The responsible authorities that we recognise are listed below, contact details for each of the responsible authorities identified are available on our website www.bromsgrove.gov.uk, and will be sent on request.

- The Gambling Commission
- The Chief Officer of Police for the Area
- Fire and Rescue Service
- Bromsgrove District Council Planning Department
- Bromsgrove District Council Licensing Department (WRS)
- Bromsgrove District Council Environmental Health (WRS)
- Worcestershire Safeguarding Children Partnership
- HM Revenue and Customs
- Any other bodies identified in Regulation by the Secretary of State,
- For vessels, the Environment Agency, Canal and River Trust, Secretary of State.

13.2 Any concerns expressed by a Responsible Authority cannot be taken into account unless they are relevant to the application itself and the licensing objectives. However, each representation will be considered on its own individual merits.

14.0 Interested Parties

14.1 An interested party is someone who:

- lives sufficiently close to the premises to be likely to be affected by the authorised activities, or
- has business interests that might be affected by the authorised activities, or
- represents persons in either of the two groups above.

14.2 We will generally require written evidence that a person/body 'represents' someone who either lives sufficiently close to the premises to be likely to be affected by the authorised activities and/or has business interests that might be affected by the authorised activities. A letter from one of these persons, requesting the representations is sufficient. Whilst this may not apply to those elected ward members or MP or Parish Councillors, those persons should be aware of the need to represent the whole of the community that they represent and not just the vocal 'minority'.

- 14.3 In determining whether someone lives sufficiently close to a particular premises so as to be affected, we will take into account, among other things :
- the size of the premises
 - the nature of the premises
 - the distance of the premises from the person making the representation
 - the nature of the complainant
 - the potential impact of the premises
- 14.4 In determining whether a person has a business interest which could be affected the Council will consider, among other things:
- the size of the premises
 - the catchment area of the premises, and
 - whether the person making the representation has business interests in the catchment area that might be affected
- 14.5 If an existing gambling business makes a representation that it is going to be affected by another gambling business starting up in the area, we would not consider this, in the absence of other evidence, as a relevant representation as it does not relate to the licensing objectives and instead relates to demand or competition.
- 14.6 We may consider a representation to be either frivolous or vexatious, and reject it. This will generally be a matter of fact given the circumstances of each individual case but, before coming to a decision we will normally consider:
- who is making the representation and whether there is a history of making representations that are not relevant,
 - whether it raises an issue relevant to the licensing objectives, or
 - whether it raises issues specifically to do with the premises which are the subject of the application.
- 15.0 Licence conditions**
- 15.1 In particular cases we may find it necessary to impose conditions beyond appropriate mandatory and default conditions. Any such conditions will be relevant to the need to make the building suitable for use as a gambling facility; directly related to the premises and the type of licence applied for; fairly and reasonably related to the scale and type of premises and reasonable in all other respects. We will not have recourse to a pool of standard conditions.
- 15.2 We will also ensure that where category C or above machines that are on offer in premises to which children are admitted are located in an area of the premises which is separated by a physical barrier to prevent access other than through a designated entrance; the designated area is supervised and observed by staff or the licence holder.
- 15.3 Examples of conditions which are likely to be attached in certain circumstances include those relating to opening hours, segregation of gambling from non-gambling areas frequented by children, SIA licensed door supervisors, appropriate signage for adult only areas, age limits, or keeping children away from gaming machines. We will also expect the applicant to

offer their own suggestions as to way in which the licensing objectives can be promoted effectively.

- 15.4 We will not seek to control those matters specified in the Act with conditions:
- which make it impossible to comply with an operating licence condition imposed by the Gambling Commission,
 - relating to gaming machine categories or method of operation,
 - which specify that membership of a club or other body is required, or
 - in relation to stakes, fees, winnings or prizes.
- 15.5 Duplication with other statutory or regulatory regimes will be avoided as far as possible. The need for conditions will be assessed on the specific merits of each application.

16.0 Gaming Machines

- 16.1 Gaming machines include all types of gambling activity which can take place on a machine, including betting on 'virtual' events.
- 16.2 The Act itself prescribes the number and category of gaming machines that are permitted in each type of gambling premises.
- 16.3 Subject to the provisions of the Act, gaming machines can be made available in a wide variety of premises, including :
- casinos
 - bingo premises
 - betting premises, (including tracks)
 - adult gaming centres
 - family entertainment centres
 - clubs
 - pubs and other alcohol licensed premises
 - travelling fairs
- 16.4 A machine is not a gaming machine if the winning of a prize is determined purely by the player's skill. However, any element of 'chance' imparted by the action of the machine would bring it within the definition of a gaming machine.
- 16.5 We will encourage permit and premises licence holders to adopt applicable codes of practice which may be introduced by the amusement industry or Gambling Commission, from time to time.

17.0 Gambling in Alcohol Licensed Premises

- 17.1 There are exemptions in the Act that provide for a limited amount of gambling activity to take place within premises that are subject to a relevant valid alcohol licence.
- 17.2 These exemptions only apply where a premises is subject to a licence that authorises the sale of alcohol for consumption on the premises and that has a bar at which alcohol is served without a requirement that alcohol is served only with food.
- 17.3 In all cases the licensing authority considers that gambling must remain ancillary to the main purpose of the premises.

Automatic entitlement to two gaming machines

- 17.4 Section 282 of the Act provides an automatic entitlement to alcohol licence holders to make available two gaming machines (of category C or D) for use in alcohol-licensed premises. To take advantage of this entitlement, the person who holds the on-premises alcohol licence must give notice to the Licensing Authority of their intention to make gaming machines available for use, and must pay the prescribed fee.
- 17.5 This is not an authorisation procedure. The Licensing Authority has no discretion to consider the notification or to turn it down. The only matter to determine is whether the person applying for the automatic gaming machine entitlement is the holder of the alcohol licence and whether the prescribed fee has been paid. There is no statutory requirement for pubs and other alcohol-licensed premises to display a notice of their automatic entitlement to gaming machines.
- 17.6 The Licensing Authority expects licence holders making machines available in accordance with their automatic entitlement to comply with the Gambling Commission's code of practice for gaming machines in clubs and premises with an alcohol licence.
- 17.7 The Licensing Authority can remove the automatic authorisation in respect of any particular premises by making an order under section 284 of the Act. The Licensing Authority can do so if:
- provision of the machines is not reasonably consistent with the pursuit of the licensing objectives
 - gaming has taken place on the premises that breaches a condition of s.282, for example the gaming machines have been made available in a way that does not comply with requirements on the location and operation of gaming machines
 - the premises are mainly used for gaming
 - an offence under the Act has been committed on the premises.
- 17.8 Before making an order, the Licensing Authority will give the licensee at least 21 days' notice of the intention to make the order and will consider any representations that they may make. The Licensing Authority will hold a hearing if the licensee so requests and will comply with any other procedural requirements set out in regulations. If there is no appeal, the order will take effect 21 days after notice of the intention was given. The Licensing Authority must give the licensee a copy of the order and written reasons for making it. The licensee may appeal to the Magistrates' Court.

Licensed Premises Gaming Machine Permits

- 17.9 Where the holder of a relevant alcohol licence wishes to make more than two gaming machines available, they may apply for a licensed premises gaming machine permit. Such a permit can authorise the provision of any number of category C or D gaming machines within the relevant licensed premises.

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- 17.10 The Licensing Authority expects licence holders making machines available in accordance with a licensed premises gaming machine permit to comply with the Gambling Commission's code of practice for gaming machines in clubs and premises with an alcohol licence.
- 17.11 Applications must be made by a person or organisation that holds the on-premises alcohol licence for the premises for which the application is made and must include information on the premises to which it relates and the number and category of gaming machines sought.
- 17.12 The Licensing Authority may also require an applicant to submit a plan of the premises showing where the gaming machines are to be located and showing the position of the bar.
- 17.13 In determining an application, the Licensing Authority must have regard to the licensing objectives and to the Gambling Commission's Guidance to Licensing Authorities. The Licensing Authority may also take account of any other matters that are considered relevant to the application.
- 17.14 In particular the Licensing Authority will have regard to the size and nature of the premises, the number of gaming machines requested and the ability of the licence holder to comply with the relevant code of practice.
- 17.15 The application does not require notification to the Commission or police before determination, however, the Licensing Authority is able to specify this as a requirement should they see fit.
- 17.16 The Licensing Authority may grant or refuse an application. In granting the application, it may vary the number and category of gaming machines authorised by the permit. If granted, the Licensing Authority will issue the permit as soon as possible after that. Where they refuse the application they will notify the applicant as soon as possible, setting out the reasons for refusal. The Licensing Authority will not refuse an application, or grant it for a different number or category of machines, unless they have notified the applicant of their intention to do so and given the applicant an opportunity to make representations, orally, in writing, or both.
- 17.17 The Licensing Authority is able to cancel a permit. It may only do so in specified circumstances which include if the premises are used wholly or mainly by children or young persons or if an offence under the Act has been committed. Before it cancels a permit the Licensing Authority will notify the holder, giving 21 days notice of intention to cancel, consider any representations made by the holder, hold a hearing if requested, and comply with any other prescribed requirements relating to the procedure to be followed. Where the Licensing Authority cancels the permit, the cancellation does not take effect until the period for appealing against that decision has elapsed or, where an appeal is made, until the appeal is determined.
- 17.18 The Licensing Authority can also cancel a permit if the holder fails to pay the annual fee, unless failure is the result of an administrative error. The court may order forfeiture of the permit if the holder is convicted of a relevant offence.

- 17.19 The applicant may appeal to the Magistrates' Court against the Licensing Authority's decision not to issue a permit. The holder can also appeal against a decision to cancel a permit.

Exempt Gaming

- 17.20 Exempt gaming is generally permissible in any relevant alcohol licensed premises. Such gaming must be equal chance gaming and must be ancillary to the purposes of the premises. This provision is automatically available to all such premises, but is subject to statutory stakes and prize limits determined by the Secretary of State.
- 17.21 Equal chance gaming is gaming that does not involve staking against a bank and the chances of winning are equally favourable to all participants. It includes games such as backgammon, mah-jong, rummy, kalooki, dominoes, cribbage, bingo and poker.
- 17.22 The Secretary of State has set both daily and weekly prize limits for exempt gaming in alcohol licensed premises and details of these can be found on the Gambling Commission's website.
- 17.23 The Licensing Authority expects exempt gaming in alcohol licensed premises to comply with the Gambling Commission's code of practice on equal chance gaming in clubs and premises with an alcohol licence.
- 17.24 The Licensing Authority can remove the automatic authorisation for exempt gaming in respect of any particular premises by making an order under s.284 of the Act, if:
- provision of the gaming is not reasonably consistent with the pursuit of the licensing objectives
 - gaming has taken place on the premises that breaches a condition of s.279, for example the gaming does not abide by the prescribed limits for stakes and prizes, a participation fee is charged for the gaming or an amount is deducted or levied from sums staked or won
 - the premises are mainly used for gaming
 - an offence under the Act has been committed on the premises.
- 17.25 Before making an order, the Licensing Authority will give the licensee at least 21 days' notice of the intention to make the order and consider any representations that they may make. The Licensing Authority will hold a hearing if the licensee so requests and will comply with any other procedural requirements set out in regulations. If there is no appeal, the order will take effect 21 days after notice of the intention was given. The Licensing Authority must give the licensee a copy of the order and written reasons for making it. The licensee may appeal to the Magistrates' Court.

18.0 Gambling in Clubs

Defining Clubs

- 18.1 The Act creates a separate regime for gaming in clubs from that in other relevant alcohol licensed premises. It defines two types of club for the purposes of gaming:
- members' clubs (including miners' welfare institutes)
 - commercial clubs.
- 18.2 This is an important distinction in respect of the gaming that may take place.
- 18.3 A members' club is a club that is not established as a commercial enterprise and is conducted for the benefit of its members. Examples include working mens' clubs, miners' welfare institutes, branches of the Royal British Legion and clubs with political affiliations.
- 18.4 Miners' welfare institutes are associations established for recreational or social purposes. They are managed by representatives of miners or use premises regulated by a charitable trust which has received funds from one of a number of mining organisations.
- 18.5 A commercial club is a club established for commercial gain, whether or not they are actually making a commercial gain. Examples include commercial snooker clubs, clubs established as private companies and clubs established for personal profit.
- 18.6 The Licensing Authority expects exempt gaming in clubs to comply with the Gambling Commission's code of practice on equal chance gaming in clubs and premises with an alcohol licence.

Exempt Gaming

- 18.7 Exempt gaming is generally permissible in any club. Such gaming must be equal chance gaming and be ancillary to the purposes of the club. This provision is automatically available to all such premises, but is subject to statutory stakes and prize limits determined by the Secretary of State.
- 18.8 Equal chance gaming is gaming that does not involve staking against a bank and the chances of winning are equally favourable to all participants. It includes games such as backgammon, mah-jong, rummy, kalooki, dominoes, cribbage, bingo and poker.
- 18.9 The Secretary of State has set both daily and weekly prize limits for exempt gaming. Different higher stakes and prizes are allowed for exempt gaming in clubs than are allowed in alcohol-licensed premises and details of these can be found on the Gambling Commission's website.
- 18.10 Clubs may levy a charge for participation in equal chance gaming under the exempt gaming rules. The amount they may charge is as prescribed in regulations and the relevant details can be found on the Gambling Commission's website. However in order to qualify as exempt gaming, clubs

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may not charge a rake on games (a commission or fee deducted from the prize fund), or levy or deduct an amount from stakes or winnings.

- 18.11 The Licensing Authority expects exempt gaming in clubs to comply with the Gambling Commission's code of practice on equal chance gaming in clubs and premises with an alcohol licence.

Club Gaming Permits

- 18.12 The Licensing Authority may grant members' clubs and miners' welfare institutes (but not commercial clubs) club gaming permits which authorise the establishments to provide gaming machines, equal chance gaming (without having to abide by the stake and prize limits which would apply to exempt gaming in the absence of a permit) and games of chance as prescribed in regulations namely pontoon and chemin de fer. This is in addition to the exempt gaming authorisation detailed above.

- 18.13 Club gaming permits allow the provision of no more than three gaming machines. These may be from categories B3A, B4, C or D but only one B3A machine can be sited as part of this entitlement.

- 18.14 Where a club has gaming machines the licensing authority expects the club to comply with the Gambling Commission's code of practice for gaming machines in clubs and premises with an alcohol licence.

Club Machine Permits

- 18.15 If a members' club or a miners' welfare institute does not wish to have the full range of facilities permitted by a club gaming permit, they may apply to the Licensing Authority for a club machine permit under s.273 of the Act. This type of permit authorises the holder to have up to three gaming machines of categories B3A, B4, C and D.

- 18.16 Commercial clubs are also able to apply for a club machine permit, although such a permit does not allow the siting of category B3A gaming machines by commercial clubs.

- 18.17 Where a club has gaming machines the Licensing Authority expects the club to comply with the Gambling Commission's code of practice for gaming machines in clubs and premises with an alcohol licence.

Applications for Club Gaming Permits and Club Machine Permits

- 18.18 Applications for permits must be accompanied by the prescribed documents and fees and must be copied to the Gambling Commission and the Chief Officer of Police within the prescribed period. The Commission and the Police may object to the permit being granted and if such objections are received, the Licensing Authority will hold a hearing.

- 18.19 The Licensing Authority may grant or refuse a permit, but it may not attach any conditions to a permit.

18.20 The Licensing Authority can only refuse an application on the grounds that:

- a) the applicant does not fulfil the requirements for a members' or commercial club or miners' welfare institute and therefore is not entitled to receive the type of permit for which it has applied
- b) the applicant's premises are used wholly or mainly by children and/or young persons
- c) an offence under the Act or a breach of a permit has been committed by the applicant while providing gaming facilities
- d) a permit held by the applicant has been cancelled in the previous ten years
- e) an objection has been lodged by the Commission or the police.

18.21 If the Licensing Authority is satisfied that (a) or (b) is the case, it must refuse the application. The Licensing Authority will have regard to relevant guidance issued by the Commission and (subject to that guidance), the licensing objectives.

18.22 In cases where an objection has been lodged by the Commission or the police, the Licensing Authority is obliged to determine whether the objection is valid.

18.23 There is a fast-track procedure for clubs in England and Wales which hold a club premises certificate under s.72 of the Licensing Act 2003. Under the fast-track procedure there is no opportunity for objections to be made by the Commission or the police, and the grounds upon which the Licensing Authority can refuse a permit are reduced.

18.24 This is because the club or institute will already have been through a licensing process in relation to its club premises certificate under the 2003 Act, and it is therefore unnecessary to impose the full requirements of Schedule 12.

18.25 Commercial clubs cannot hold club premises certificates under the Licensing Act 2003 and so cannot use the fast-track procedure.

Determining Applications for Club Gaming Permits

18.26 When determining applications for Club Gaming Permits the Licensing Authority will take steps to satisfy itself that the club meets the requirements of the Act and to enable this to happen, clubs may be asked to supply additional information and documents in support of their application.

18.27 The Licensing Authority is particularly aware of the potential for club gaming permits to be misused for illegal poker clubs.

18.28 In determining whether a club is a genuine members' club, the Licensing Authority will take into account the matters set out in relevant part of the Gambling Commission's Guidance to Licensing Authorities.

18.29 A visit to the premises before granting of the permit may also be undertaken to assist the Licensing Authority to understand how the club will operate.

Maintenance of Permits

- 18.30 Club Gaming Permits and Club Machine Permits will have effect for ten years, unless it ceases to have effect because it is surrendered or lapses or is renewed. However, a permit granted under the fast-track procedure does not expire, unless it ceases to have effect because it is surrendered, cancelled or forfeited or it lapses.
- 18.31 A permit will lapse if the holder of the permit stops being a club or miners' welfare institute, or if it no longer qualifies under the fast-track system for a permit. In addition, a permit will cease to have effect upon being surrendered to the authority. A notice to surrender must be accompanied by the permit or a statement explaining why it cannot be produced. The Licensing Authority must inform the Police and the Commission when a permit has been surrendered or lapsed.

Cancellation and forfeiture of permits

- 18.32 The Licensing Authority may cancel the permit if:
- the premises are used wholly by children and/or young persons
 - an offence or breach of a permit condition has been committed in the course of gaming activities by the permit holder.
- 18.33 Reference here to 'a permit condition' means a condition in the Act or in regulations that the permit is operating under.
- 18.34 Before cancelling a permit, the Licensing Authority will give the permit holder at least 21 days' notice of the intention to cancel and consider any representations that they may make.
- 18.35 The Licensing Authority will hold a hearing if the permit holder so requests and will comply with any other procedural requirements set out in regulations. If there is no appeal, the cancellation will take effect 21 days after notice of the intention to cancel was given. The Licensing Authority will notify the permit holder, the Commission and the police that the permit has been cancelled and the reasons for the cancellation.

Renewal of permits

- 18.36 In accordance with paragraph 24 of Schedule 12 of the Act, an application for renewal of a permit must be made during the period beginning three months before the licence expires and ending six weeks before it expires. The procedure for renewal is the same as for an application.
- 18.37 The duration of the permit will not be curtailed while a renewal application is pending, including an appeal against a decision not to renew.
- 18.38 If, at the time a permit is renewed, the applicant holds a club premises certificate, the fast-track procedure will apply as it does when application is first made for the permit.

19.0 Unlicensed Family Entertainment Centre Permits

Introduction

- 19.1 Unlicensed family entertainment centres (uFEC) are able to offer only category D machines in reliance on a gaming machine permit. Any number of category D machines can be made available with such a permit, although there may be other considerations, such as fire regulations and health and safety, to take into account. Permits cannot be issued in respect of vessels or vehicles.
- 19.2 uFECs are premises which are 'wholly or mainly' used for making gaming machines available. The permit cannot therefore be granted for an entire shopping centre, airport or bowling alley, for example.

Applications for Unlicensed Family Entertainment Centre Permits

- 19.3 The application for a permit can only be made by a person who occupies or plans to occupy the premises to be used as an uFEC and, if the applicant is an individual, he or she must be aged 18 or over. Applications for a permit cannot be made if a premises licence under the Gambling Act 2005 is in effect for the same premises. The application must be made to the licensing authority in whose area the premises are wholly or partly situated.
- 19.4 The application must be submitted on Licensing Authority's standard form and be accompanied by the prescribed application fee. The Licensing Authority also requires the application to be accompanied by a plan of the premises that will be used as an uFEC, which shows the location of any gaming machines that will be provided if the permit were to be granted.
- 19.5 The Licensing Authority requires applicants for uFEC permits to provide a Basic Disclosure certificate issued by the Disclosure and Barring Service (DBS) within a period of one month before the application is made. Where the applicant is a company, a Basic Disclosure certificate must be supplied in respect of each director of the company.

Consideration of Applications

- 19.6 The Licensing Authority can grant or refuse an application for a permit, but cannot add conditions. An application for a permit may be granted only if the licensing authority is satisfied that the premises will be used as an uFEC, and if the chief officer of police has been consulted on the application.
- 19.7 When considering an application, the Licensing Authority will consider the suitability of the applicant. Given that family entertainment centres are likely to appeal particularly to children, the licensing authority will give particular weight to matters relating to the protection of children from being harmed or exploited by gambling.
- 19.8 In considering the application, the Licensing Authority shall have regard to the Gambling Commission's Guidance to Licensing Authorities and will also have regard to the licensing objectives.

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19.9 The Licensing Authority may also consider asking applicants to demonstrate:

- that they have suitable policies and procedures in place for the safeguarding of children
- a full understanding of the maximum stakes and prizes of the gambling that is permissible in uFECs
- that the applicant has no relevant convictions (those that are set out in Schedule 7 of the Act)
- that employees at the premises are suitably vetted
- that employees are trained to have a full understanding of the maximum stakes and prizes.

19.10 The Licensing Authority may not refuse an application unless it has notified the applicant of the intention to refuse and the reasons for it, and given them an opportunity to make representations orally or in writing or both.

19.11 The permit will have effect for ten years, unless it ceases to have effect because it is surrendered or lapses or is renewed. There is no annual fee for an uFEC gaming machine permit

19.12 The permit may lapse for a number of reasons, namely:

- if the holder ceases to occupy the premises
- if the Licensing Authority notifies the holder that the premises are not being used as an uFEC
- if an individual permit holder dies, becomes incapable by reason of mental or physical incapacity, becomes bankrupt, or sequestration of his estate is ordered
- if the company holding the permit ceases to exist, or goes into liquidation.

Renewal of a Permit

19.13 An application for renewal of an uFEC gaming machine permit must be made during the period beginning six months before the permit expires and ending two months before it expires. The procedure for renewal is the same as for an application. Licensing Authority may only refuse to renew a permit on the grounds that:

- an authorised local authority officer has been refused access to the premises without reasonable excuse
- renewal would not be reasonably consistent with the licensing objectives. In this respect, the licensing authority will have the benefit of having consulted the chief officer of police and will be aware of any concerns that have arisen about the use of the premises during the life of the permit.

19.14 The duration of the permit will not be curtailed while a renewal application is pending, including an appeal against a decision not to renew.

20.0 Prize Gaming Permits

- 20.1 Gaming is prize gaming if the nature and size of the prize is not determined by the number of people playing or the amount paid for or raised by the gaming. Normally the prizes are determined by the operator before play commences.
- 20.2 A prize gaming permit is a permit issued by the Licensing Authority to authorise the provision of facilities for gaming with prizes on specified premises.

Applications for Prize Gaming Permits

- 20.3 An application for a permit can only be made by a person who occupies or plans to occupy the relevant premises and if the applicant is an individual, he must be aged 18 or over. An application for a permit cannot be made if a premises licence or club gaming permit is in effect for the same premises under the Gambling Act 2005. The application must be made to the Licensing Authority in whose area the premises are wholly or partly situated.
- 20.4 The application must be submitted on Licensing Authority's standard form and be accompanied by the prescribed application fee. The Licensing Authority also requires the application to be accompanied by a plan of the premises that will be used for gaming with prizes.
- 20.5 The Licensing Authority requires applicants for prize gaming permits to provide a Basic Disclosure certificate issued by the Disclosure and Barring Service (DBS) within a period of one month before the application is made.

Consideration of Applications

- 20.6 In considering an application, the licensing authority shall have regard to the Gambling Commission's Guidance to Licensing Authorities and will also have regard to the licensing objectives.
- 20.7 The Licensing Authority can grant or refuse an application for a permit, but cannot add conditions.
- 20.8 The Licensing Authority will grant a prize gaming permit only if they have consulted the chief officer of police about the application. The Licensing Authority will take account of any objections that the police may wish to make which are relevant to the licensing objectives.
- 20.9 Relevant considerations would include the suitability of the applicant in terms of any convictions that they may have that would make them unsuitable to operate prize gaming; and the suitability of the premises in relation to their location and any issues concerning disorder.
- 20.10 A permit cannot be issued in respect of a vessel or a vehicle.

20.11 The Licensing Authority will ask the applicant to set out the types of gaming that they are intending to offer and expects that the applicant should be able to demonstrate that:

- they understand the limits to stakes and prizes that are set out in regulations
- the gaming offered is within the law.

20.12 The Licensing Authority will not refuse an application unless they have notified the applicant of the intention to refuse and the reasons for it, and given them an opportunity to make representations orally or in writing or both.

20.13 If granted, the permit will have effect for ten years, unless it ceases to have effect, lapses or is renewed. There is no annual fee for prize gaming permits.

20.14 The permit may lapse for a number of reasons:

- if the holder ceases to occupy the premises
- if an individual permit holder dies, becomes incapable by reason of mental or physical incapacity, becomes bankrupt, or sequestration of his estate is ordered
- if a company holding the permit goes into liquidation
- if the holder (for example a partnership) otherwise ceases to exist.

Renewal of a Prize Gaming Permit

20.15 An application for renewal of a permit must be made during the period beginning six months before the permit expires and ending two months before it expires. The procedure for renewal is the same as for an application.

20.16 A permit will not cease to have effect while a renewal application is pending, including an appeal against a decision not to renew.

21.0 Temporary Use Notices

21.1 These allow the use of premises for gambling where there is no premises licence but where a gambling operator wishes to use the premises temporarily for providing facilities for gambling. We would object to notices where it appears that their effect would be to permit regular gambling in a place that could be described as one set of premises. Premises that might be suitable for a temporary use notice would include hotels, conference centres and sporting venues. A temporary use notice may only be granted to a person or company holding a relevant operating licence.

21.2 Temporary use notices may only be used to permit the provision of facilities for equal chance gaming, where the gaming is intended to produce a single overall winner. Equal chance gaming is gaming which does not involve playing or staking against a bank and gives equally favourable chances to all participants. Examples of equal chance gaming include games such as backgammon, mah-jong, rummy, kalooki, dominoes, cribbage, bingo and poker.

22.0 Occasional Use Notices

- 22.1 We have very little discretion as regards these notices aside from ensuring that the statutory limit of 8 days in a calendar year is not exceeded. Whilst tracks are normally thought of as permanent racecourses, this can also include land which has a number of uses for example agricultural land upon which a point-to-point meeting takes place. Land used temporarily as a track can qualify, provided races or sporting events take place or will take place there. The track need not be a permanent fixture.
- 22.2 The Licensing Authority will share information with the Gambling Commission in relation to any Occasional Use Notices received. The Licensing Authority may also work in partnership with the Gambling Commission to carry out test purchase operations involving licensed operators that are providing facilities for betting in reliance on an Occasional Use Notice.

23.0 Lotteries

Introduction

- 23.1 A lottery is any arrangement that satisfies all of the criteria contained within the statutory description of either a simple lottery or a complex lottery, under s.14 of the Act.
- 23.2 An arrangement is a simple lottery if:
- persons are required to pay to participate
 - one or more prizes are allocated to one or more members of a class
 - the prizes are allocated by a process which relies wholly on chance.
- 23.3 An arrangement is a complex lottery if:
- persons are required to pay to participate
 - one or more prizes are allocated to one or more members of a class
 - the prizes are allocated by a series of processes, and
 - the first of those processes relies wholly on chance.
- 23.4 The Gambling Act 2005 provides that promoting or facilitating a lottery is illegal, unless it falls into one of two categories of permitted lottery, namely:
- licensed lotteries – these are large society lotteries and lotteries run for the benefit of local authorities that are regulated by the Commission and require operating licences
 - exempt lotteries – there are four types of exempt lottery that are expressly permitted under Schedule 11 of the Act, including the small society lottery.
- 23.5 The Licensing Authority is responsible for the registration of societies for the purpose of carrying on “small society lotteries.” Information on other forms of exempt lotteries is available from the Gambling Commission website.

23.6 The Licensing Authority defines 'society' as the society, or any separate branch of such a society, on whose behalf a lottery is to be promoted, and needs to understand the purposes for which a society has been established in ensuring that it is a non-commercial organisation.

23.7 Section 19 of the Act defines a society as such if it is established and conducted:

- for charitable purposes, as defined in s.2 of the Charities Act 2006
- for the purpose of enabling participation in, or of supporting, sport, athletics or a cultural activity
- for any other non-commercial purpose other than that of private gain.

23.8 It is inherent in this definition that the society must have been established for one of the permitted purposes as set out in section 19 of the Act, and that the proceeds of any lottery must be devoted to those purposes. It is not permissible to establish a society whose sole purpose is to facilitate lotteries.

Registration Applications

23.9 The Licensing Authority with which a small society lottery is required to register must be in the area where their principal office is located. If the Licensing Authority believes that a society's principal office is situated in another area, it will inform the society and the other Licensing Authority as soon as possible.

23.10 Applications for small society lottery registrations must be in the form prescribed by the Secretary of State and be accompanied by both the required registration fee and all necessary documents required by the Licensing Authority to assess the application.

23.11 If there is any doubt as to the status of a society that makes application for registration to carry on small society lotteries, the Licensing Authority may require the society to provide documentary evidence in support of their application. The types of evidence that may be required include, but are not restricted to:

- A list of the members of the society
- The society's constitution or a similar document setting out the aims and objectives of the society and its governance arrangements
- A written declaration from the applicant stating that they represent a *bona fide* non-commercial society.

23.12 The Licensing Authority shall refuse an application for registration if in the period of five years ending with the date of the application—

- an operating licence held by the applicant for registration has been revoked under section 119(1) of the Act, or
- an application for an operating licence made by the applicant for registration has been refused.

23.13 The Licensing Authority may refuse an application for registration if they think that—

- the applicant is not a non-commercial society,
- a person who will or may be connected with the promotion of the lottery has been convicted of a relevant offence, or
- information provided in or with the application for registration is false or misleading.

23.14 The Licensing Authority may only refuse an application for registration after the society has had the opportunity to make representations at a formal hearing. If the Licensing Authority is minded to refuse registration, it will inform the society of the reasons why it is minded to do so and provide it with an outline of the evidence on which it has reached that preliminary conclusion, in order to enable representations to be made.

23.15 Any representations received will be considered at a formal hearing and the following principles will be applied when reaching a decision:

- Whether allowing the registration of the society would be consistent with the Act
- Whether allowing the registration of the society would be consistent with the promotion of the licensing objectives
- Whether allowing the registration of the society would be consistent with any relevant code of practise issued by the Gambling Commission

Promotion of small society lotteries once registered

23.16 Participation in a lottery is a form of gambling, and as such the Licensing Authority requires societies that it registers to conduct their lotteries in a socially responsible manner and in accordance with the Act.

23.17 The Act requires that lottery tickets may only be sold by persons that are aged 16 or over to persons that are aged 16 or over.

23.18 As the minimum age for participation in a lottery is 16, the Licensing Authority expects those societies that it registers to have effective procedures to minimise the risk of lottery tickets being sold to children, including procedures for:

- checking the age of apparently underage purchasers of lottery tickets
- taking action where there are unlawful attempts to purchase tickets.

23.19 Lotteries may involve the issuing of physical or virtual tickets to participants (a virtual ticket being non-physical, for example in the form of an email or text message). All tickets must state:

- the name of the promoting society
- the price of the ticket, which must be the same for all tickets
- the name and address of the member of the society who is designated as having responsibility at the society for promoting small lotteries or, if there is one, the external lottery manager (ELM)
- the date of the draw, or information which enables the date to be determined.

- 23.20 The requirement to provide this information can be satisfied by providing an opportunity for the participant to retain the message electronically or print it.
- 23.21 The Licensing Authority expects all registered small society lottery operators to maintain written records of any unsold and returned tickets for a period of one year from the date of the lottery draw.
- 23.22 With regards to where small society lottery tickets may be sold, the Licensing Authority applies the following criteria to all small society lottery operators:
- 23.23 Lottery tickets must not be sold to a person in any street. For these purposes 'street' includes any bridge, road, lane, footway, subway, square, court, alley or passage (including passages through enclosed premises such as shopping malls) whether a thoroughfare or not. Tickets may, however, be sold in a street from a static structure such as a kiosk or display stand. Tickets may also be sold door to door. Licensees must ensure that they have any necessary local authority permissions, such as a street trading licence.
- 23.24 This approach is consistent with the operating licence conditions imposed upon operators of large society lotteries and local authority lotteries.

Financial Returns

- 23.25 As the purpose of permitted lotteries is to raise money for non-commercial causes, the Act requires that a minimum proportion of the money raised by the lottery is channelled to the goals of the society that promoted the lottery. If a small society lottery does not comply with these limits it will be in breach of the Act's provisions, and consequently be liable to prosecution.
- 23.26 The limits are as follows:
- at least 20% of the lottery proceeds must be applied to the purposes of the society
 - no single prize may be worth more than £25,000
 - rollovers between lotteries are only permitted where every lottery affected is also a small society lottery promoted by the same society, and the maximum single prize is £25,000
 - every ticket in the lottery must cost the same and the society must take payment for the ticket fee before entry into the draw is allowed
- 23.27 The Act sets out the information that the promoting society of a small society lottery must send as returns to the licensing authority with which it is registered, following each lottery held. This information allows the Licensing Authority to assess whether financial limits are being adhered to and to ensure that any money raised is applied for the proper purpose.

23.28 The following information must be submitted:

- the arrangements for the lottery – specifically the date on which tickets were available for sale or supply, the dates of any draw and the value of prizes, including any donated prizes and any rollover
- the total proceeds of the lottery
- the amounts deducted by the promoters of the lottery in providing prizes, including prizes in accordance with any rollovers
- the amounts deducted by the promoters of the lottery in respect of costs incurred in organising the lottery
- the amount applied to the purpose for which the promoting society is conducted (this must be at least 20% of the proceeds)
- whether any expenses incurred in connection with the lottery were not paid for by deduction from the proceeds, and, if so, the amount of expenses and the sources from which they were paid.

23.29 The Act also requires that returns must:

- be sent to the Licensing Authority no later than three months after the date of the lottery draw, or in the case of 'instant lotteries' (scratch cards) within three months of the last date on which tickets were on sale
- be signed (electronic signatures are acceptable if the return is sent electronically) by two members of the society, who must be aged 18 or older, are appointed for the purpose in writing by the society or, if it has one, its governing body, and be accompanied by a copy of their letter or letters of appointment.

23.30 The Licensing Authority allows for returns to be sent to them both electronically and manually. The form of returns required can be downloaded from the Licensing Authority's website.

23.31 Where societies run more than one lottery in a calendar year, the Licensing Authority will monitor the cumulative totals of returns to ensure that societies do not breach the annual monetary limit of £250,000 on ticket sales.

23.32 The Licensing Authority will notify the Commission if returns reveal that a society's lotteries have exceeded the values permissible, and such notifications will be copied to the society in question.

Revocation of a registration

23.33 The Licensing Authority may determine to revoke the registration of a society if it thinks that they would have had to, or would be entitled to, refuse an application for registration if it were being made at that time.

23.34 Revocations cannot take place unless the society has been given an opportunity to make representations at a hearing. In preparation for this, the Licensing Authority will inform the society of the reasons why it is minded to revoke the registration and provide them with the evidence on which it has reached that preliminary conclusion.

23.35 Any representations received will be considered at a formal hearing and the following principles will be applied when reaching a decision:

- Whether allowing the registration of the society to continue would be consistent with the Act
- Whether allowing the registration of the society to continue would be consistent with the promotion of the licensing objectives
- Whether allowing the registration of the society to continue would be consistent with any relevant code of practise issued by the Gambling Commission.

24.0 Exchange of Information

24.1 To ensure the licensing objectives are met, we will establish a close working relationship with the police, the Gambling Commission and, where appropriate, other responsible authorities.

24.2 Subject to the provisions of relevant data protection legislation, we will share any information we receive through the application process with the Gambling Commission and any relevant responsible authority. In doing so we will have regard to the Act itself, any guidance issued by the Commission and to any Regulations issued by the Secretary of State. People can access personal information that we hold about them by contacting our Information Management Officer.

24.3 We are committed to being open about what we do and how we come to our decisions, in accordance with the spirit of the Freedom of Information Act 2000 (FOIA). An important feature of the FOIA is the requirement for each public authority to produce a publication scheme setting out what information it will publish as a matter of course, how and when it will be published, and whether this information will be free of charge or on payment. Copies of our FOI publication scheme are available on request from our Information Management Officer or via the Council's website www.bromsgrove.gov.uk.

24.4 FOIA also provides the public with a general right of access to information held by public authorities, and subject to exemptions, be supplied with a copy of that information. Individual requests should be made in writing to the Information Management Officer or via the Council's website.

24.5 Unless restricted by the Gambling Act, details about applications, licences and representations will be made available in our public register. Representations that we accept will be copied in their entirety to applicants, to provide an opportunity for mediation and to ensure that the rights of the applicant are not compromised.

25.0 Enforcement Protocols

25.1 The main enforcement and compliance role for us in terms of the Gambling Act 2005 will be to ensure compliance with the Premises Licences and other permissions which it authorises. The Gambling Commission will be the enforcement body for the Operator and Personal Licences and will also take the lead role on the investigation and where appropriate, the prosecution of

illegal gambling. Any concerns about manufacture, supply or repair of gaming machines will not be dealt with by us but will be notified to the Gambling Commission.

- 25.2 We will work with the Commission, the Police and other enforcing authorities, having regard to any specific guidance produced by the Gambling Commission, relevant codes of practice, the licensing objectives and this statement of principles, to provide for the targeting of agreed problem or high-risk premises. A lighter touch will be applied to those premises which are shown to be well managed and maintained.
- 25.3 The overall aim is to permit the use of premises for gambling. With that in mind it is intended that action will generally be taken against 'problem' premises through the licence review process.
- 25.4 We will also have regard to the Regulators' Code whilst carrying out our regulatory functions.
- 25.5 We will endeavour to be proportionate; accountable; consistent; transparent and targeted, as well as avoiding duplication with other regulatory regimes so far as possible.
- 25.6 In order to ensure compliance with the law, the Licensing Authority will prepare a risk based Inspection Programme and will carry out regular 'routine' day time programmed inspections, based on risk assessment in the categories High, Medium and Low and will also carry out 'non routine' evening programmed inspections. Where a one off event takes place under a Temporary Use Notice or Occasional Use Notice, the Licensing Authority may also carry out inspections to ensure the Licensing Objectives are being promoted.
- 25.7 High-risk premises are those premises that have a history of complaints and require greater attention with low risk premises needing only a lighter touch so that resources are effectively concentrated on problem premises.

26.0 Reviews

- 26.1 A review of a premises licence can be made by interested parties or responsible authorities, however, we will decide if the review is to be carried out on the basis of the following:
 - In accordance with any relevant Code of Practice and/or guidance issued by the Gambling Commission
 - Consistent with the licensing objectives
 - In accordance with our statement of principles.
- 26.2 We will also consider whether or not the request for a review is frivolous, vexatious, or repetitious or whether we would wish to alter/revoke or suspend the licence.

26.3 We can also initiate a review of a premises licence on the basis of any reason which we think is appropriate, including if a premises licence holder has not provided facilities for gambling at the premises. This is to prevent people from applying for licences in a speculative manner without intending to use them.

26.4 Once a valid application for a review has been received by us, representations can be made by responsible authorities and interested parties during the statutory consultation period. The purpose of the review will be to determine whether we should take any action in relation to the licence. The options available are:

- Add, remove or amend a licence condition;
- Remove or amend a default condition, such as opening hours;
- Suspend the premises licence for a period not exceeding 3 months;
- Revoke the licence.

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List of Consultees

Chief Officer of West Mercia Police

Gambling Commission

All Other Responsible Authorities Identified in the Gambling Act 2005

Worcestershire Safeguarding Children Partnership

Director of Public Health

District Councillors

Parish Councils

Holders of Premises Licences issued by the Council under the Gambling Act 2005

Gambling and Other Relevant Trade Associations:

Betting and Gaming Council

Bacta

Bingo Association

Gambling Business Group

European Gaming and Betting Association

UK Hospitality

British Beer and Pub Association

Lotteries Council

Hospice Lotteries Association

Organisations working with those who have a gambling problem:

GamCare

Gamblers Anonymous

GambleAware

Gordon Moody Association

Recommendation from the Electoral Matters Committee Meeting held on 22nd November 2024

Local Government Boundary Commission for England Boundary Review for Bromsgrove – Warding Pattern Proposals

RECOMMENDED that

- 1) **Council endorse the Council Warding Pattern submission including any amendments made.**
- 2) **Council delegates authority to the Chief Executive following consultation with Group Leaders to produce and submit the formal submission document to the Local Government Boundary Commission for England.**

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Electoral Matters Committee 22 November 2024

Local Government Boundary Commission for England Boundary Review for Bromsgrove – Warding Pattern Proposals

Relevant Portfolio Holder		Councillor May, Leader and Cabinet Member for Strategic Partnerships and Enabling
Portfolio Holder Consulted		Yes
Relevant Head of Service		Claire Felton
Report Author	Job Title: Electoral Services Manager, Darren Whitney Contact email: darren.whitney@bromsgroveandredditch.gov.uk Contact Tel: 01527 881650	
Wards Affected		All
Ward Councillor(s) consulted		Not Applicable
Relevant Strategic Purpose(s)		All
Non-Key Decision		
If you have any questions about this report, please contact the report author in advance of the meeting.		

1. **RECOMMENDATIONS**

The Electoral Matters Committee **RECOMMEND** that:-

- 1) Council endorse the Council Warding Pattern submission including any amendments made.
- 2) Council delegates authority to the Chief Executive in consultation with Group Leaders to produce and submit the formal submission document to the Local Government Boundary Commission for England.

2. **BACKGROUND**

- 2.1 The Local Government Boundary Commission for England (LGBCE) last reviewed Bromsgrove in 2012/13 and the order was made in 2014.
- 2.2 Each year, the LGBCE calculates the level of electoral inequality arising in each local authority area to establish whether there is a need for an electoral review.

Under the criteria adopted by the LGBCE, either of the following conditions are considered to warrant a review if the imbalance is

Electoral Matters Committee 22 November 2024

unlikely to be corrected by foreseeable changes to the electorate within a reasonable period:

- Any local authority with an electoral division or ward that has an electoral variance of 30% or over. This means a ward having 30% more or fewer electors per councillor than is average for the council as a whole.
- Any local authority where more than 30% of wards have an electoral variance of over 10% from the average for that authority.

Based on electoral data, in the Bromsgrove District Area:

- Eight of the 30 (27%) electoral wards have a variance of greater than 10%
- One of the electoral wards has a variance of over 30%

Accordingly, the LGBCE decided to commence a review of the Bromsgrove District Council area.

3. FINANCIAL IMPLICATIONS

- 3.1 None at this stage other than officer time, the cost of the review is borne by the LGBCE.

4. LEGAL IMPLICATIONS

- 4.1 The LGBCE is a statutory body accountable to Parliament that conducts reviews of local authority electoral arrangements in England. Its statutory obligations are set out in the Local Democracy, Economic Development and Construction Act 2009.
- 4.2 One of the objectives of the LGBCE is to provide electoral arrangements for English principal local authorities that are fair and deliver electoral equality for voters.

5. STRATEGIC PURPOSES - IMPLICATIONS

Relevant Strategic Purpose

- 5.1 As the review will affect the number of Councillors in the future it will have a bearing on all Strategic Purposes. The results of the review will not be implemented until 2027.

6. OTHER IMPLICATIONS

Electoral Matters Committee 22 November 2024

Equalities and Diversity Implications

6.1 No direct impact at this stage.

Operational Implications

6.2 The LGBCE will seek to deliver electoral equality for voters in local elections.

6.3 The electoral review examines and proposes new electoral arrangements for the whole local authority. These are:

- The total number of councillors to be elected to the council: council size.
- The names, number and boundaries of wards.
- The number of councillors to be elected from each ward.

6.4 The LGBCE is minded to recommend 31 councillors for the Council; this is in line with the council size submission approved by Council on 24 January 2023.

6.5 The Commission will recommend a ward proposal that, in its judgement, enables the council to take its decisions effectively, to discharge the business and responsibilities of the council successfully, and to provide for effective community leadership and representation.

6.6 The draft Council Ward Pattern proposal was drawn up by officers with input from individual members and reviewed and agreed by the member led BDC Ward Patterning Working Group. Once agreed by this Committee it will be sent to Council for endorsement.

6.7 As the consultation period closes before the next Council meeting the LGBCE have agreed to accept a late final submission as long as the agreed draft submission is submitted before the closing date.

6.8 Proposals can be made by any interested party, elected member, political group or political party to the LGBCE by 2 December 2024.

6.9 The LGBCE will publish draft recommendations regarding warding patterns in March 2025. A consultation on the draft recommendations will run from 6 May 2025 to 14 July 2025, which the Council may want to respond to, and final recommendations will be published in November 2025.

Electoral Matters Committee 22 November 2024

- 6.10 The legal order will be made in spring 2026 and be implemented at the 2027 local elections.
- 6.11 Other Districts and the County in Worcestershire have recently completed a review.

7. RISK MANAGEMENT

- 7.1 Council could decide not to make a submission although this would severely restrict the Council's ability to influence the decision of LGBCE.

8. APPENDICES and BACKGROUND PAPERS

Appendix 1: Draft Council Warding Pattern Submission

Background papers:

LGBCE – Electoral Review of Bromsgrove

Electoral Matters Committee 22 November 2024

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Portfolio Holder		
Head of Service	Claire Felton Assistant Director Legal, Democratic and Property Services	11 November 2024
Financial Services	Pete Carpenter Director of Resources/Deputy Chief Executive	4 November 2024
Legal Services		

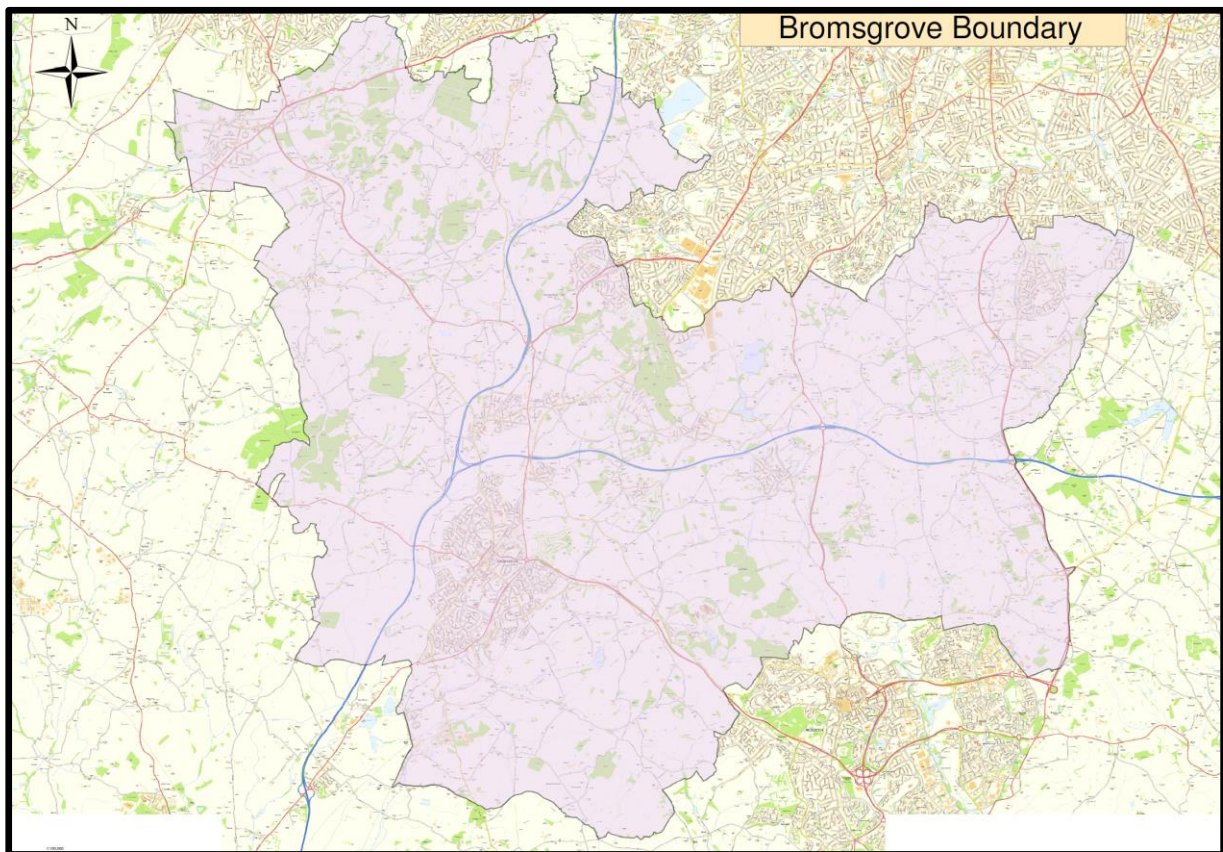
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LOCAL GOVERNMENT BOUNDARY COMMISSION FOR ENGLAND

ELECTORAL REVIEW OF BROMSGROVE DISTRICT COUNCIL

BROMSGROVE DISTRICT COUNCIL'S PROPOSED WARD PATTERNING SUBMISSION



NOVEMBER 2024

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- 6. Conclusion 88

1. Introduction

- 1.1 This document represents Bromsgrove District Council’s submission to the Local Government Boundary Commission for England (LGBCE) on its consultation for the ward pattern stage of the electoral review.
- 1.2 The last review of Bromsgrove District Council’s ward boundaries was conducted in 2012 - 2014. Since then, as a result of electoral variances within the district, The LGBCE commenced an electoral review of the district in 2023.
- 1.3 In the first stage of the electoral review for Bromsgrove, The LGBCE confirmed that the council size for Bromsgrove District will remain at 31 councillors.
- 1.4 A working group was established to assess and recommend necessary boundary changes based on projected electorates for 2030, and the criteria set by the LGBCE.
- 1.5 In developing these proposals, the working group followed the LGBCE’s three core criteria:

Electoral equality: The proposals aim to ensure that as far as possible, each councillor represents approximately the same number of electors.

Community interests and identities: The working group considered natural community boundaries, such as roads, rivers, and shared local amenities wherever possible. This ensures that wards reflect established community ties, helping to maintain cohesion. However, it was acknowledged early on in discussions that single member wards are smaller and therefore identifying natural boundaries can be more challenging.

Effective and convenient local government: The proposed adjustments are designed to enable councillors to represent their wards effectively, ensuring smooth delivery of local government services.

- 1.6 The Council’s proposed ward patterning was considered at a meeting of the Electoral Matters Committee on 22 November 2024. At this meeting, members of the committee changed one of the new ward names and considered the Catshill area. The Committee agreed this ward pattern submission and asked officers to submit it in draft to the LGBCE as well as submit it to Council for endorsement.

To be updated after Council.

- 1.7 At Council on 4 December.....

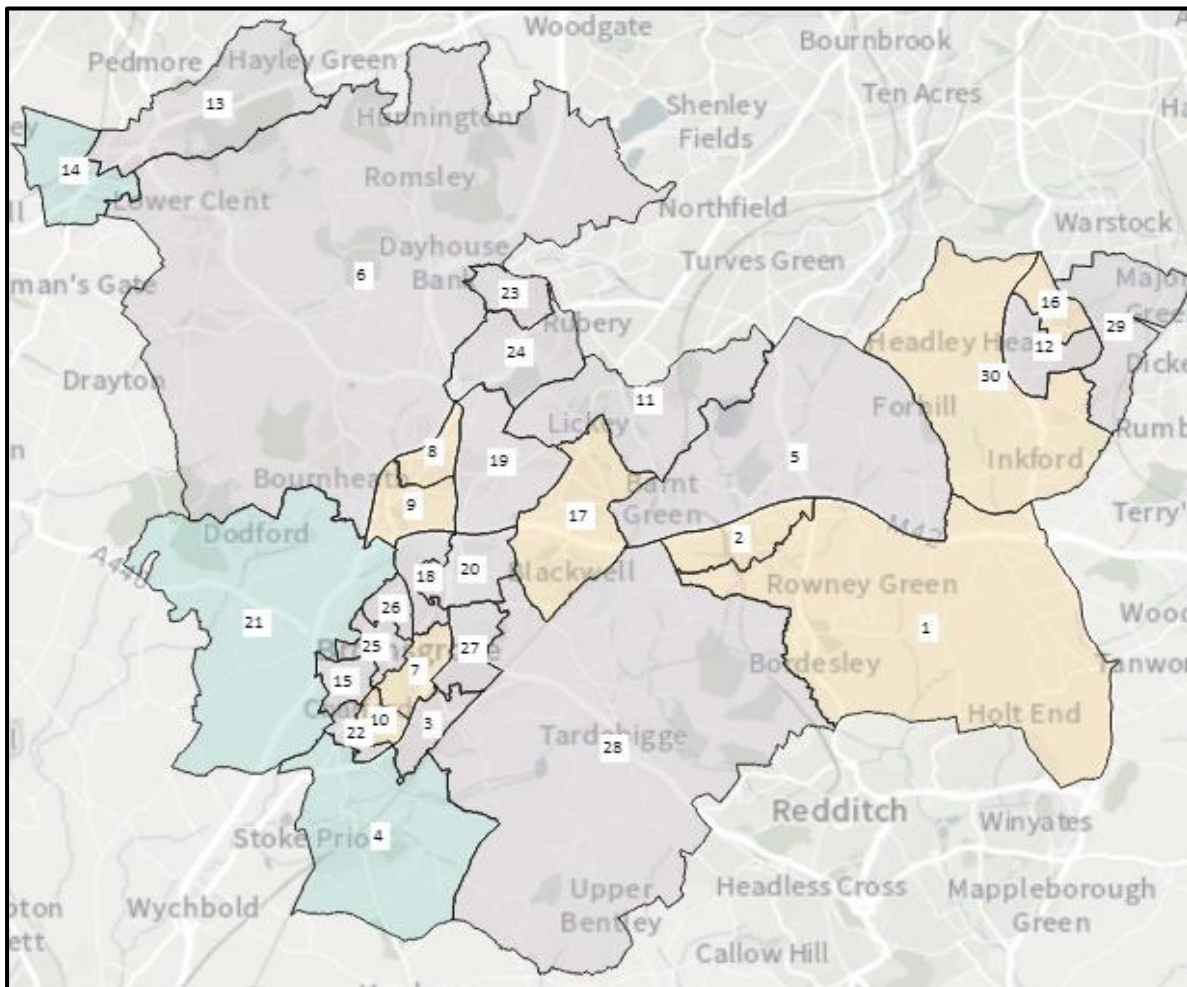
2. Current Ward Analysis

2.1 The LGBCE produced a ward-based electorate forecast for 2030 using electorate data for the past three years. Where the housing land supply indicates large scale development, the forecast electorate has been adjusted, with the LGBCE’s standardised electorate of 1.6 electors for each property planned in the new development added on to the forecast electorate for the relevant ward.

2.2 The total forecast electorate for the district in 2030 is 82,935. This equates to an average of 2675 electors to be represented by each of the 31 councillors. To achieve electoral equality wherever possible, the LGBCE suggest a tolerance of ten percent either side of this average. This tolerance provides a range of 2408 to 2943 per councillor.

2.3 If a proposed ward were to exceed this tolerance, the LGBCE would require a strong justification for this, backed up by evidence.

2.4 The Map below shows the existing ward pattern:



1	Alvechurch South	11	Cofton	21	Perryfields
2	Alvechurch Village	12	Drakes Cross	22	Rock Hill
3	Aston Fields	13	Hagley East	23	Rubery North
4	Avoncroft	14	Hagley West	24	Rubery South

5	Barnt Green and Hopwood	15	Hill Top	25	Sanders Park
6	Belbroughton and Romsley	16	Hollywood	26	Sidemoor
7	Bromsgrove Central	17	Lickey Hills	27	Slideslow
8	Catshill North	18	Lowes Hill	28	Tardebigge
9	Catshill South	19	Marlbrook	29	Wythall East
10	Charford	20	Norton	30	Wythall West

2.5 The following table shows the projected electorate for 2030 for each current ward:

Ward	2030 Projected Electorate	No of Cllrs	2030 Projected Electorate per Councillor	Variance from Average (%)
Alvechurch South	2475	1	2475	-7.49%
Alvechurch Village	2373	1	2373	-11.30%
Aston Fields	2662	1	2662	-0.50%
Avoncroft	3291	1	3291	23.01%
Barnt Green and Hopwood	2534	1	2534	-5.28%
Belbroughton and Romsley	5759	2	2880	7.65%
Bromsgrove Central	2490	1	2490	-6.93%
Catshill North	2266	1	2266	-15.30%
Catshill South	2330	1	2330	-12.91%
Charford	2431	1	2431	-9.13%
Cofton	2738	1	2738	2.34%
Drakes Cross	2570	1	2570	-3.94%
Hagley East	2593	1	2593	-3.08%
Hagley West	3142	1	3142	17.44%
Hill Top	2735	1	2735	2.23%
Hollywood	2486	1	2486	-7.08%
Lickey Hills	2380	1	2380	-11.04%
Lowes Hill	2678	1	2678	0.10%
Marlbrook	2529	1	2529	-5.47%
Norton	2688	1	2688	0.47%
Perryfields	3878	1	3878	44.95%
Rock Hill	2542	1	2542	-4.98%
Rubery North	2526	1	2526	-5.58%
Rubery South	2661	1	2661	-0.54%
Sanders Park	2933	1	2933	9.63%
Sidemoor	2819	1	2819	5.37%
Slideslow	2869	1	2869	7.24%
Tardebigge	2538	1	2538	-5.13%
Wythall East	2598	1	2598	-2.89%
Wythall West	2421	1	2421	-9.51%

2.6 Those highlighted in yellow in the above table currently have a variance outside of the ten percent tolerance. Those wards are:

- Alvechurch Village
- Avoncroft
- Catshill North
- Catshill South
- Hagley West
- Lickey Hills
- Perryfields

2.7 The following wards are on the borderline of the tolerance level:

- Charford
- Wythall West
- Sanders Park

2.8 The level of variance in the table shown above indicates a need for there to be changes across the Bromsgrove District in order to address the electoral inequality.

3. Approach to New Ward Patterning

3.1 Officers met with the Electoral Matters Committee in June 2024, where it was proposed that a working group be set up to compose a council-wide ward pattern proposal. This was agreed upon during the meeting, and it was decided that the working group would be composed of members of the committee. It was also determined that any members with an interest in a particular area would be invited to attend the relevant meeting at which their area was being discussed, ensuring that all wards received appropriate input from local representatives.

3.2 During the first meeting of the working group, a scoping document was prepared to guide the process. Members were also provided with the LGBCE's guidance on ward pattern submissions, which helped clarify the requirements for achieving electoral equality, reflecting community identities, and ensuring effective local governance. This guidance served as a framework for the group's discussions throughout the process.

3.3 At this initial meeting, the working group also discussed its approach to determining the number of councillors per ward. The group weighed the advantages and disadvantages of single-member versus two-member wards. The working group acknowledged that two-member wards could better reflect certain community identities and interests, particularly when single member wards would result in splitting a community. Ultimately, it was decided that whilst single-member wards would be preferred where feasible, two-member wards would not be discounted if they provided a better fit for balancing community cohesion and electoral equality.

3.4 The working group decided to take a phased approach to ward patterning, moving through different sections of the district methodically. Each phase focused on reviewing specific areas of the district to ensure all wards were given thorough attention. This allowed the group to:

- Examine current ward boundaries and population changes.
- Discuss any new developments that could impact electorate numbers (e.g., housing expansions).
- Evaluate community ties, ensuring that boundaries align with local services, schools, and other shared facilities.
- Consider consultation feedback from local councillors, where applicable, for each specific area under review.

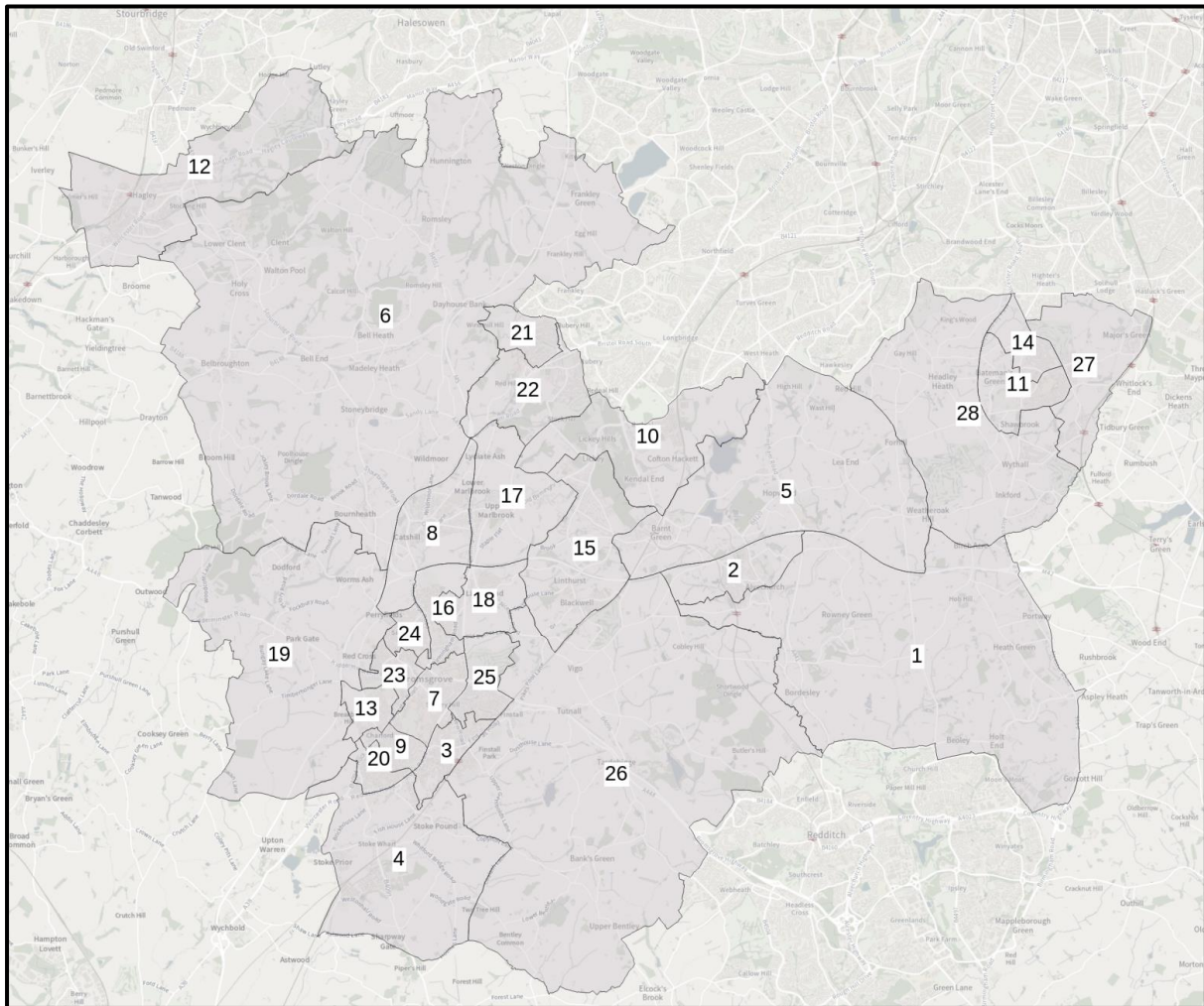
3.5 The group initially reviewed areas with the largest electoral variances, as these needed the most urgent adjustment to comply with the LGBCE's tolerance limits. Perryfields was amongst the first areas considered, where large developments and population growth necessitated boundary changes. For each area, the group consulted available data on projected electorate numbers and geographic features to ensure logical boundaries.

3.6 Following the review of wards with significant variances, the group moved on to areas where community cohesion was a primary concern, such as Catshill. In these areas, the group worked closely with local councillors to understand the specific needs and identities of these communities, ensuring that ward patterns did not disrupt established relationships or services.

3.7 Throughout the process, the working group revisited areas where necessary, making refinements to boundaries based on ongoing discussions and feedback. The group remained flexible, recognising that the ward patterning needed to balance both electoral equality and community identity effectively.

4. Proposed Ward Pattern

4.1 The working group created the following ward pattern proposal for Bromsgrove District Council:



1	Alvechurch South	11	Drakes Cross	21	Rubery North
2	Alvechurch Village	12	Hagley	22	Rubery South
3	Aston Fields	13	Hill Top	23	Sanders Park
4	Avoncroft	14	Hollywood	24	Sidemoor
5	Barnt Green and Hopwood	15	Lickey Hills	25	Slideslow
6	Belbroughton and Romsley	16	Lowes Hill	26	Tardebigge
7	Bromsgrove Central	17	Marlbrook	27	Wythall East
8	Catshill and Washingstocks	18	Norton and Lickey End	28	Wythall West
9	Charford	19	Perryfields		
10	Cofton	20	Rock Hill & Stoke Heath		

4.2 The following wards remain unchanged in the proposal:

- Aston Fields
- Barnt Green and Hopwood
- Belbroughton and Romsley
- Drakes Cross
- Hill Top
- Hollywood
- Marlbrook
- Rubery North
- Rubery South
- Tardebigge

4.3 Whilst no changes are proposed for the above wards, each ward was discussed during meetings of the working group. It was felt appropriate to highlight the following as part of these discussions:

- Drakes Cross and Hollywood - following a consultation with ward members, the working group discussed the possibility of combining Drakes Cross and Hollywood to become a two-member ward.
- Tardebigge- It was acknowledged that a large development is proposed within the ward. However, this did not form part of the projected electorate during the preliminary stage of the review (as per table in paragraph 2.5). For this reason, it was decided that this development would not be considered as part of the ward pattern submission.

4.4 All other wards have been amended in the outlined proposal.

4.5 The following table shows the projected electorate for 2030 for each proposed ward:

Ward	2030 Projected Electorate	No of Cllrs	2030 Projected Electorate per Councillor	Variance from Average (%)
Alvechurch South	2529	1	2529	-5.48%
Alvechurch Village	2419	1	2419	-9.58%
Aston Fields	2662	1	2662	-0.50%
Avoncroft	2927	1	2927	8.74%
Barnt Green and Hopwood	2534	1	2534	-5.28%
Belbroughton and Romsley	5759	2	2880	7.65%
Bromsgrove Central	2838	1	2838	5.55%
Catshill and Washingstocks	5050	2	2525	-4.81%
Charford	2763	1	2763	2.85%
Cofton	2550	1	2550	-4.83%
Drakes Cross	2570	1	2570	-3.94%
Hagley	5735	2	2688	7.22%
Hill Top	2735	1	2735	2.23%
Hollywood	2486	1	2486	-7.08%
Lickey Hills	2653	1	2653	-1.11%
Lowes Hill	2736	1	2736	1.88%
Marlbrook	2529	1	2529	-5.47%
Norton and Lickey End	2772	1	2772	3.18%
Perryfields	2721	1	2721	1.34%
Rock Hill & Stoke Heath	2456	1	2456	-8.24%
Rubery North	2526	1	2526	-5.58%
Rubery South	2661	1	2661	-0.54%
Sanders Park	2704	1	2704	0.73%
Sidemoor	2607	1	2607	-2.77%
Slideslow	2869	1	2869	7.24%
Tardebigge	2538	1	2538	-5.13%
Wythall East	2598	1	2598	-2.89%
Wythall West	2421	1	2421	-9.51%

5. Proposed Change Detail

5.1 This section outlines the proposed boundary changes for each ward in which a change is being proposed, providing a detailed summary of adjustments made to ensure electoral balance, preserve community identity, and enhance effective governance across Bromsgrove district.

5.2 The tables below present key information for each ward, including specific boundary modifications, the rationale behind these changes, and the anticipated impact. The wards are presented in the order in which the working group considered them.

5.3 Hagley

Section	Current Ward Name(s): Hagley East & Hagley West	Proposed Ward Name: Hagley
Socio-Economic Ward Profile¹	<p>Hagley is a suburban area located at the northeast of Bromsgrove District with its own Parish council.</p> <p>Age Distribution: A large portion of the population is middle-aged and older adults (45+), but there is also a growing number of younger families. Approximately 23% of residents are aged 65 or older.</p> <p>Housing: Predominantly owner-occupied, with detached and semi-detached homes. House prices are higher than the national average.</p> <p>Employment: High employment rate. Common sectors include professional services, education, and healthcare.</p> <p>Income: Higher-than-average incomes due to professional occupations.</p> <p>Education: High educational attainment, with well-rated local schools.</p> <p>Ethnicity: Predominantly White British, with growing diversity.</p> <p>Health: Above-average health outcomes and longer life expectancy.</p> <p>Transport: Well-connected by rail and road, popular with commuters.</p> <p>Crime: Low crime rates, contributing to its appeal for families and retirees.</p>	
Projected Electorate (2030)	Hagley East: 2593 Hagley West: 3142	Hagley: 5735
Details of any large development within the area	There is currently one development within the area on Western Road to the rear of Algoa House, comprising of 26 dwellings.	
Number of Councillors	Hagley East: 1 Hagley West: 1	Hagley: 2
Electoral Variance	Hagley East: -3.08% Hagley West: +17.44%	Hagley: 7.22%
Boundary Description	The current Boundary for the two Hagley wards encompasses the entirety of the Hagley Parish. There is a small deviation from the parish boundary which was following a CGR in 2015 which amended the parish boundary to include land to the South and East of Newfield Road. This small area was not updated at ward level	The discrepancy between the parish and ward boundary has been reconciled to ensure that the entirety of the parish boundary sits within the Hagley ward. The Hagley East and Hagley West wards have been combined

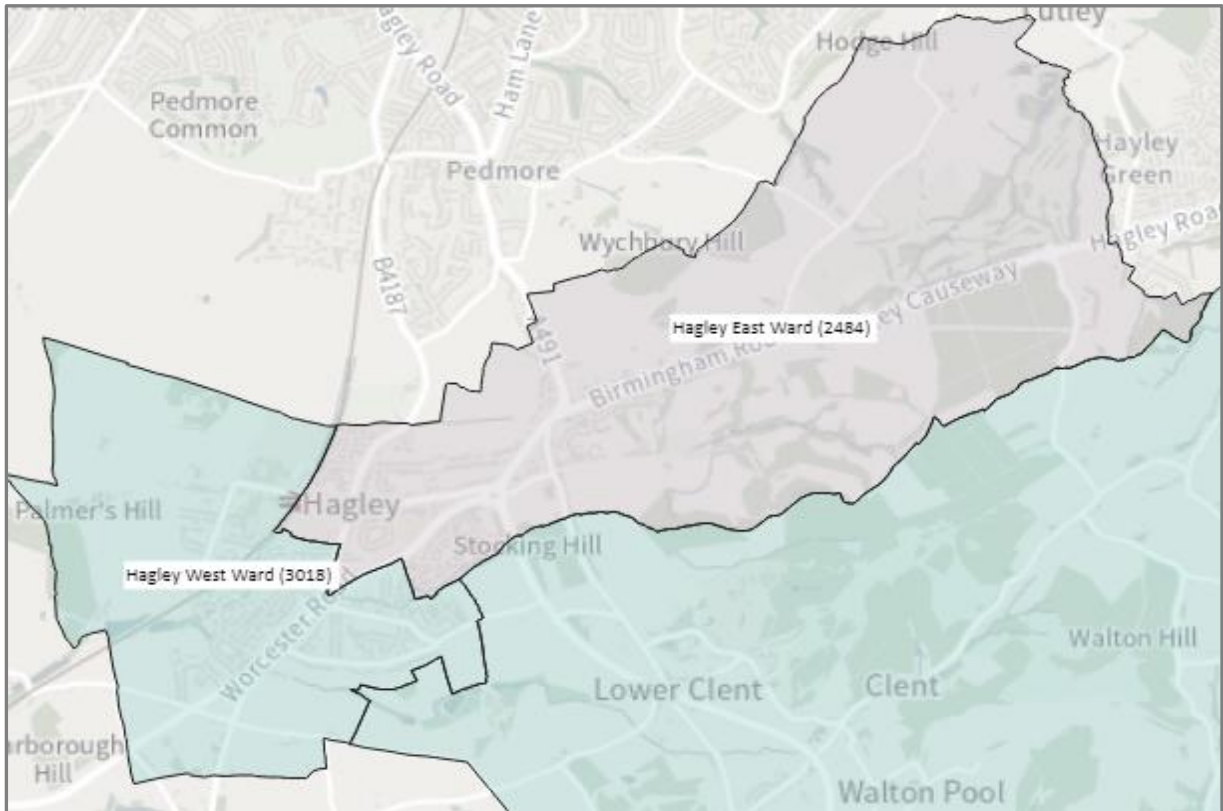
¹ Based on 2021 Census data

	<p>and therefore currently sits within the Belbroughton and Romsley ward. The boundary between Hagley East and Hagley West Initially runs alongside the trainline before turning off at the Hagley Playing Fields and along Victoria Passage and on to Worcester Road.</p>	<p>to create one, two-member ward.</p>
<p>Rationale for Boundaries</p>	<p>Hagley has previously a single, two-member ward, before being split into two, single member wards at a previous review, creating the Hagley East and Hagley West wards.</p>	<p>The current electoral inequality in the Hagley West ward (+17.44%) means that this is over the commission’s suggested tolerance. It was initially suggested that moving properties on the East side of Western Road (including the new development), would provide fairer local governance and electoral equality. However, upon discussing this with current ward members and the working group. It was felt that a single two-member ward in Hagley would create better community cohesion and effective governance.</p>
<p>Parish Boundaries (Impact on)</p>	<p>There are three parish wards within the Hagley parish. There is no proposed change to these parish wards.</p>	
<p>Impact Assessment</p>	<p>The creation of a single two-member ward for Hagley will ensure better electoral equality. Currently, Hagley West experiences an electoral variance of +17.44%, significantly above the LGBCE’s tolerance. By merging Hagley East and Hagley West into a unified ward, the variance is reduced to 7.21%, which promotes more equal representation without altering the broader Hagley boundary. This proposal resolves existing electoral imbalances without negatively impacting residents. The change will result in more effective governance for Hagley by ensuring that both areas are represented by two councillors, enhancing decision-making and community engagement.</p>	

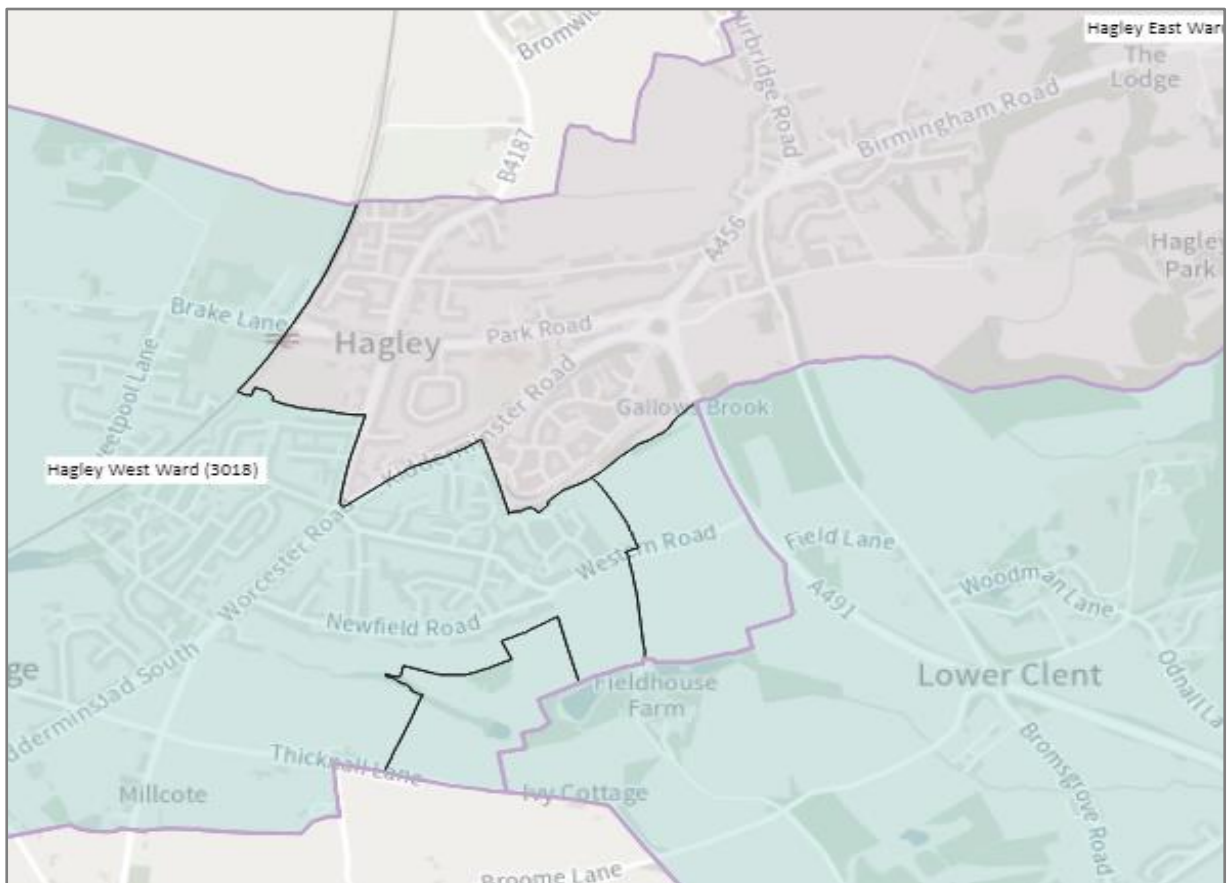
<p>Community Identity Considerations</p>	<p>Hagley has a strong sense of community identity, with shared access to local amenities, schools, and recreational facilities. The decision to maintain Hagley’s broader boundary while merging the two existing wards reflects the cohesive nature of the village, preserving its suburban character and integrity. Hagley functions as a unified community, and a two-member ward ensures representation that aligns with the village’s identity. By not altering the wider boundaries, the proposal respects Hagley’s distinct identity within the district, providing continuity for residents who use the same services and facilities, while also addressing electoral imbalances.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>Cllr Colella, the ward member for Hagley West, opposed the initial single member ward pattern (map 3) put forward to the working group as he felt that there was not a clear boundary in which electors could be moved into the other ward and worried about the effects on community cohesion. Cllr Colella suggested that a two-member ward would be more appropriate given the current electoral inequality between the two wards.</p> <p>No comments on the proposal were received from the ward member for the current Hagley East ward.</p>
<p>Working Group Comments</p>	<p>The working group initially considered a proposal for two, single member wards with a boundary change to address the electoral inequality between Hagley East and Hagley West. However, at the working group meeting, after concerns were raised by the current Hagley West ward member, the group decided to merge the two single member wards in one two-member ward and put this forward in the final proposal to Council.</p>

Maps and Visual Aids

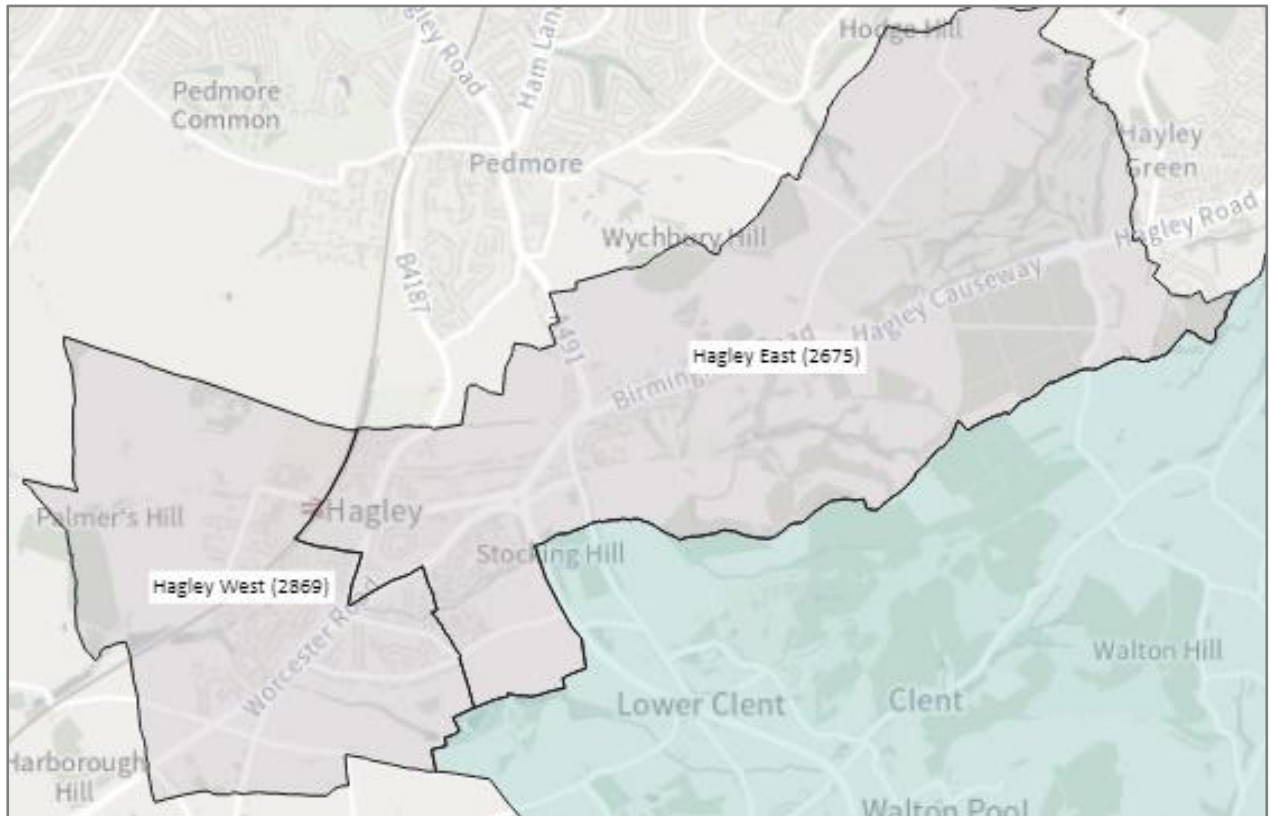
Map 1 Current ward boundaries



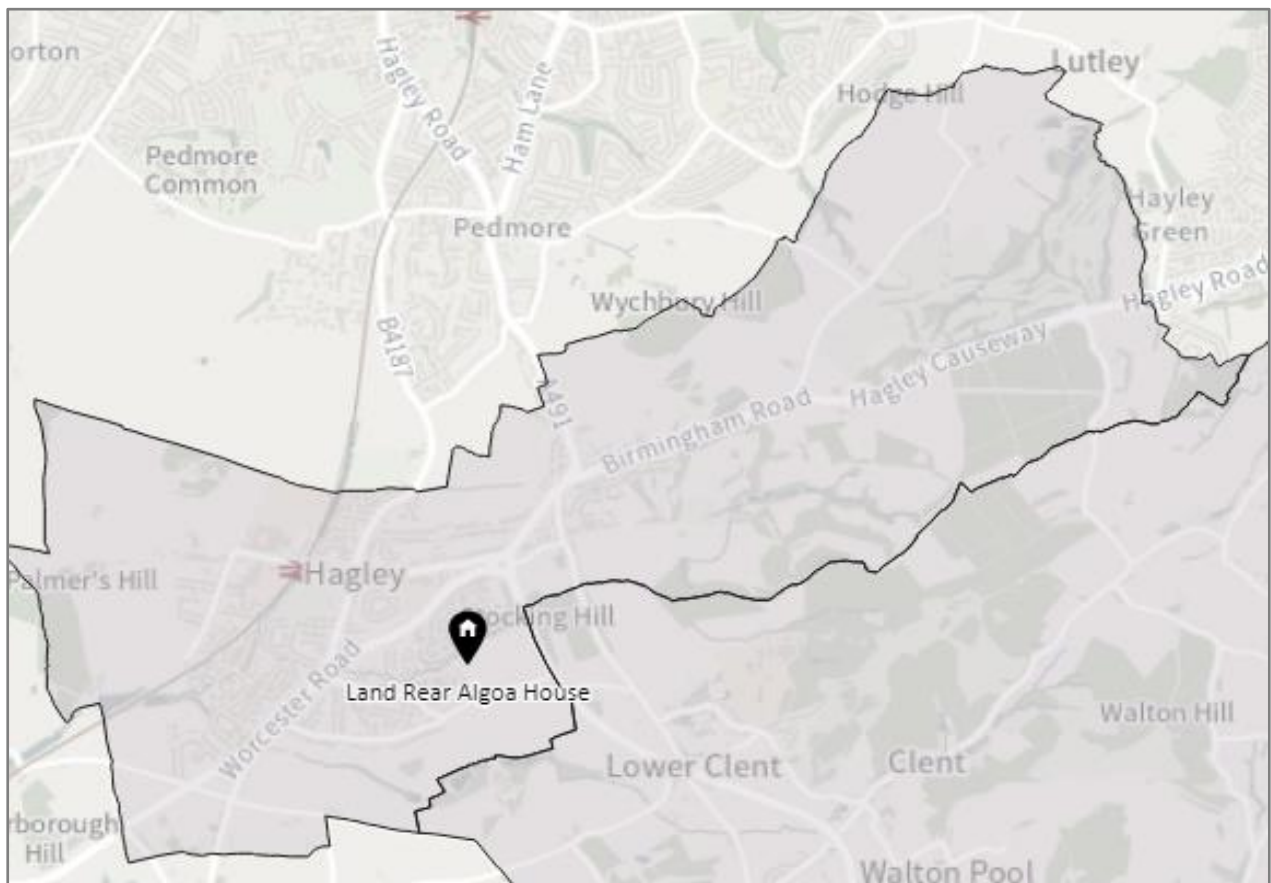
Map 2 Discrepancy between ward boundary and parish boundary



Map 3 Initial proposal for two, single member wards



Map 4 – Final proposed two-member ward



5.4 Catshill and Washingstocks

Section	Current Ward Name(s): Catshill North & Catshill South	Proposed Ward Name: Catshill and Washingstocks
Socio-Economic Ward Profile²	<p>Catshill is a suburban area located in the northern part of Bromsgrove District. Both the Catshill North and Catshill South district wards form part of the Catshill & North Marlbrook Parish.</p> <p>Age Distribution: A balanced mix of age groups, with a notable percentage of middle-aged adults and a growing number of younger families. Around 21% of the population is aged 65 or older.</p> <p>Housing: Predominantly semi-detached and terraced homes, with a mix of owner-occupied and rented properties. House prices are more affordable compared to surrounding areas.</p> <p>Employment: A moderate employment rate, with many residents commuting to nearby towns. Common employment sectors include retail, manufacturing, healthcare, and administrative services.</p> <p>Income: Average household income levels are close to the national median, with a mix of professional and skilled manual workers.</p> <p>Education: Educational attainment is varied, with local schools providing primary and secondary education, and a growing emphasis on vocational training.</p> <p>Ethnicity: Predominantly White British, with some increase in diversity reflecting national trends.</p> <p>Health: Generally good health outcomes, though slightly below the district average, with a moderate proportion of residents managing long-term health conditions.</p> <p>Transport: Well-connected by road, with proximity to the M5 and M42, making it a convenient location for commuters.</p> <p>Crime: Low to moderate crime rates, typical of suburban areas, contributing to a generally safe environment.</p>	
Projected Electorate (5 years)	Catshill North: 2266 Catshill South: 2330	Catshill and Washingstocks: 5050
Details of any large development within the area	<p>There is a large development in the Perryfields area. It is proposed that Phases 1 & 3 of this development move into the Catshill and Washingstocks ward. Phase 1 is comprised of 149 Properties (238 electors) and Phase 3 is comprised of 135 properties (216 electors)</p>	
Number of Councillors	Catshill North: 1 Catshill South: 1	Catshill and Washingstocks: 2
Electoral Variance	Catshill North: -15.30% Catshill South: -12.91%	Catshill and Washingstocks: -4.81%
Boundary Description	The Current Catshill North Ward runs along the M5 to the west of the ward and covers the northern part of Catshill, extending up Woodrow Lane toward Lydiate Ash. The	The two Catshill wards have been combined to create a single two-member ward. The boundary at the south of the former Catshill South has been extended to

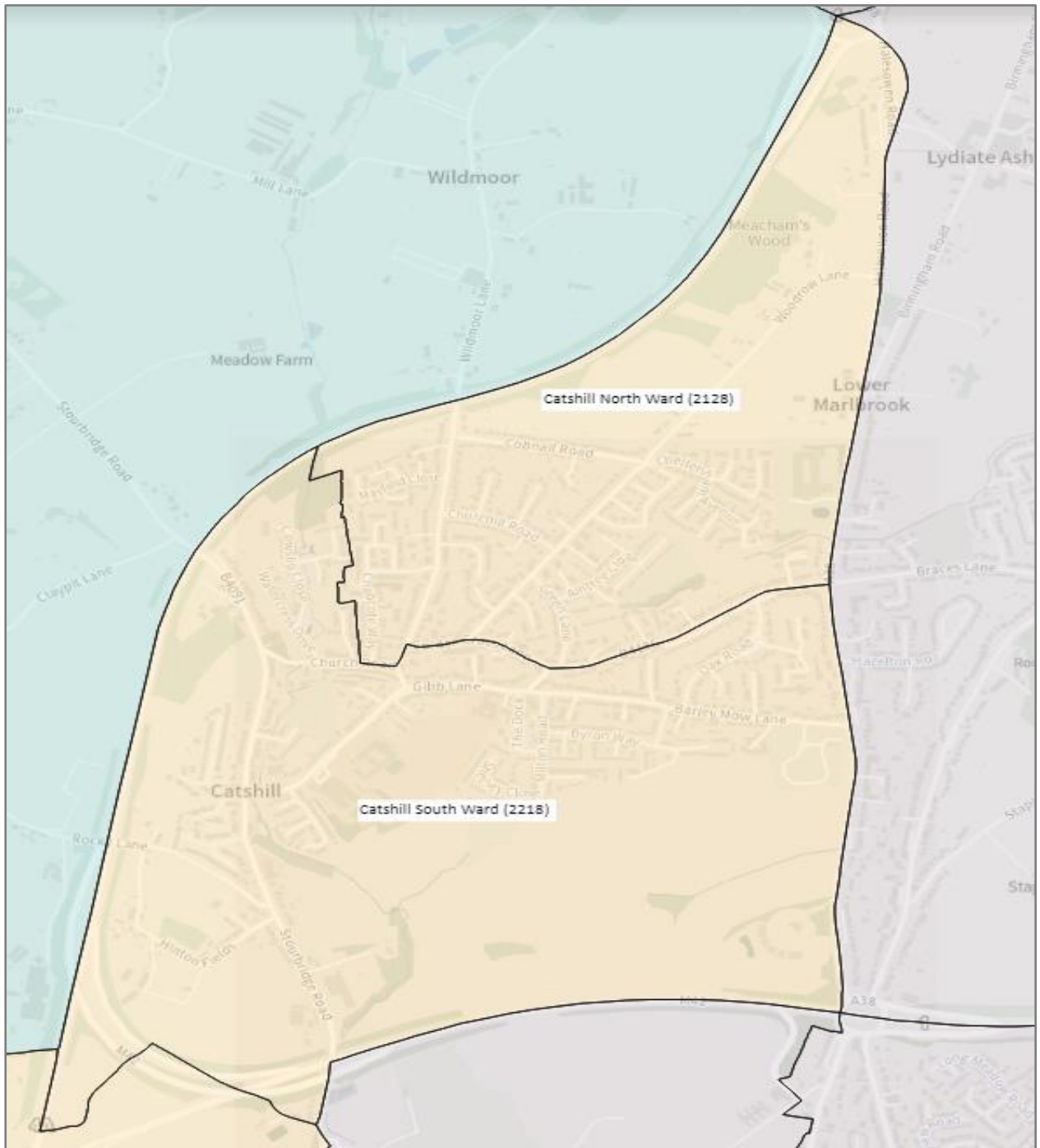
² Based on 2021 Census data

	<p>boundary between Catshill North and Catshill South currently sits on Golden Cross Lane.</p> <p>The Catshill South ward covers the southern part of Catshill. The southern boundary currently follows the M42 motorway predominantly with a small area running through toward Perryfields on the Stourbridge Road.</p>	<p>include Phases 1 & 3 of the Perryfields development.</p>
<p>Rationale for Boundaries</p>	<p>The Boundaries for the two Catshill wards were established at the previous electoral review, following the decision to not include the Bournheath Parish within the Catshill North ward, following submissions received on its draft recommendations. This left an elector deficit in both Catshill North and Catshill south wards of - 9 and -7% respectively at the time of their creation.</p>	<p>Since the previous review, the deficit of electors against the average in both wards has grown further, with Catshill North projected to be -15.30% and Catshill South – 12.91% by 2030. It is felt that it is therefore essential to relook at the boundaries to ensure a better electoral equality. The current boundary to the south encompasses a small number of properties to the south of the M42 towards the Perryfields ward. As the previous review shows a lack of community cohesion when considering expansion to the West of Catshill, it is felt that moving part of the new Perryfields development into the Catshill and Washingstocks ward is the best option, when considering development within the locality. The proposed boundary promotes better electoral equality and further extends a current boundary.</p>
<p>Parish Boundaries (Impact on)</p>	<p>No proposed impact on the Catshill & North Marlbrook Parish.</p>	
<p>Impact Assessment</p>	<p>The proposed boundary changes for the new Catshill and Washingstocks ward will create a more balanced electoral ratio, bringing the ward's variance to -4.81%. By combining Catshill North and Catshill South into a single two-member ward, the change ensures that the entire community is represented more cohesively, addressing the previous population deficit in both wards. The inclusion of Phases 1 & 3 of the Perryfields development will bring new residents into the ward, without disrupting the local community structure. It is anticipated that these residents will utilize Catshill's local services and amenities, ensuring they are well-integrated into</p>	

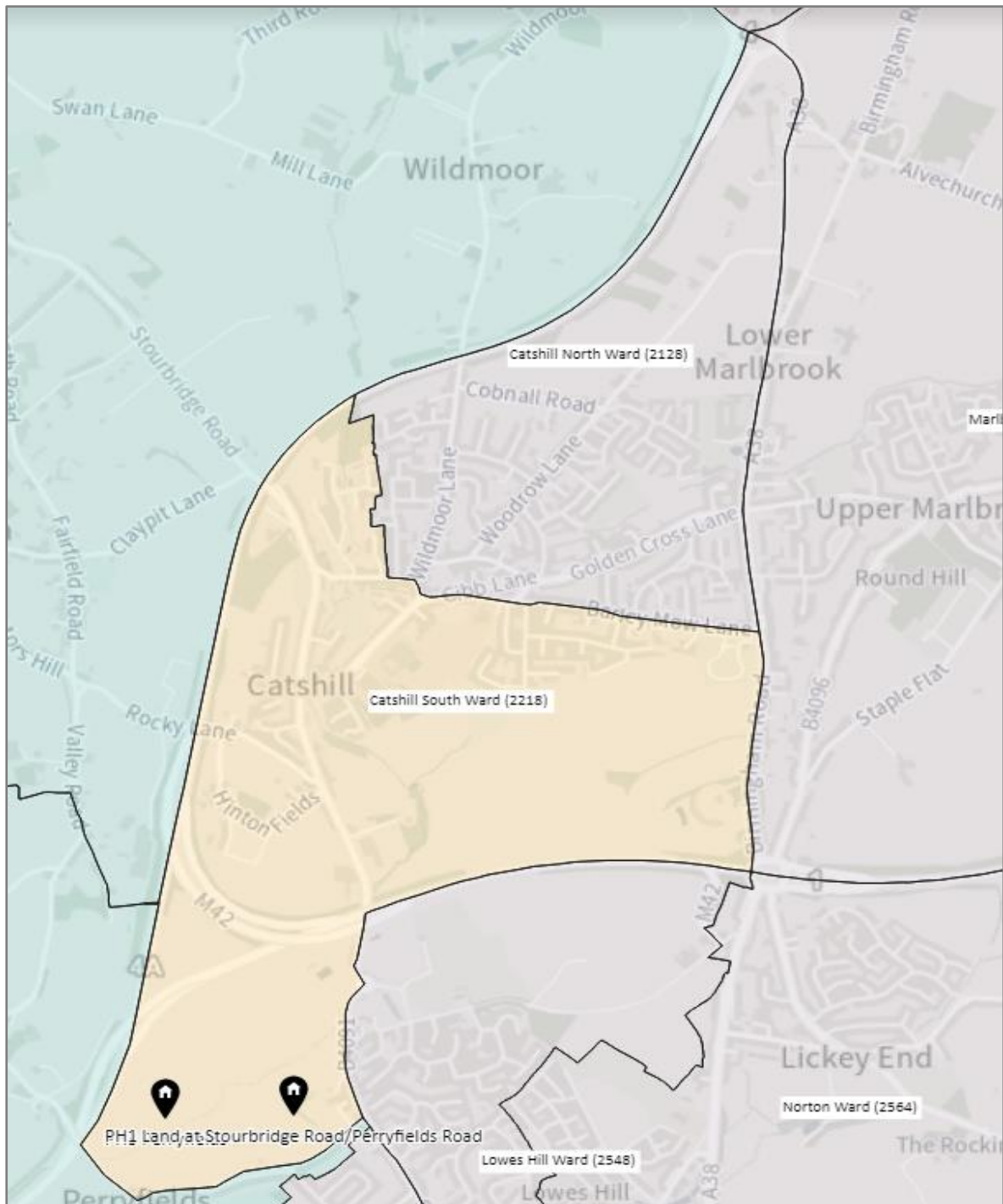
	<p>the ward. The adjustments do not significantly impact existing community relationships and are designed to improve governance by ensuring more equal representation.</p>
<p>Community Identity Considerations</p>	<p>The new Catshill and Washingstocks ward reflects the community identity by uniting the northern and southern parts of Catshill into a single ward. This change strengthens the cohesion of Catshill as a unified community, ensuring that both longstanding residents and those in the new Perryfields development share representation. Catshill has a strong identity, characterized by shared facilities such as local schools, parks, and shops, which serve both Catshill North and Catshill South. The ward also includes the historic Washingstocks Farm, a notable local landmark that ties into the heritage of the area. By maintaining key boundaries and aligning communities with shared interests, the new ward supports a sense of local pride and cohesion. This approach ensures that residents, whether in established areas or new developments, remain connected through common services and amenities, preserving the community’s integrity.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>Two, single-member wards were initially proposed to ward members and the working group by officers.</p> <p>Cllr Webb (Catshill South ward member) – “On reflection I don’t agree with the changes proposed, by moving half of Barley Mow Lane away from Catshill South I feel it is taking away the heart of the ward and adding Perryfields which is not even in Catshill. Golden Cross Lane would make sense although I still don’t agree with it. By taking some of south and giving it to North to make up for Perryfields to be included in South, I don’t feel is appropriate.”</p> <p>Following the above comment, officers met with Cllr Webb separately to discuss the Catshill changes and the reason for the review. Following the discussion, Cllr Webb felt concerned that the proposed Catshill North/South divide took away from the heart of Catshill and didn’t seem to fit in with community cohesion. Cllr Webb understood the need for electoral equality and fairness and therefore suggested that the entirety of the two proposed areas be joined together to create a two-member ward. Cllr Webb felt that this would mean that Catshill was preserved as a community whilst also allowing for representation for residents of the new developments moving into the ward.</p> <p>Cllr McEldowney (Catshill North ward member) agreed with Cllr Webb that a single, two-member ward would be more appropriate.</p>
<p>Working Group Comments</p>	<p>The working group reviewed the initial proposal (map 2) before discussing the ward members concerns. The group decided that concerns raised by ward members were valid and therefore decided to put forward the two wards as one, two-member ward in the submission to Full Council. The name of the ward was discussed it was felt that adding Washingstocks to the name fitted in with the community and a large farm which has been in the area for many years.</p>

Maps and Visual Aids

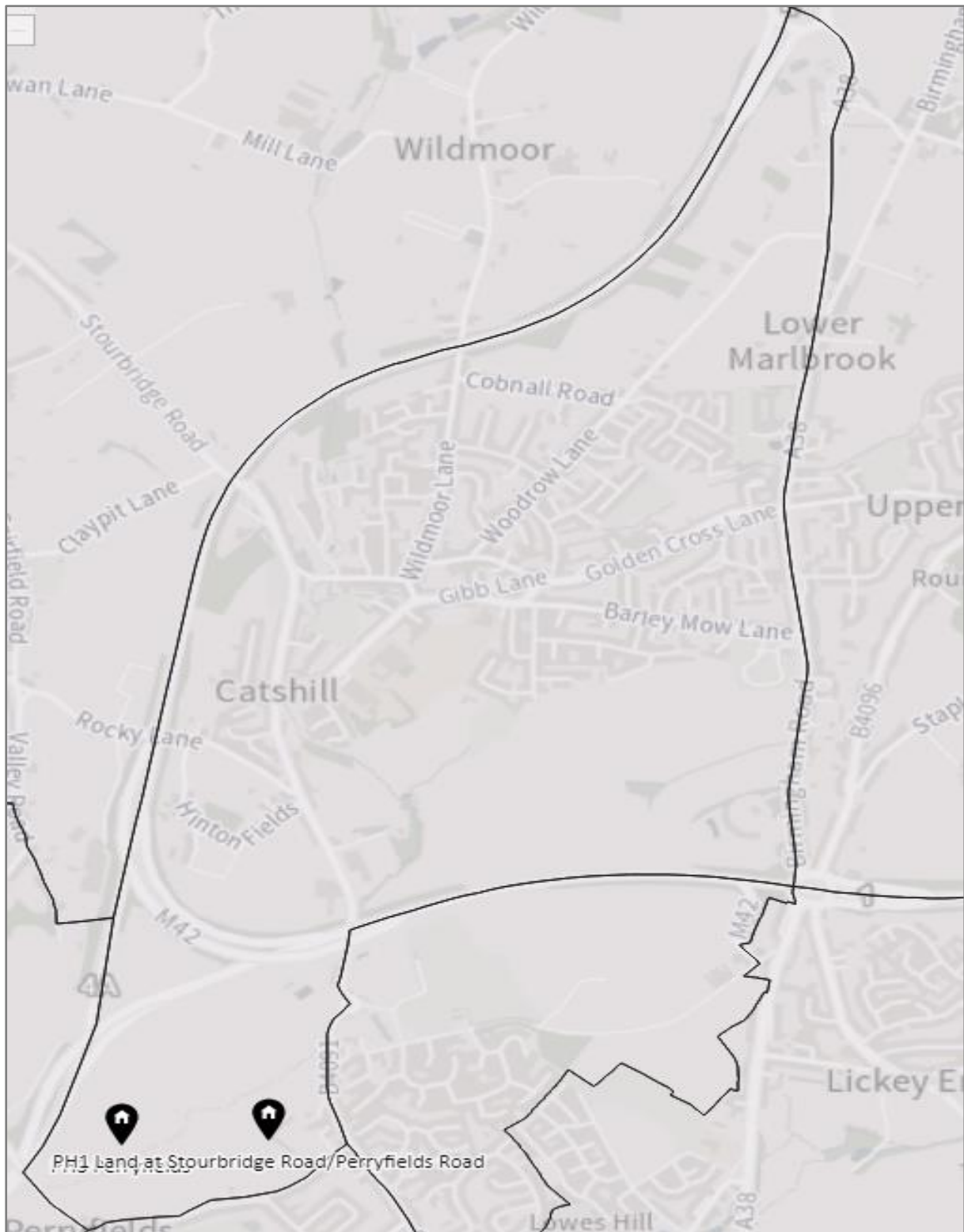
Map 1 Current Ward Boundaries



Map 2 Initially proposed – two, one-member ward boundaries



Map 3 – Final proposed two-member ward



5.5 Perryfields

Section	Current Ward Name: Perryfields	Proposed Ward Name: Perryfields
Socio-Economic Ward Profile³	<p>Perryfields is in the western part of Bromsgrove, close to the town centre but with a more suburban and semi-rural character. It lies near key transport routes, including the A38 and M5, providing easy access to surrounding areas. Perryfields is currently undergoing large development (See Map 4 – Proposed Development Phasing Plan).</p> <p>Age Distribution: A diverse age profile with a notable percentage of middle-aged adults (30-50 years) and a growing number of young families moving into newly developed housing estates. About 23% of the population is aged 65 or older.</p> <p>Housing: A mix of housing types, including newer housing estates with detached and semi-detached properties. There is a high level of owner-occupancy, and housing development continues due to the area's suburban appeal.</p> <p>Employment: Many residents are employed in professional, managerial, and administrative roles, often commuting to nearby urban centres, including Birmingham. Common employment sectors include professional services, retail, education, and healthcare.</p> <p>Income: Household incomes are generally higher than the national average, reflecting the professional nature of many residents' employment.</p> <p>Education: High educational attainment, with many residents holding higher education qualifications.</p> <p>Ethnicity: Predominantly White British, with increasing diversity in recent years as new residents move into the area.</p> <p>Health: Generally high levels of health, with most residents reporting good or very good health.</p> <p>Transport: Good transport links, with easy access to the M5 and M42 motorways, making it a popular location for commuters. Public transport options, though available, are more limited compared to Bromsgrove town centre.</p> <p>Crime: Relatively low crime rates, consistent with other suburban and semi-rural areas of Bromsgrove.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Perryfields: 3878	Perryfields: 2721
Details of any large development within the area	<p>There is a large development in the Perryfields area. A phasing plan of the development has been included within this proposal for information. It is proposed that Phases 1 & 3 of this development move into the proposed Catshill and Washingstocks ward. Phase 1 is comprised of 149 Properties (238 electors) and Phase 3 is comprised of 135 properties (216 electors). Phase 2(648 electors), Phase 4 (472</p>	

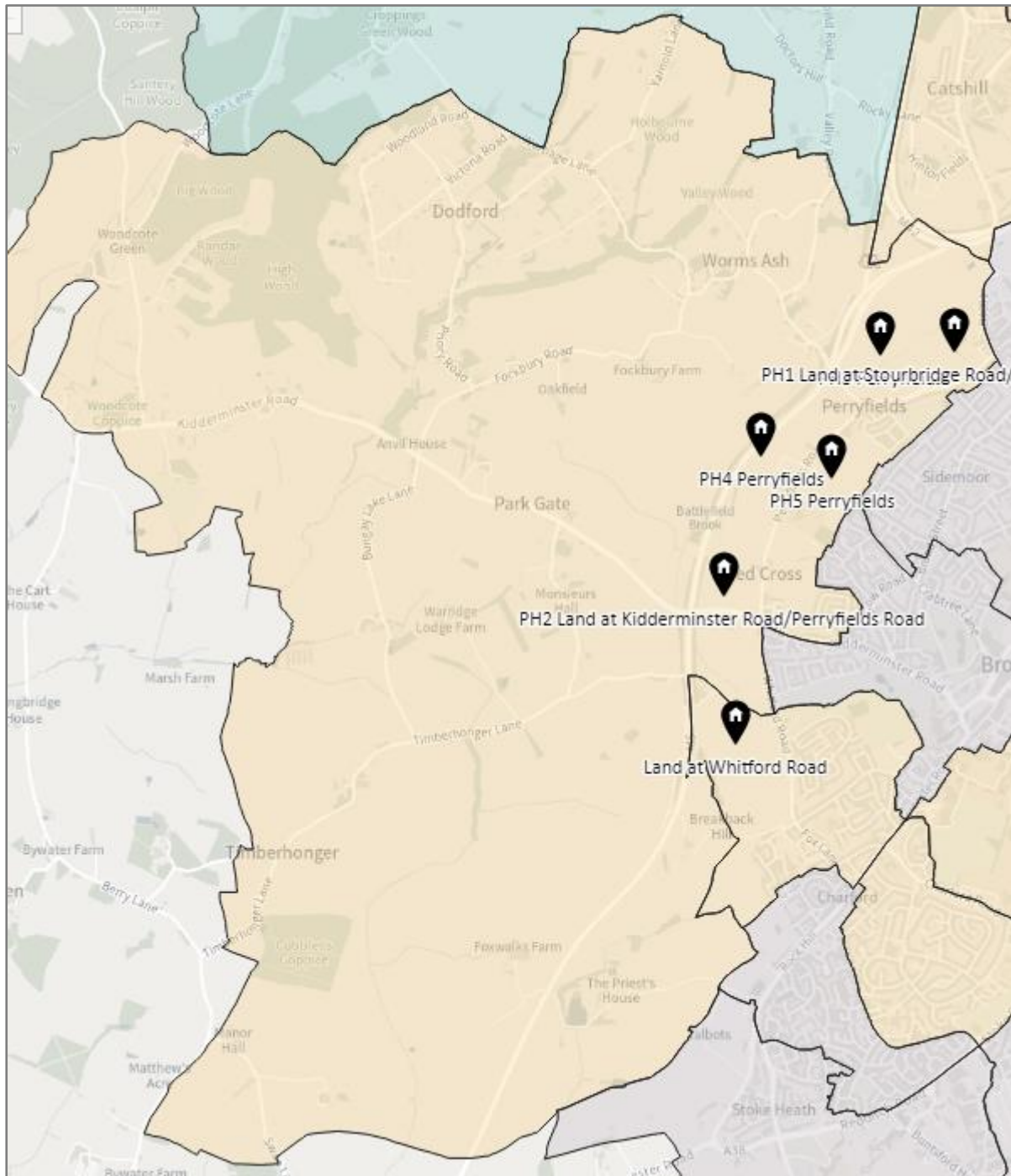
³ Based on 2021 Census data

	electors) & Phase 5 (416 electors) of the development will remain within the Perryfields ward.	
Number of Councillors	Perryfields: 1	Perryfields: 1
Electoral Variance	Perryfields: 44.95%	Perryfields: 1.34%
Boundary Description	<p>The Perryfields ward in Bromsgrove is situated to the west of the town centre and is bordered by both urban and semi-rural areas. Its boundary runs along the A38 to the east, which connects the area to Bromsgrove town centre. To the North and West, the ward extends towards more rural parts of the district which comprises of the Dodford with Grafton parish.</p> <p>The M5 motorway runs through the centre of the ward, with new development taking place to the east of this, along Perryfields Road and Kidderminster Road.</p> <p>Timberhonger Lane forms part of its southern boundary, connecting it to nearby neighbourhoods.</p>	<p>The Perryfields boundary has been reduced in the North-East area of the ward, with phases 1 and 3 of the new development moved into the proposed Catshill and Washingstocks ward. Existing residential properties in the North-East of the ward, at this end of the Perryfields Road, have been moved into the Sidemoor ward, including the King Geoge Recreation Ground. All other boundaries remain the same. To the East, Cherry Orchard Drive & Carol Avenue have been moved out of the Perryfields ward and into the Sanders Park ward.</p>
Rationale for Boundaries	<p>The Perryfields ward was created at the last review with a significant electoral deficit to account for new housing development within the ward. This development has taken longer than initially expected with work currently being undertaken. The development is now larger than accounted for in the previous review, resulting in a much larger electorate for the current ward in 2030 with an electoral variance of +44.95%</p>	<p>Due to the size of the current ward, it was apparent that a reduction in the Perryfields boundary was necessary to create fairer electoral representation. Initial discussions on this issue identified that the best place to do this was to the Northeast of the ward whereby Catshill ward had already stepped over the M42 boundary and had an electoral deficit (See proposal for Catshill and Washingstocks ward). It was felt that these electors would use facilities in Catshill as well as those in the centre of Bromsgrove. The recreation ground has been moved into the Sidemoor ward as King George Close is located within this ward and therefore represents a shared community</p>

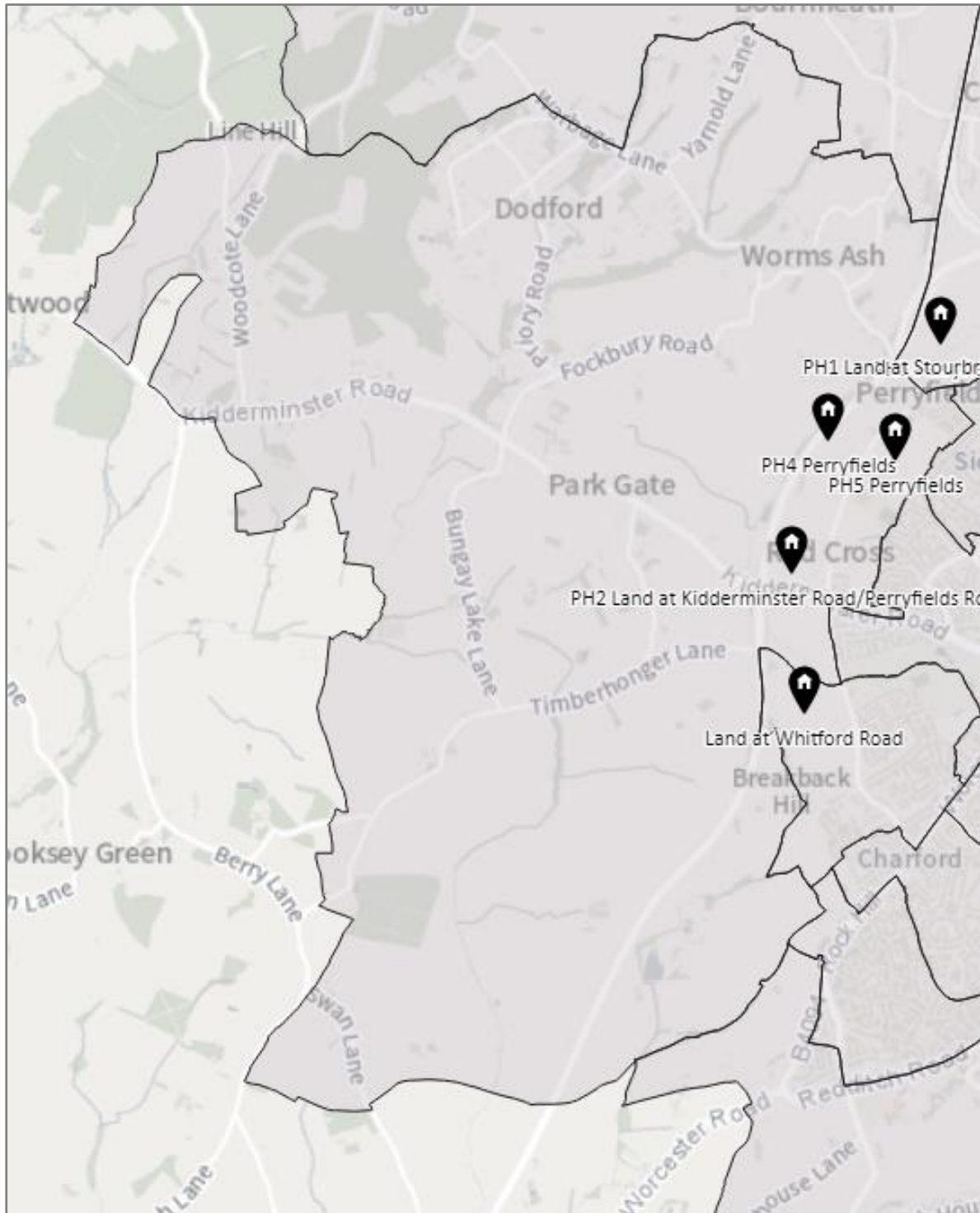
		interest. To the East of the ward, Cherry Orchard Drive & Carol Avenue have been moved out of the ward as it was felt that this was an anomaly of the boundary and should have been in the Sanders Park ward. The resulting electoral ratio within the proposed Perryfields ward is much fairer at 1.34%.
Parish Boundaries (Impact on)	There will be no impact on the Dodford with Grafton parish boundary, which will remain within the Perryfields ward.	
Impact Assessment	The proposed boundary changes for Perryfields ward are necessary to ensure fairer electoral representation. The current ward has a significant electoral variance (+44.95%), which is addressed by reducing the ward's size and redistributing areas with similar community characteristics to neighbouring wards. By consulting with planning officers and considering the ongoing large-scale development, the new boundaries ensure that Perryfields remains manageable in size and representation. The proposed adjustments align with local community interests and reflect logical extensions of surrounding wards, resulting in a more balanced electorate (1.34% variance) that better represents the growing population.	
Community Identity Considerations	The proposal carefully considers community identity by maintaining shared access to local amenities, recreational areas, and travel networks. The decision to move Phases 1 and 3 of the new development into the neighbouring Catshill and Washingstocks ward was made on the basis that these areas may use facilities in Catshill. Additionally, the relocation of Cherry Orchard Drive and Carol Avenue to Sanders Park ward corrects a perceived historical boundary anomaly. These changes aim to preserve and enhance community cohesion, ensuring that residents continue to identify with the local facilities and areas they regularly use. The working group concluded that the changes would have no negative impact on community identity.	
Consultation Feedback (Current Ward Member)	No comments were provided by the ward member when consulted.	
Working Group Comments	The working group understood the need for fairer electoral equality in Perryfields. The group held many discussions about the best parts of Perryfields to be moved into surrounding wards and used local knowledge to decide how this would look in the Council's proposal.	

Maps and Visual Aids

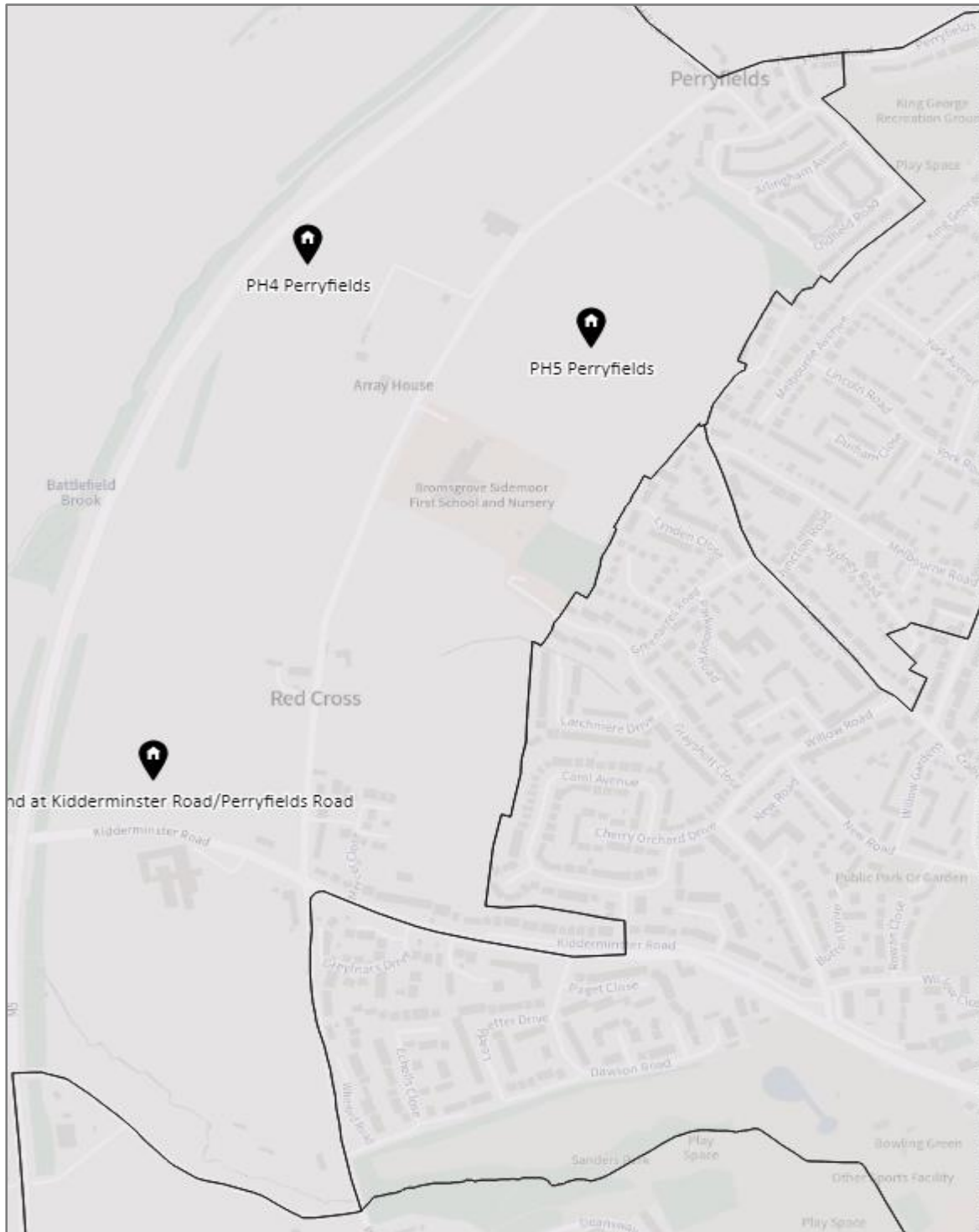
Map 1 Current Ward Boundaries



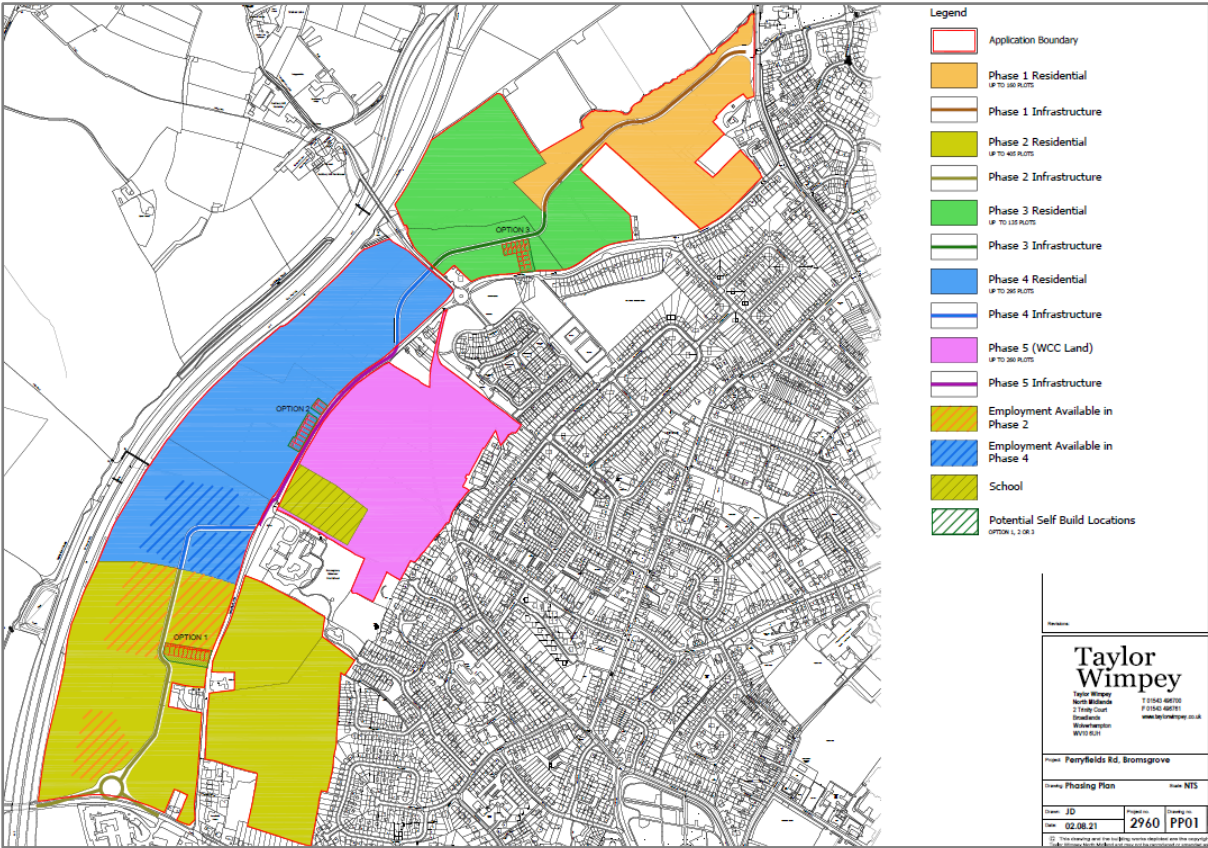
Map 2 Proposed Ward Boundaries



Map 3 – Proposed Northeastern Boundary



Map 4 – Proposed Development Phasing Plan



5.6 Sidemoor

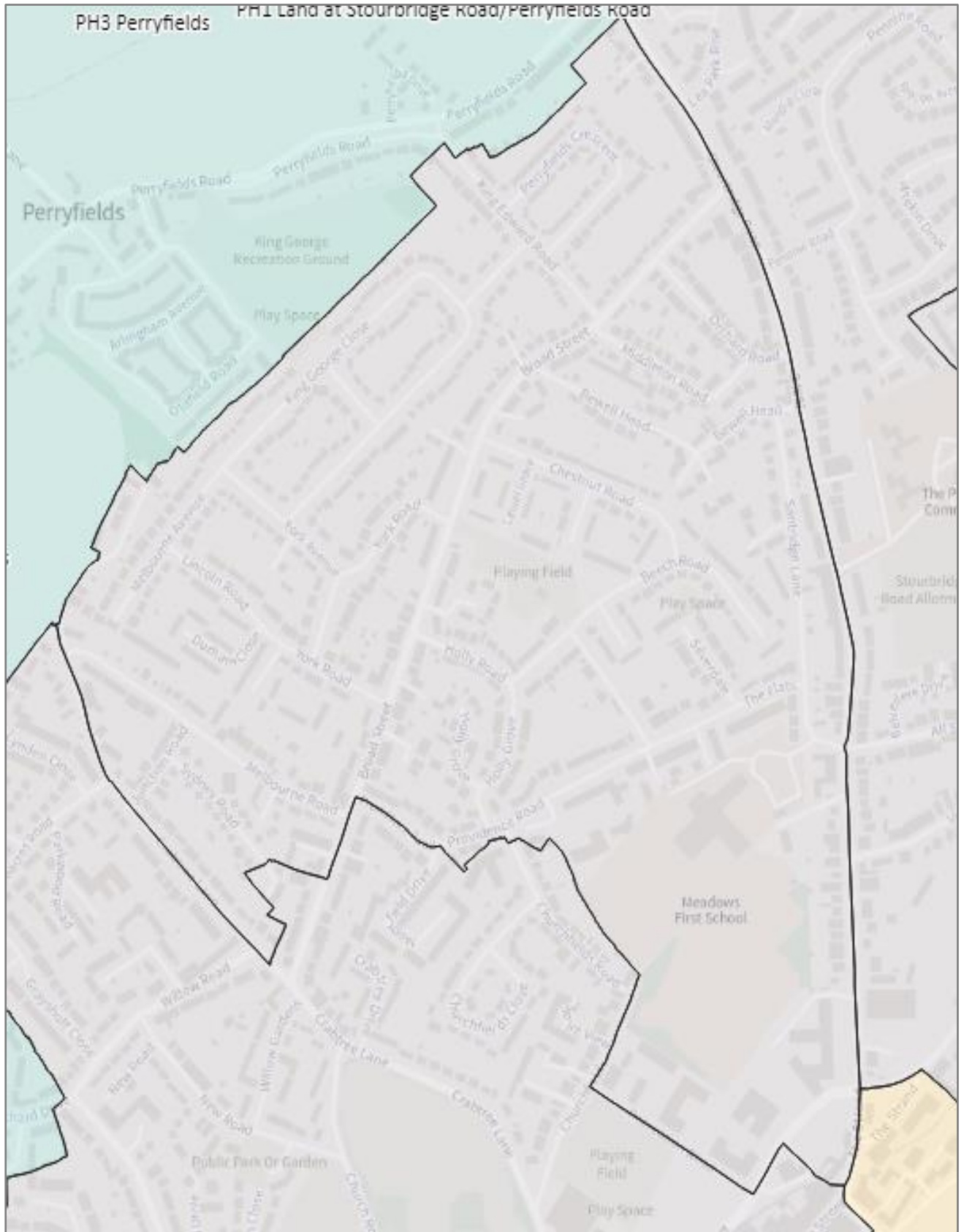
Section	Current Ward Name: Sidemoor	Proposed Ward Name: Sidemoor
Socio-Economic Ward Profile⁴	<p>Age Distribution: A balanced mix of age groups, with a significant proportion of young families and working-age adults (25-50). Around 22% of the population is aged 65 or older, reflecting a mix of long-term residents and newer arrivals.</p> <p>Housing: A mix of semi-detached and terraced housing, with both owner-occupied and rental properties. Sidemoor includes some affordable housing and older residential areas, with moderately priced homes compared to other parts of Bromsgrove.</p> <p>Employment: The employment rate is moderate, with many residents working in retail, manufacturing, and public services. The area also has a proportion of residents in administrative and skilled manual work, reflecting a more working-class demographic.</p> <p>Income: Household incomes in Sidemoor are closer to the national median, with a broad range of income levels. The area has a mix of both professional and industrial workers.</p> <p>Education: Educational attainment is varied, with some residents holding higher education qualifications, while others have a focus on vocational training. Local primary and secondary schools serve the area.</p> <p>Ethnicity: Predominantly White British, with some increase in diversity, reflecting national trends.</p> <p>Health: The general health of the population is in line with national averages. A moderate proportion of residents report managing long-term health conditions.</p> <p>Transport: Sidemoor is well-connected to Bromsgrove town centre, with good access to local roads and public transport options, making it convenient for commuters and local travel.</p> <p>Crime: Crime rates are moderate, reflecting the mixed socioeconomic makeup of the area.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Sidemoor: 2819	Sidemoor: 2607
Details of any large development within the area	None	
Number of Councillors	Sidemoor: 1	Sidemoor: 1
Electoral Variance	Sidemoor: 5.37%	Sidemoor: -2.77%

⁴ Based on 2021 Census

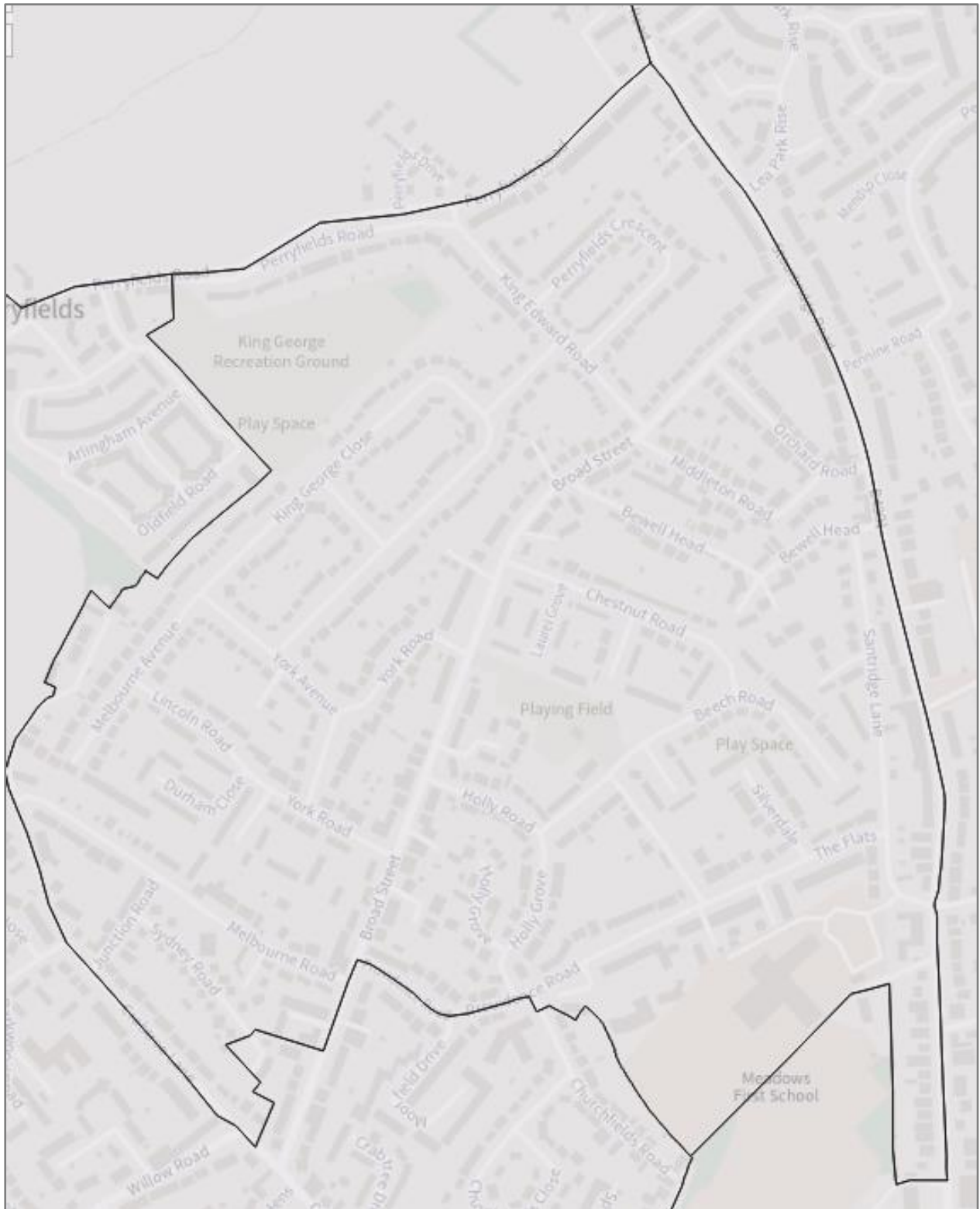
Boundary Description	<p>The Sidemoor boundary to the West falls along the boundary of King George Close and the Stourbridge Road to the East. It runs until Crabtree Lane to the Southwest of the ward before cutting through and joining alongside Broad Street and onto Providence Road / Recreation Road.</p>	<p>The current boundary has been extended to the Northwest of the ward to include King George Recreation Ground. To the South, a small boundary anomaly has been rectified along Providence Road, taking property numbers 24, 26 & 28 into the Sanders Park ward. In the Southernmost corner, the boundary has been adjusted, taking Bryson Place, Bilberry Place, Chandler Court, Parkside Court and Mitre Court (current polling district SMB) into the Lowes Hill ward.</p>
Rationale for new boundary	<p>The inclusion of King George Recreation Ground within the new ward and properties on Perryfields Road felt appropriate due to the shared interest in and use of the facility. The small amendment on Providence Road was suggested due to the apparent anomaly within the boundary and affects only three properties. The movement of properties into Lowes Hill was deemed appropriate due to shared community interests and effective and convenient local governance.</p>	
Parish Boundaries (Impact on)	<p>None</p>	
Impact Assessment	<p>The impact of the proposed changes is thought to be low. Properties moving into the Sidemoor ward have current ties with the Sidemoor ward and those moving out have shared community interest with the Lowes Hill ward, as well as local governance considerations.</p>	
Community Identity Considerations	<p>The working group did not feel that the small changes made to the Sidemoor ward warranted any community identity considerations.</p>	
Consultation Feedback (Current Ward Member)	<p>No comments were made by the ward member when consulted.</p>	
Working Group Comments	<p>The working group initially viewed a slightly different ward pattern for Sidemoor. However, there were concerns about the movement of more of Perryfields into Sidemoor, resulting in the loss of properties to Sanders Park at the South of the ward. This proposed ward is as a result of discussions had in the working group. It is felt that this provides good electoral equality without breaking any community identity within Sidemoor.</p>	

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.7 Sanders Park

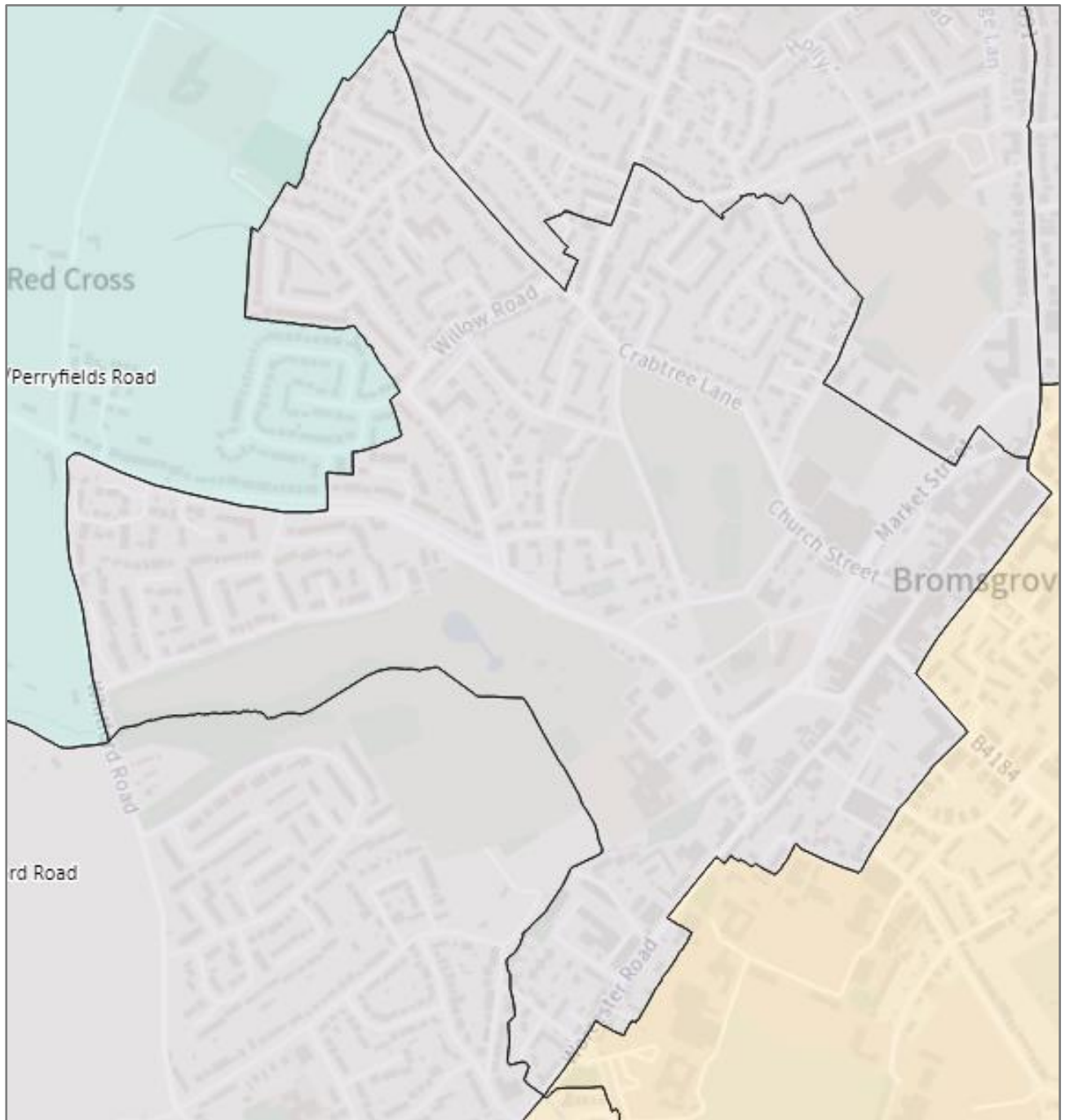
Section	Current Ward Name: Sanders Park	Proposed Ward Name: Sanders Park
Socio-Economic Ward Profile⁵	<p>Age Distribution: A balanced population with a notable number of young families and working-age adults (25-50). Around 26% of the population is aged 65 or older, with the area appealing to both families and retirees due to its green spaces and proximity to the town centre.</p> <p>Housing: Primarily semi-detached and detached houses, with a mix of owner-occupied and rental properties. Housing in the ward benefits from its proximity to Sanders Park, making it a desirable residential area. Property prices tend to be moderate to above average due to the location.</p> <p>Employment: A high proportion of residents work in professional, administrative, and service industries, often commuting to nearby urban centres. Retail, education, and healthcare sectors are also significant employers in the area.</p> <p>Income: Average household income levels are slightly higher than the national average, with a mix of middle-class professionals and skilled workers.</p> <p>Education: Educational attainment is relatively high, with many residents holding college or university qualifications.</p> <p>Ethnicity: Predominantly White British, though the area has seen gradual diversification, with a growing number of residents from other ethnic backgrounds.</p> <p>Health: The general health of residents is above average, with many reporting good or very good health. The area has access to local healthcare facilities and recreational spaces that promote healthy lifestyles.</p> <p>Transport: Sanders Park Ward is well-connected, with easy access to the A38 and Bromsgrove town centre. Public transport options, including buses, are available for local and regional travel.</p> <p>Crime: Crime rates are low, making Sanders Park a safe and family-friendly area. Its community-focused atmosphere and the presence of Sanders Park contribute to a high quality of life.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Sanders Park: 2933	Sanders Park: 2704
Details of any large development within the area	None	
Number of Councillors	Sanders Park: 1	Sanders Park: 1
Electoral Variance	Sanders Park: 9.63%	Sanders Park: 0.73%

⁵ Based on 2021 Census Data

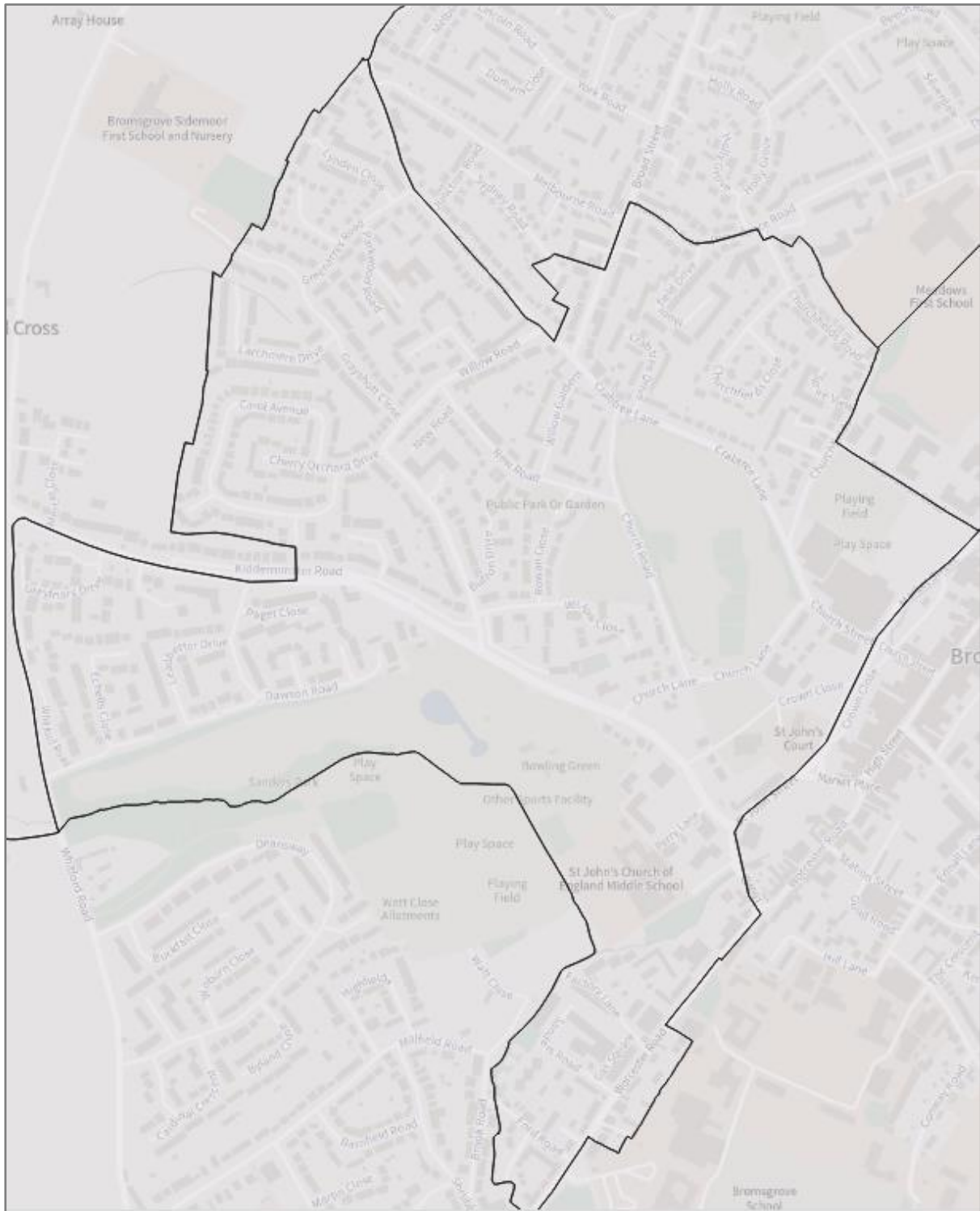
Boundary Description	<p>The current Sanders Park ward runs along Crabtree Lane to the North, cutting through onto Broad Lane before following Providence Road. It then runs along Churchfields Road and onto Recreation Road. To the East the boundary runs along Bromsgrove main High Street, along Ednall Lane and Hill Lane before joining the Worcester Road. The ward follows the line of Battlefield Brook across Sanders Park, before joining Whitford Road.</p>	<p>The current boundary has been moved to the West to include Cherry Orchard Drive and Carol Avenue. To the East of the ward, the High Street has been taken out of the ward and the boundary moved to Market Street. There are three properties which have been moved into the ward on Providence Road in order to provide a more logical boundary.</p>
Rationale for proposed boundary	<p>The current ward has a fairly high number of electors at 9.63% above the average. When reviewing the current ward pattern, it was felt that the high street could reasonably move into the Bromsgrove Central ward, to which it has more commonality. The addition of Cherry Orchard Drive and Carol Avenue reflects better community ties within the Sanders Park ward. The adjustment of the boundary on Providence Road was felt to be more logical and reflect a more obvious boundary.</p>	
Parish Boundaries (Impact on)	<p>None</p>	
Impact Assessment	<p>The proposed changes are thought to have a positive impact, with Sanders Park more in line with its community ties.</p>	
Consultation Feedback (Current Ward Member)	<p>No comments were made by the ward member when consulted.</p>	
Working Group Comments	<p>The working group initially reviewed a slightly different proposal for the Sanders Park ward. However, upon discussing the ward at the working group meeting the changes now proposed were highlighted to better reflect communities as well as making logical changes to the current ward pattern. It was also noted that the proposed changes also result in a much better electoral ratio for the ward.</p>	

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.7 Bromsgrove Central

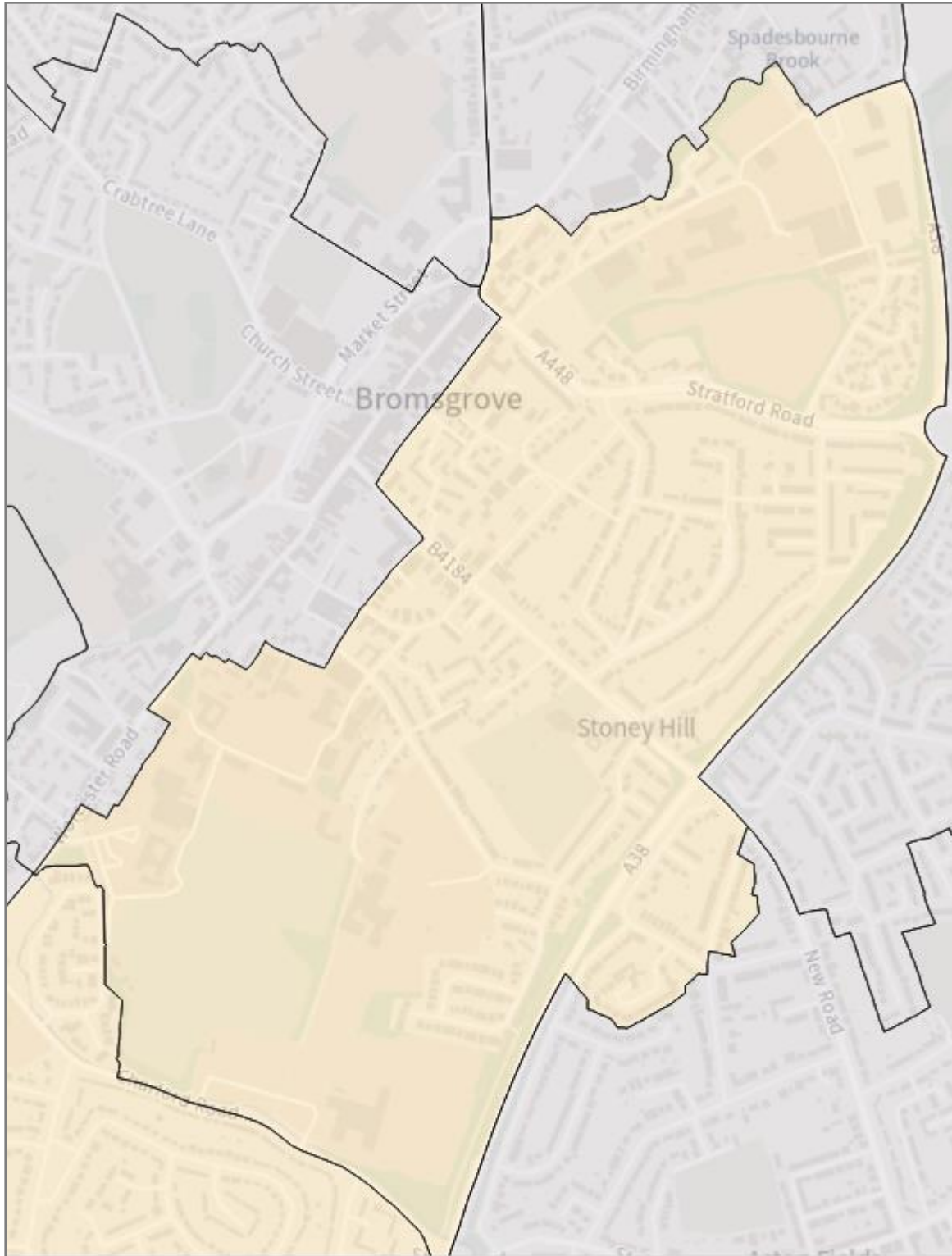
Section	Current Ward Name: Bromsgrove Central	Proposed Ward Name: Bromsgrove Central
Socio-Economic Ward Profile⁶	<p>Age Distribution: A diverse mix of young professionals, families, and a significant number of older adults. Around 29% of residents are aged 65 or older, reflecting a blend of long-term residents and newer arrivals attracted to the central location.</p> <p>Housing: The ward has a mix of flats, terraced houses, and semi-detached homes, with a combination of owner-occupied and rental properties. Housing costs vary, with a greater proportion of rental accommodation compared to suburban wards, making it accessible to young professionals and those seeking more affordable housing near the town centre.</p> <p>Employment: Many residents are employed in retail, administrative, and service sectors, with a significant number working locally in Bromsgrove’s town centre.</p> <p>Income: Household incomes in Bromsgrove Central are close to the national average, with a diverse economic base. The area is home to both professionals and service workers.</p> <p>Education: Educational attainment is mixed. The ward includes younger, working-age residents with varying levels of qualifications.</p> <p>Ethnicity: Predominantly White British, with increasing diversity over recent years, reflecting the town’s growing population and central location.</p> <p>Health: Residents' health is in line with national averages, with a range of health services easily accessible within the town centre. A moderate proportion of the population reports long-term health conditions.</p> <p>Transport: Bromsgrove Central is highly connected, with excellent public transport links including bus routes and proximity to Bromsgrove railway station. The ward is well-served by local roads, including the A38 and nearby motorways (M5 and M42), making it a key commuter hub.</p> <p>Crime: Crime rates in Bromsgrove Central are higher than in suburban areas due to its town centre location.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Bromsgrove Central: 2490	Bromsgrove Central: 2838
Details of any large development within the area	None	
Number of Councillors	Bromsgrove Central: 1	Bromsgrove Central: 1
Electoral Variance	Bromsgrove Central: -6.93%	Bromsgrove Central: 5.55%

⁶ Based on 2021 Census Data

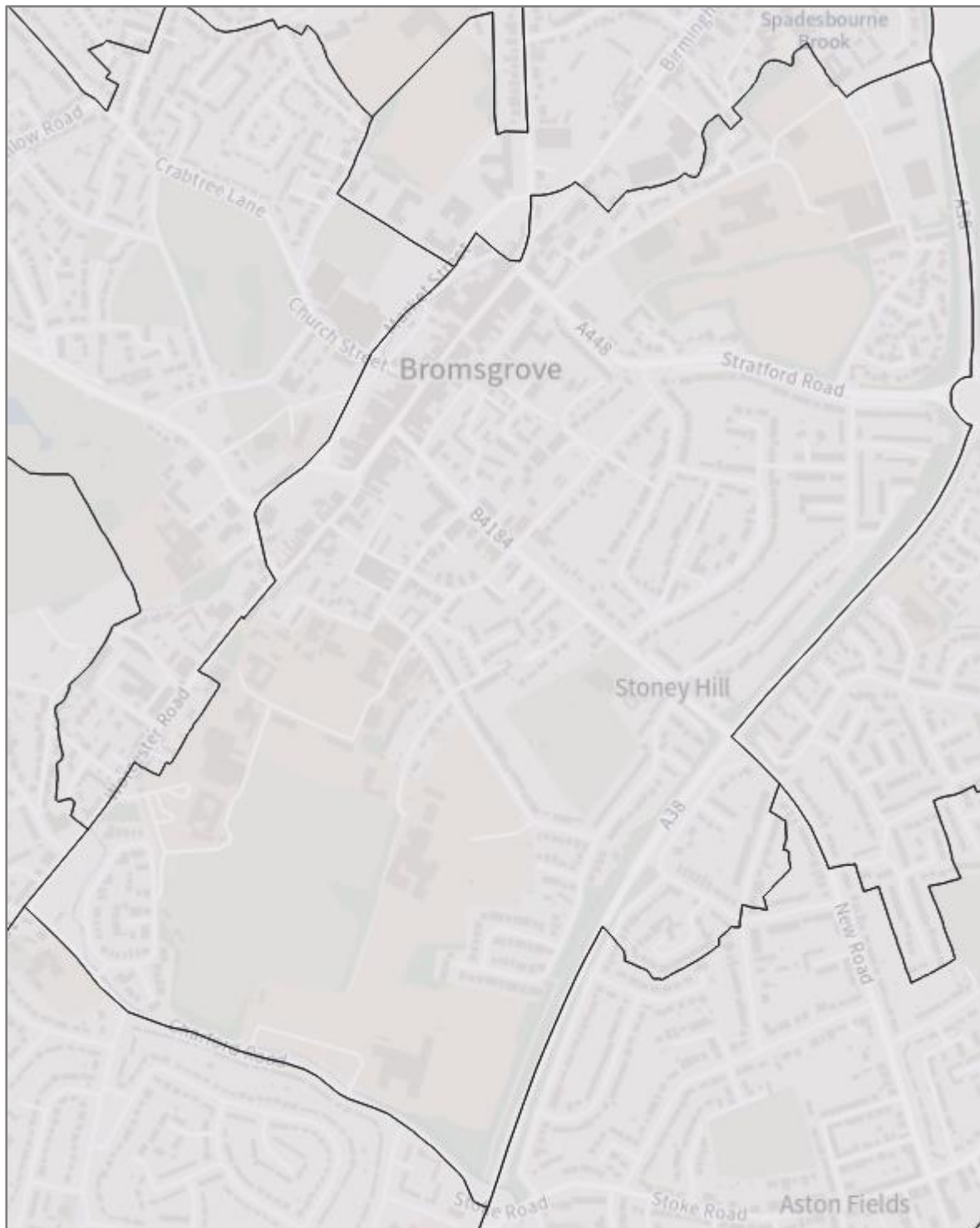
<p>Boundary Description</p>	<p>The Boundary for Bromsgrove Central runs along the A38 to the East, crossing over to Old Station Road. It follows Charford Road to the South and Worcester Road to the West, Splitting off to Hill Lane and onto Ednall Lane. In the Northwest, it runs along New Road and onto Windsor Street. North Bromsgrove High School and South Bromsgrove High School fall within the ward, as well as Bromsgrove School and Bromsgrove Prep School.</p>	<p>The Boundary has been moved to the West of the ward to incorporate Bromsgrove High Street as well as Station Street, Guild Road, Mill Lane and Church Street, from the Sanders Park ward. Manor Court Road has also been moved into the ward to South of the ward boundary, and out of the Charford ward.</p>
<p>Rationale for proposed boundary</p>	<p>It was felt appropriate to move the Bromsgrove High Street into the Bromsgrove Central ward. There are often misconceptions that the ward already covers this area due to its name and therefore this promotes more effective and convenient local governance. It was felt that Manor Court Road should also be moved into the ward as properties border the Bromsgrove School within the ward and this provides for better community ties. The electoral equality in the ward is also deemed to be at an acceptable 5.55%.</p>	
<p>Parish Boundaries (Impact on)</p>	<p>None</p>	
<p>Consultation Feedback (Current Ward Member)</p>	<p>No comments were received from the ward member when consulted.</p>	
<p>Working Group Comments</p>	<p>The working group agreed that the High Street should be moved into the Bromsgrove Central ward when this was discussed at a meeting. It was also raised that Manor Court Road should be moved into the ward, with members feeling it had more community ties to Bromsgrove Central.</p>	

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.8 Charford

Section	Current Ward Name: Charford	Proposed Ward Name: Charford
Socio-Economic Profile⁷	<p>Age Distribution: Charford has a diverse age profile, with a high proportion of young families and working-age adults (25-50). Around 17% of the population is aged 65 or older, with a strong presence of both older and newer generations of residents.</p> <p>Housing: The ward is characterized by social housing, affordable housing, and a mix of owner-occupied properties, primarily semi-detached and terraced houses. Housing costs in Charford are generally lower than in other parts of Bromsgrove, reflecting the working-class nature of the area.</p> <p>Employment: Many residents work in skilled trades, manufacturing, healthcare, and public services, with a mix of industrial and service-sector jobs. A significant number of residents commute to nearby towns for work, while local employment includes retail, education, and manual labour sectors.</p> <p>Income: Household incomes in Charford are generally lower than the district and national averages, reflecting its working-class demographic. The area has a significant proportion of families and individuals receiving social support or benefits.</p> <p>Education: Educational attainment is mixed, with some residents pursuing vocational training and others having fewer formal qualifications.</p> <p>Ethnicity: Predominantly White British, though the area is slowly becoming more diverse, in line with broader trends in Bromsgrove.</p> <p>Health: Health outcomes in Charford are slightly below district averages, with some residents managing long-term health conditions. The ward has access to local healthcare services, though it has a higher proportion of residents reporting moderate health issues.</p> <p>Transport: Charford has good road links to Bromsgrove town centre and surrounding areas, with access to public transport, including buses. The ward is close to the A38 and M5, making it a reasonable location for commuting.</p> <p>Crime: Crime rates are higher than in other areas of Bromsgrove, reflecting the socioeconomic challenges in the ward.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Charford: 2431	Charford: 2763
Details of any large development within the area	None	
Number of Councillors	Charford: 1	Charford: 1
Electoral Variance	Charford: -9.13%	Charford: 2.85%

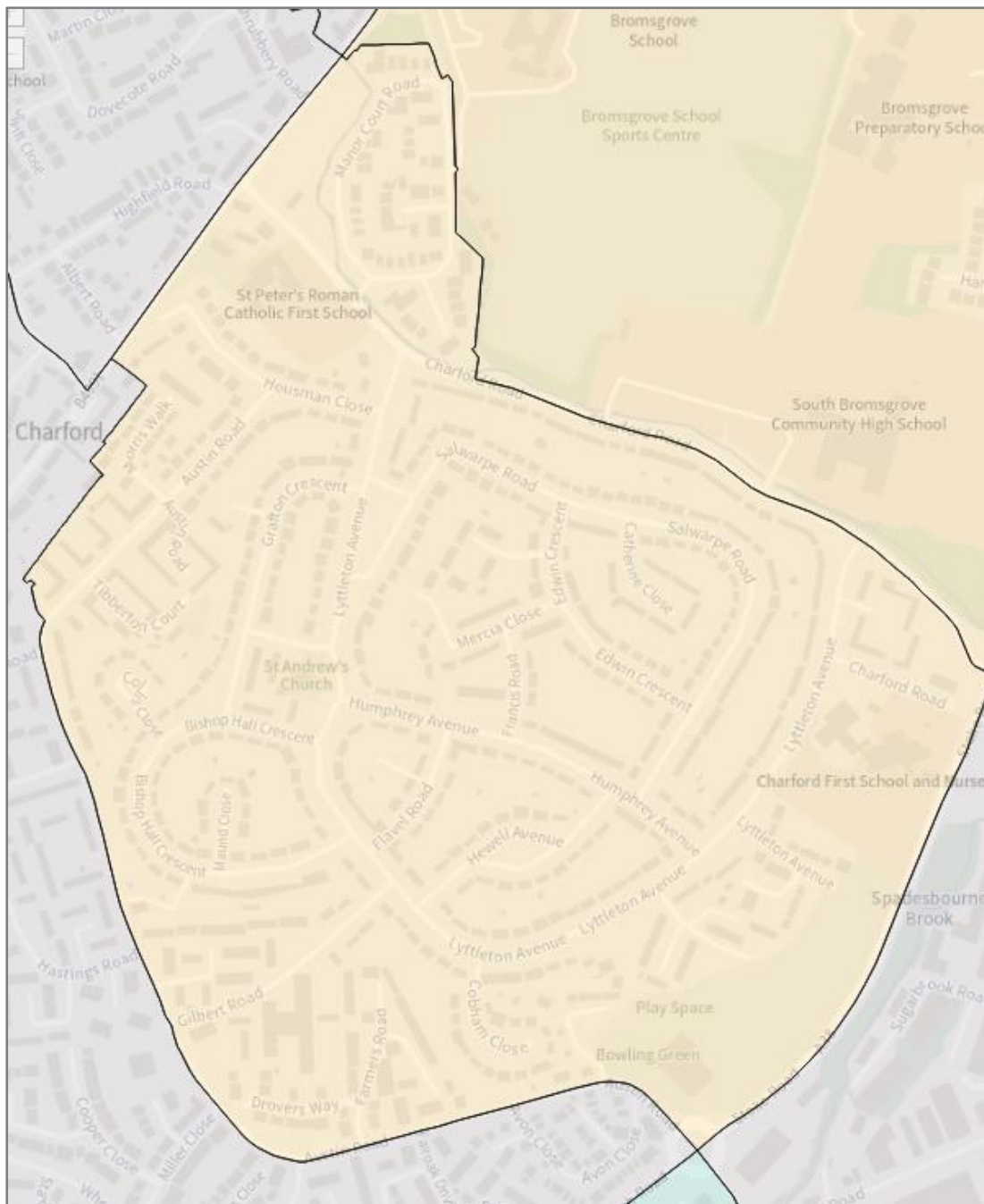
⁷ Based on 2021 Census Data

Boundary Description	The Charford ward runs along the Worcester Road to the Southwest of the ward, running along Manor Court Road before joining Charford Road to the south. Its Eastern boundary is on Stoke Road with Austin Road at the South. St Peter’s and Charford First School sit within the Charford ward.	Due to the electoral deficit in Charford, the boundary has been extended in the West of the ward to include Breakback Road, Foxwalks Avenue and Whitford Close. To the North of the ward, Manor Court Road has been moved out of the ward and into the Bromsgrove Central ward.
Rationale for New Boundary	The electorate in Charford is currently lower than average at -9.13%. The area surrounding the Charford ward was considered and the housing estate surrounding Breakback Road was considered to be the best choice for movement into the Charford ward as they are of a similar demographic and make use of the same facilities within the community.	
Parish Boundaries (Impact on)	None	
Impact Assessment	The proposed boundary changes for Charford ward aim to address the current electoral variance, increasing the electorate from -9.13% to 2.85%, bringing it closer to the district average. By incorporating the housing estates around Breakback Road, Foxwalks Avenue, and Whitford Close, the proposal ensures a more equal representation for voters in the ward. These areas share similar demographic and socioeconomic characteristics with the existing Charford community, minimizing disruption to local residents. The proposed boundaries align logically with established roads and residential areas, contributing to improved local governance and representation without significantly altering the existing community structure.	
Community Identity Considerations	The proposed boundary changes for Charford ward reflect and preserve existing community ties. The newly included areas share socioeconomic characteristics with the rest of Charford, including similar access to local services, schools, and amenities. Residents of Breakback Road, Foxwalks Avenue, and Whitford Close already utilize the same facilities, making the boundary extension a natural fit. The changes maintain Charford's strong sense of community identity, ensuring that residents continue to access shared resources without disruption to their day-to-day connections. This adjustment strengthens community cohesion by keeping neighbourhoods with common interests together within the same ward.	
Consultation Feedback (Current Ward Member)	The current ward member, Cllr Ammar provided the following comment: “I totally oppose this. Everyone knows that Charford has a large number of people who are not registered to vote, yet their issues still need to be dealt with. To increase the size of the ward is not helpful. Many refugees live in Charford who are not eligible to vote. So they can’t register!”	

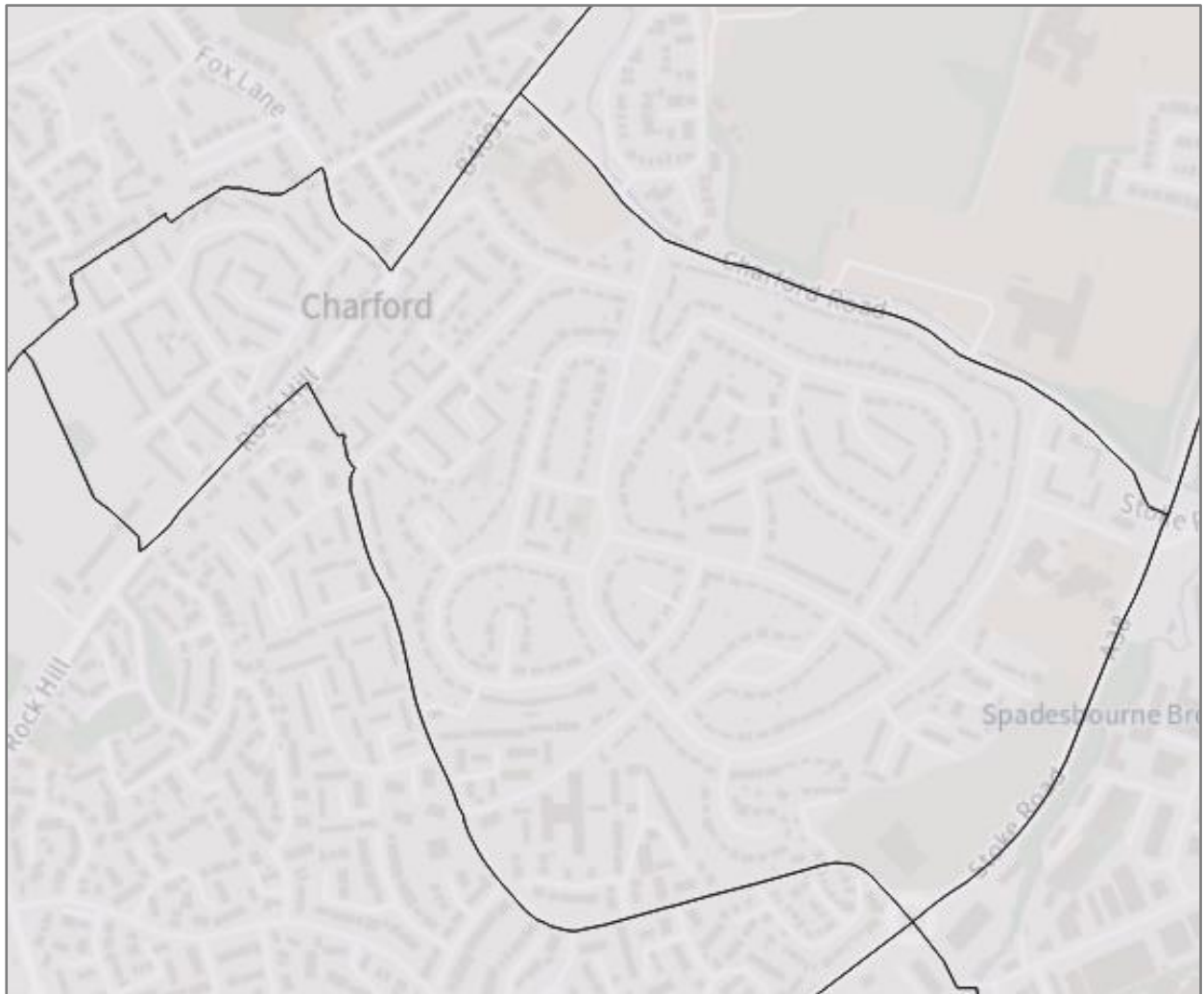
<p>Working Group Comments</p>	<p>The working group considered the ward member’s comments at their meeting. However, it was noted that the comments fell outside of the scope of the review and the objection was not quantifiable. The working group decided that they felt Manor Court Road would be better suited in the Bromsgrove Central ward and that this provided some reduction in electorate. It was noted that the proposed ward resulted in much better electoral equality.</p>
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Maps and Visual Aids

Map 1 Current Ward Boundary



Map 2 Proposed Ward Boundary



5.9 Rock Hill

Section	Current Ward Name: Rock Hill	Proposed Ward Name: Rock Hill & Stoke Heath
Socio-Economic Ward Profile⁸	<p>Age Distribution: The population includes a significant proportion of working-age adults (30-60 years) and a notable number of older adults aged 65 or over, reflecting the ward’s appeal to both families and retirees.</p> <p>Housing: The housing stock in Rock Hill is a mix of semi-detached and terraced homes, with some detached houses. There is a combination of owner-occupied and rental properties, with housing costs generally moderate compared to more affluent areas of Bromsgrove. The area also features older, more affordable housing and newer developments in some pockets.</p> <p>Employment: Residents of Rock Hill typically work in administrative, service, and skilled trade roles. Employment sectors include retail, education, healthcare, and manufacturing.</p> <p>Income: Household incomes in Rock Hill are close to the national median, reflecting a working- to middle-class demographic. The area includes a range of economic backgrounds, from skilled manual workers to professionals working in nearby urban areas.</p> <p>Education: Educational attainment is varied, with a mix of residents holding vocational qualifications and some with higher education degrees.</p> <p>Ethnicity: The ward is predominantly White British, though there is increasing diversity in the population, particularly among younger families moving into the area.</p> <p>Health: Health outcomes in Rock Hill are generally consistent with national averages. While many residents report good health, the ward includes some areas where there are higher instances of long-term health conditions, reflecting the socio-economic mix.</p> <p>Transport: Rock Hill benefits from good road connections to Bromsgrove town centre and access to the A38. Public transport is available, though many residents rely on private cars for commuting. The ward’s proximity to the M5 motorway makes it convenient for travel to surrounding cities.</p> <p>Crime: Crime rates in Rock Hill are generally low to moderate, in line with other suburban areas of Bromsgrove.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Rock Hill: 2542	Rock Hill & Stoke Heath: 2456
Details of any large development within the area	None	
Number of Councillors	Rock Hill: 1	Rock Hill & Stoke Heath: 1
Electoral Variance	Rock Hill: -4.98%	Rock Hill & Stoke Heath: -8.24%

⁸ Based on 2021 Census data

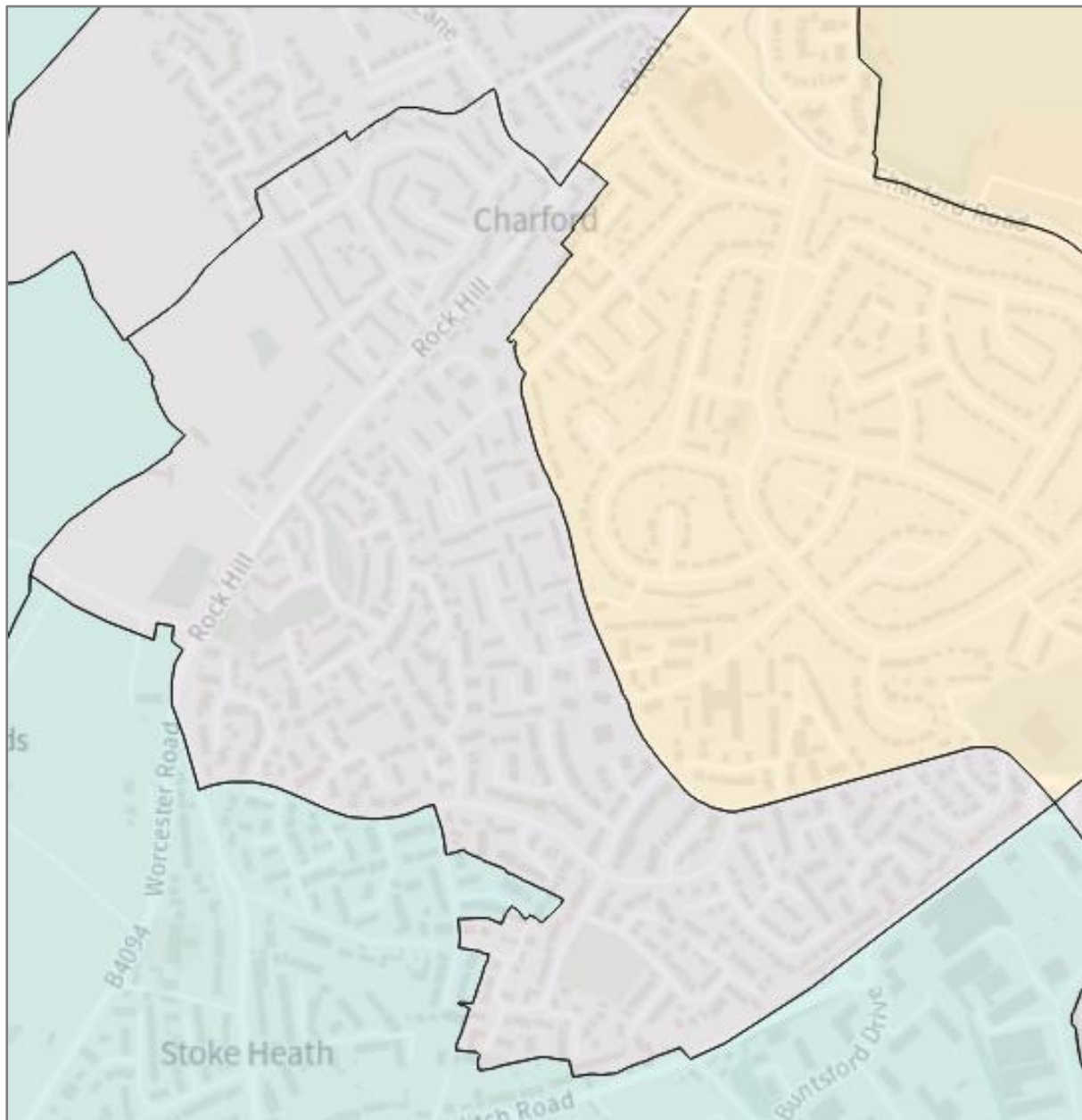
<p>Boundary Description</p>	<p>The Rock Hill boundary follows Austin Road and Redditch Road to the Southeast. To the North, the boundary crosses Rock Hill on to Fox Lane to incorporate Breakback Road and Foxwalk Avenue. To the South, the boundary follows Wheatridge Road and on to Harvest Close, not including Harrow Close but including Granary Road, Heath Close and Hayloft Close before joining back on to the Redditch Road.</p>	<p>To the South of the ward, the boundary has been amended to continue further down the Worcester Road, joining the Hanbury Road, before joining the Redditch Road. This means that the Rock Hill ward now includes Dark Lane, The Furrows, The Paddock, Ploughmans Walk and Oasthouse Close.</p> <p>To the North of the ward, Breakback Road, Foxwalks Avenue, Alderley Road and Whitford Close have been taken out of the ward, moving the boundary further down Rock Hill.</p>
<p>Rationale for New Boundary</p>	<p>The proposed boundary changes for Rock Hill ward aim to adjust the ward’s boundaries to better reflect electoral balance and maintain community cohesion. The changes primarily involve incorporating areas to the south of the ward, such as Dark Lane, The Furrows, The Paddock, and Oasthouse Close, while removing areas to the North, such as Breakback Road, Foxwalks Avenue, Alderley Road, and Whitford Close.</p> <p>These adjustments align Rock Hill more closely with natural geographic features and existing communities, ensuring that residents remain part of cohesive, shared community identities. The northern areas have been transferred to Charford ward due to their closer socio-economic ties with that community, while the southern areas have been included to ensure logical and manageable boundaries for Rock Hill & Stoke Heath. This change also helps address electoral inequalities within the Avoncroft and Charford wards.</p>	
<p>Parish Boundaries (Impact on)</p>	<p>The parish ward boundaries for Stoke Heath and Stoke Prior will need to be amended to reflect the change in the ward boundary. There would not be any change to the Stoke parish boundary.</p>	
<p>Impact Assessment</p>	<p>The proposed boundary changes will result in a higher variance from the average in terms of electoral representation in Rock Hill, increasing the current variance from -4.98% to -8.24%, a variance within acceptable limits under the LGBCE’s guidelines. While this leaves Rock Hill slightly below the district’s average electorate, it ensures that the ward remains cohesive and aligned with natural community divisions.</p> <p>By incorporating the southern areas, including Dark Lane and The Furrows, the changes help to maintain a practical boundary while minimising disruption to residents’ access to local services and facilities. The areas transferred out to Charford share greater similarities with Charford in terms of local services and facilities.</p>	

	<p>These adjustments ensure that Rock Hill & stoke Heath ward continues to function effectively in governance while providing fair representation to its residents.</p>
<p>Community Identity Considerations</p>	<p>The proposed boundary changes preserve the community identity of Rock Hill by keeping together areas that share common socio-economic characteristics and local services. The southern areas being added to the ward are naturally aligned with Rock Hill’s existing community ties, utilizing the same transport routes and amenities such as local schools and shopping areas. The northern areas moved to Charford ward are better suited to that ward, ensuring that community identity is maintained across both wards.</p> <p>The changes have been carefully considered to avoid disrupting the long-standing community connections within Rock Hill, ensuring that the ward remains centred around its core neighbourhoods while making necessary adjustments for electoral equality.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>The current ward member for Rock Hill provided the following comment.</p> <p>'My main concern is the removal of the 'Rock Hill' estate from Rock Hill ward. Surely it makes more sense to merge Charford ward together with 'South Charford' (currently part of Rock Hill) and keep the Rock Hill estate within the ward.'</p>
<p>Working Group Comments</p>	<p>The working group carefully reviewed the proposed boundary changes for Rock Hill ward and acknowledged that while the electorate remains slightly below the district average with a variance of -8.24%, the changes ensure greater overall electoral equality and maintain the ward’s distinct community identity.</p> <p>The group discussed the option of transferring more properties from Avoncroft or Charford into Rock Hill to increase the electorate. However, it was agreed that this could undermine the identity of the ward, particularly as the areas under consideration for inclusion have stronger ties with neighbouring wards.</p> <p>The working group also took into consideration the current ward member’s comments. However, the group felt that Rock Hill was created due to the name of a road and felt that electors within the ward often considered themselves, Charford or Stoke Heath. By moving Breakback Road, Foxwalks Avenue, and Whitford Close into Charford Ward, the working group ensured that those areas, which share common characteristics with Charford, are better represented.</p> <p>The decision to include areas to the south, such as Dark Lane and The Furrows, strengthens the ward’s boundary and enhances cohesion within Rock Hill without disrupting existing community relationships, whilst taking into account the surplus electorate in Avoncroft. The group concluded that the proposal offers the best balance between maintaining community cohesion and achieving electoral fairness.</p> <p>However, the working group also felt that a potential name change for this ward may be appropriate and decided to come back to this at the next meeting of the Electoral Matters Committee. At the meeting of the Electoral Matters Committee, members decided that the name</p>

	of the ward should be Rock Hill & Stoke Heath to reflect the identity of the communities within the proposed ward.
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Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.10 Avoncroft

Section	Current Ward Name: Avoncroft	Proposed Ward Name: Avoncroft
Socio-Economic Profile⁹	<p>Age Distribution: Avoncroft has a relatively diverse age profile, with a notable proportion of working-age adults (30-50 years) and a significant number of retirees. Around 23% of the population is aged 65 or older, reflecting its appeal to both families and older residents seeking a quieter, suburban lifestyle.</p> <p>Housing: The ward consists primarily of detached and semi-detached homes, with high levels of owner-occupancy. Housing in Avoncroft tends to be more expensive than in other parts of Bromsgrove due to its suburban and rural appeal, with many larger properties and ample green spaces.</p> <p>Employment: A significant portion of Avoncroft’s residents work in professional, managerial, and administrative roles. The employment sectors include professional services, education, healthcare, and retail.</p> <p>Income: Household incomes in Avoncroft are typically higher than the national average, reflecting the professional occupations of many residents. The area attracts middle- to higher-income families and professionals.</p> <p>Education: Avoncroft enjoys relatively high levels of educational attainment, with many residents holding university degrees or professional qualifications. The presence of well-regarded local schools enhances the ward's appeal for families.</p> <p>Ethnicity: The ward is predominantly White British, though it is seeing some gradual increase in diversity, in line with broader regional trends.</p> <p>Health: Residents in Avoncroft report generally good health, with a high proportion of the population describing their health as either good or very good.</p> <p>Transport: Avoncroft is well-connected, with good access to the A38 and nearby M5 motorway, making it an attractive area for commuters. Public transport links include local bus services, though car ownership is high due to the rural nature of the area.</p> <p>Crime: Crime rates in Avoncroft are relatively low, consistent with the broader Bromsgrove district.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Avoncroft: 3291	Avoncroft: 2927
Details of any large development within the area	There is a development planned in the Avoncroft ward on the former Polymer Latex Site. This will bring an estimated 342 additional electors into the ward by 2030.	
Number of Councillors	Avoncroft: 1	Avoncroft: 1
Electoral Variance	Avoncroft: 23.01%	Avoncroft: 8.74%

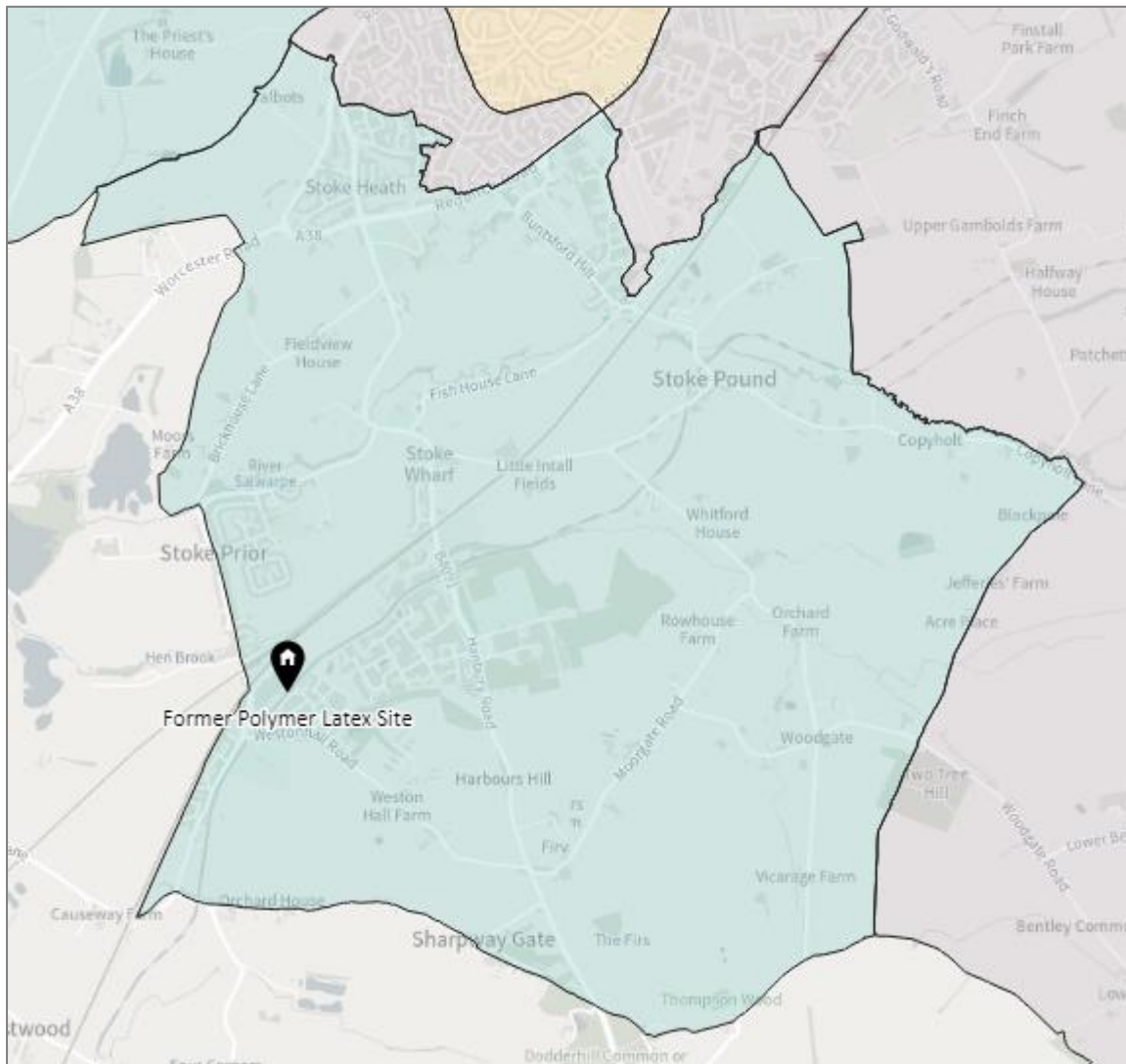
⁹ Based on the 2021 Census Data

<p>Boundary Description</p>	<p>The Avoncroft ward sits to the South of Bromsgrove District and covers the Stoke Prior, Stoke Pound and Stoke Wharf areas. Currently the boundary to the North goes in to the Stoke Heath area, crossing along Wheatridge Road and along Harvest Close, including Harrow Close before joining the Redditch Road.</p>	<p>Due to the size of the existing ward, the boundary in the Stoke Heath area of the ward has been reduced, carrying on further down the Worcester Road and on to the Hanbury Road before joining the Redditch Road. This means that part of Hanbury Road, Dark Lane, Ploughmans Walk, The Furrows and Cornfield Avenue have been moved out of the ward, and into the Rock Hill & Stoke Heath ward.</p>
<p>Rationale for New Boundary</p>	<p>The boundary changes for Avoncroft ward aim to address its significant electoral variance of 23.01%, which is above the tolerance set by the LGBCE. The northern boundary in the Stoke Heath area has been reduced, with sections such as Hanbury Road, Dark Lane, Ploughmans Walk, The Furrows, and Cornfield Avenue moved out of the ward. This adjustment brings the electoral variance down to 8.74%, ensuring fairer representation while maintaining a logical and geographically consistent boundary.</p> <p>The new boundary continues to reflect natural geographic features and established communities within Stoke Prior, Stoke Pound, and Stoke Wharf. By making these changes, the ward will better align with the population distribution and provide more equitable representation in local governance.</p>	
<p>Parish Boundaries (Impact on)</p>	<p>The parish ward boundaries for Stoke Heath and Stoke Prior will need to be amended to reflect the change in the ward boundary. There would not be any change to the Stoke parish boundary.</p>	
<p>Impact Assessment</p>	<p>The proposed boundary changes for Avoncroft ward will significantly improve electoral equality, reducing the current variance from 23.01% to 8.74%, ensuring fairer representation for all residents. The adjustment removes areas that are more closely associated with Stoke Heath and Hanbury, helping to balance the electorate across neighbouring wards.</p> <p>The changes will not negatively impact community services or relationships, as residents in the newly excluded areas will continue to access similar local amenities and transport links. This revised boundary ensures that Avoncroft remains an effective, manageable ward with representation that matches its electorate size, supporting effective governance and service delivery.</p>	
<p>Community Identity Considerations</p>	<p>The boundary changes have been carefully considered to preserve the community identity within Avoncroft. The ward covers areas with a shared identity around Stoke Prior, Stoke Pound, and Stoke Wharf, which maintain strong ties through common local amenities, schools, and historical connections. These areas remain connected through shared use of local facilities and transport infrastructure, fostering a sense of cohesion.</p> <p>By adjusting the northern boundary to remove parts of Stoke Heath, the new ward pattern ensures that these areas are grouped with</p>	

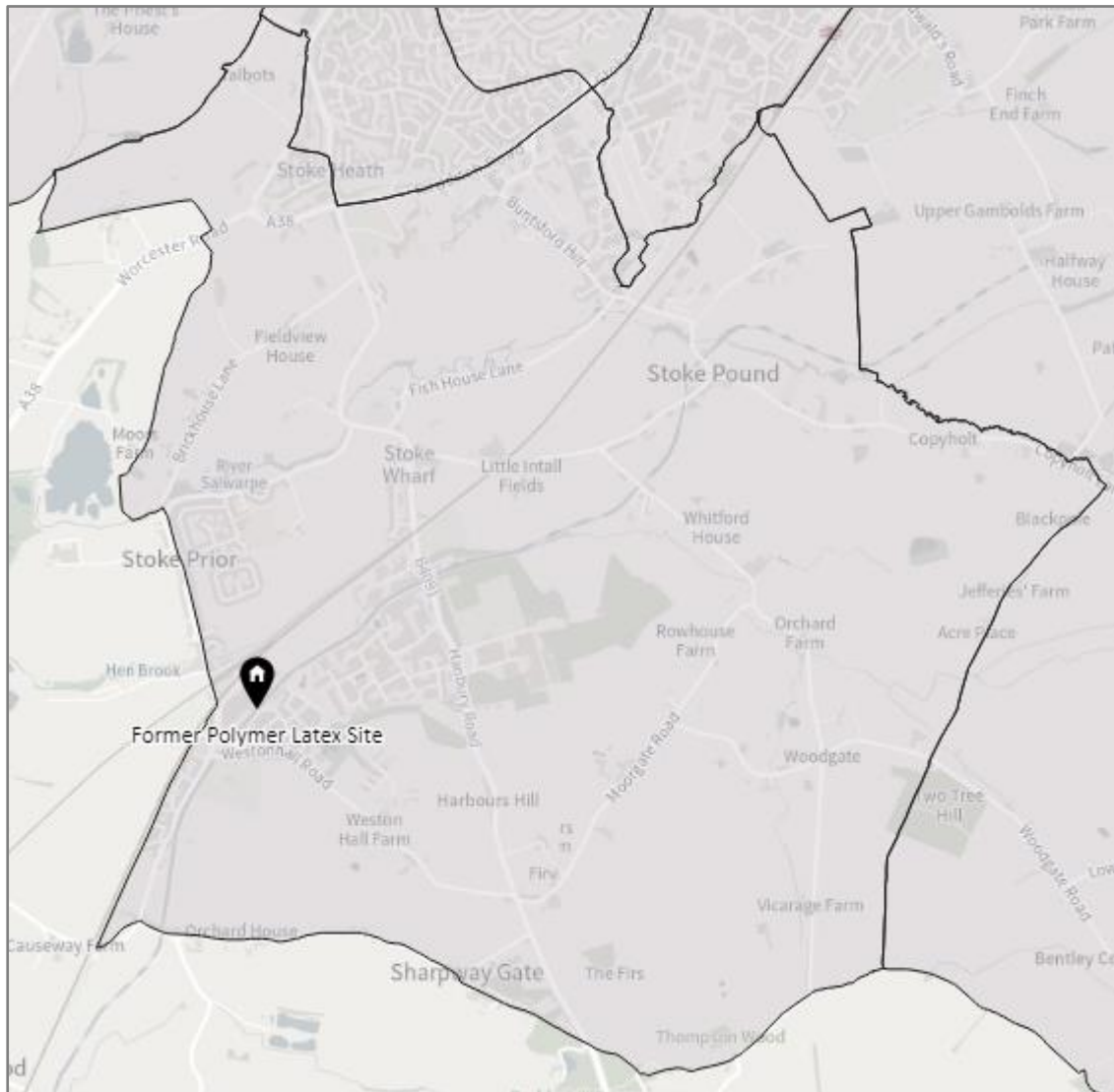
	<p>communities that better reflect their interests. The changes do not disrupt existing relationships within the core of Avoncroft, maintaining the ward's identity as a largely residential and semi-rural community, with high levels of home ownership and strong ties to the local countryside.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>No comments were received from the current ward member when consulted.</p>
<p>Working Group Comments</p>	<p>The working group acknowledged that, despite the proposed changes, the electorate in Avoncroft ward remains slightly high, with a variance of 8.74%. However, after careful consideration, the group felt that moving additional properties into the neighbouring Rock Hill ward could risk undermining the distinct identity of Avoncroft. The working group concluded that maintaining these community ties was more important than further reducing the electorate variance. Therefore, no additional adjustments to the boundary were recommended, as it was felt that the current proposal offers the best balance between electoral equality and preserving the ward's identity.</p>

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.11 Lowes Hill

Section	Current Ward Name: Lowes Hill	Proposed Ward Name: Lowes Hill
Socio-Economic Ward Profile¹⁰	<p>Age Distribution: The population includes a significant number of working-age adults (25-60 years) and a growing number of young families. Around 15% of residents are aged 65 or older, reflecting a balanced age demographic that appeals to both younger and older households.</p> <p>Housing: The housing stock in Lowes Hill consists mainly of semi-detached and detached homes, with a mix of owner-occupied and rental properties. Housing costs in the ward are moderate, making it attractive to both middle-income families and first-time buyers. There are newer housing developments alongside more established homes, offering a variety of living options.</p> <p>Employment: Many residents of Lowes Hill commute to nearby towns and cities like Bromsgrove, Redditch, and Birmingham for work. The most common employment sectors include professional services, retail, healthcare, and education. There is also a presence of skilled trade and manual workers, reflecting a diverse economic base.</p> <p>Income: Household incomes in Lowes Hill are around the national median, with a mix of professional and skilled manual occupations. The area is home to both middle-class families and working-class residents, contributing to a balanced socio-economic profile.</p> <p>Education: Educational attainment in Lowes Hill is varied, with a mix of residents holding vocational qualifications and higher education degrees.</p> <p>Ethnicity: The ward is predominantly White British, but there has been a gradual increase in diversity over the past decade, reflecting wider national trends in Bromsgrove.</p> <p>Health: Health outcomes in Lowes Hill are generally good, with a majority of residents reporting good or very good health. Access to healthcare services is strong, with nearby Bromsgrove town providing local clinics, hospitals, and specialist care.</p> <p>Transport: Lowes Hill is well-connected, with good access to the A38 and M5 motorway, making it a convenient area for commuters. Public transport options are available, including bus routes into Bromsgrove town centre and nearby train stations with links to Birmingham and Worcester.</p> <p>Crime: Crime rates in Lowes Hill are low, consistent with its suburban nature.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Lowes Hill: 2678	Lowes Hill: 2736
Details of any large development within the area	None	

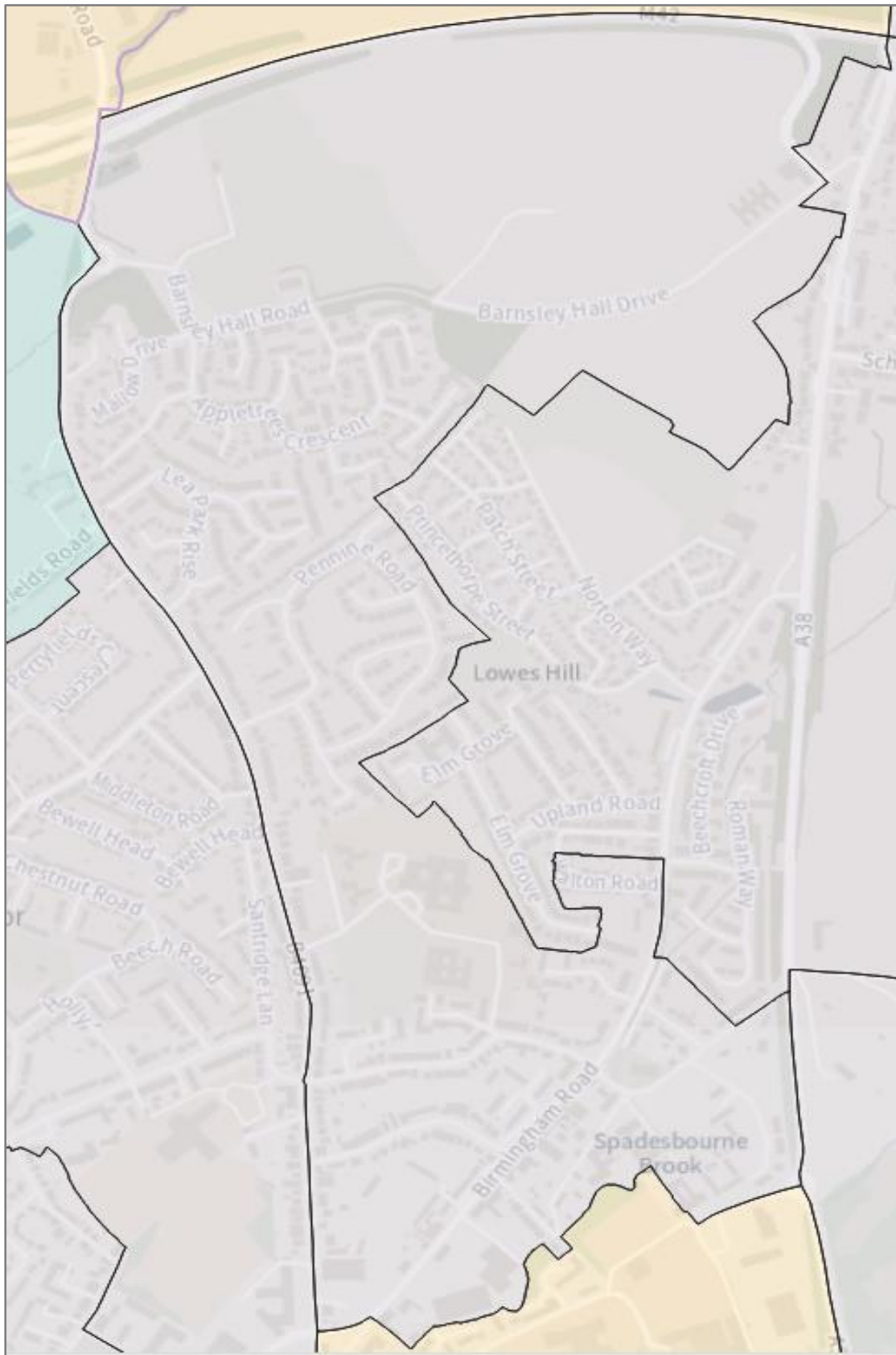
¹⁰ Based on 2021 Census data

Number of Councillors	Lowes Hill: 1	Lowes Hill: 1
Electoral Variance	Lowes Hill: 0.10%	Lowes Hill: 1.88%
Boundary Description	<p>The current Lowes Hill boundary runs along the M42 to the North and the Stourbridge Road to the West. To the East, the boundary starts on the M42 and moves to the West of the Birmingham Road and the South of Barnsley Hall Drive. It then incorporates Green Bower Drive and Reed Mace Drive before heading South alongside Pennine Road. Continuing to the East, the boundary follows alongside and incorporates the Princess of Wales Community Hospital before including Walton Grove and Oakland Grove. After Following Burcot Avenue, the boundary joins Burcot Lane and then the A38. At the South, the boundary incorporates the Birmingham Road and surrounding streets, such as Shenstone Close and Blackmore Lane. From the Birmingham Road, the boundary currently rejoins the Stourbridge Road.</p>	<p>The Boundary to the South has been extended across the Stourbridge Road and on to Market Street, before moving along Recreation Road. This taken in Bryson Place, Bilberry Place, Chandler Court, Parkside Court and Mitre Court. The boundary change follows along the south of Meadows First School before joining back on to the Stourbridge Road. On the East of Lowes Hill 88 – 98 Elm Grove have been moved into the Norton ward to fix a boundary anomaly and meaning that all of Elm Grove is now within the Norton ward. Walton Road has also been moved into the Norton ward, Including 171-199 Birmingham Road.</p>
Rationale for Proposed Boundary	<p>The proposed boundary changes for Lowes Hill ward aim to correct a boundary anomaly while ensuring electoral balance and maintaining community cohesion. The key change involves extending the boundary to the south to include areas along Market Street, Recreation Road, and Parkside Court, which align more closely with the socio-economic characteristics of Lowes Hill. This adjustment helps to balance the electorate and ensures that all residents in these areas are adequately represented.</p> <p>Additionally, properties at 88-98 Elm Grove have been moved to the Norton ward to rectify a historical boundary inconsistency, ensuring that the entire street is within one ward. Walton Road has also been moved out of the ward to make a more effective geographical boundary. These changes provide more logical and geographically coherent boundaries.</p>	
Parish Boundaries (Impact on)	None	

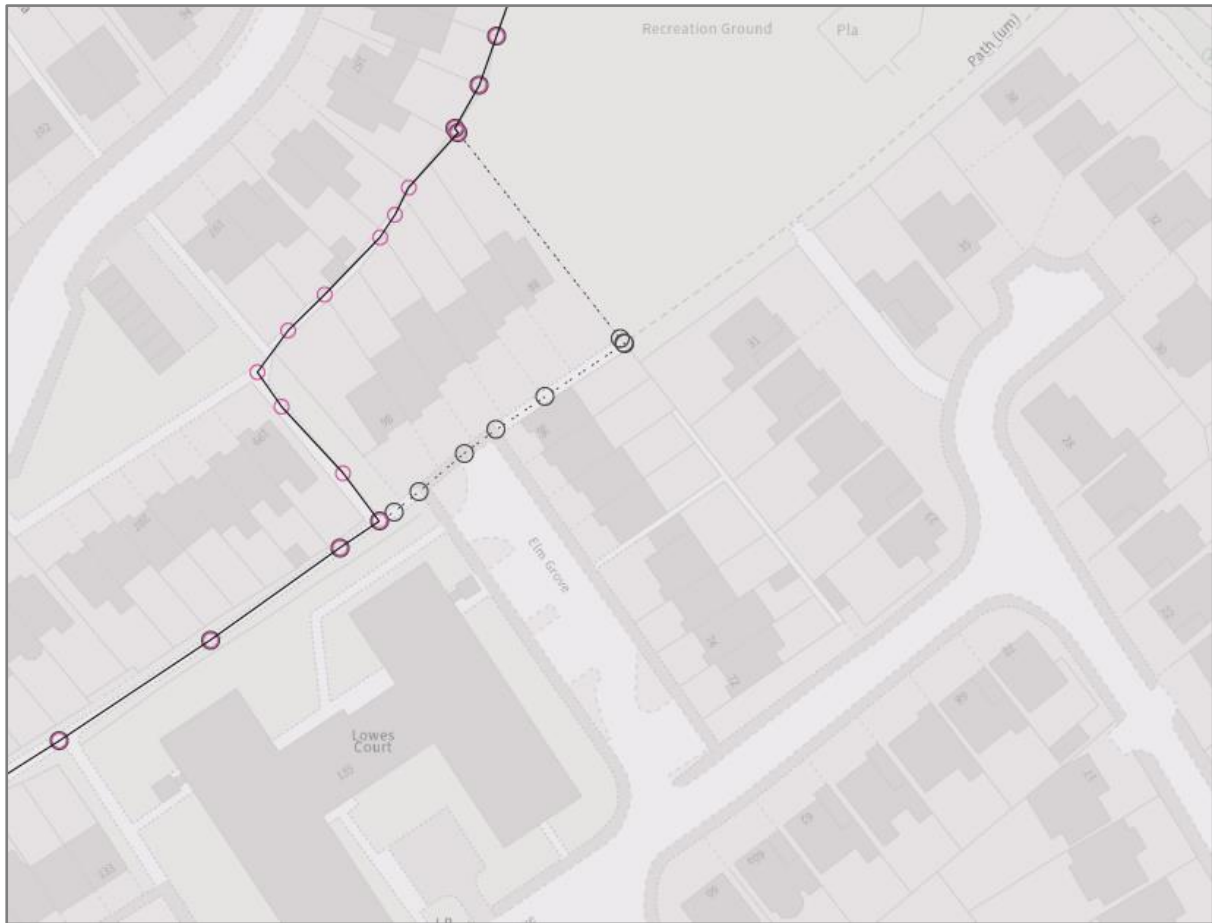
<p>Impact Assessment</p>	<p>The proposed boundary adjustments for Lowes Hill are expected to have a positive impact on electoral representation. By incorporating areas to the south, the ward achieves an electoral variance of 1.88%. The changes ensure that residents in the newly included areas along Market Street and Recreation Road will now be part of a cohesive ward that shares similar socio-economic characteristics. The shift of properties from Elm Grove to Norton ward resolves a boundary issue without disrupting existing community ties, and the inclusion of Walton Road and surrounding properties in Norton ward ensures better alignment with local services and amenities. These changes are not anticipated to negatively affect the provision of services or community relationships within the ward.</p>
<p>Community Identity Considerations</p>	<p>The adjustment of Elm Grove to the Norton ward aligns with community identity by ensuring that residents of this street are grouped with their natural community in Norton. This corrects a historical anomaly and supports a more logical division between the two wards. Overall, the proposed changes reinforce the existing identity of Lowes Hill as a balanced, residential area with strong connections to local amenities and shared community spaces.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>The current ward member for Lowes Hill was part of the ward patterning working group and suggested / supported the proposed changes, some of which were made by the member for the Norton ward.</p>
<p>Working Group Comments</p>	<p>The working group discussed the proposed changes and agreed to the changes proposed by ward members for Lowes Hill and Norton.</p>

Maps and Visual Aids

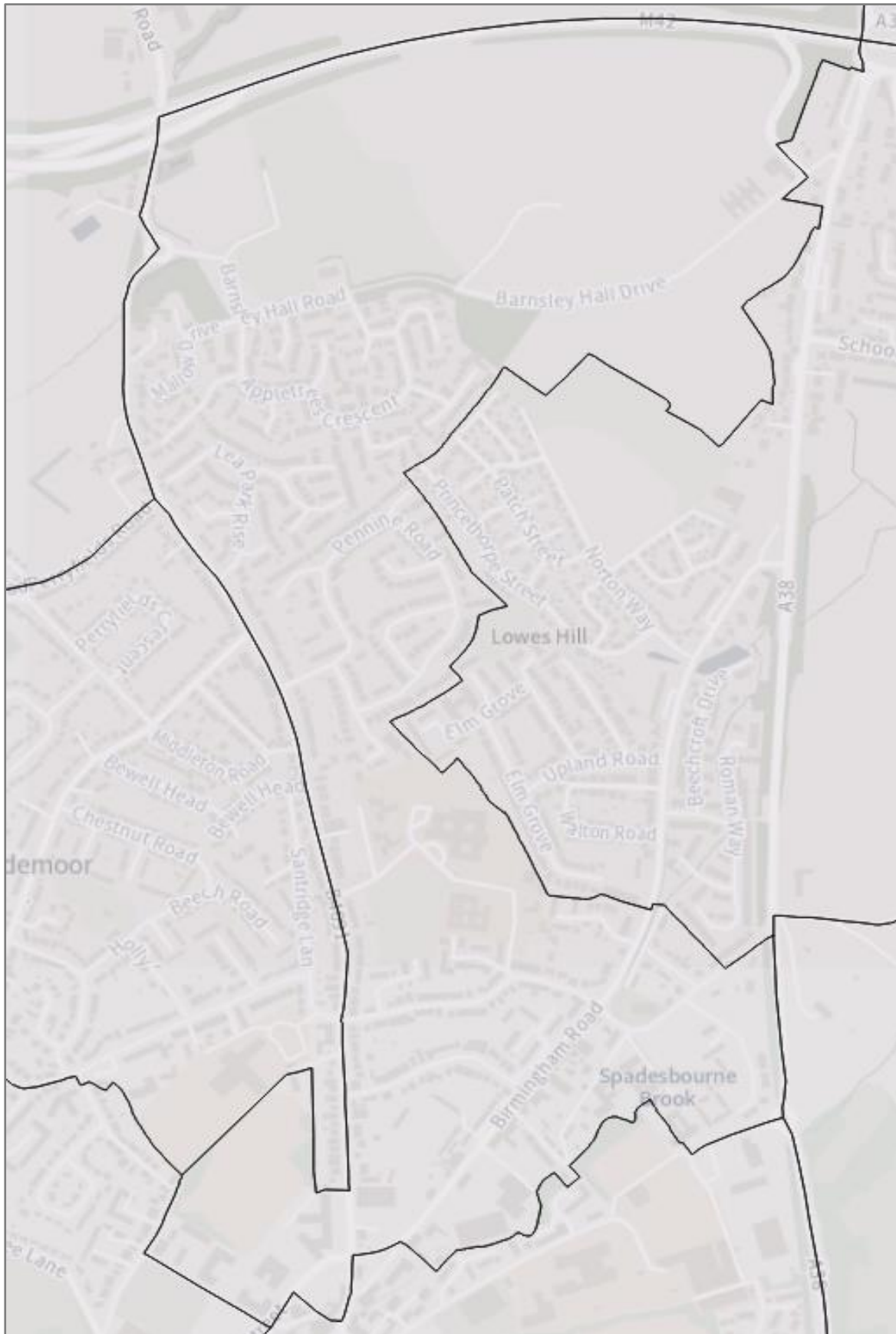
Map 1 Current Ward Boundaries



Map 2 Elm Grove Boundary Amendment



Map 3 Proposed Ward Boundaries



5.12 Norton and Lickey End

Section	Current Ward Name: Norton	Proposed Ward Name: Norton and Lickey End
Socio-Economic Ward Profile¹¹	<p>Age Distribution: Norton has a diverse age profile, with a large proportion of working-age adults (30-60 years) and a notable number of older residents aged 65 and above. The family-friendly environment attracts younger families, while established residents contribute to a strong community base.</p> <p>Housing: The housing stock in Norton is primarily detached and semi-detached homes, with some terraced housing closer to the town centre. Properties in Norton tend to be owner-occupied, and house prices are moderate to high due to its desirable location and proximity to green spaces. The mix of housing styles and sizes makes it appealing to both middle-income families and professionals.</p> <p>Employment: Common employment sectors include professional services, healthcare, education, and retail, reflecting the ward's diverse economic base. There is also a notable presence of self-employed individuals and small business owners in the area.</p> <p>Income: Household incomes in Norton are slightly above the national average, with a mix of middle-class professionals and skilled workers. The relatively affluent population reflects Norton's appeal as a residential area within commuting distance of larger employment hubs.</p> <p>Education: Educational attainment in Norton is high, with a substantial proportion of residents holding university degrees or professional qualifications.</p> <p>Ethnicity: The ward is predominantly White British, though there is a gradual increase in diversity as younger families and professionals move into the area, reflecting broader regional trends.</p> <p>Health: Health outcomes in Norton are above average, with most residents reporting good or very good health.</p> <p>Transport: Norton is well-connected, with good access to the A38 and M5 motorway, facilitating commutes to Birmingham and Worcester. Public transportation options include bus services to Bromsgrove town centre, and the nearby Bromsgrove railway station.</p> <p>Crime: Norton enjoys low crime rates, consistent with its suburban character and family-friendly environment.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Norton: 2688	Norton and Lickey End: 2772
Details of any large development within the area	None	
Number of Councillors	Norton: 1	Norton and Lickey End: 1

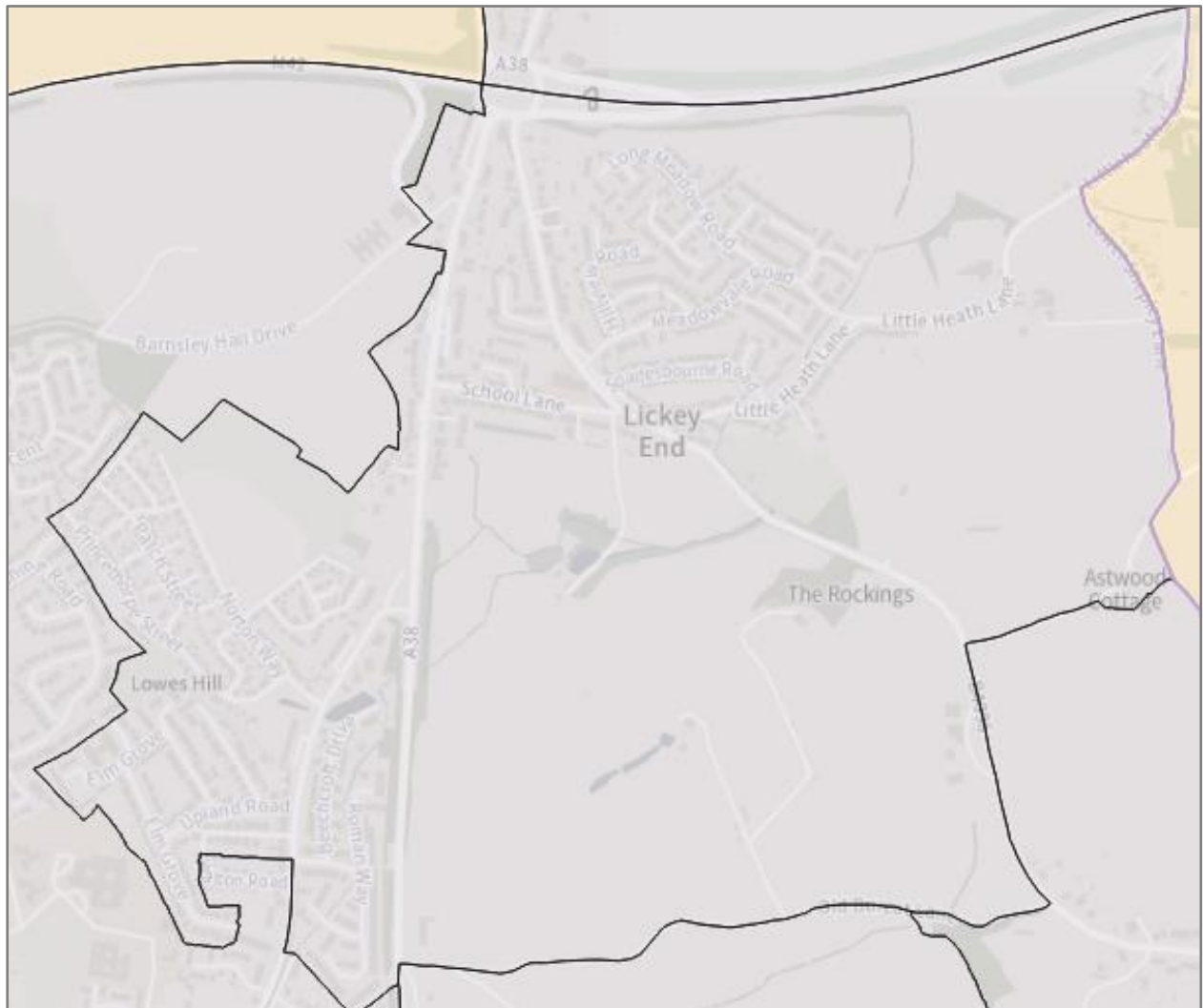
¹¹ Based on 2021 Census data

Electoral Variance	Norton: 0.47%	Norton and Lickey End: 3.18%
Boundary Description	<p>The Norton boundary follows the M42 to the North moving down Little Heath Lane to the East before following Lower Shepley Lane, including Astwood Cottage. The boundary then follows the Alcester Road, before moving along Old Burcot Lane to the South. The boundary then joins the A38 briefly, before moving onto Burcot Lane, cutting through to the North of Burcot Avenue. The boundary heads up Birmingham Road to the North of Walton Road, before heading back down to the South of Elm Grove. The boundary cuts through Elm Grove and on to the South of Princethorpe Street, before joining a footpath North. The boundary then follows along land to the South of Barnsley Hall Drive, before joining the A38 and M42.</p>	<p>88 – 98 Elm Grove have been moved into the Norton ward to fix a boundary anomaly and meaning that all of Elm Grove is now within the Norton ward. Walton Road has also been moved into the Norton ward, Including 171-199 Birmingham Road.</p>
Rationale for Proposed Boundary	<p>Properties at 88-98 Elm Grove have been moved to the Norton ward to rectify a historical boundary inconsistency, ensuring that the entire street is within one ward. Walton Road has also been moved into the ward to make a more effective geographical boundary. These changes provide more logical and geographically coherent boundaries.</p>	
Parish Boundaries (Impact on)	None	
Impact Assessment	<p>The shift of properties from Elm Grove to Norton ward resolves a boundary issue without disrupting existing community ties, and the inclusion of Walton Road and surrounding properties in Norton ward ensures better alignment with local services and amenities. These changes are not anticipated to negatively affect the provision of services or community relationships within the ward.</p>	
Community Identity Considerations	<p>The adjustment of Elm Grove to the Norton ward aligns with community identity by ensuring that residents of this street are grouped with their natural community in Norton. This corrects a historical anomaly and supports a more logical division between the two wards.</p>	

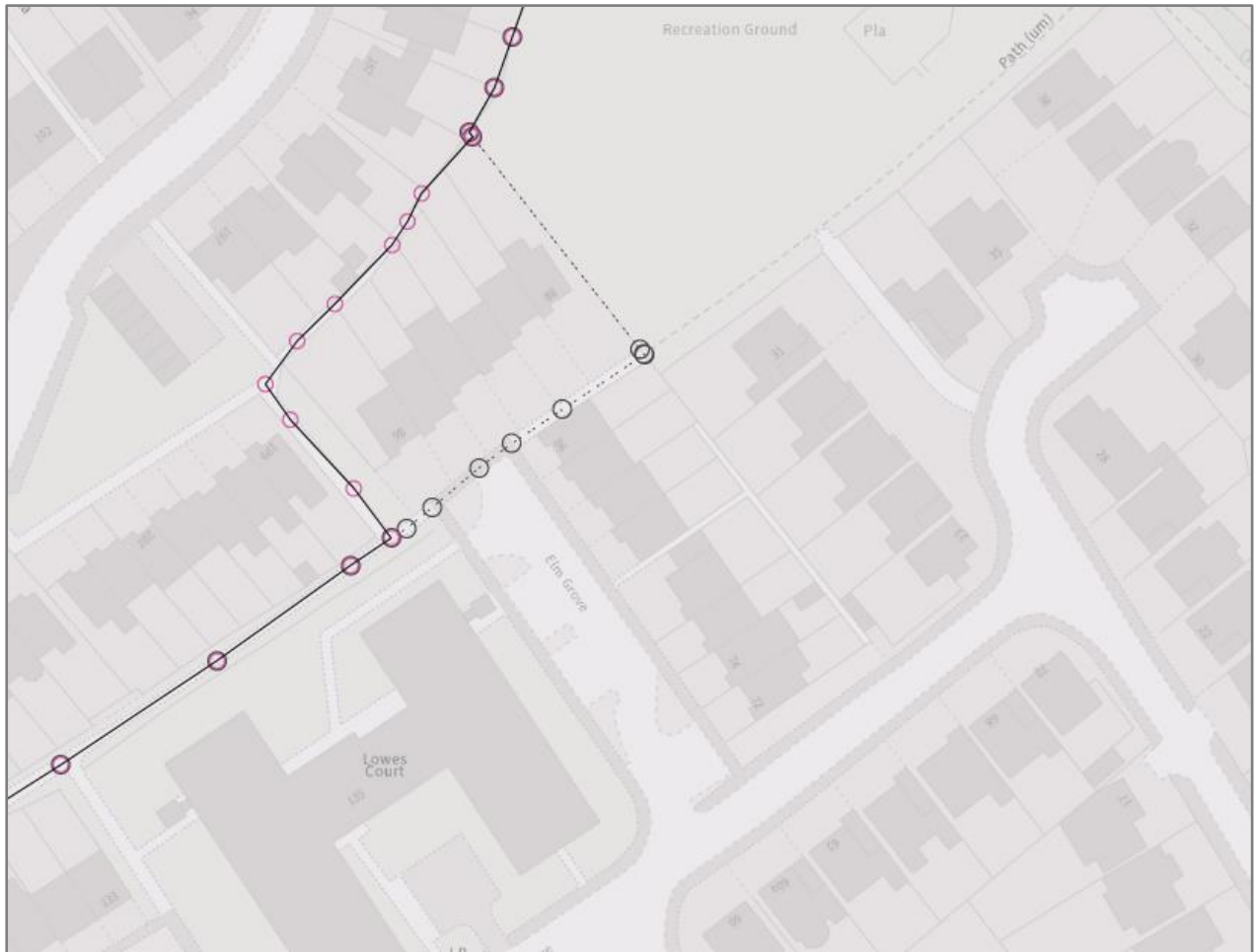
<p>Consultation Feedback (Current Ward Member)</p>	<p>The ward member for Norton ward provided the following comment: “I would the recommend the following minor changes:</p> <ul style="list-style-type: none"> • the six bungalows on Elm Grove circled below are moved from Lowes Hill to Norton as they face into Norton Ward and are part of the Elm Grove estate, the rest of which is all contained within Norton ward. • I also think it would make sense to rationalise the arrangement with Barnsley Road and Walton Road and either put the entire cul de sac in Norton or Lowes Hill. I don’t mind which, I just think the current boundary in the middle of the cul de sac doesn’t make a lot of practical sense. <p>Finally, is it possible to change the name of the ward to ‘Norton and Lickey End’ to better reflect the identity of the settlements and communities it contains?”</p>
<p>Working Group Comments</p>	<p>The working group discussed the changes proposed by the ward member for Norton and agreed to put them forward in the council’s proposal, including the change of name for the ward.</p>

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Elm Grove Boundary Amendment



Map 3 Proposed Ward Boundaries



5.13 Cofton

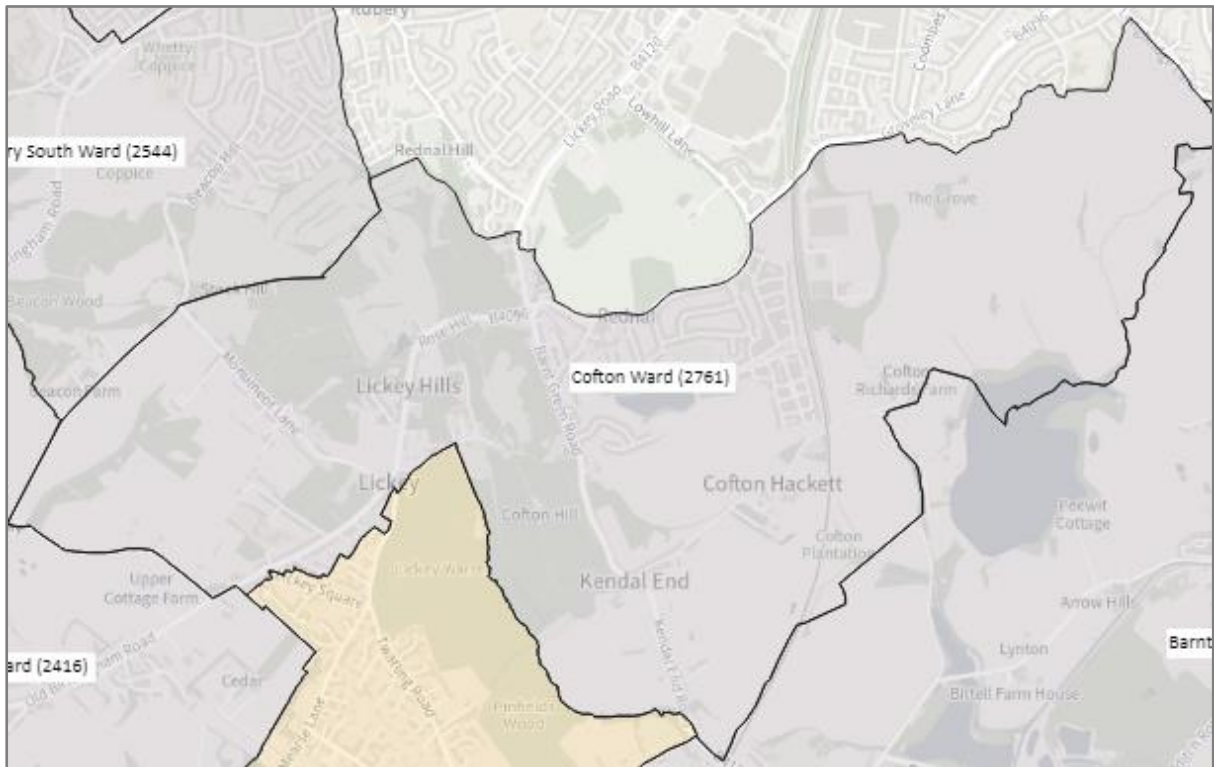
Section	Current Ward Name: Cofton	Proposed Ward Name: Cofton
Socio-Economic Ward Profile¹²	<p>Age Distribution: Cofton has a relatively balanced population, with a significant number of working-age adults (30-50 years) and a growing proportion of younger families moving into the area due to new housing. Around 16% of residents are aged 65 or older, but the area is attracting younger demographics as well.</p> <p>Housing: The ward consists of a mix of newly built homes and older, established housing, including semi-detached, detached, and some terraced homes. There is a growing proportion of owner-occupied homes, particularly in new developments. House prices are moderate, with some areas being more affordable than neighbouring wards like Barnt Green.</p> <p>Employment: Residents in Cofton are typically employed in professional, administrative, and technical roles.</p> <p>Income: Household incomes in Cofton vary, reflecting its mixed demographic. While newer developments tend to attract middle-income families, the ward also has a section of working-class households. The overall income levels are around the national median.</p> <p>Education: Educational attainment is relatively high, with many holding higher education qualifications.</p> <p>Ethnicity: Cofton is predominantly White British, but with a growing diversity as the area develops and attracts residents.</p> <p>Health: Health outcomes in Cofton are generally good, The area has a moderate proportion of residents managing long-term health conditions.</p> <p>Transport: Cofton is well-connected, particularly with easy access to the A38 and M5 motorway, making it a popular choice for commuters to Birmingham and Worcester.</p> <p>Crime: Crime rates in Cofton are low to moderate, in line with other suburban areas in Bromsgrove.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Cofton: 2738	Cofton: 2550
Details of any large development within the area	None	
Number of Councillors	Cofton: 1	Cofton: 1
Electoral Variance	Cofton: 2.34%	Cofton: -4.83%

¹² Based on 2021 Census data

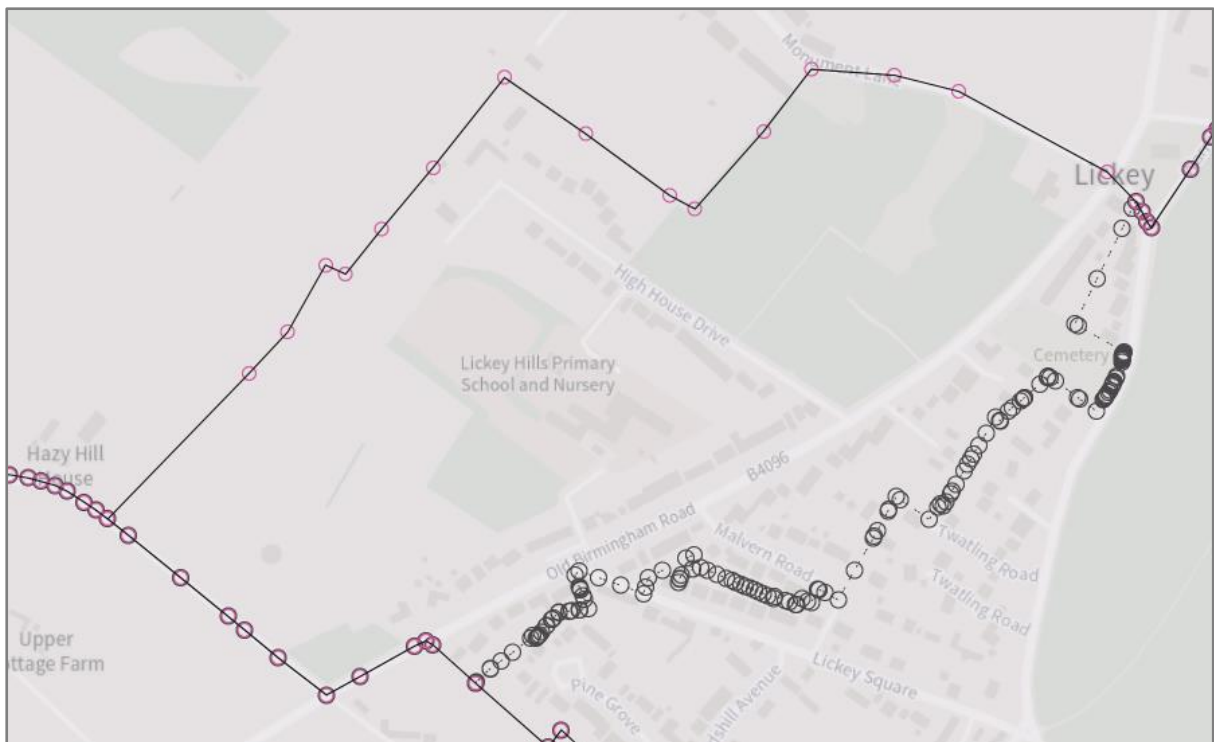
Boundary Description	<p>The boundary to the North of Cofton runs along the authority’s border with Birmingham, on Groveley Lane, before veering off to the fields on the outskirts of Nuthurst Road. The boundary joins Longbridge Lane in the Northeast, before following down through the Farmland to the Left of Birmingham Road. The boundary joins the railway line to the South of the ward and joins Kendall End Road. The Boundary then cuts off through fields to the west of Barnt green Road. The boundary joins Warren Lane before incorporating Twatling Road and Lickey Square, before joining the Old Birmingham Road.</p>	<p>The boundary in the West of the ward has been moved Northward, taking High House Drive, Old Birmingham Road and Malvern Road into the Lickey Hills ward. The boundary then runs along Monument Lane before joining Warren Lane.</p>
Rationale for Proposed Boundary	<p>The boundary move provides for a more equal electorate between the Cofton and Lickey Hills ward.</p>	
Parish Boundaries (Impact on)	<p>The Lickey & Blackwell parish ward boundary between the Lickey and Lickey Monument wards+ would need to be adjusted to reflect the changes in the district ward boundary.</p>	
Impact Assessment	<p>The changes are not thought to have any negative impact. Whilst the electorate falls into a deficit in Cofton, there is better electoral equality amongst the Lickey Hills and Cofton wards.</p>	
Community Identity Considerations	<p>There are not thought to be any negative impacts on community identity. The area which is being moved out of Cofton and into Lickey Hills is the Lickey Hills Primary School and surrounding properties, meaning that there are community ties to the Lickey Hills ward.</p>	
Consultation Feedback (Current Ward Member)	<p>No comments provided by ward member when consulted.</p>	
Working Group Comments	<p>The working group agreed the proposed changes.</p>	

Maps and Visual Aids

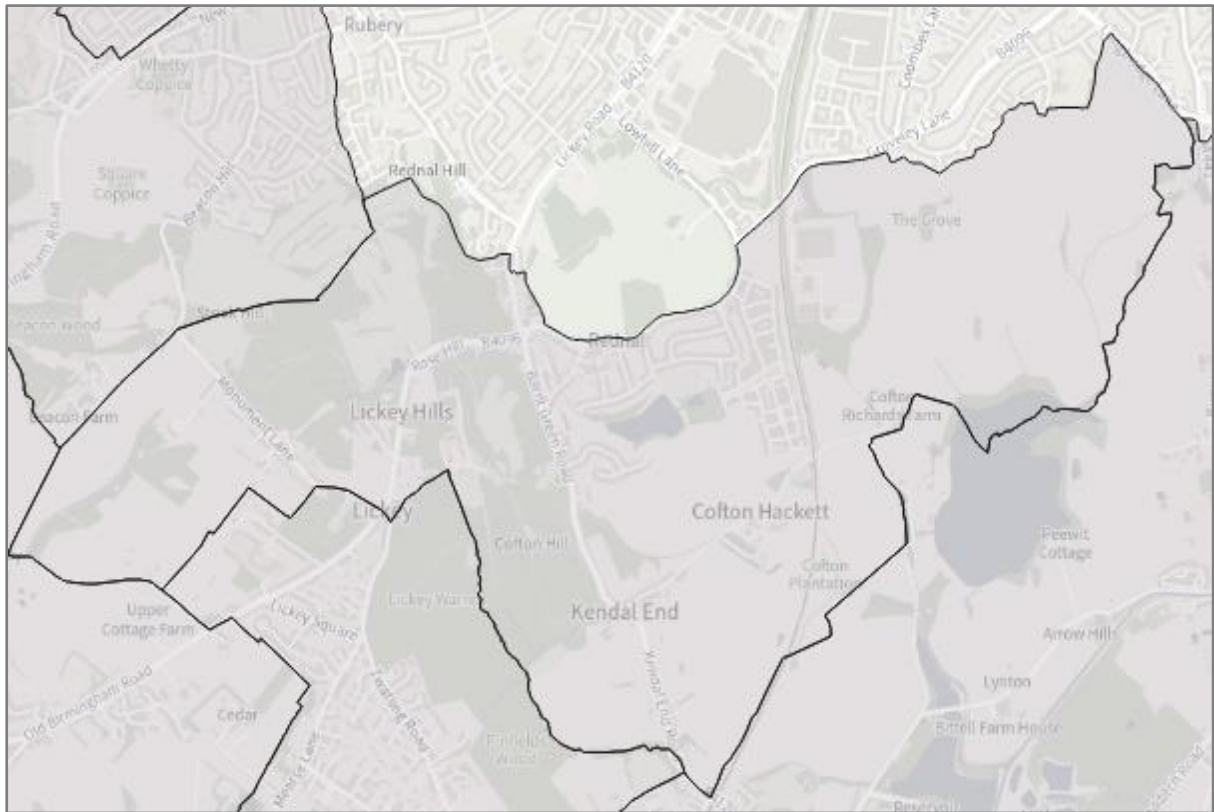
Map 1 Current Ward Boundaries



Map 2 Proposed Boundary Change



Map 3 Proposed Ward Boundaries



5.14 Lickey Hills

Section	Current Ward Name: Lickey Hills	Proposed Ward Name: Lickey Hills
Socio-Economic Ward Profile¹³	<p>Age Distribution: The population includes a significant number of residents aged 50 and older, with around 27.5% of the population aged 65 or above, reflecting its appeal to retirees and those seeking a quieter, scenic lifestyle.</p> <p>Housing: The housing in Lickey Hills is predominantly detached and semi-detached homes, reflecting its suburban and semi-rural character. There is a high level of owner-occupancy, with house prices above the national average, reflecting the ward’s desirability due to its proximity to green spaces and its scenic setting near the Lickey Hills Country Park.</p> <p>Employment: Residents are typically employed in professional, managerial, and administrative roles, with many commuting to nearby cities like Birmingham for work. The employment sectors include finance, education, healthcare, and professional services.</p> <p>Income: Household incomes in Lickey Hills are higher than the national average, given the prevalence of professional and managerial occupations. It is a largely affluent area.</p> <p>Education: The ward has high levels of educational attainment, with many residents holding university degrees or other higher qualifications. Local schools are well-regarded, adding to the ward’s appeal for families.</p> <p>Ethnicity: The area is predominantly White British, with gradual diversification reflecting broader trends across Bromsgrove.</p> <p>Health: Lickey Hills enjoys generally good health outcomes, with a high proportion of residents reporting good or very good health. The ward benefits from its access to outdoor spaces, including the Lickey Hills Country Park, which supports healthy living.</p> <p>Transport: The ward is well-connected by road, with easy access to the M5 and M42 motorways, making it a popular location for commuters.</p> <p>Crime: Crime rates in Lickey Hills are low, making it one of the safer areas in Bromsgrove. The ward’s suburban and semi-rural character contributes to its strong sense of safety and community.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Lickey Hills: 2380	Lickey Hills: 2653
Details of any large development within the area	None	
Number of Councillors	Lickey Hills: 1	Lickey Hills: 1
Electoral Variance	Lickey Hills: -11.04%	Lickey Hills: -1.11%

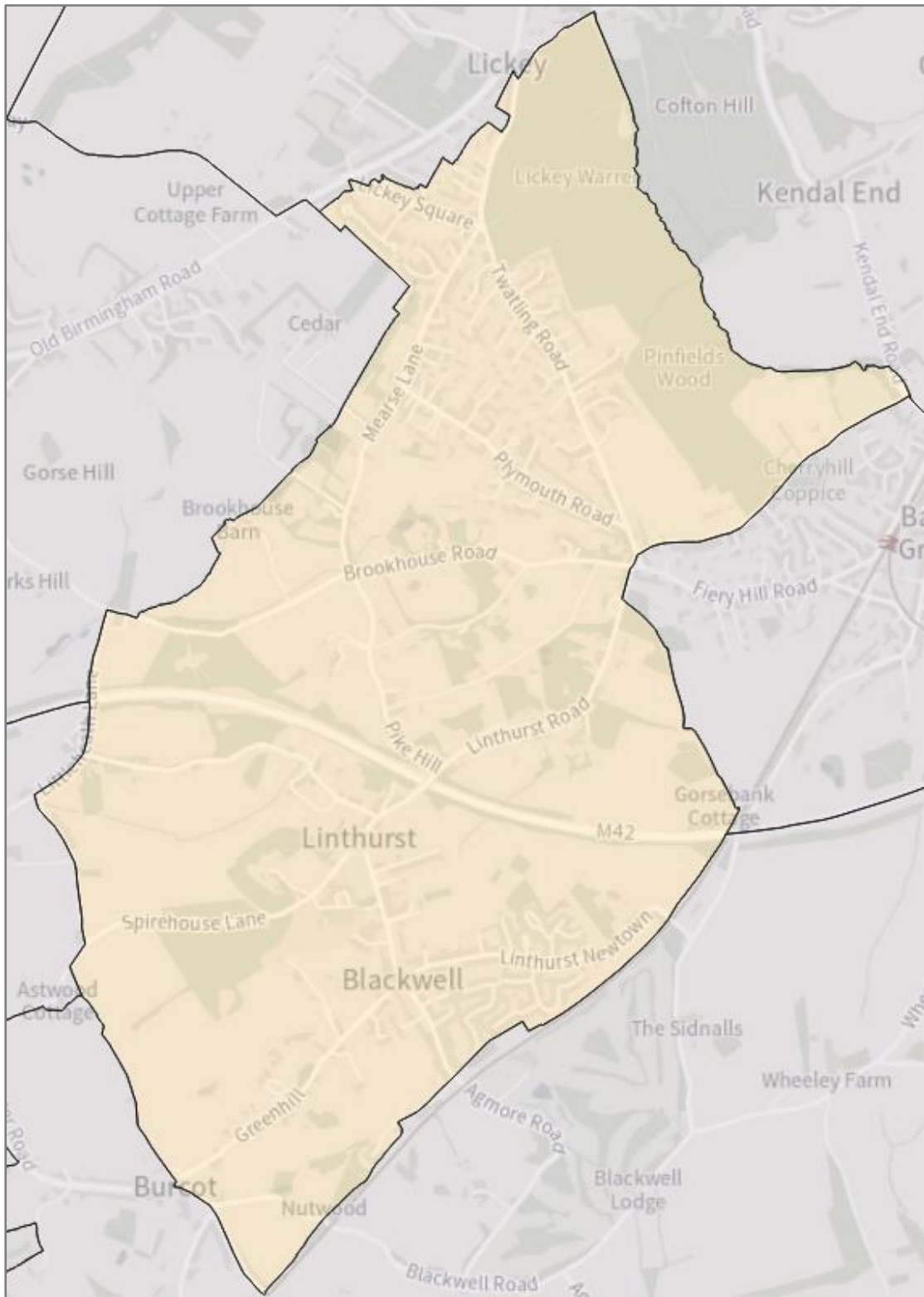
¹³ Based on 2021 Census data

Boundary Description	<p>The current boundary follows Pine Grove, Woodshill Avenue, Lickey Square and Twatling Road to the North. Following through the Lickey Hills Country Park and joining Cherry Hill Road to the East, before crossing down to follow the railway line where the M42 crosses, incorporating Linthurst Road. At the South the boundary joins the Alcester Road and onto Lower Shepley Lane to the West, before joining Little Hurst Lane.</p>	<p>The boundary has been moved at the North of the ward to add properties on Old Birmingham Road, High House Drive and Malvern Road. The Lickey Hills Primary School has also been added into the ward as a result of the boundary move.</p>
Rationale for Proposed Boundary	<p>The current Lickey Hills ward has an elector deficit of -11.04%, which is outside of the LGBCE’s tolerance. The Old Birmingham Road forms part of the Lickey community and those within the Licky Hills ward would make use of facilities moving into the ward, such as the Lickey Hills Primary School.</p>	
Parish Boundaries (Impact on)	<p>The Lickey and Blackwell parish ward boundary between the Lickey and Lickey Monument wards would need to be adjusted to reflect the changes in the district ward boundary.</p>	
Impact Assessment	<p>The proposed boundary adjustments for Lickey Hills ward reduce the electoral variance from -11.04% to -1.11%, bringing it within the LGBCE’s tolerance and ensuring fairer representation. By incorporating areas along Old Birmingham Road, High House Drive, Malvern Road, and Lickey Hills Primary School, the boundary aligns more closely with the local population distribution while adding facilities commonly used by residents of Lickey Hills. These adjustments strengthen representation by bringing in new residents who share common socio-economic characteristics with the existing ward population. With no significant developments anticipated in the area, this boundary change balances the electorate while preserving the ward’s core suburban and semi-rural character.</p>	
Community Identity Considerations	<p>The proposed boundary provides fairer electoral equality as well as community cohesion, by uniting properties along Old Birmingham Road and nearby areas, which form part of the Lickey community. Residents in these areas frequently use shared facilities, fostering a common identity centered on local amenities and green spaces. The inclusion of nearby properties strengthens community identity by grouping residents who share similar access to local services. This adjustment supports the ward’s established identity, ensuring that Lickey Hills remains a cohesive, well-defined community.</p>	
Consultation Feedback (Current Ward Member)	<p>No comments provided by the ward member when consulted.</p>	

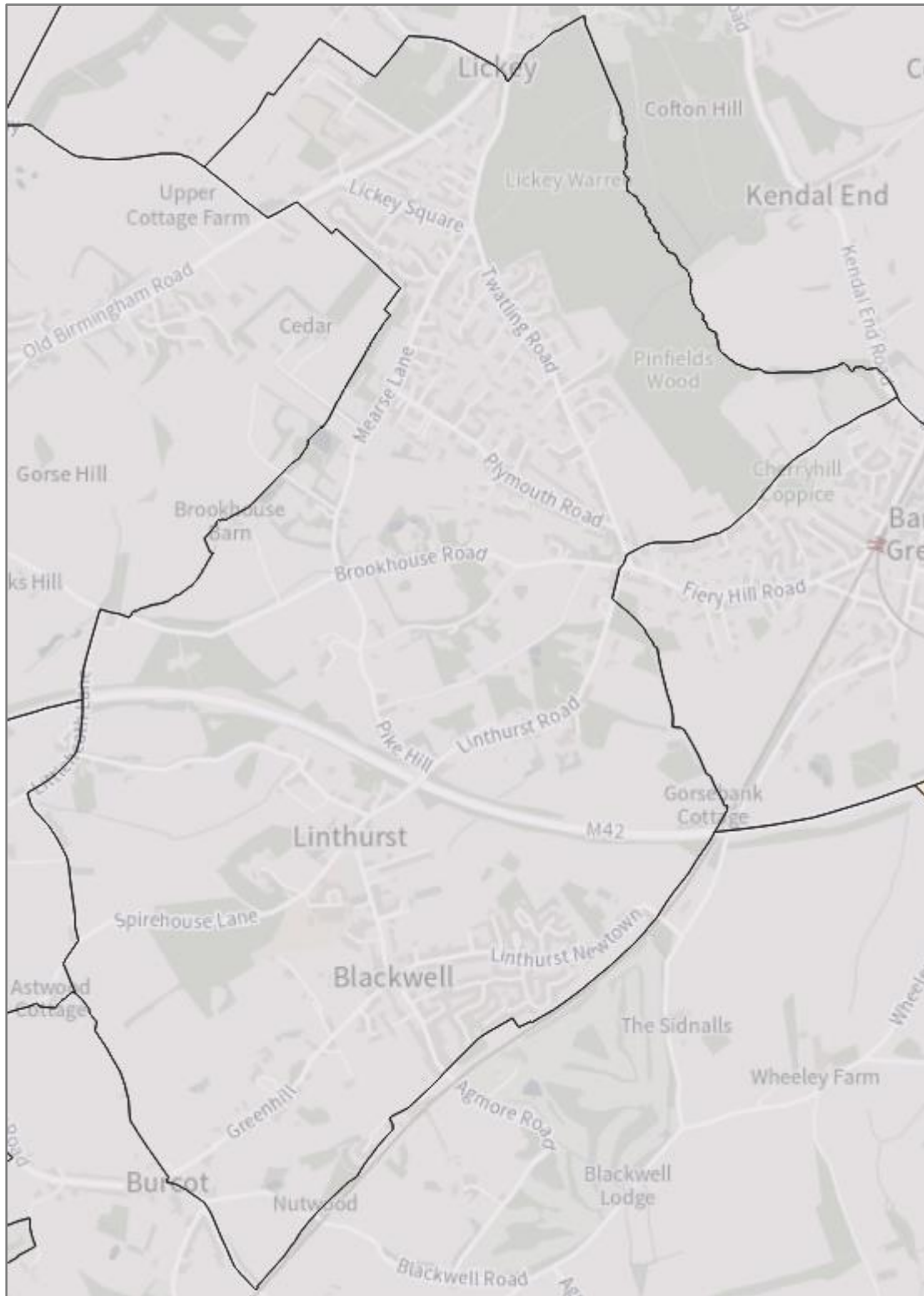
Working Group Comments	The working group reviewed the proposed boundary changes for Lickey Hills ward and expressed agreement with the adjustments. Members recognised that including properties along Old Birmingham Road, High House Drive, Malvern Road, and Lickey Hills Primary School would improve electoral equality and better reflect the natural community boundaries.
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Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.15 Alvechurch South

Section	Current Ward Names: Alvechurch South	Proposed Ward Names: Alvechurch South
Socio-Economic Ward Profile¹⁴	<p>Age Distribution: The population has a significant proportion of working-age adults (30-60 years) and older adults aged 65 and over, with around 25% of the population being retirees. The area appeals to families, but also attracts older residents due to its peaceful, rural environment.</p> <p>Housing: Alvechurch South is characterized by a mix of detached and semi-detached homes, most of which are owner-occupied. Housing in the ward is relatively more expensive compared to neighbouring areas, reflecting its desirability as a suburban location. The area is known for its larger properties and green spaces, which contribute to its rural appeal.</p> <p>Employment: Many residents commute to nearby urban centres like Birmingham and Redditch for work. Common employment sectors include professional services, finance, healthcare, and education. The ward also has a proportion of residents working in skilled trades and manual jobs.</p> <p>Income: Household incomes in Alvechurch South tend to be above the national average, reflecting its middle- to higher-income demographic. The area is home to professionals and families with stable financial backgrounds.</p> <p>Education: Educational attainment in the ward is relatively high, with many residents holding university degrees or professional qualifications. Children within Alvechurch often attend schools in the wider Bromsgrove area.</p> <p>Ethnicity: The ward is predominantly White British, though there has been some gradual increase in diversity over the years, reflecting broader trends in Bromsgrove.</p> <p>Health: Health outcomes in Alvechurch South are generally above average, with many residents reporting good or very good health.</p> <p>Transport: Alvechurch South is well-connected by road, with easy access to the M42 motorway, making it a convenient location for commuters. Alvechurch railway station provides links to Birmingham and Redditch, and public transport is accessible via bus routes.</p> <p>Crime: Crime rates in the ward are relatively low, contributing to its appeal as a safe, family-friendly area.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Alvechurch South: 2475	Alvechurch South: 2529
Details of any large development within the area	None	
Number of Councillors	Alvechurch South: 1	Alvechurch South: 1

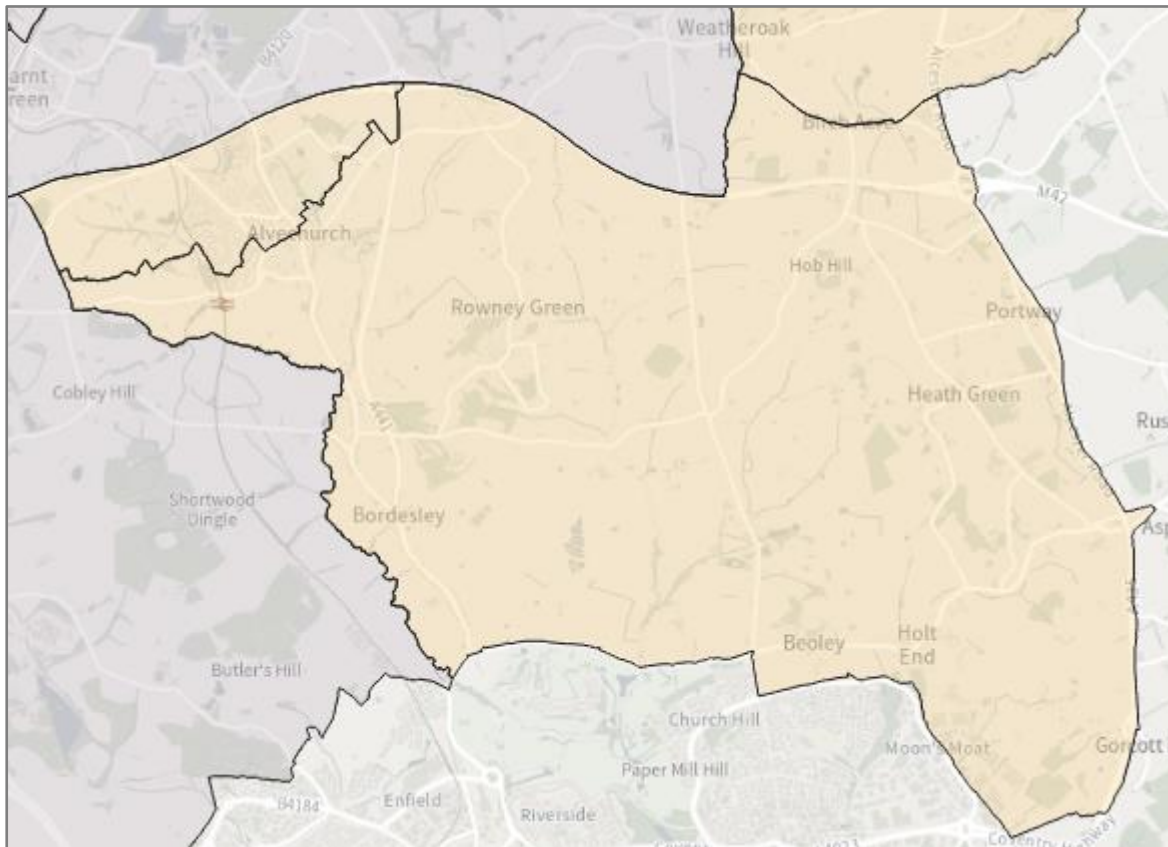
¹⁴ Based on 2021 Census data

Electoral Variance	Alvechurch South: -7.49%	Alvechurch South: -5.48%
Boundary Description	<p>The Alvechurch South boundary follows the M42 to the North, before heading up land towards Watery Lane, turning east to follow the lane to the south. The boundary then turns on to the Alcester Road to make up the Eastern boundary of the ward, incorporating part of Beoley Lane. To the South, the boundary briefly joins the Coventry Highway before running to the North of Ravens Bank Drive. The boundary moves up Icknield Street and onto Dagnell End Road. The boundary to the West follows the River Arrow before joining Scarfield Hill, where it meets the boundary for Alvechurch Village. At the North of the ward, the boundary falls to the South of Wythybed Lane, before joining the railway line and then running to the North of Latimer Road. It runs South along Snake Lane, before moving along Bear Hill. The boundary then moves up Red Lion Street, turning off to the South of Meadow lane before following the River Arrow to Old Rectory Lane, before joining the A441.</p>	<p>The boundary has been extended on Bear Hill to incorporate properties to the North of Bear Hill and St Lawrence Close. It has also moved on to Radford Road moving properties to the North of the road into the Alvechurch Village ward.</p>
Rationale for Proposed Boundary	<p>The proposed boundary adjustments for Alvechurch South were made to ensure better electoral equality while maintaining the ward’s community ties. Changes, such as incorporating properties along Bear Hill and St Lawrence Close, were introduced to create a smoother boundary and maintain strong connections with neighbouring areas. Additionally, properties north of Radford Road were moved into Alvechurch Village ward to ensure a more logical boundary line and better represent the interests of residents in those areas. The wider boundary of Alvechurch South was left intact, as altering it would have a negative impact on the community’s identity and cohesion. The electorate, currently underrepresented by a small margin, provides flexibility for future development within the area, ensuring the ward remains balanced.</p>	
Parish Boundaries (Impact on)	<p>The Alvechurch Parish ward boundaries of Alvechurch Village and Rowney Green and Bordesley would need to be amended to reflect the changes to the district wards.</p>	

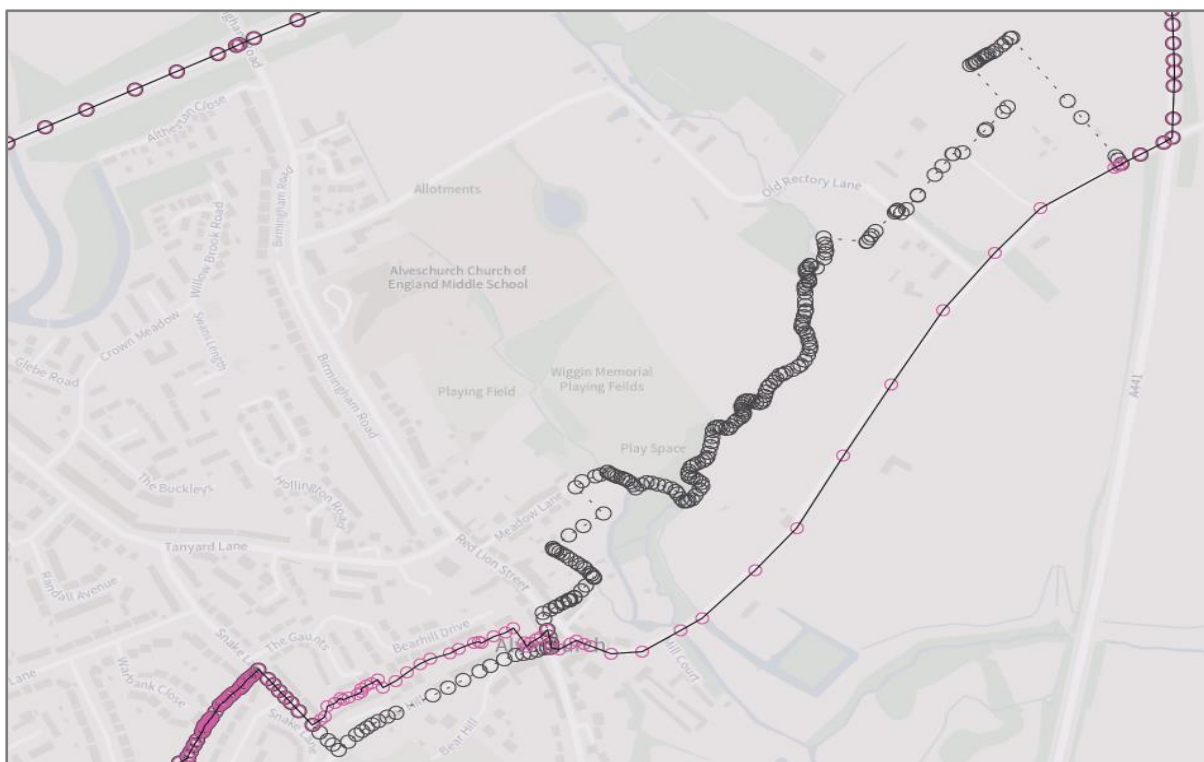
<p>Impact Assessment</p>	<p>The boundary adjustments bring Alvechurch South within the acceptable LGBCE tolerance, reducing the electoral variance from -7.49% to -5.48%. This ensures fairer representation while allowing room for some future growth in the near term.</p> <p>By including properties along Bear Hill and St Lawrence Close, the adjustments ensure that residents continue to be represented in a cohesive and logical way. Moving properties north of Radford Road to Alvechurch Village ward helps improve boundary clarity. These changes ensure that residents receive effective representation without disrupting local services or community relationships.</p>
<p>Community Identity Considerations</p>	<p>The Alvechurch South Ward has a distinct community identity, characterised by its mix of semi-rural and suburban environments, with strong ties to Alvechurch Village and surrounding areas. The changes made, particularly along Bear Hill, reinforce this identity by aligning the boundaries with natural geographic features and the established community.</p> <p>The decision not to alter the wider Alvechurch boundary ensures that the ward’s historic identity remains intact. Expanding beyond these limits would dilute the community cohesion that has developed over time. The changes made to the southern and northern boundaries are in line with maintaining the integrity of the ward, ensuring that Alvechurch South remains a well-connected and identifiable community.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>Officers met with ward member, Cllr A Bailes to discuss the proposed changes. The suggestions for the proposed changes were made by both Alvechurch members. Both ward members did comment that they expect much wider development within the Alvechurch wards in the future, but at present there is no quantifiable development planned.</p>
<p>Working Group Comments</p>	<p>The working group agreed on the proposal, which was created by officers in collaboration with the ward members for Alvechurch.</p>

Maps and Visual Aids

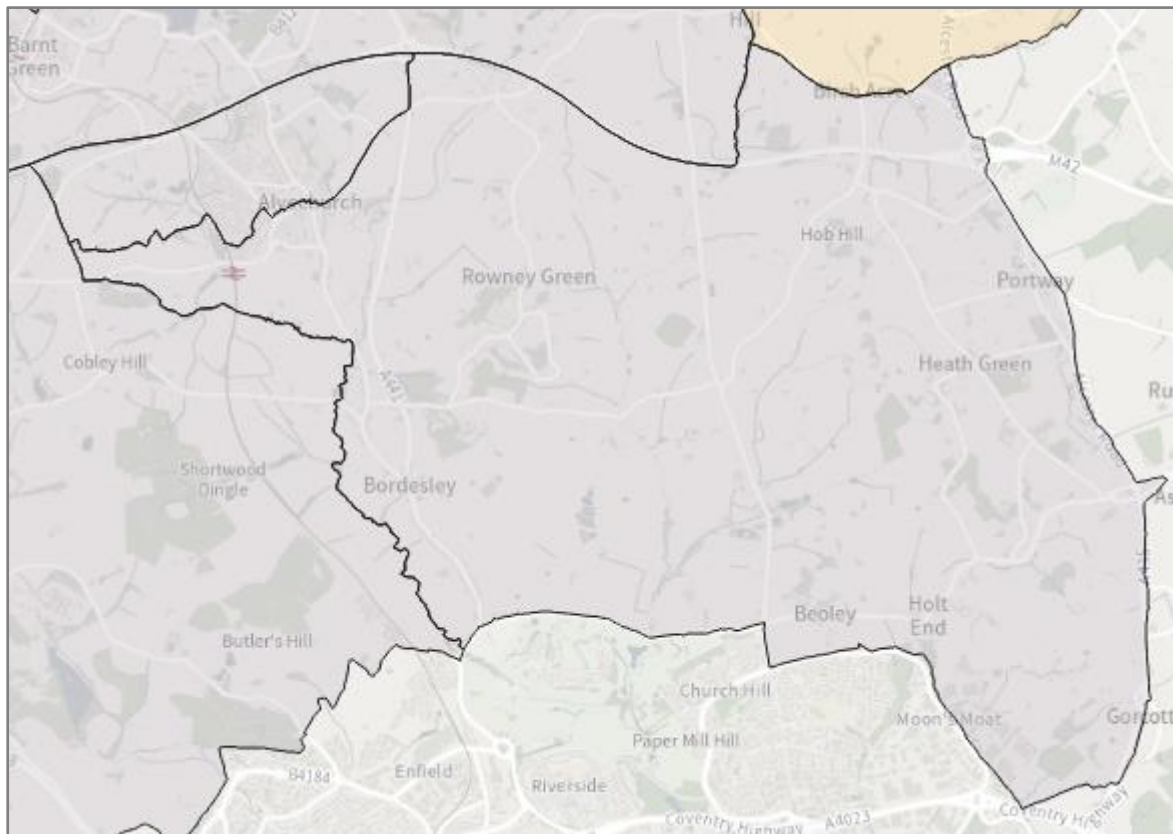
Map 1 Current Ward Boundaries



Map 2 Proposed Boundary Change



Map 3 Proposed Ward Boundaries



5.16 Alvechurch Village

Section	Current Ward Name: Alvechurch Village	Proposed Ward Name: Alvechurch Village
Socio-Economic Ward Profile¹⁵	<p>Age Distribution: The ward has a balanced age profile, with a notable percentage of working-age adults and a growing number of young families. Around 24% of the population is aged 65 or older, making it appealing to both older adults and younger families alike.</p> <p>Housing: The housing in Alvechurch Village is primarily semi-detached and detached homes, with a good portion of terraced houses near the village centre. The majority of homes are owner-occupied, though there is a mix of rental properties. House prices are moderate to high, depending on proximity to the village centre and transport links.</p> <p>Employment: The ward benefits from its proximity to larger urban centres like Birmingham and Redditch, with many residents working in professional, managerial, or administrative roles. Retail, healthcare, and education are also significant employment sectors, along with some small local businesses within the village.</p> <p>Income: Household incomes in Alvechurch Village are slightly above the national median, reflecting a mix of professional and skilled occupations. The village’s proximity to Birmingham makes it a desirable location for commuters.</p> <p>Education: Most Alvechurch pupils go to school in other areas of Bromsgrove, often requiring transport to other areas within the wider Bromsgrove area.</p> <p>Ethnicity: The ward is predominantly White British, though diversity has been slowly increasing in recent years as the village attracts new residents from urban areas.</p> <p>Health: Health outcomes are generally strong, with most residents reporting good health. The ward is close to healthcare services, and the village’s quieter environment supports healthy lifestyles.</p> <p>Transport: Alvechurch Village is well-served by Alvechurch railway station, which provides easy access to Birmingham and Redditch. The ward also has good road links to the M42 motorway, making it a convenient location for commuters. Public transport, including bus services, is readily available.</p> <p>Crime: Crime rates in Alvechurch Village are low.</p>	
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Alvechurch Village: 2373	Alvechurch Village: 2419
Details of any large development within the area	None	
Number of Councillors	Alvechurch Village: 1	Alvechurch Village: 1
Electoral Variance	Alvechurch Village: -11.30%	Alvechurch Village: -9.58%

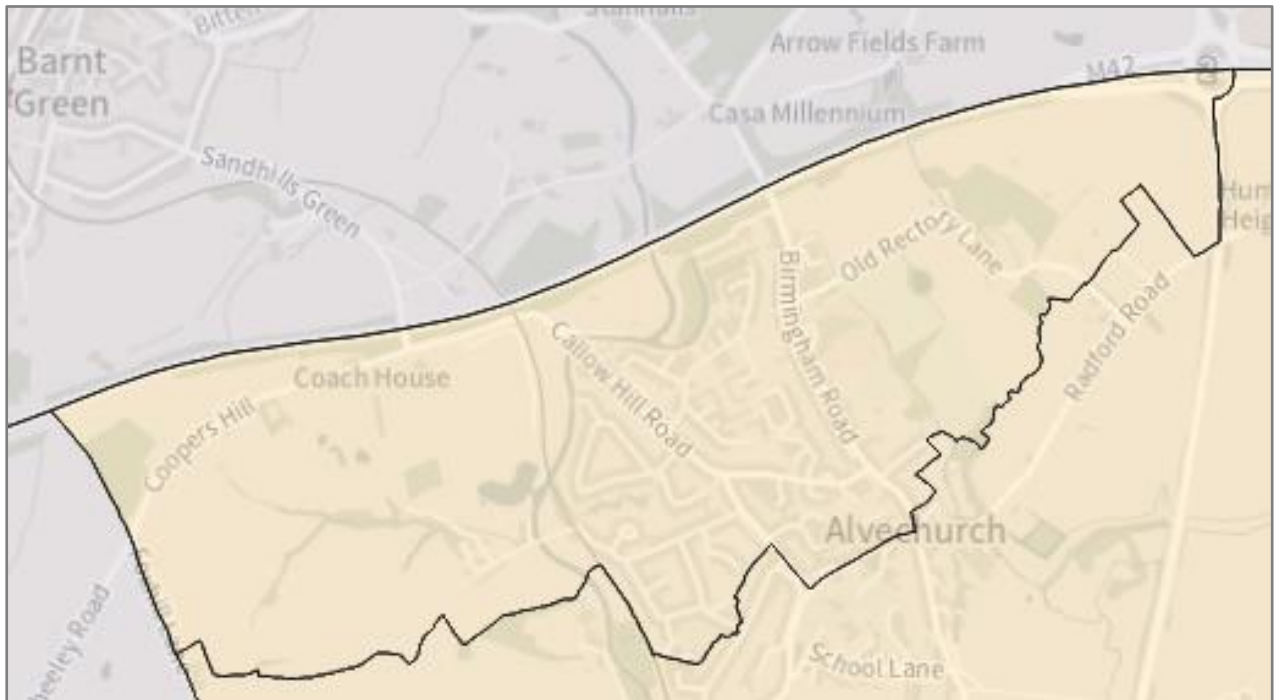
¹⁵ Based on 2021 Census data

<p>Boundary Description</p>	<p>The current Alvechurch South boundary is situated to the North of Foxhill Barns on Foxhill Lane to the West. It runs along the M42 to the North. To the East, it runs along the A441, before joining Radford Road. It includes properties on Radford Road, such as Little Oaks and the Lightwoods before following the River Arrow, joining Red Lion Street then onto Bear Hill. The boundary then moves up onto Snake Lane before moving to the North of Latimer Road and Dellow Grove, joining the railway line. The boundary then moves through land to the North of Scarfield Hill, incorporating Foxhall Barns.</p>	<p>The Alvechurch Village boundary has been extended on to the Radford Road to incorporate the village square as well as properties to the north of Radford Road. On Bear Hill Road, the boundary has been taken up to move properties on Bear Hill and St Laurence Close into the Alvechurch South ward.</p>
<p>Rationale for Proposed Boundary</p>	<p>The proposed boundary changes for Alvechurch Village were made to improve electoral equality and ensure the boundaries reflect natural community divisions. Working closely with ward members, sensible adjustments were introduced, such as moving The Square into Alvechurch Village ward and refining the boundaries along Bear Hill to create a smoother, more logical division that better reflects the communities within.</p> <p>It was deemed inappropriate to alter the wider Alvechurch boundary, as this would have a negative impact on the community's identity. Preserving the core of Alvechurch was essential to maintaining cohesion. The slight electorate shortfall in the ward provides flexibility for any future development within the area in the near term, ensuring the ward can accommodate growth without exceeding electoral limits. These adjustments also bring the variance within the LGBCE's tolerance of +/-10%, achieving a variance of -9.58%.</p>	
<p>Parish Boundaries (Impact on)</p>	<p>The Alvechurch Parish ward boundaries of Alvechurch Village and Rowney Green & Bordesley would need to be amended to reflect the changes to the district wards.</p>	
<p>Impact Assessment</p>	<p>The boundary changes to Alvechurch Village reduce the electoral variance from -11.30% to -9.58%, bringing it within the LGBCE's tolerance of +/-10%. This ensures that the ward remains well-balanced while allowing room for future housing developments without disrupting electoral fairness.</p> <p>The inclusion of properties from The Square ensures the population reflects the natural community makeup of Alvechurch Village, while the movement of properties along Bear Hill into Alvechurch South creates a more appropriate boundary that benefits both wards. The adjustments ensure that residents in both areas receive effective and equitable representation. It is not envisaged that there will be any negative impact as a result of the proposed changes.</p>	

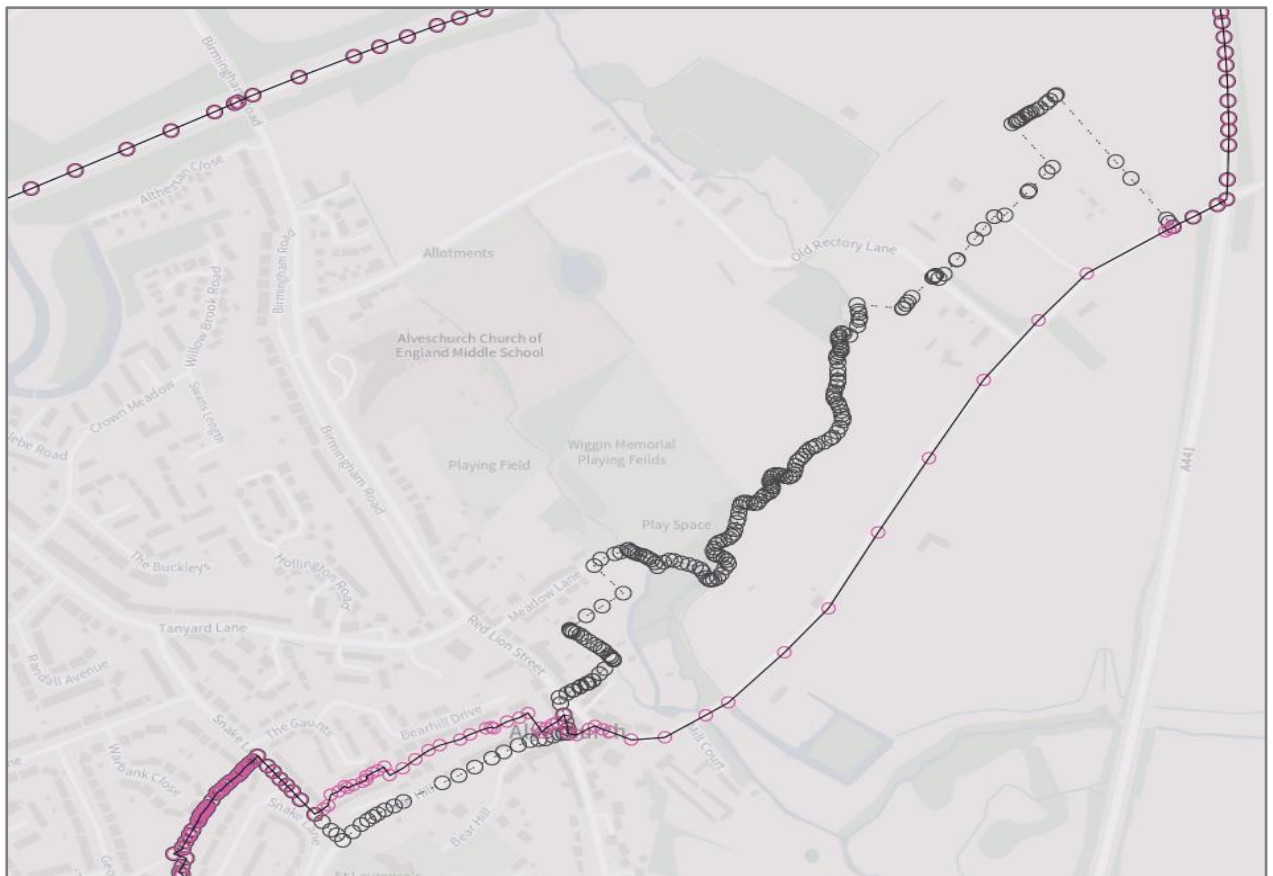
<p>Community Identity Considerations</p>	<p>Alvechurch Village is located around the historic village, with a strong sense of community identity that remains integral to the ward’s character. The changes, such as including The Square, reinforce this identity by aligning the ward with natural geographic divisions. The decision not to alter the wider Alvechurch boundary was critical to preserving the village’s unique identity. Expanding beyond the existing boundaries was not believed to be appropriate in order to secure further electoral equality. By making targeted, sensible changes, the ward remains cohesive and continues to reflect the close-knit community of Alvechurch, while also ensuring the most appropriate ward pattern for both Alvechurch wards.</p>
<p>Consultation Feedback (Current Ward Member)</p>	<p>Officers met with the ward member, Cllr R Bailes to discuss proposals for the ward, resulting in the proposed changes. Both ward members for Alvechurch did comment that they expect much wider development within the Alvechurch wards in the future, but at present there is no quantifiable development planned.</p>
<p>Working Group Comments</p>	<p>The working group agreed on the proposal, which was created by officers in collaboration with the ward members for Alvechurch.</p>

Maps and Visual Aids

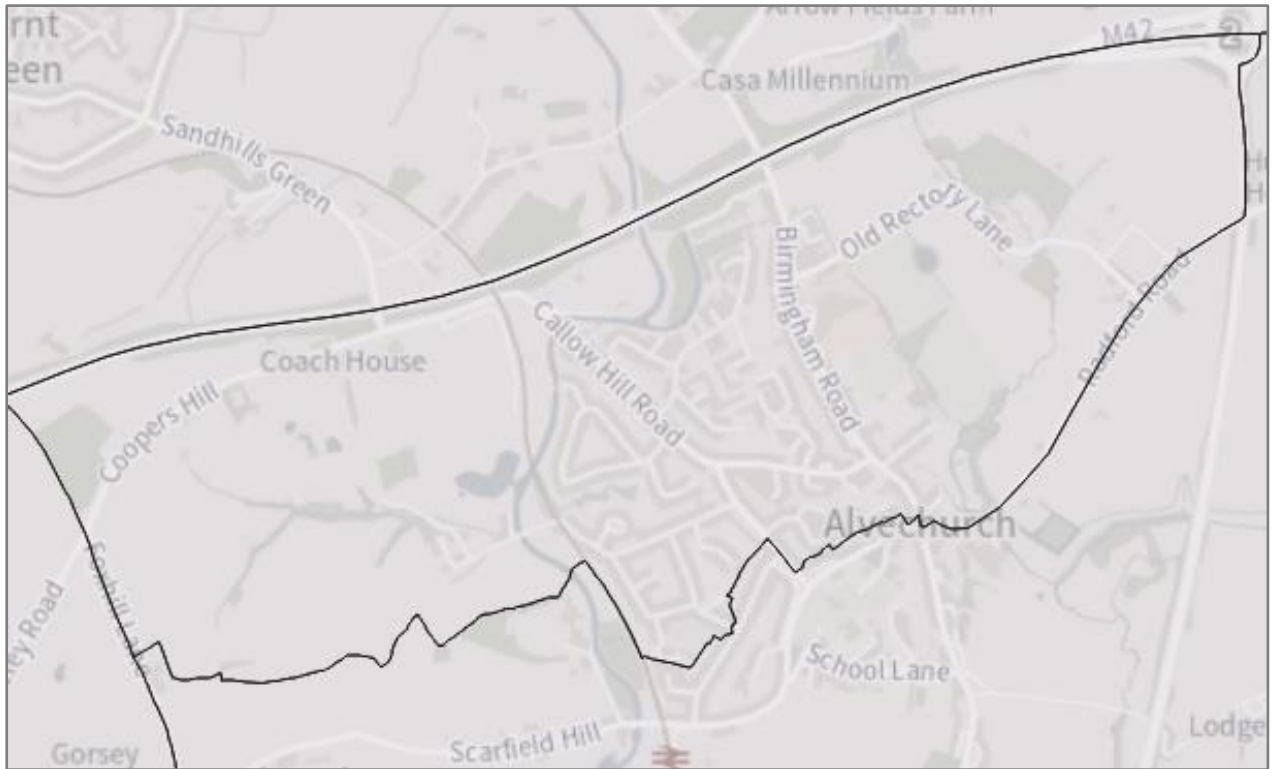
Map 1 Current Ward Boundaries



Map 2 Proposed Boundary Change



Map 3 Proposed Ward Boundaries

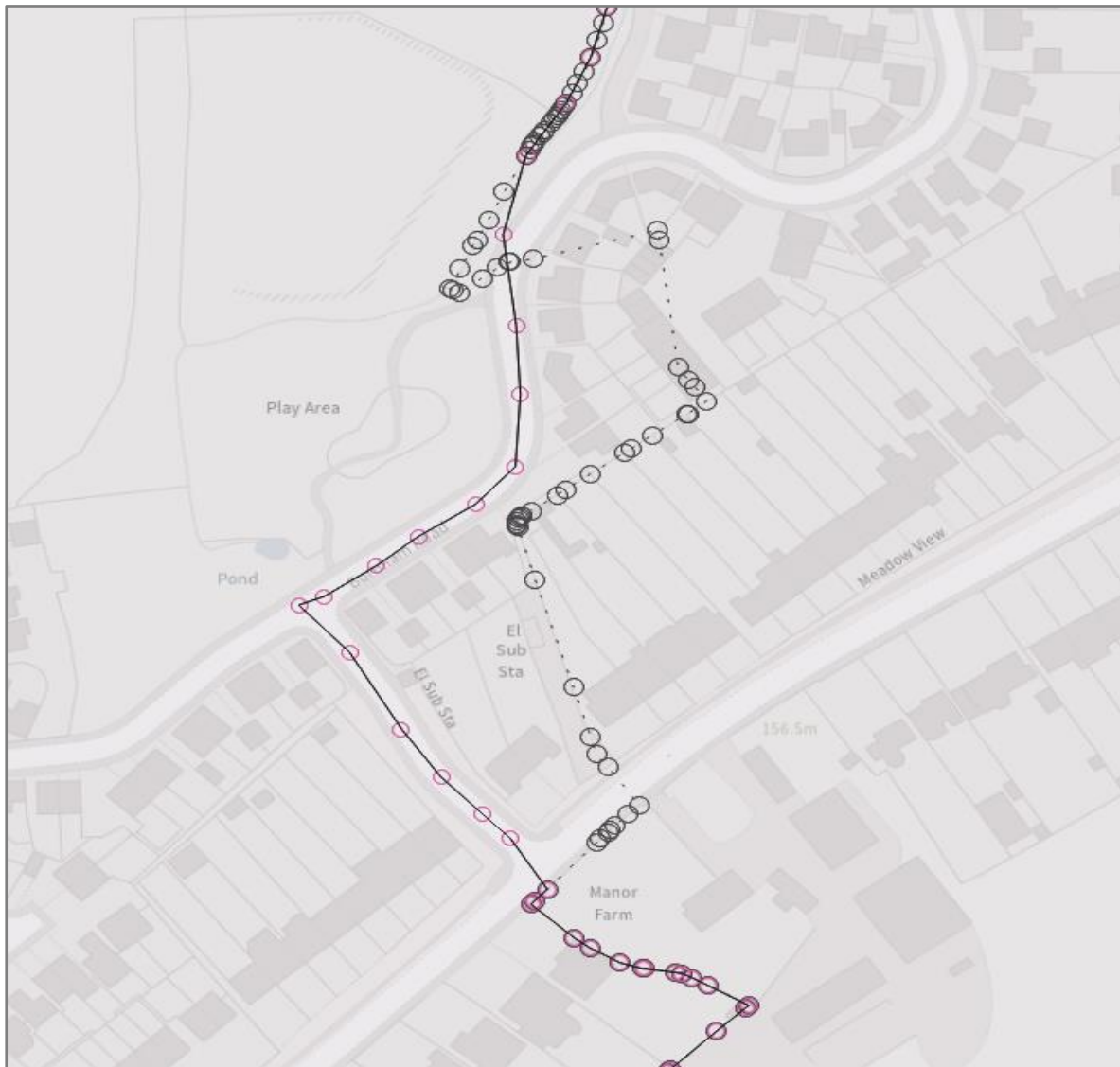


5.17 Wythall East & Wythall West – A small boundary amendment is proposed between the current Wythall East & Wythall West ward boundaries.

Section	Current Ward Name: Wythall East & Wythall West	Proposed Ward Name: Wythall East & Wythall West
Projected Electorate (5 years)	Current Ward	Proposed Ward
	Wythall East: 2598 Wythall West: 2421	Wythall East: 2566 Wythall West: 2453
Details of any large development within the area	None	
Number of Councillors	Wythall East: 1 Wythall West: 1	Wythall East: 1 Wythall West: 1
Electoral Variance	Wythall East: -2.98% Wythall West: -9.51%	Wythall East: -4.25% Wythall West: -8.35%
Proposed Boundary Amendment	A small Boundary amendment is proposed on Burnham Road to correct a boundary anomaly which moves through properties on Burnham Road, the boundary moves 32 electors from the Wythall West ward into the Wythall East ward and provides a more coherent boundary as well as slightly improving the electoral variance.	
Parish Boundaries (Impact on)	The boundary between the Wythall Health ward and the Grimes Hill ward of Wythall Parish will need to be amended to reflect the changes to the district ward boundaries.	
Consultation Feedback (Current Ward Member)	The ward member for Wythall West suggested the amendment to create a more coherent boundary.	
Working Group Comments	The working group agreed the proposed changes and noted it corrects a boundary anomaly and improves electoral parity within the two wards.	

Maps and Visual Aids

Map 1 Proposed Boundary Change



6. Conclusion

- 6.1** In conclusion, the proposed ward pattern for Bromsgrove District Council achieves a balance between electoral equality, community cohesion, and effective local governance. Through careful adjustments, this pattern aligns with the LGBCE's core principles, ensuring that all wards are within the tolerance of +/-10% electoral variance.
- 6.2** The adjustments made address the areas of significant population growth and accommodate future developments, especially in wards such as Perryfields, to maintain long-term balance in representation. Community identity has been prioritised, with boundaries reflecting natural divisions and shared amenities, thus enhancing residents' access to relevant local services and community networks.
- 6.3** The unaltered wards highlight areas where existing boundaries successfully meet LGBCE's standards, preserving stability for those communities. The approach taken by the working group reflects collaboration with ward members and a comprehensive analysis of demographic changes and local needs, providing a robust structure for Bromsgrove District Council's representation moving forward.
- 6.4** It is therefore requested that the LGBCE accept the new ward pattern as set out in this document for its draft recommendations published in May 2025.

Council
2024

4th December

Political Balance Report

Relevant Portfolio Holder		Councillor Karen May	
Portfolio Holder Consulted			
Relevant Head of Service		Claire Felton, Head of Legal, Democratic and Property Services	
Report Author Claire Felton	Job Title: Assistant Director of Legal, Democratic and Procurement Services Contact c.felton@bromsgroveandredditch.gov.uk Contact Tel: (01527) 64252	email:	
Wards Affected		All	
Ward Councillor(s) consulted		N/A	
Relevant Council Priority		Sustainability	
Non-Key Decision			
If you have any questions about this report, please contact the report author in advance of the meeting.			

1. RECOMMENDATIONS

Council is asked to RESOLVE that:-

- 1) **for the remainder of the 2024/25 Municipal Year, the Committees set out in the table in Appendix 1 of the report be appointed and that the representation of the different political groups on the Council on those Committees be as set out in that table until the next Annual Meeting of the Council, or until the next review of political representation under Section 15 of the Local Government and Housing Act 1989, whichever is the earlier.**
- 2) **Members be appointed to the Committees and as substitute members in accordance with nominations to be made by Group Leaders.**

2. BACKGROUND

- 2.1 The political balance is reported for Members' consideration at Annual Council meetings.
- 2.2 Further reports in respect of the political balance may be presented for Council's consideration during the municipal year should there be a change to the political composition of the authority.

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2.3 This report has been prepared due to changes arising to the political balance of the Council since the previous full Council meeting.

3. OPERATIONAL ISSUES

3.1 The rules of political proportionality mean that the political balance of the Council needs to be reflected in the political composition of individual Boards and Committees. In addition, the total number of seats allocated to each group must reflect the political balance of the Council.

3.2 The proposed allocation of seats on each Board/Committee is done on a strict mathematical basis.

3.3 The political balance calculations have been reviewed following a by-election at the Council. The membership of the Council now comprises 11 Conservative members, 7 Liberal Democrat members, 6 Labour members, 5 Independents 2024 members and 2 non-aligned members.

4. FINANCIAL IMPLICATIONS

4.1 There are no specific financial implications.

5. LEGAL IMPLICATIONS

5.1 Sections 15 -17 of the Local Government and Housing Act 1989 place a duty on Councils to allocate the seats on certain committees in proportion to the size of the political groups on the Council.

5.2 A review of the political balance must take place as soon as is reasonably possible after a change occurs to the Council's political balance.

6. OTHER - IMPLICATIONS

Relevant Council Priority

6.1 This review of the Council's political balance is required following changes to the membership of political groups at the Council. The review will help to ensure that the Council remains sustainable.

Climate Change Implications

6.2 There are no specific climate change implications.

Equalities and Diversity Implications

6.3 There are no specific equalities and diversity implications.

Council
2024

4th December

7. RISK MANAGEMENT

- 7.1 Given there is a legal duty on Councils to allocate the seats on certain Committees in proportion to the size of the political groups on the Council, Members do need to agree the political balance.
- 7.2 There is a risk that if a political balance is not agreed for the Council this could cause reputational damage.

8. APPENDICES and BACKGROUND PAPERS

Appendix 1 – Political Balance

9. REPORT SIGN OFF

Department	Name and Job Title	Date
Lead Portfolio Holder	Councillor Karen May, Leader of the Council and Portfolio Holder for Strategic Partnerships and Enabling	
Lead Director / Head of Service	Claire Felton, Head of Legal, Democratic and Property Services	
Financial Services	Pete Carpenter, Interim Section 151 Officer	
Legal Services	Claire Felton, Head of Legal, Democratic and Property Services	

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Agenda Item 10

APPENDIX 1 POLITICAL BALANCE CALCULATION December 2024 Council meeting

The figures in *italics* are the mathematical calculations.

Committee	Cons 11 <i>35.48% of total</i>	Lab 6 <i>19.35% of total</i>	Lib Dems Dem 7 <i>22.58% of total</i>	Independents 2024 5 <i>16.13% of total</i>	Non-aligned Cllr Peters 1 <i>3.23% of total</i>	Non-aligned Cllr Baxter 1 <i>3.23% of total</i>	Total
Overview and Scrutiny Board	4 <i>3.90</i>	2 <i>2.13</i>	2 <i>2.48</i> <i>*Take 3 seats instead of 2</i>	2 <i>1.77</i>	0 <i>0.36</i>	0 <i>0.36</i>	10 11 members on Board <i>11</i>
Licensing Committee	5 <i>4.61</i>	3 <i>2.52</i>	3 <i>2.94</i>	2 <i>2.10</i> <i>*Take 1 seat only</i>	0 <i>0.42</i> <i>*Take 1</i>	0 <i>0.42</i>	13 13 members on Cttee <i>13</i>
Planning Committee	4 <i>3.90</i>	2 <i>2.13</i>	2 <i>2.48</i>	2 <i>1.77</i>	0 <i>0.36</i>	0 <i>0.36</i> <i>*Take 1</i>	10 11 members on Cttee <i>11</i>
Audit, Stds & Gov'ce Committee	4 <i>3.90</i>	2 <i>2.13</i>	2 <i>2.48</i>	2 <i>1.77</i>	0 <i>0.36</i> <i>*Take 1</i>	0 <i>0.36</i>	10 11 members on Cttee <i>11</i>
Electoral Matters Cttee	2 <i>2.48</i>	1 <i>1.35</i>	2 <i>1.58</i>	1 <i>1.13</i>	0 <i>0.23</i>	0 <i>0.23</i> <i>*Take 1</i>	6 7 members on Cttee <i>7</i>
Appointments	2 <i>1.77</i>	1 <i>0.97</i>	1 <i>1.13</i>	1 <i>0.81</i>	0 <i>0.16</i>	0 <i>0.16</i>	5 5 members on Cttee <i>5</i>
Entitled to	21	11	13	9	2	2	58
TOTAL received	21	11	12	10	0	0	54
<i>Exact Mathematical Entitlement</i>	<i>20.58</i>	<i>11.22</i>	<i>13.10</i>	<i>9.36</i>	<i>1.87</i>	<i>1.87</i>	58
Final Total	21	11	13	9	2	2	58

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BROMSGROVE DISTRICT COUNCIL

MEETING OF THE CABINET

MONDAY 21ST OCTOBER 2024, AT 10.00 A.M.

PRESENT: Councillors K.J. May (Leader), S. J. Baxter (Deputy Leader),
B. McEldowney, K. Taylor and S. A. Webb

Officers: Mr P. Carpenter and Mrs J. Gresham

31/24 **TO RECEIVE APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors S. Colella and P. Whittaker.

32/24 **DECLARATIONS OF INTEREST**

Councillors K. May, S. Baxter and K. Taylor declared an Other Disclosable Interest in respect of minute item 37/24.

33/24 **TO CONSIDER ANY URGENT BUSINESS, DETAILS OF WHICH HAVE BEEN NOTIFIED TO THE HEAD OF LEGAL, DEMOCRATIC AND PROPERTY SERVICES PRIOR TO THE COMMENCEMENT OF THE MEETING AND WHICH THE CHAIRMAN, BY REASON OF SPECIAL CIRCUMSTANCES, CONSIDERS TO BE OF SO URGENT A NATURE THAT IT CANNOT WAIT UNTIL THE NEXT MEETING**

There was no Urgent Business on this occasion.

34/24 **TO CONFIRM THE ACCURACY OF THE MINUTES OF THE MEETING OF THE CABINET HELD ON 11TH SEPTEMBER 2024**

The minutes of the Cabinet meeting held on 11th September 2024 were submitted for Members' consideration.

RESOLVED that the minutes of the Cabinet meeting held on 11th September 2024 be approved and signed as a true and accurate record by the Leader.

35/24

MINUTES OF THE MEETING OF THE OVERVIEW AND SCRUTINY BOARD HELD ON 10TH SEPTEMBER 2024

The minutes of the Overview and Scrutiny Board meeting held on 10th September 2024 were submitted for Members’ consideration. It was noted that the Woodland Creation Application had been pre-scrutinised at the meeting held on 17th October 2024. There had been no recommendations made by the Board in respect of this report at the meeting. It was confirmed that there were no further outstanding recommendations from the Board from the meeting held on 10th September 2024.

RESOLVED that the minutes from the Overview and Scrutiny Board meeting held on 10th September 2024 be noted.

36/24

TO CONSIDER, AND IF CONSIDERED APPROPRIATE, TO PASS THE FOLLOWING RESOLUTION TO EXCLUDE THE PUBLIC FROM THE MEETING DURING THE CONSIDERATION OF ITEM(S) OF BUSINESS CONTAINING EXEMPT INFORMATION:-

RESOLVED that under Section 100 I of the Local Government Act 1972, as amended, the public be excluded from the meeting during the consideration of the following item of business on the grounds that it involves the likely disclosure of exempt information as defined in Part I of scheme 12A to the Act, as amended, the relevant paragraph of that part, in each case, being as set out below and that it is in the public interest to do so:

Minute Item No.	Paragraph
37/24	3

37/24

WOODLAND CREATION APPLICATION (REPORT TO FOLLOW)

The Deputy Chief Executive presented the report Woodland Creation Application report for Members’ consideration.

RESOLVED that in principle the Woodland Creation Application initiative be approved and if the bid be successful included in the 2025/6 Tranche 1 MTFP.

(During consideration of this item, Members discussed matters that necessitated the disclosure of exempt information. It was therefore agreed to move to exclude the press and public prior to any debate on the grounds that information would be revealed Information relating to

Agenda Item 11

Cabinet
21st October 2024

the financial or business affairs of any particular person (including the authority holding that information)).

The meeting closed at 10.47 a.m.

Chairman

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Bromsgrove District Council – 4th December 2024 Member Questions

1. From Councillor M. Marshall

Question for the Cabinet Member for Planning and Regulatory Services

“Can the Cabinet Member confirm what action is being taken to challenge and reverse Worcs Highways’ unacceptable stance not to attend future Bromsgrove Planning Committee meetings which:

- compromises the professional integrity and independence of our planning officers who will be required to accept and present Worcs Highways evidence at Committee without question
- undermines the legitimate need for members to scrutinise the evidence of a key statutory consultee
- erodes public confidence in the democratic accountability of Highways and the planning process for decisions impacting the District’s residents?”

2. From Councillor J. Clarke

Question for the Leader

“Will you take action to ensure that Bromsgrove retains its Fairtrade Town status?”

3. From Councillor S. Evans

Question for the Cabinet Member for Finance

“Nationally it has been revealed that not all households eligible for council tax reduction on the grounds of severe mental impairment are receiving it. Do we know what proportion of eligible households in Bromsgrove are actually receiving their entitlement?”

4. From Councillor J. Robinson

Question for the Cabinet Member for Strategic Housing and Health and Wellbeing

“Are all the new homes on the Council’s Burcot Lane Development now occupied?”

5. From Councillor R. Hunter

Question for the Leader

“What are your priorities for ensuring the proposals in the English Devolution White Paper work in the best interests of Bromsgrove?”

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NOTICE OF MOTION

The following Notice of Motion has been submitted in accordance with Procedure Rule 10 by Councillor S. Evans:

“Private school business rates

Council calls on Cabinet as part of the budget setting process for 2025/26 to ring fence any additional income that will result from the move by central Government to impose business rates on private schools (and that is retained by Bromsgrove District). The ring fenced pot will be used to fund development activities for young people as part of the Council’s leisure and culture brief and this will include activities aimed at supporting the development of SEND young people.”

NOTICE OF MOTION

The following Notice of Motion has been submitted in accordance with Procedure Rule 10 by Councillor D. Hopkins:

“With the welcomed £700000 given to this council by the Labour Government to enable brownfield sites to be built upon and recognising that each property built on a brownfield site will ease the pressure on our precious greenbelt, we call upon the Cabinet to immediately commission an audit of available brownfield sites, enabling the development of these sites to be carried out as soon as possible.”

By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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