



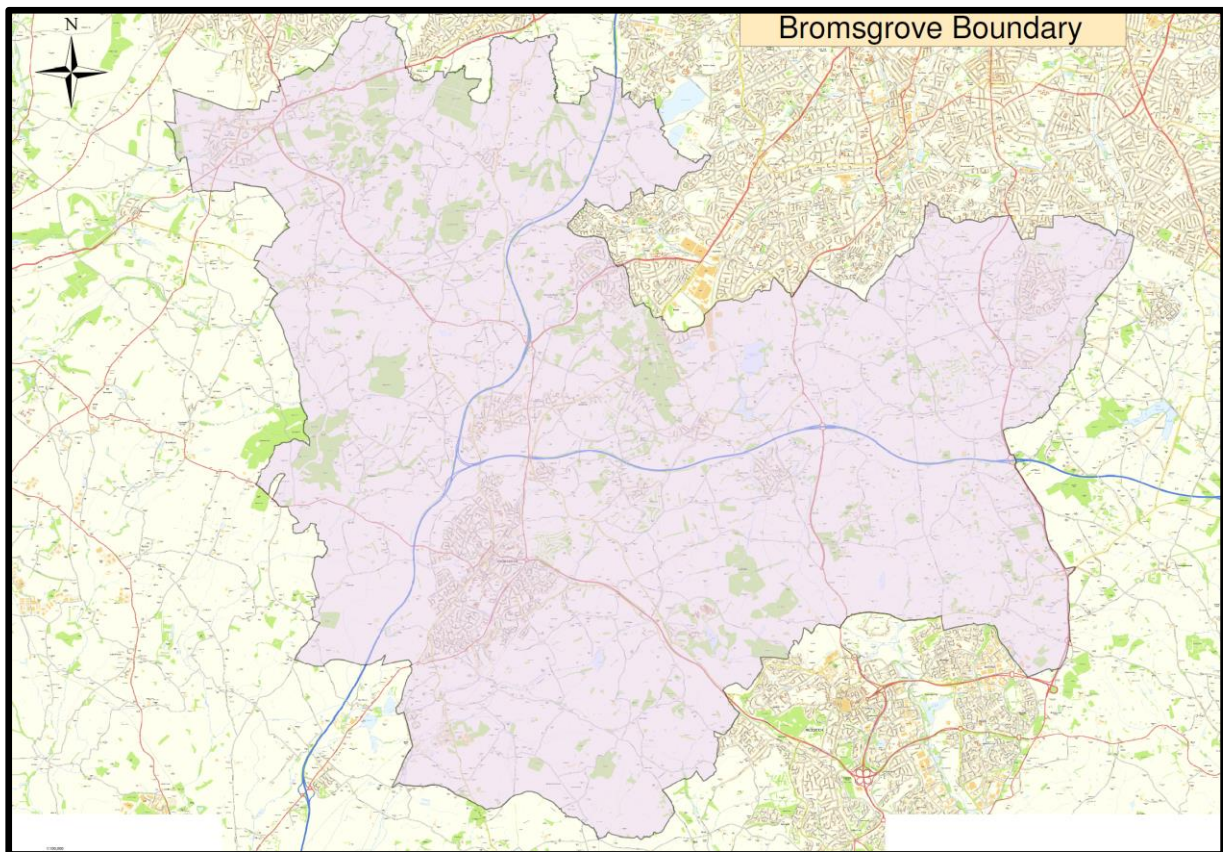
Bromsgrove
District Council

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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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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.

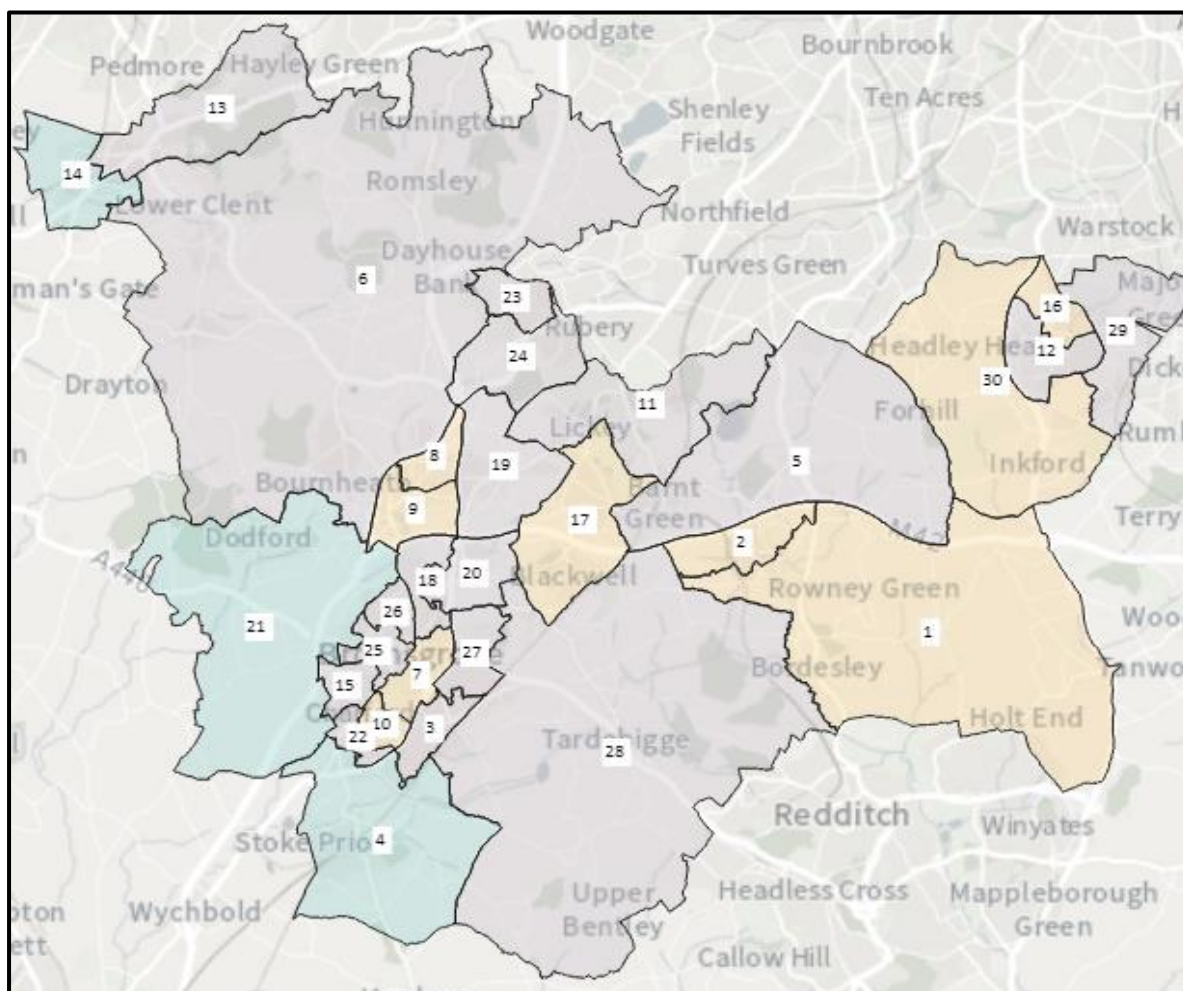
Effective and convenient local government: The proposed adjustments are designed to enable councillors to represent their wards effectively, ensuring smooth delivery of local government services.

To be updated after Electoral Matters Committee and Full Council.

- 1.6** The Council’s proposed ward patterning was considered at a meeting of the Electoral Matters Committee on ...
- 1.7** At Full Council on ...

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.

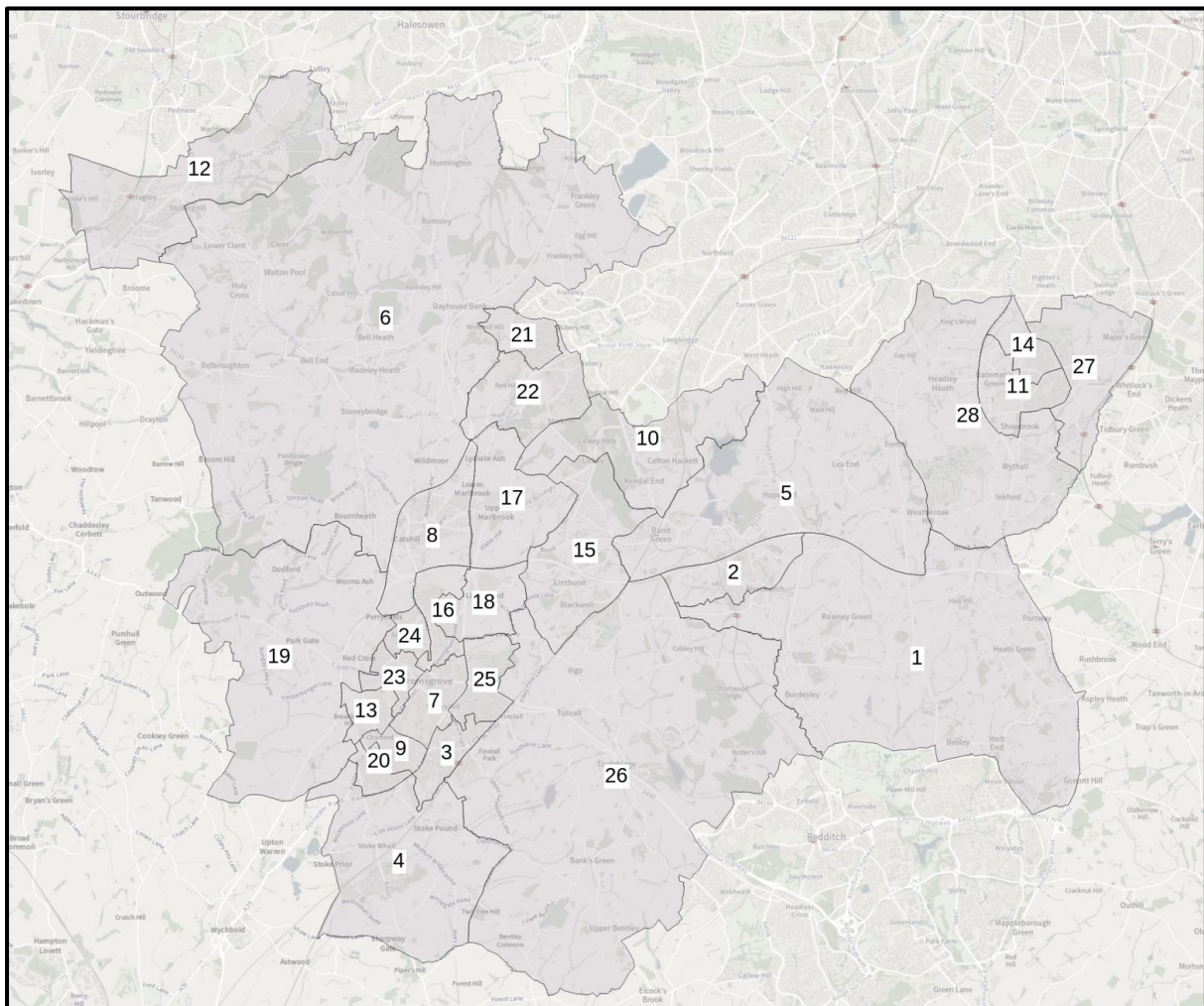
3.5 The group initially reviewed areas with the largest electoral variances, as these needed the most urgent adjustment to comply with the LGBCE's tolerance limits. Perryfields was amongst the first areas considered, where large developments and population growth necessitated boundary changes. For each 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		

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	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

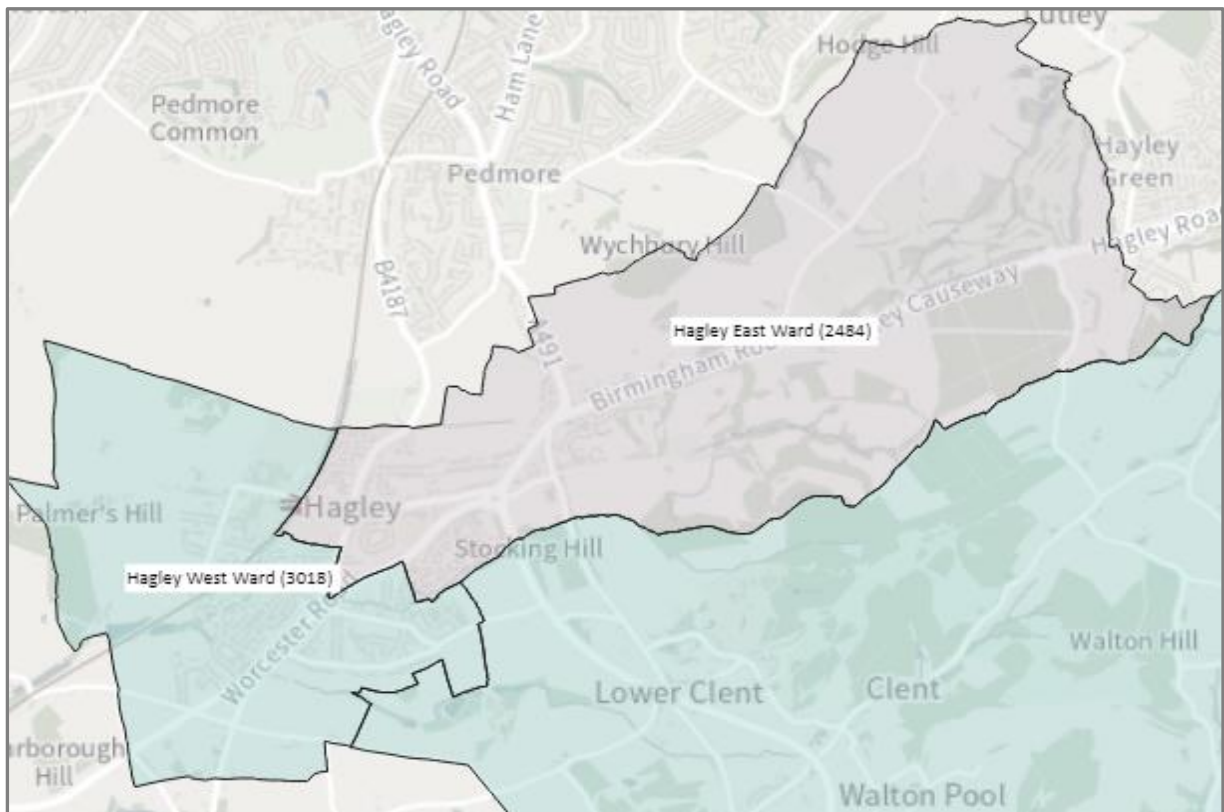
¹ Based on 2021 Census data

	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.	to create one, two-member ward.
Rationale for Boundaries	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.	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.
Parish Boundaries (Impact on)	There are three parish wards within the Hagley parish. There is no proposed change to these parish wards.	
Impact Assessment	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.	

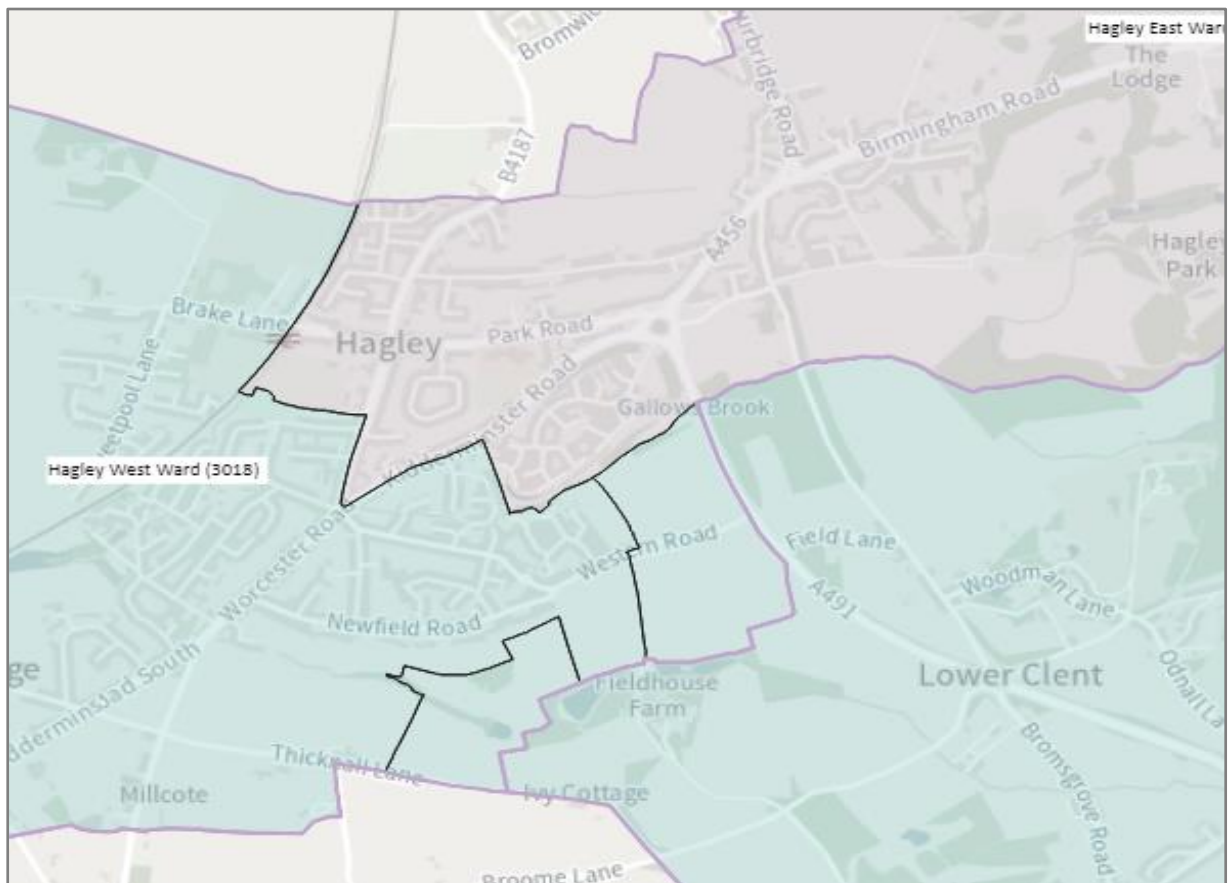
<p>Community Identity Considerations</p>	<p>Hagley has a strong sense of community identity, with shared access to local amenities, schools, and recreational facilities. The decision to maintain Hagley’s broader boundary while merging the two existing wards reflects the cohesive nature of the village, 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

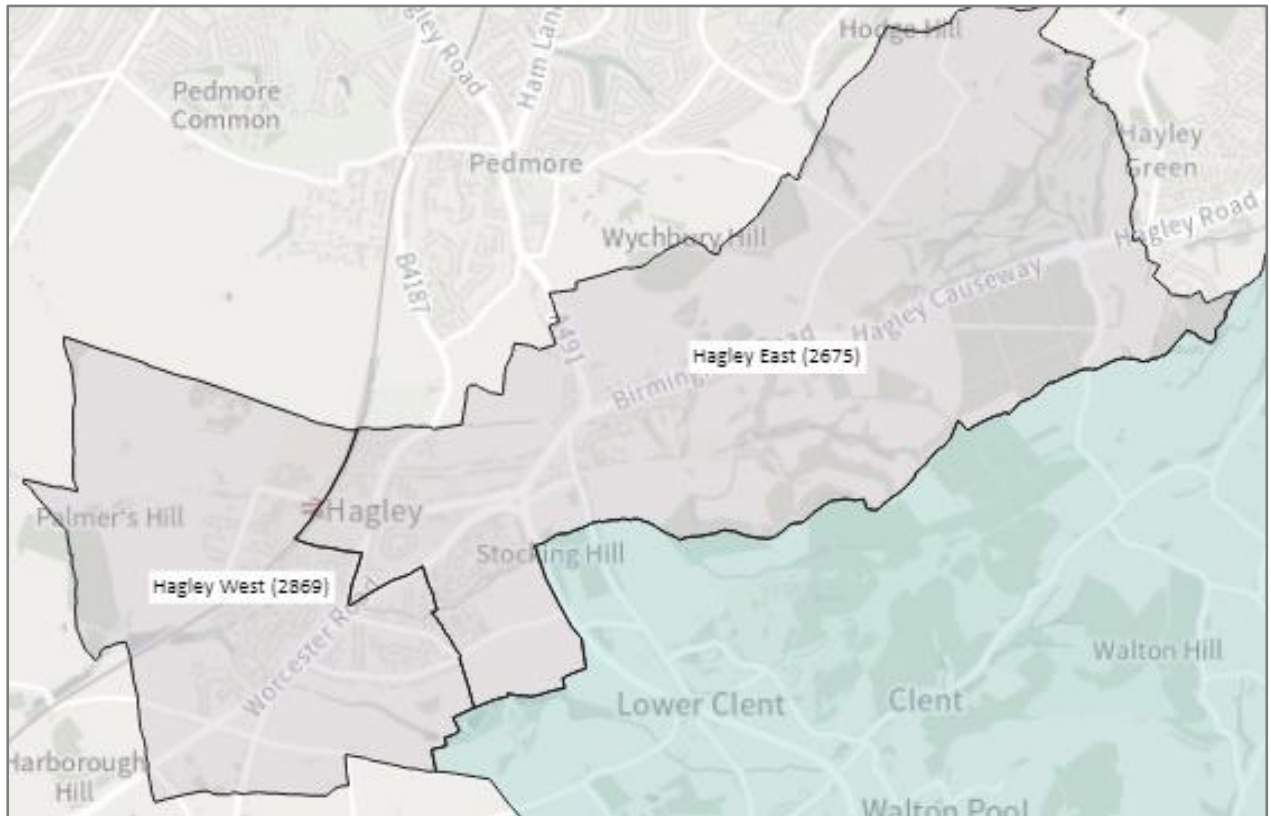
Map 1 Current ward boundaries



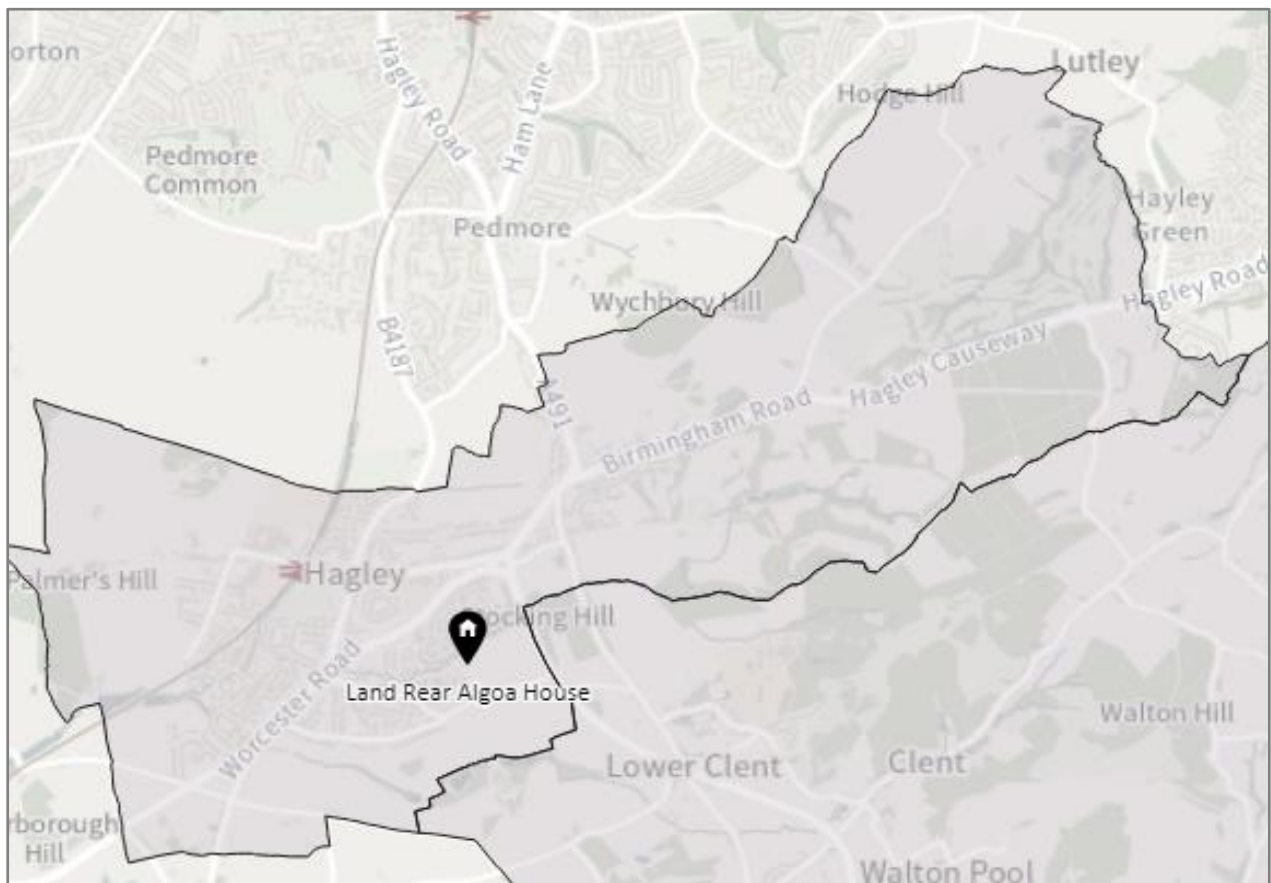
Map 2 Discrepancy between ward boundary and parish boundary



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

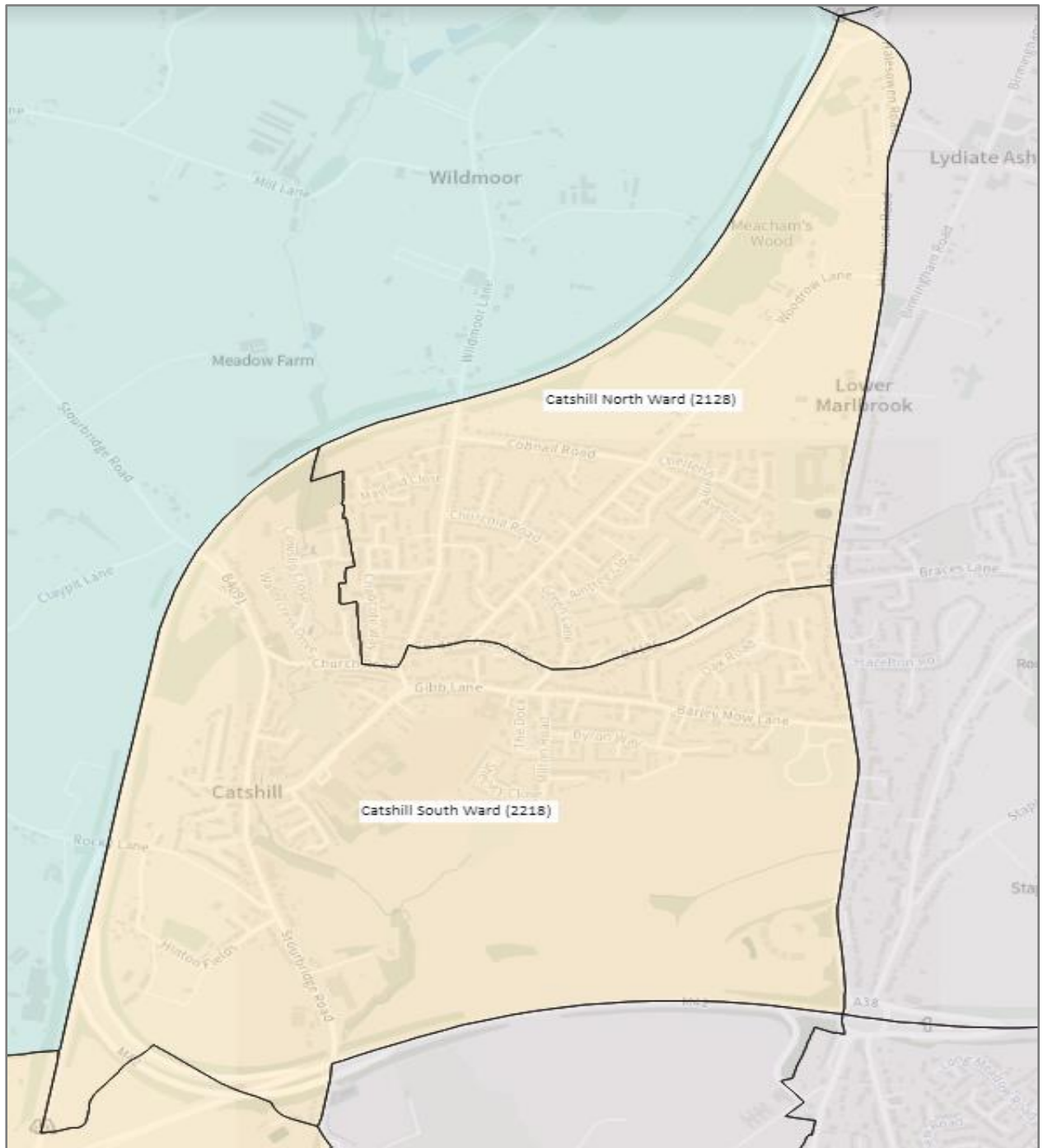
² Based on 2021 Census data

	<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>	include Phases 1 & 3 of the Perryfields development.
Rationale for Boundaries	<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>
Parish Boundaries (Impact on)	No proposed impact on the Catshill & North Marlbrook Parish.	
Impact Assessment	<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>	

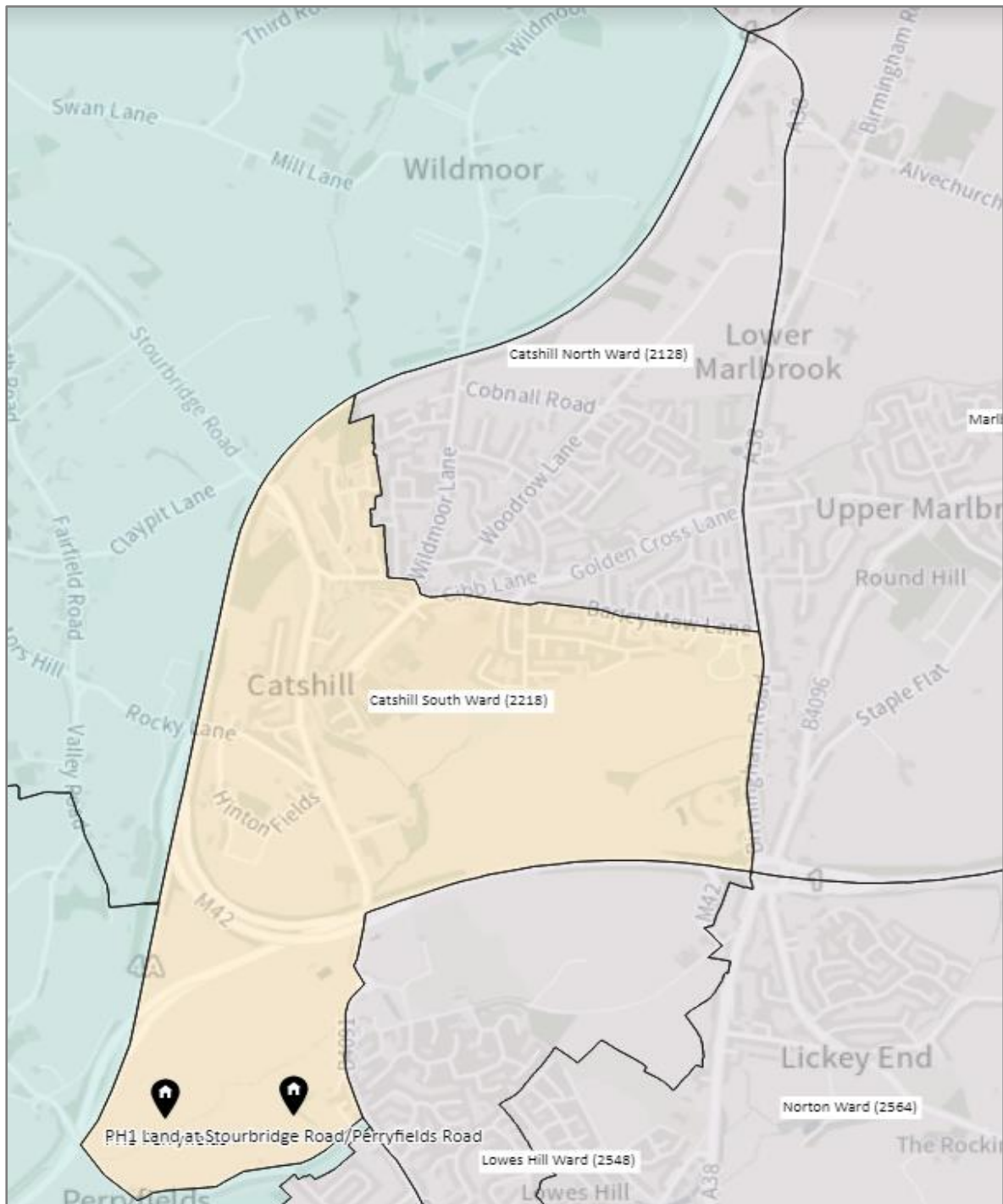
	<p>the ward. The adjustments do not significantly impact existing community relationships and are designed to improve governance by ensuring more equal representation.</p>
Community Identity Considerations	<p>The new Catshill and Washingstocks ward reflects the community identity by uniting the northern 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>
Consultation Feedback (Current Ward Member)	<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>
Working Group Comments	<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

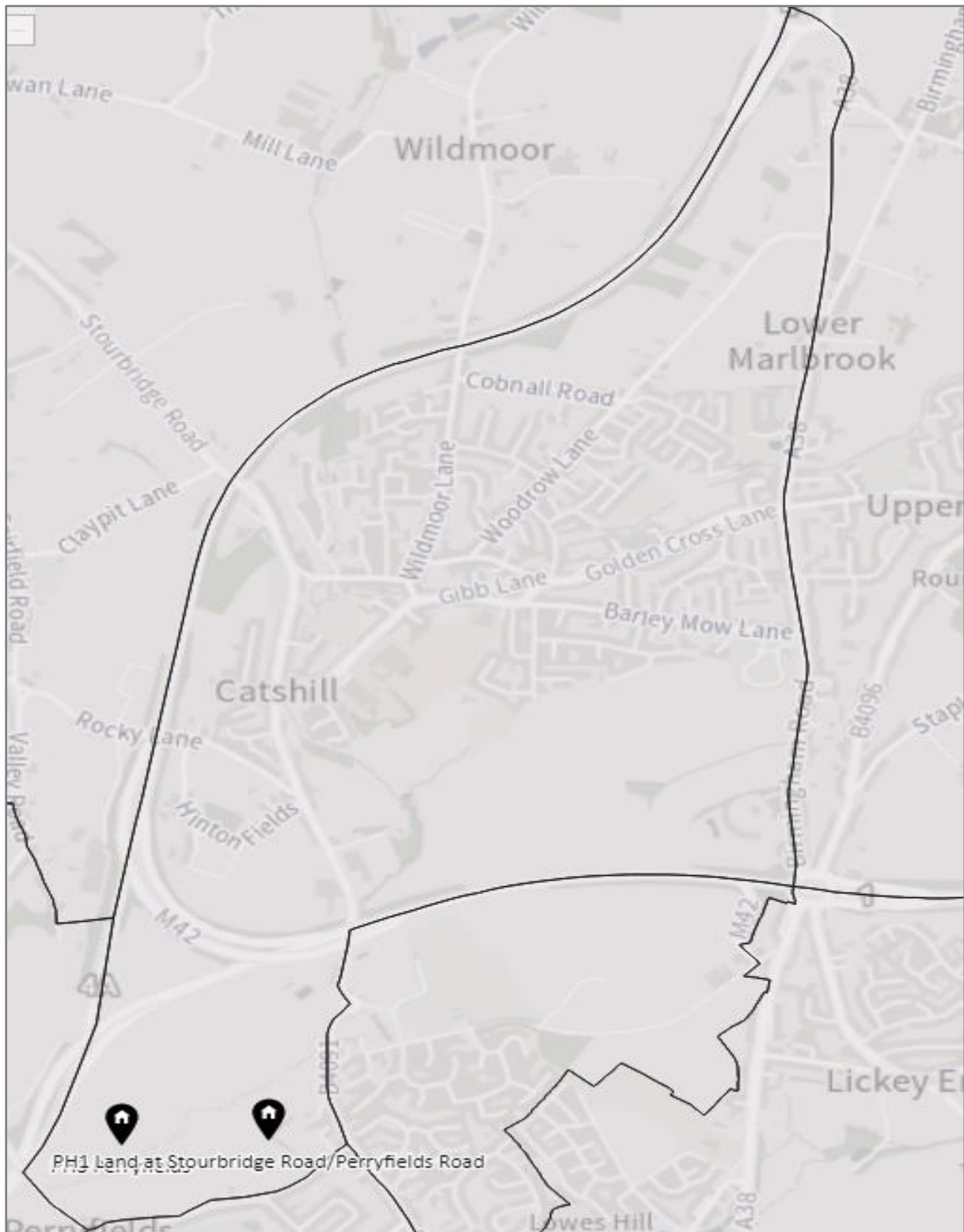
Map 1 Current Ward Boundaries



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 Profile ³	<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>	

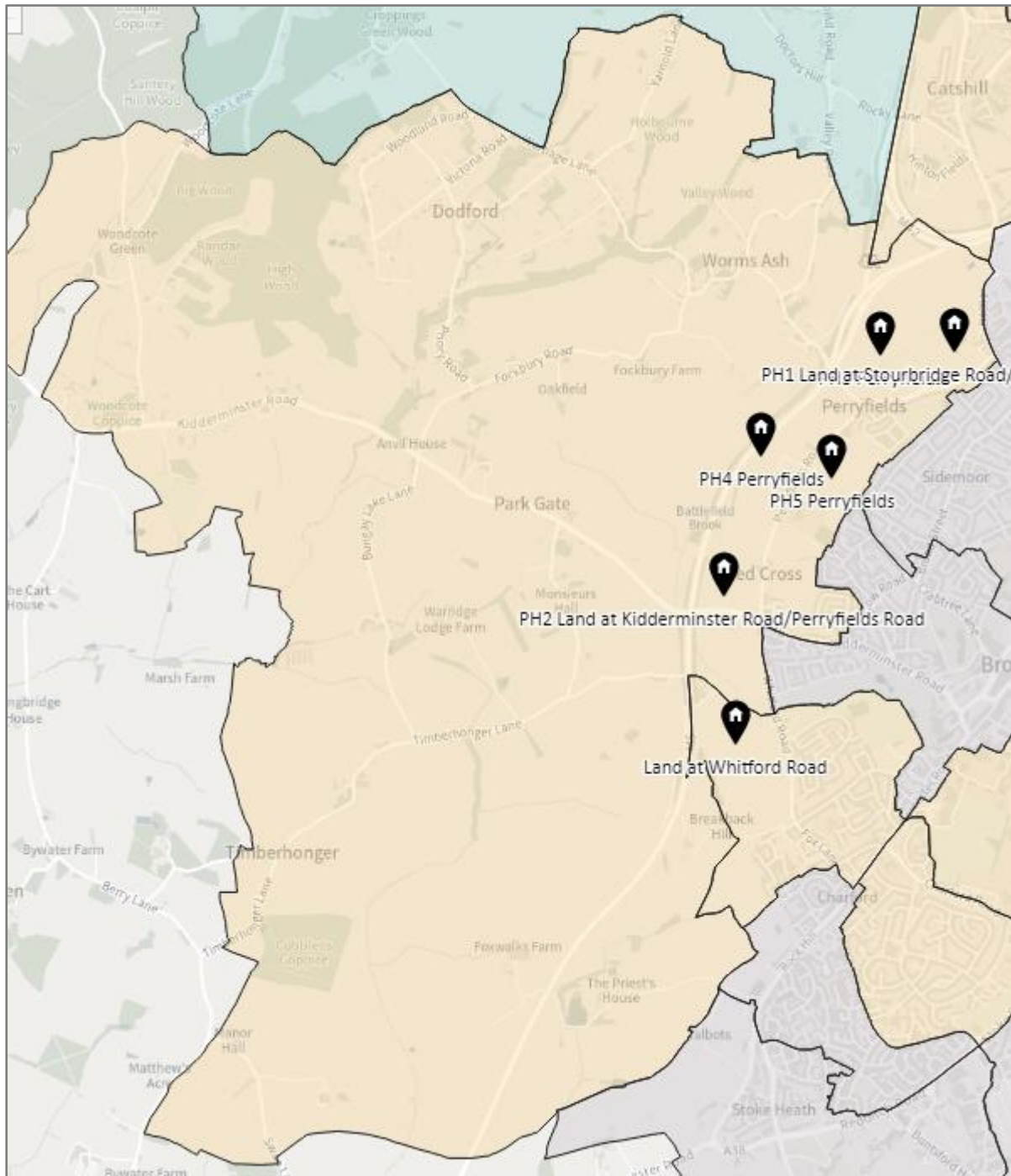
³ Based on 2021 Census data

	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>

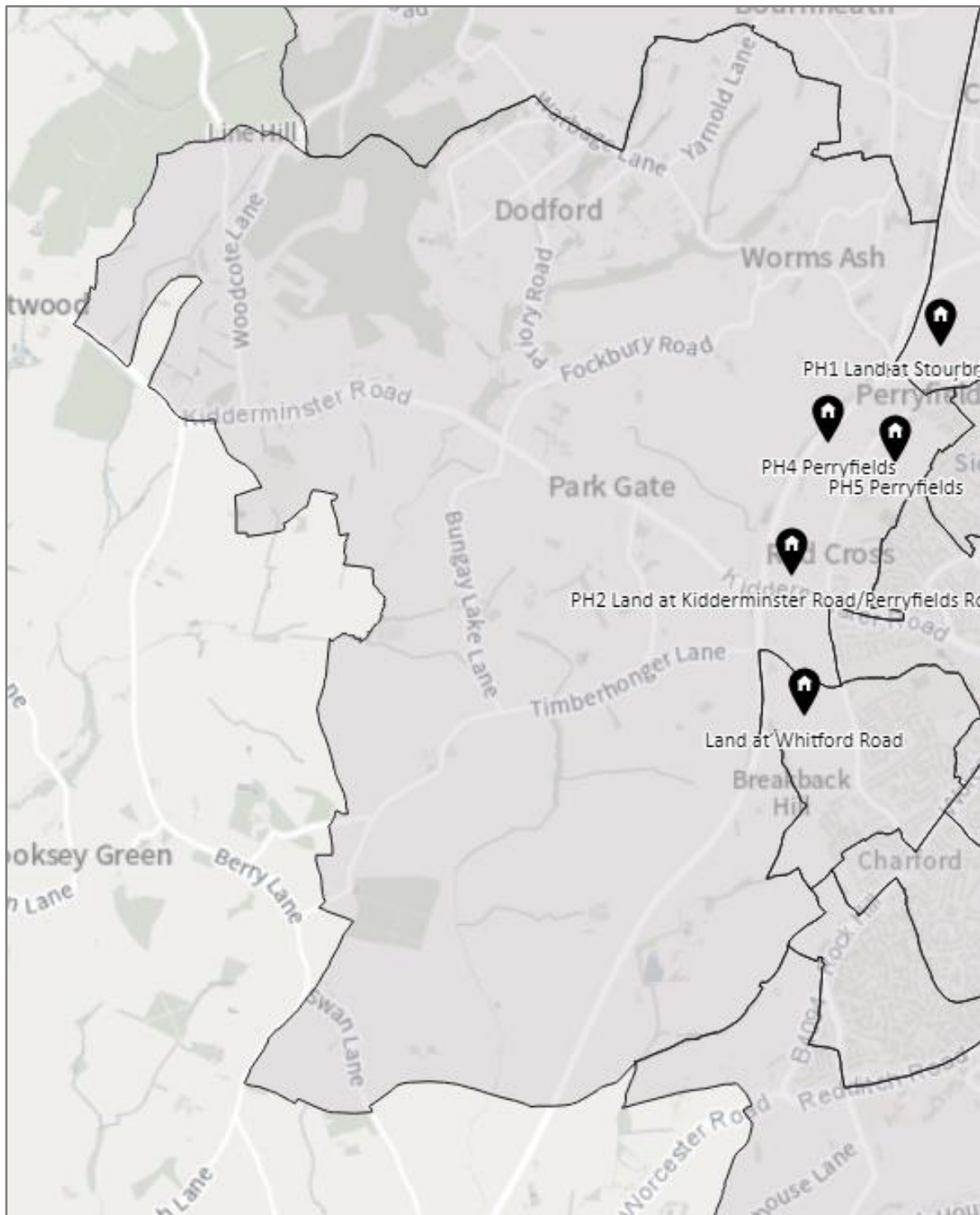
		interest. To the East of the ward, Cherry Orchard Drive & Carol Avenue have been moved out of the ward as it was felt that this was an anomaly of the boundary and should have been in the Sanders Park ward. The resulting electoral ratio within the proposed Perryfields ward is much fairer at 1.34%.
Parish 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

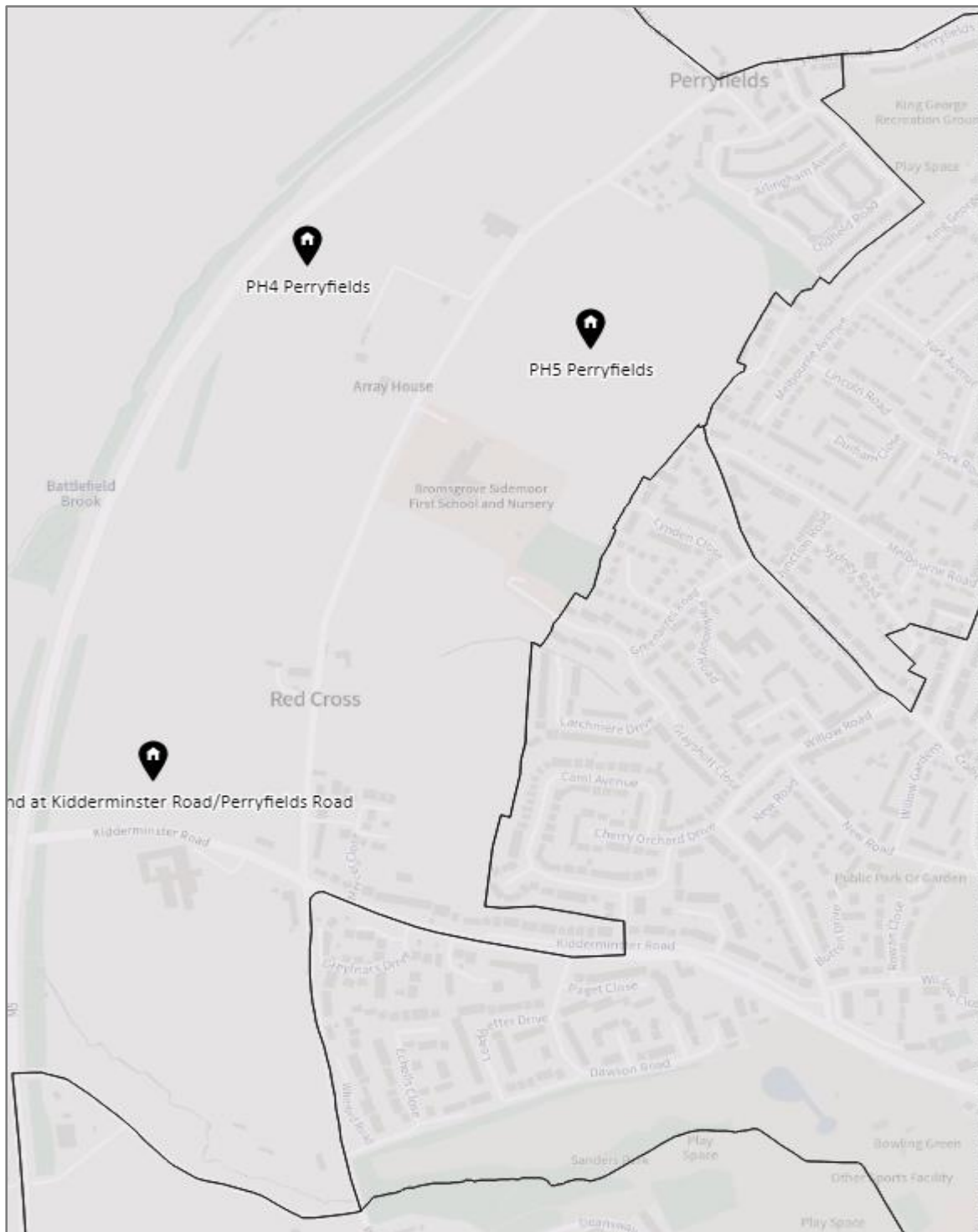
Map 1 Current Ward Boundaries



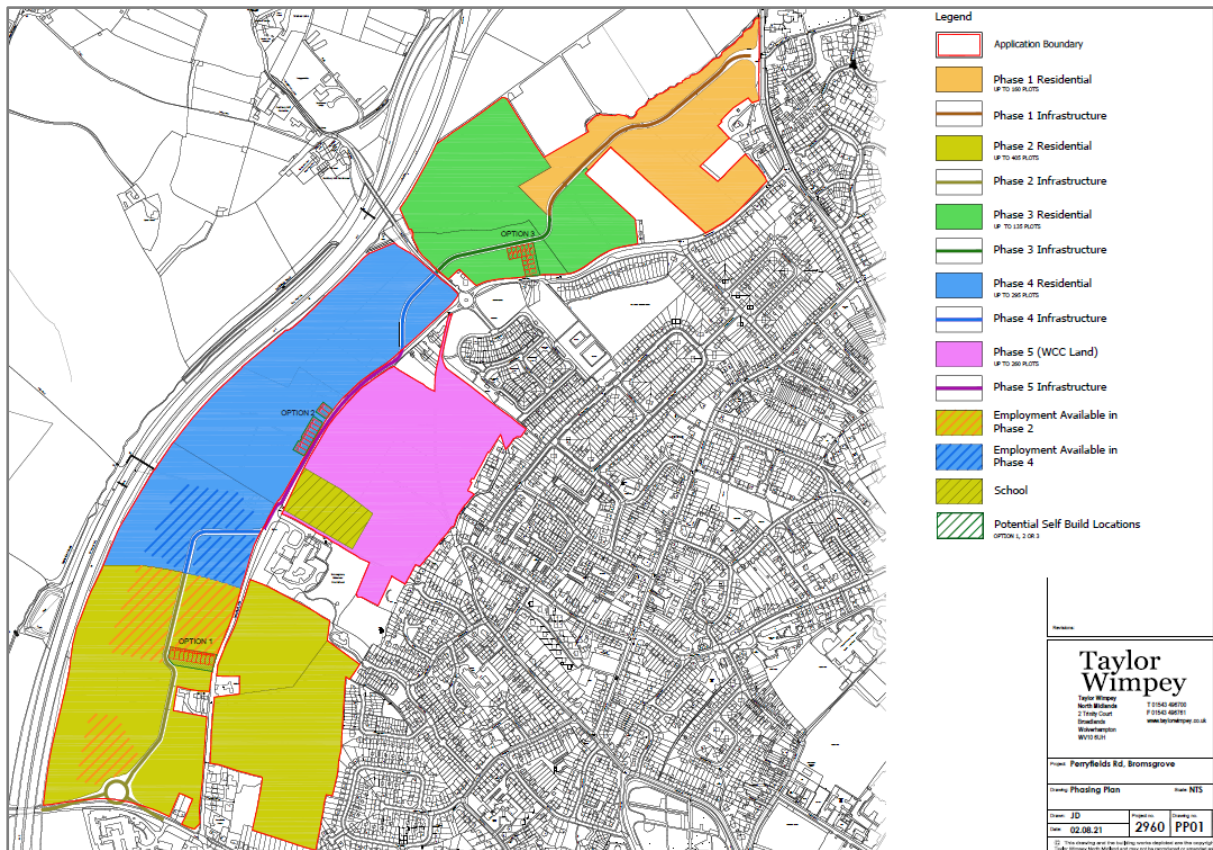
Map 2 Proposed Ward Boundaries



Map 3 – Proposed Northeastern Boundary



Map 4 – Proposed Development Phasing Plan



5.6 Sidemoor

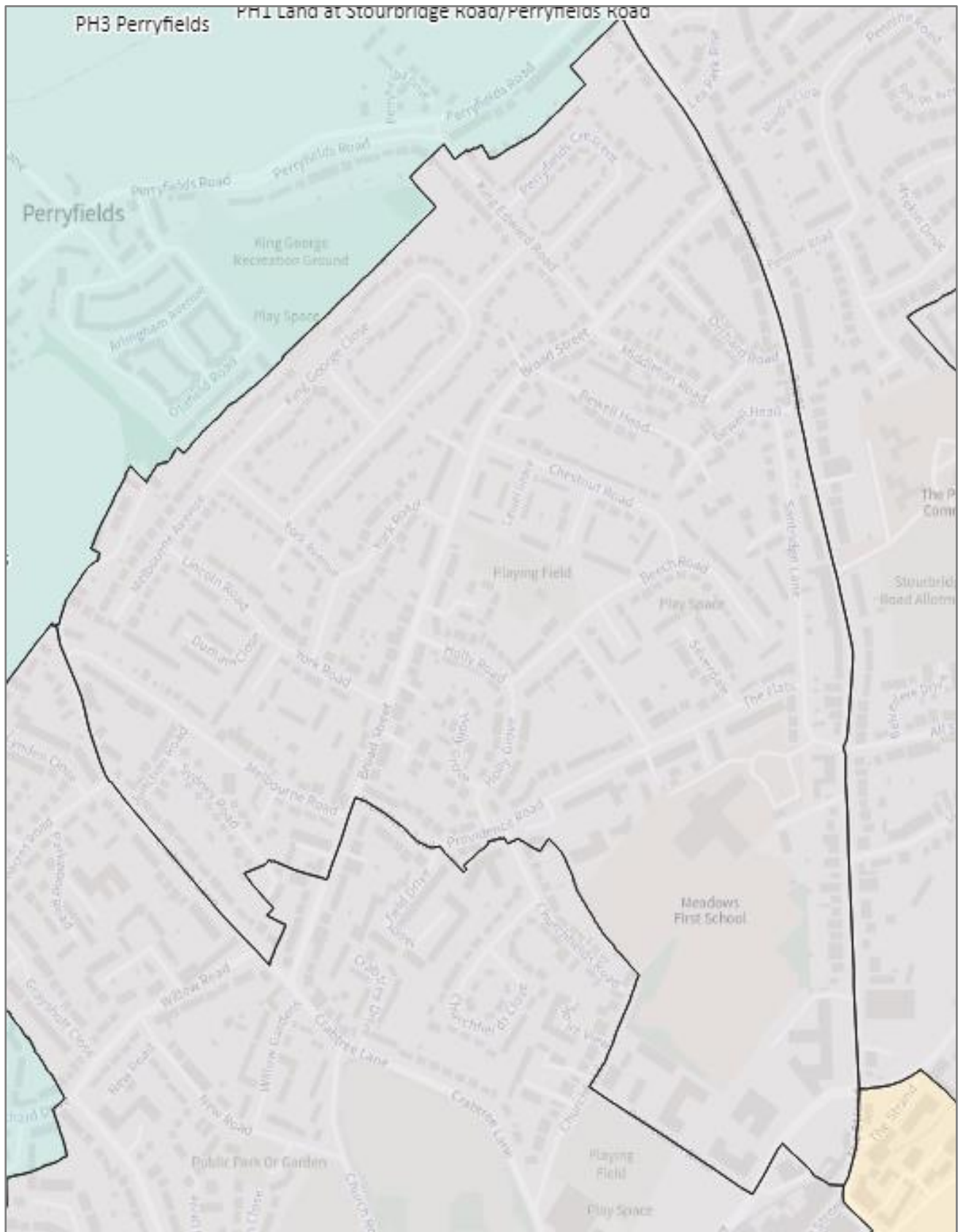
Section	Current Ward Name: Sidemoor	Proposed Ward Name: Sidemoor
Socio-Economic Ward Profile⁴	<p>Age Distribution: A balanced mix of age groups, with a significant proportion of young families and working-age adults (25-50). Around 22% of the population is aged 65 or older, reflecting a mix of long-term 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

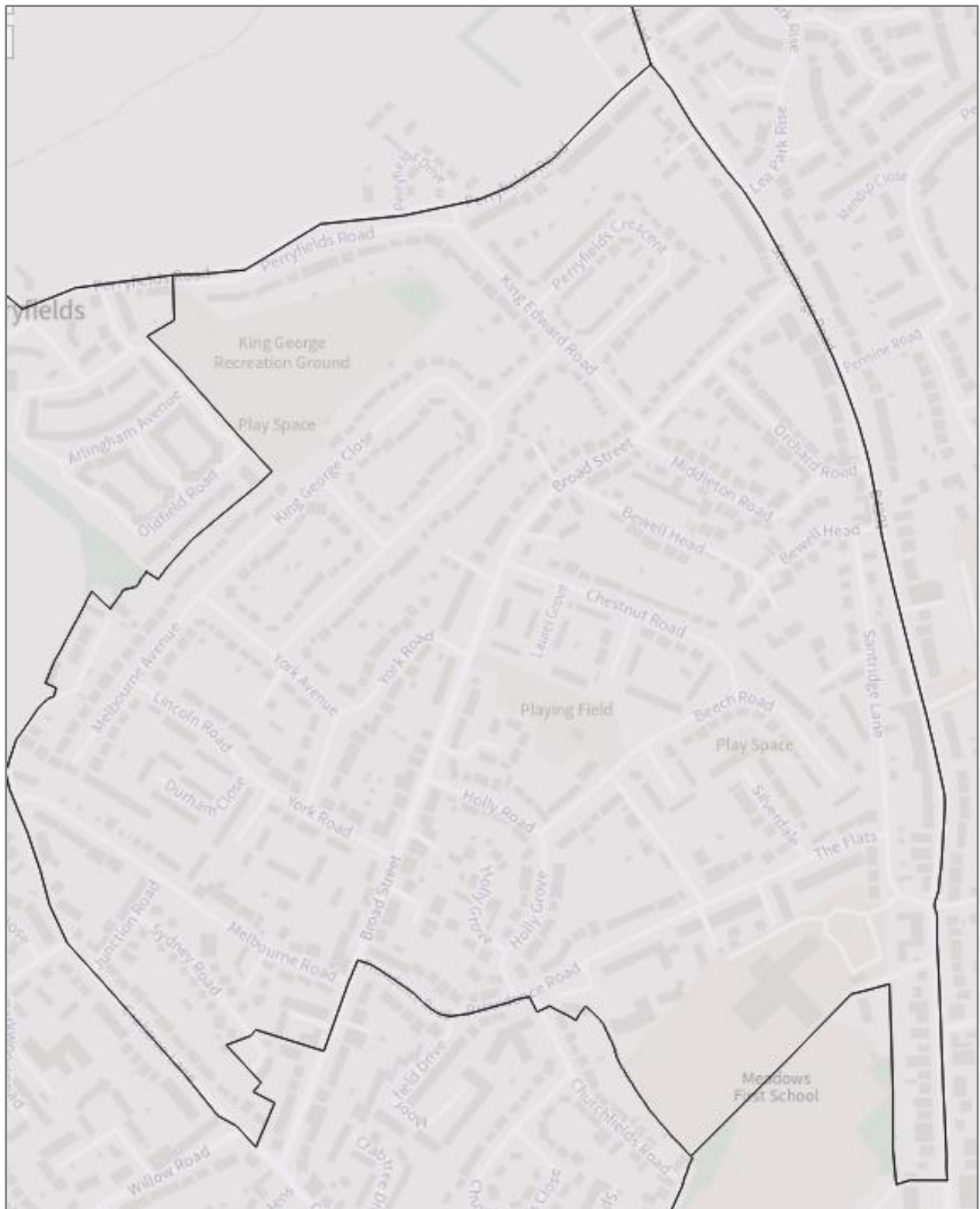
Boundary Description	The Sidemoor boundary to the West falls along the boundary of King George Close and the Stourbridge Road to the East. It runs until Crabtree Lane to the Southwest of the ward before cutting through and joining alongside Broad Street and onto Providence Road / Recreation Road.	The 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.
Rationale for new boundary	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.	
Parish Boundaries (Impact on)	None	
Impact Assessment	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.	
Community Identity Considerations	The working group did not feel that the small changes made to the Sidemoor ward warranted any community identity considerations.	
Consultation Feedback (Current Ward Member)	No comments were made by the ward member when consulted.	
Working Group Comments	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.	

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.7 Sanders Park

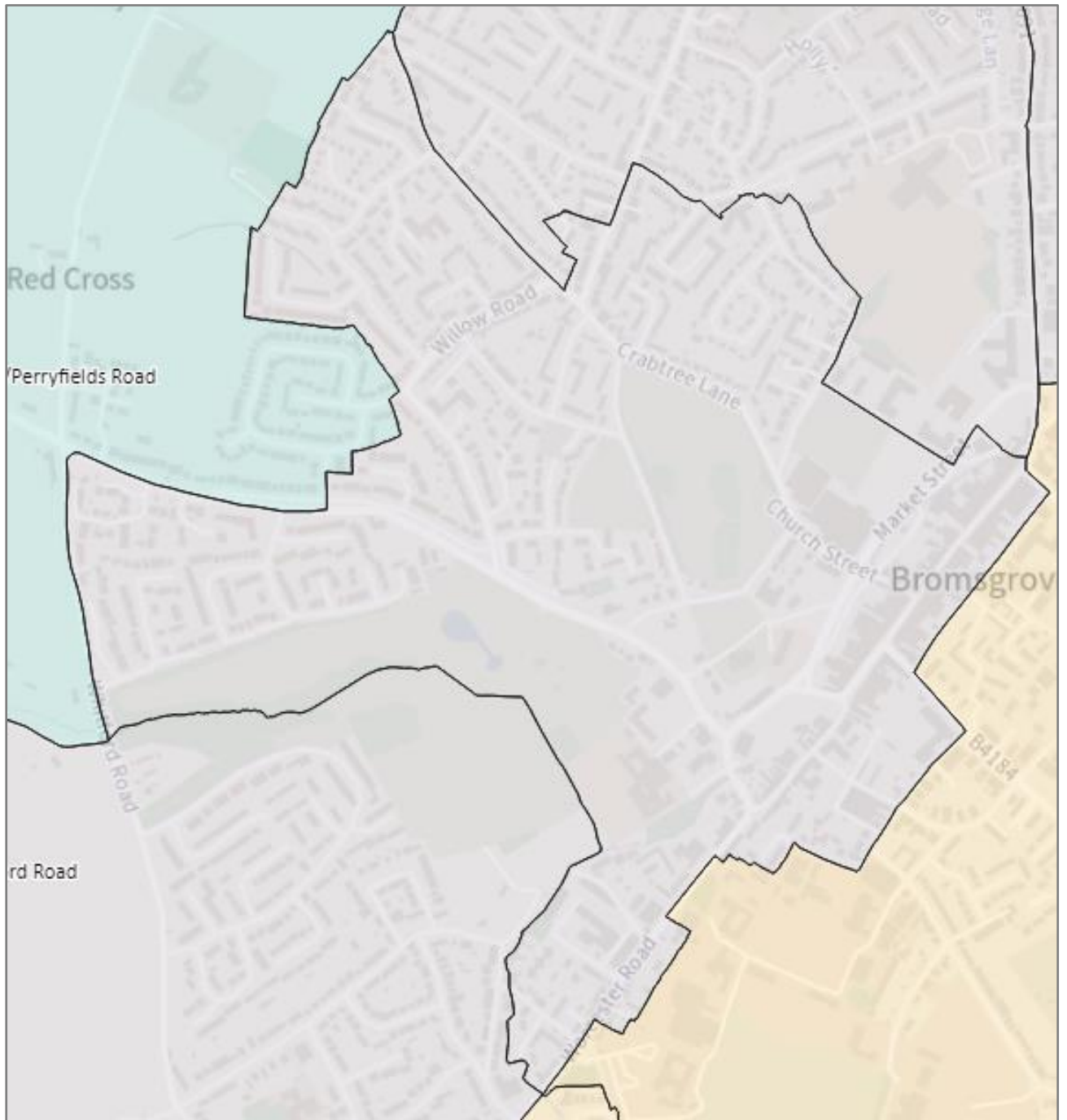
Section	Current Ward Name: Sanders Park	Proposed Ward Name: Sanders Park
Socio-Economic Ward Profile⁵	<p>Age Distribution: A balanced population with a notable number of young families and working-age adults (25-50). Around 26% of the population is aged 65 or older, with the area appealing to both families 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

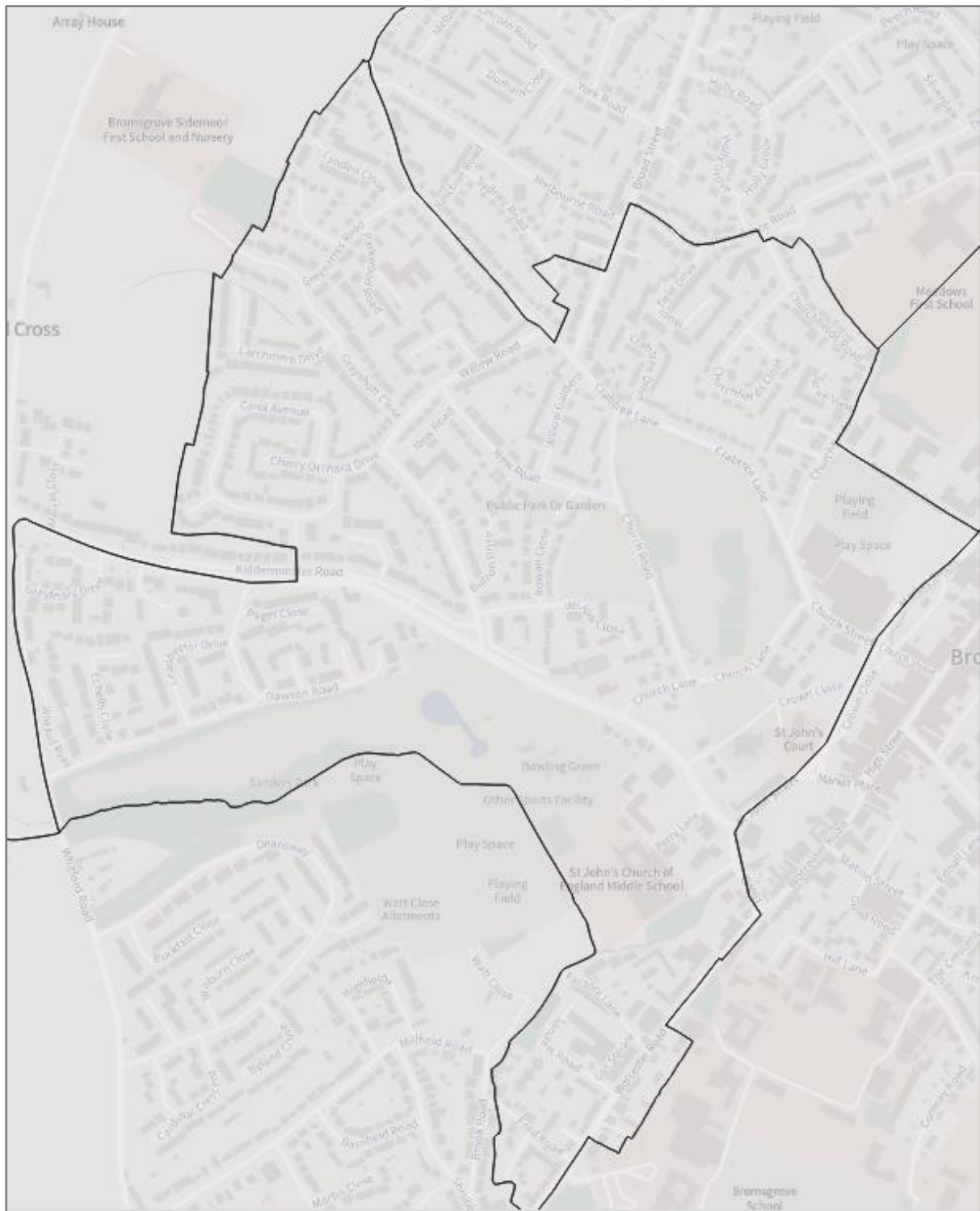
Boundary Description	The current Sanders Park ward runs along Crabtree Lane to the North, cutting through onto Broad Lane before following Providence Road. It then runs along Churchfields Road and onto Recreation Road. To the East the boundary runs along Bromsgrove main High Street, along Ednall Lane and Hill Lane before joining the Worcester Road. The ward follows the line of Battlefield Brook across Sanders Park, before joining Whitford Road.	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.
Rationale for proposed boundary	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.	
Parish Boundaries (Impact on)	None	
Impact Assessment	The proposed changes are thought to have a positive impact, with Sanders Park more in line with its community ties.	
Consultation Feedback (Current Ward Member)	No comments were made by the ward member when consulted.	
Working Group Comments	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.	

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.7 Bromsgrove Central

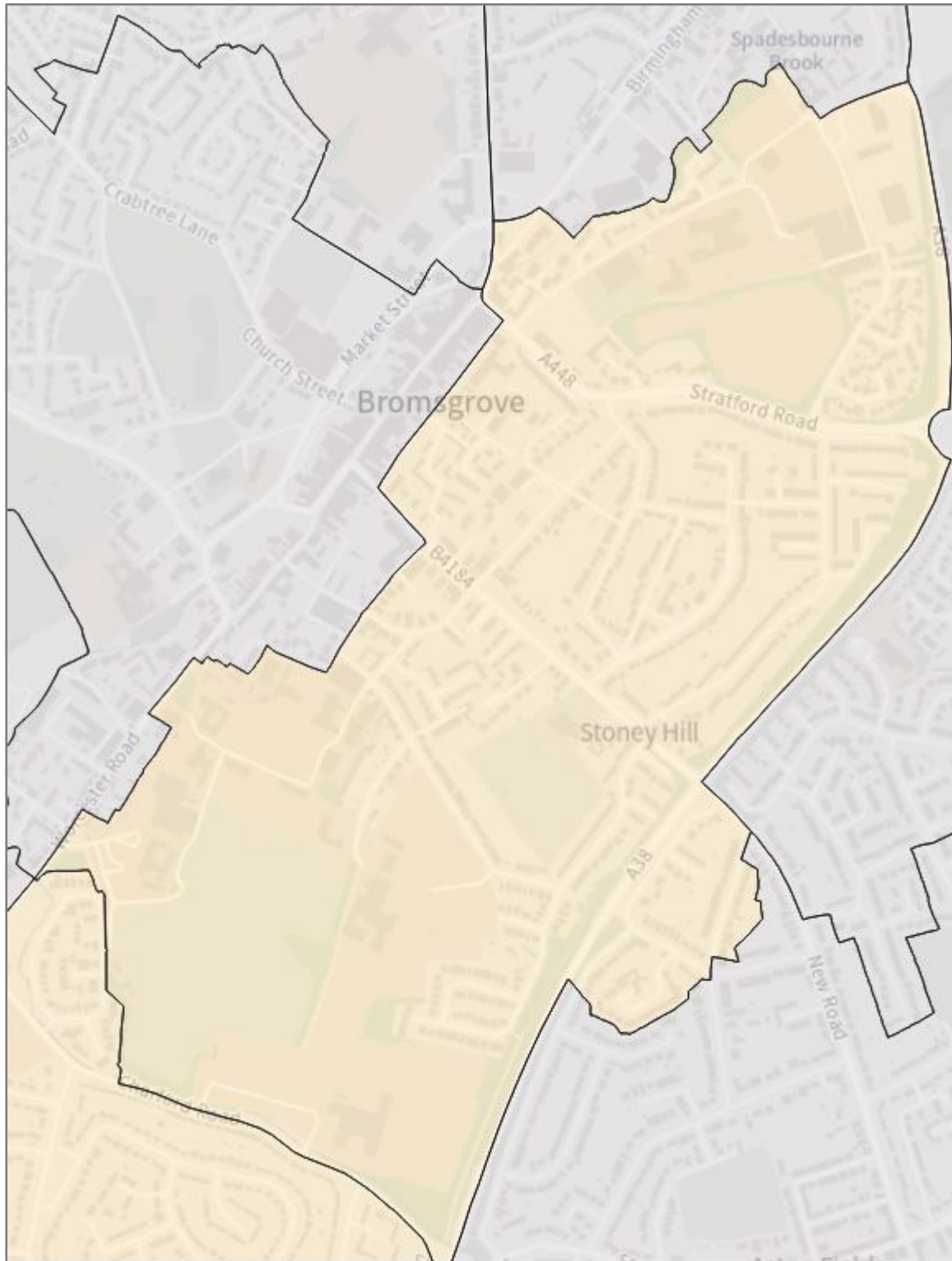
Section	Current Ward Name: Bromsgrove Central	Proposed Ward Name: Bromsgrove Central
Socio-Economic Ward Profile⁶	<p>Age Distribution: A diverse mix of young professionals, families, and a significant number of older adults. Around 29% of residents are aged 65 or older, reflecting a blend of long-term 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

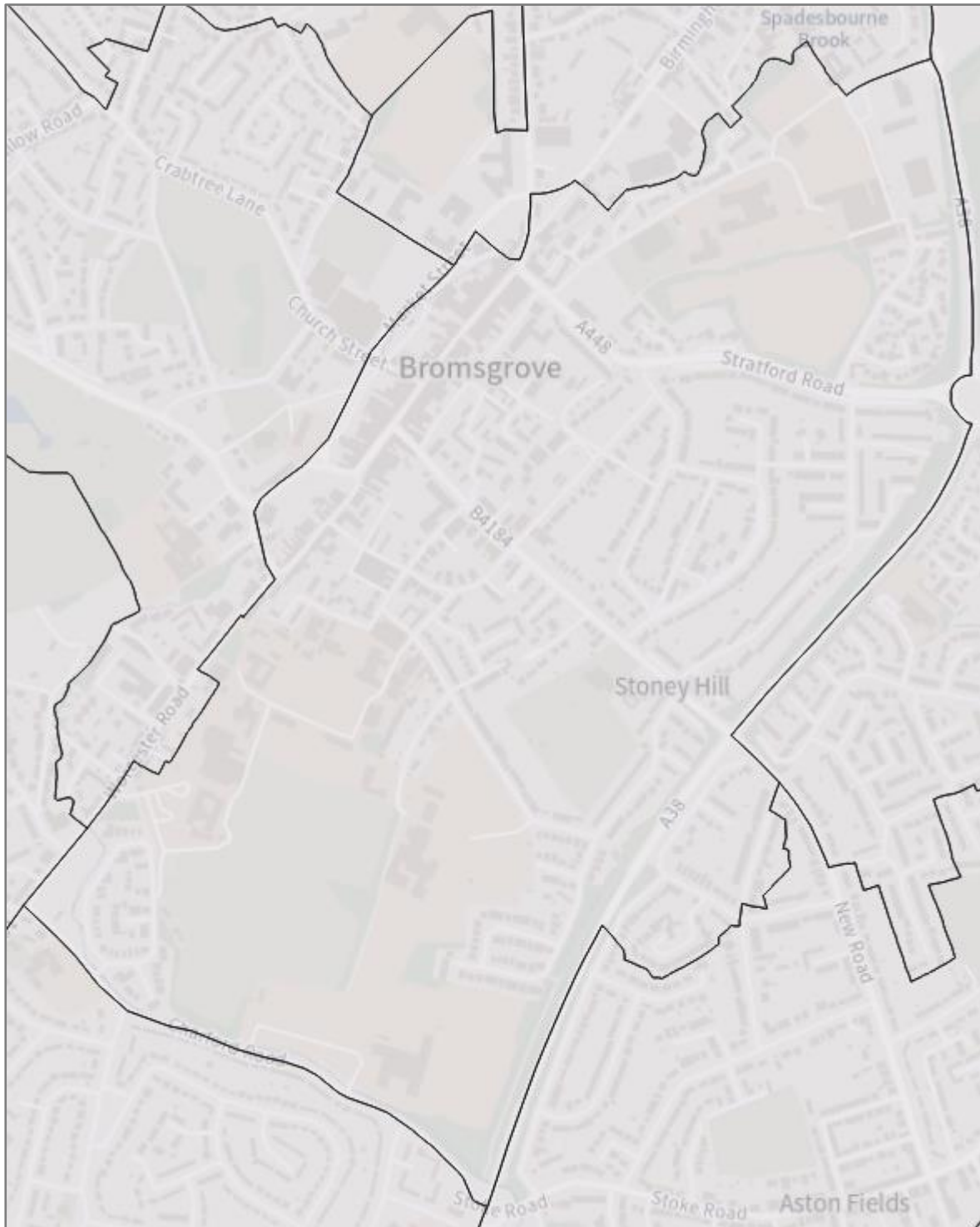
Boundary Description	The Boundary for Bromsgrove Central runs along the A38 to the East, crossing over to Old Station Road. It follows Charford Road to the South and Worcester Road to the West, Splitting off to Hill Lane and onto Ednall Lane. In the Northwest, it runs along New Road and onto Windsor Street. North Bromsgrove High School and South Bromsgrove High School fall within the ward, as well as Bromsgrove School and Bromsgrove Prep School.	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.
Rationale for proposed boundary	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%.	
Parish Boundaries (Impact on)	None	
Consultation Feedback (Current Ward Member)	No comments were received from the ward member when consulted.	
Working Group Comments	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.	

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%

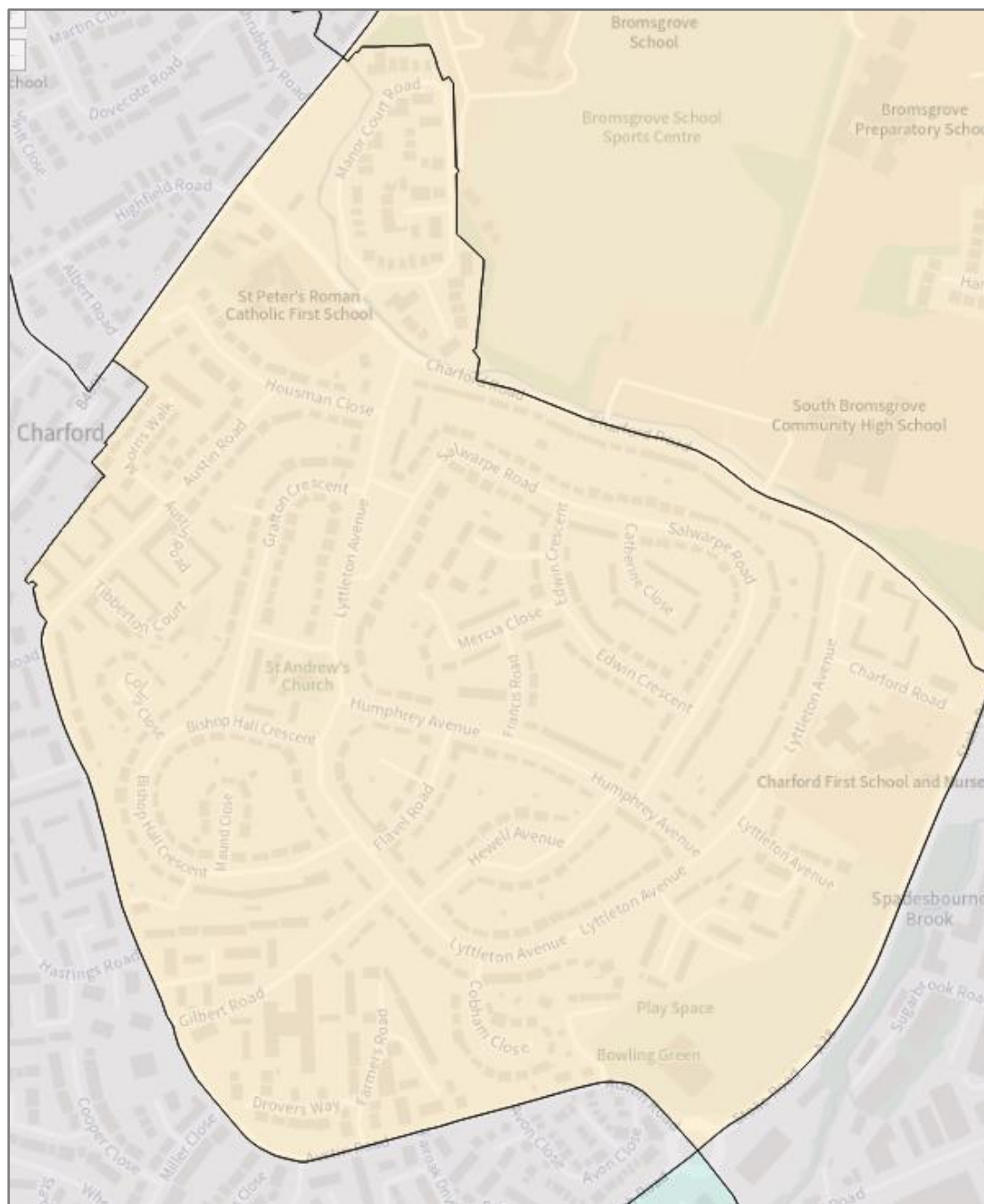
⁷ Based on 2021 Census Data

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!”	

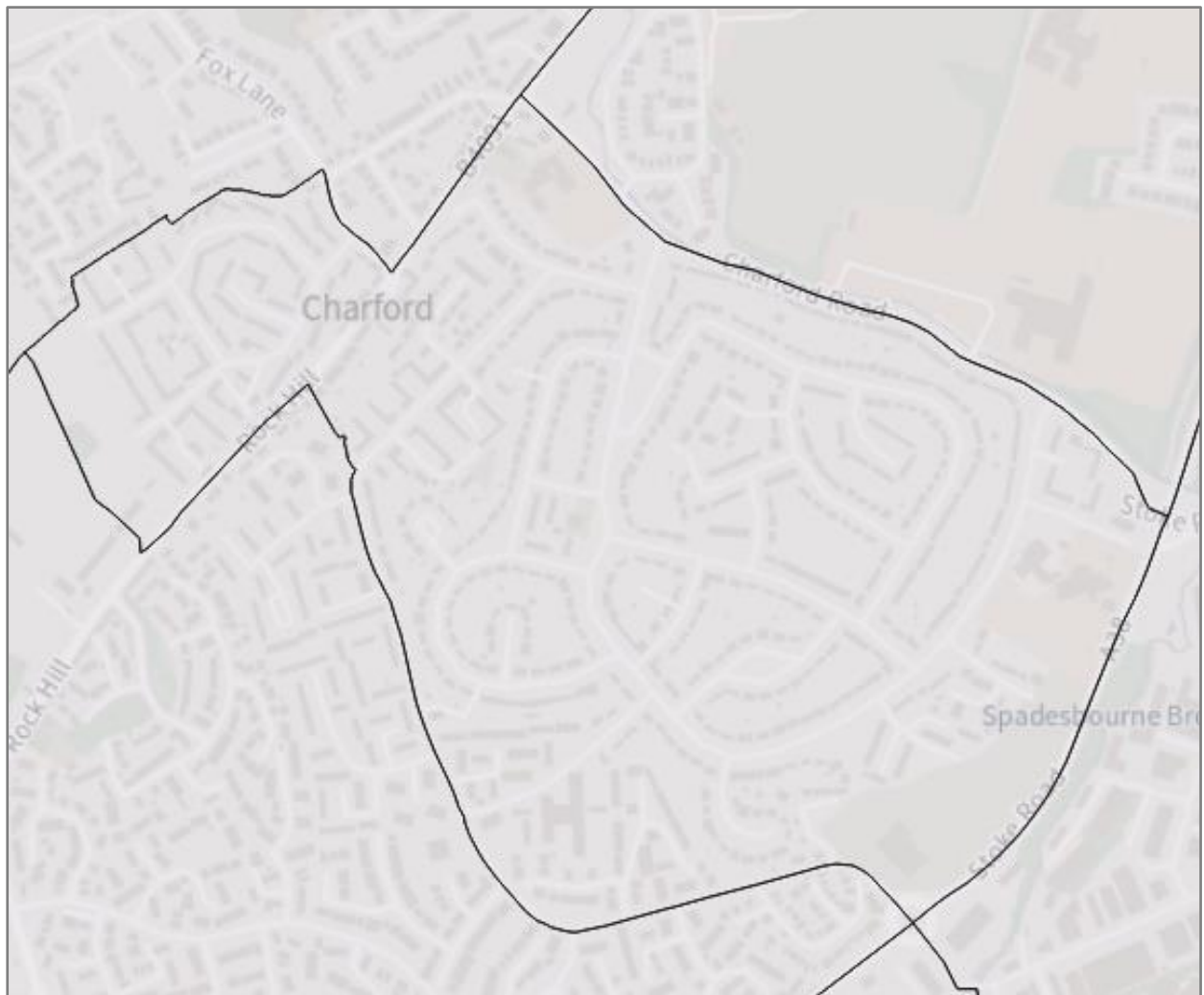
<p>Working Group Comments</p>	<p>The working group considered the ward member’s comments at their meeting. However, it was noted that the comments fell outside of the scope of the review and the objection was not quantifiable. The working group decided that they felt Manor Court Road would be better 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
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: 2456
Details of any large development within the area	None	
Number of Councillors	Rock Hill: 1	Rock Hill: 1
Electoral Variance	Rock Hill: -4.98%	Rock Hill: -8.24%

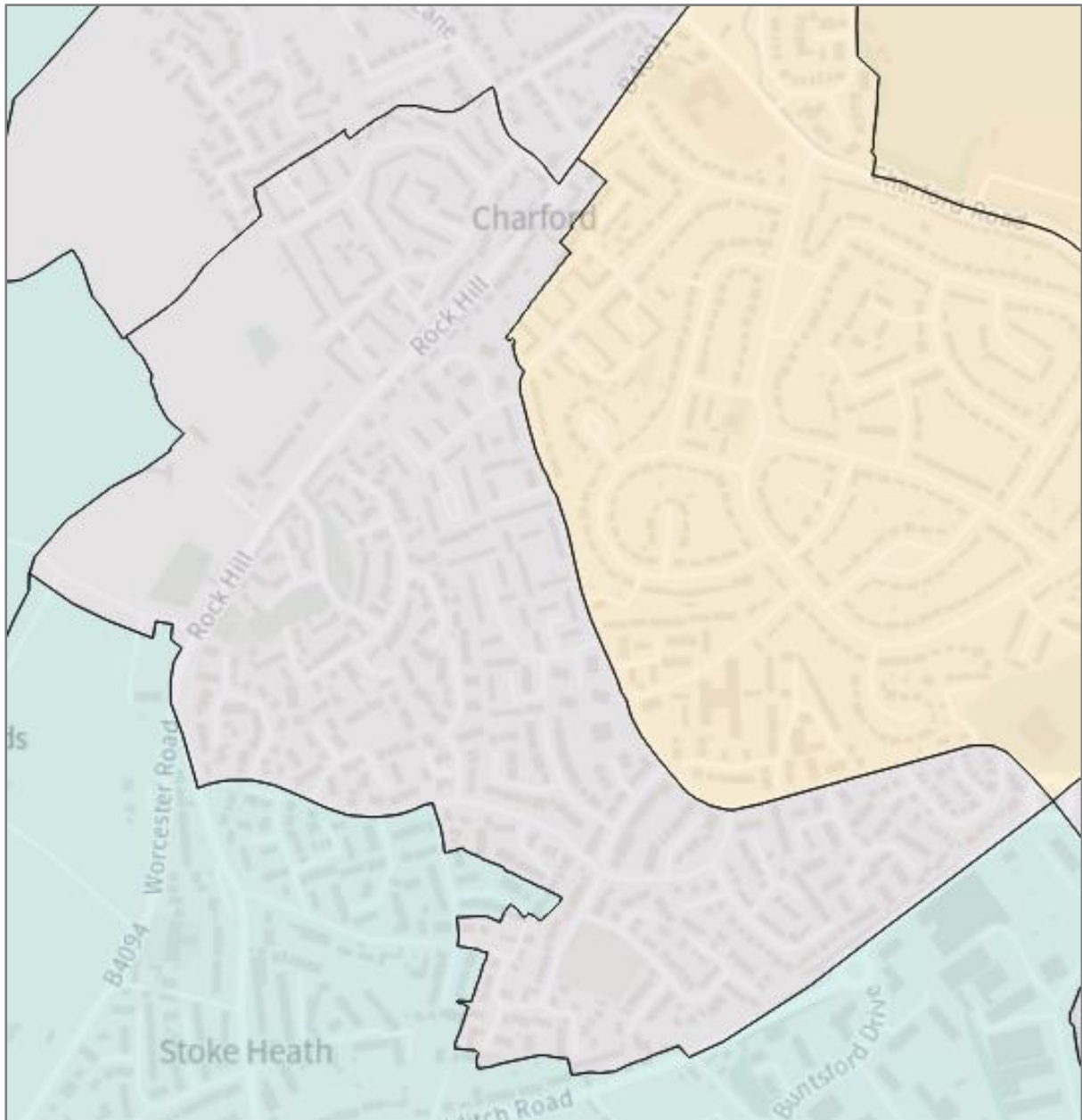
⁸ Based on 2021 Census data

<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. 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. These adjustments ensure that Rock Hill Ward continues to function</p>	

	effectively in governance while providing fair representation to its residents.
Community Identity Considerations	<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>
Consultation Feedback (Current Ward Member)	<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>
Working Group Comments	<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.</p>

Maps and Visual Aids

Map 1 Current Ward Boundaries



Map 2 Proposed Ward Boundaries



5.10 Avoncroft

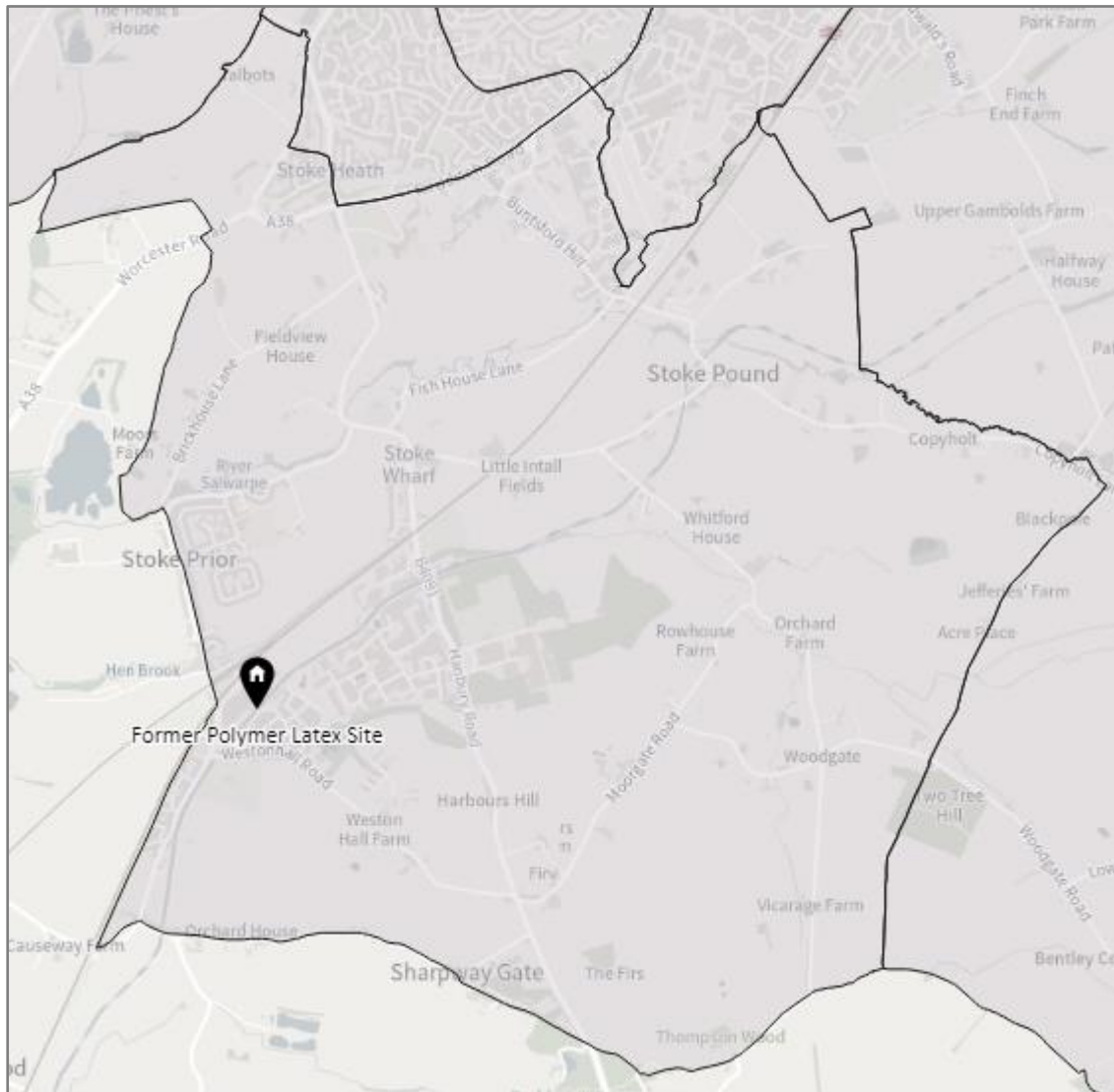
Section	Current Ward Name: Avoncroft	Proposed Ward Name: Avoncroft
Socio-Economic Profile⁹	<p>Age Distribution: Avoncroft has a relatively diverse age profile, with a notable proportion of working-age adults (30-50 years) and a significant number of retirees. Around 23% of the population is aged 65 or 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

Boundary Description	<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 ward.</p>
Rationale for New Boundary	<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>	
Parish Boundaries (Impact on)	<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>	
Impact Assessment	<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>	
Community Identity Considerations	<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>
Consultation Feedback (Current Ward Member)	<p>No comments were received from the current ward member when consulted.</p>
Working Group Comments	<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>

Map 2 Proposed Ward Boundaries



5.11 Lowes Hill

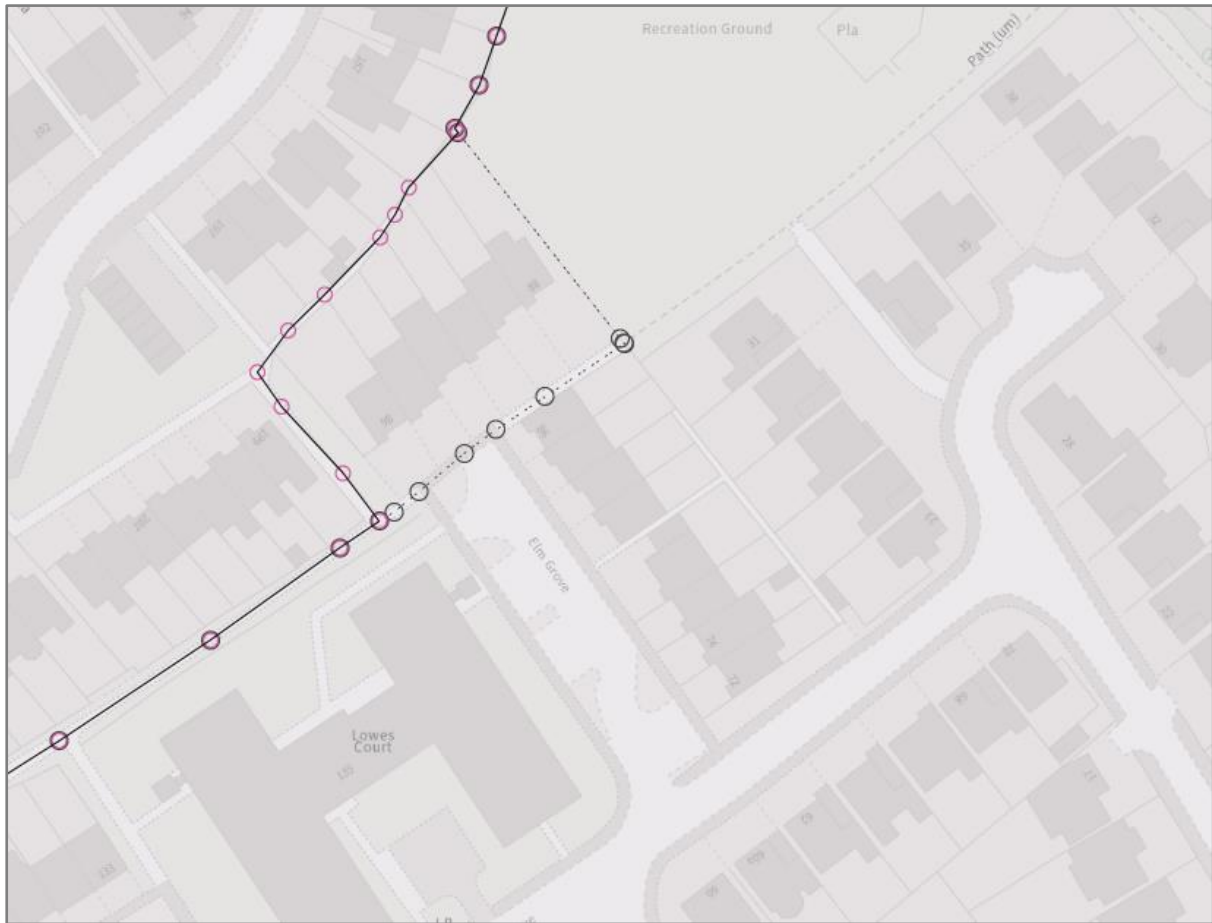
Section	Current Ward Name: Lowes Hill	Proposed Ward Name: Lowes Hill
Socio-Economic Ward Profile¹⁰	<p>Age Distribution: The population includes a significant number of working-age adults (25-60 years) and a growing number of young families. Around 15% of residents are aged 65 or older, reflecting a balanced 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

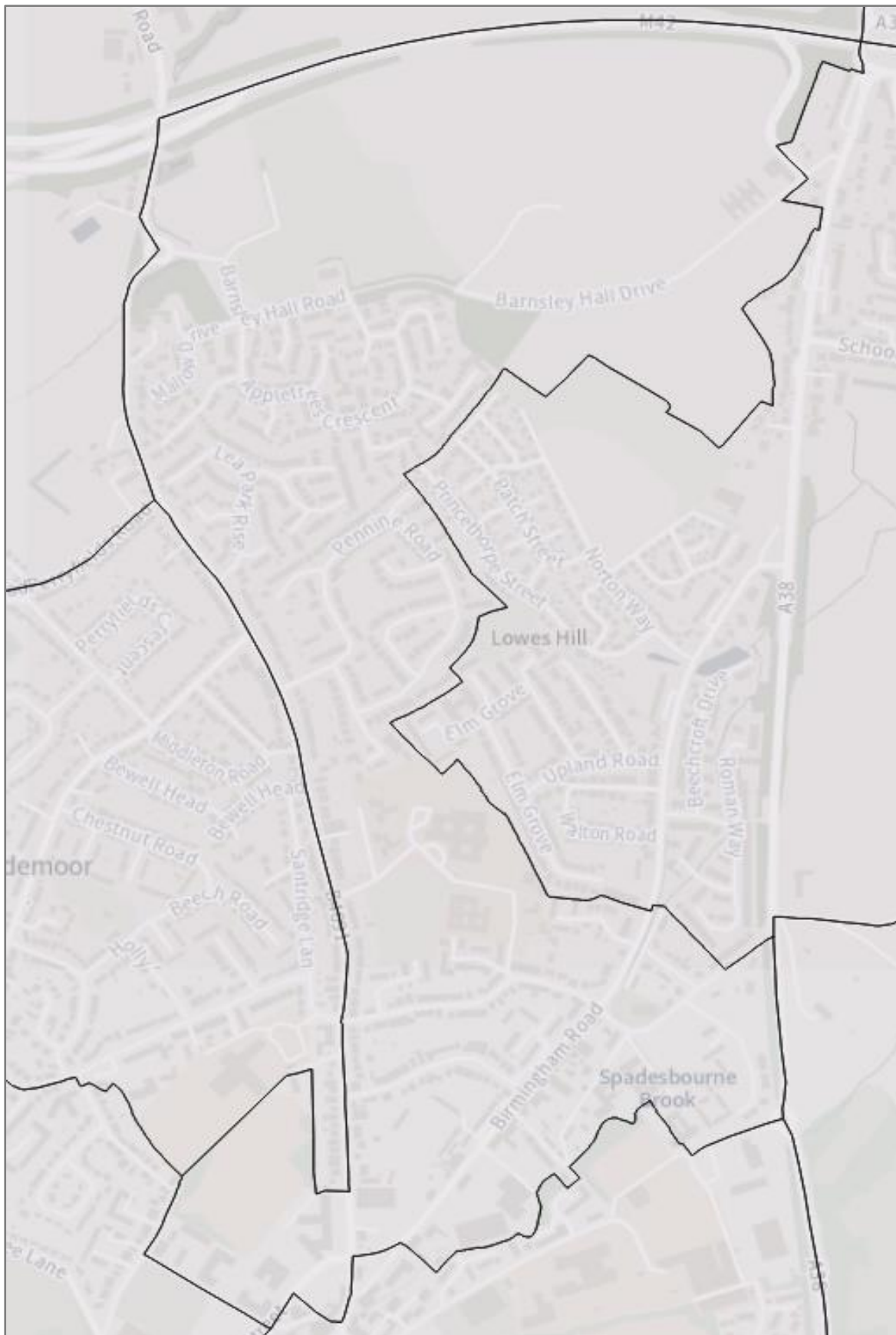
Number of Councillors	Lowes Hill: 1	Lowes Hill: 1
Electoral Variance	Lowes Hill: 0.10%	Lowes Hill: 1.88%
Boundary Description	<p>The current Lowes Hill boundary runs along the M42 to the North and the Stourbridge Road to the West. To the East, the boundary starts on the M42 and moves to the West of the 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	

Impact Assessment	<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>
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. 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>
Consultation Feedback (Current Ward Member)	<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>
Working Group Comments	<p>The working group discussed the proposed changes and agreed to the changes proposed by ward members for Lowes Hill and Norton.</p>

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

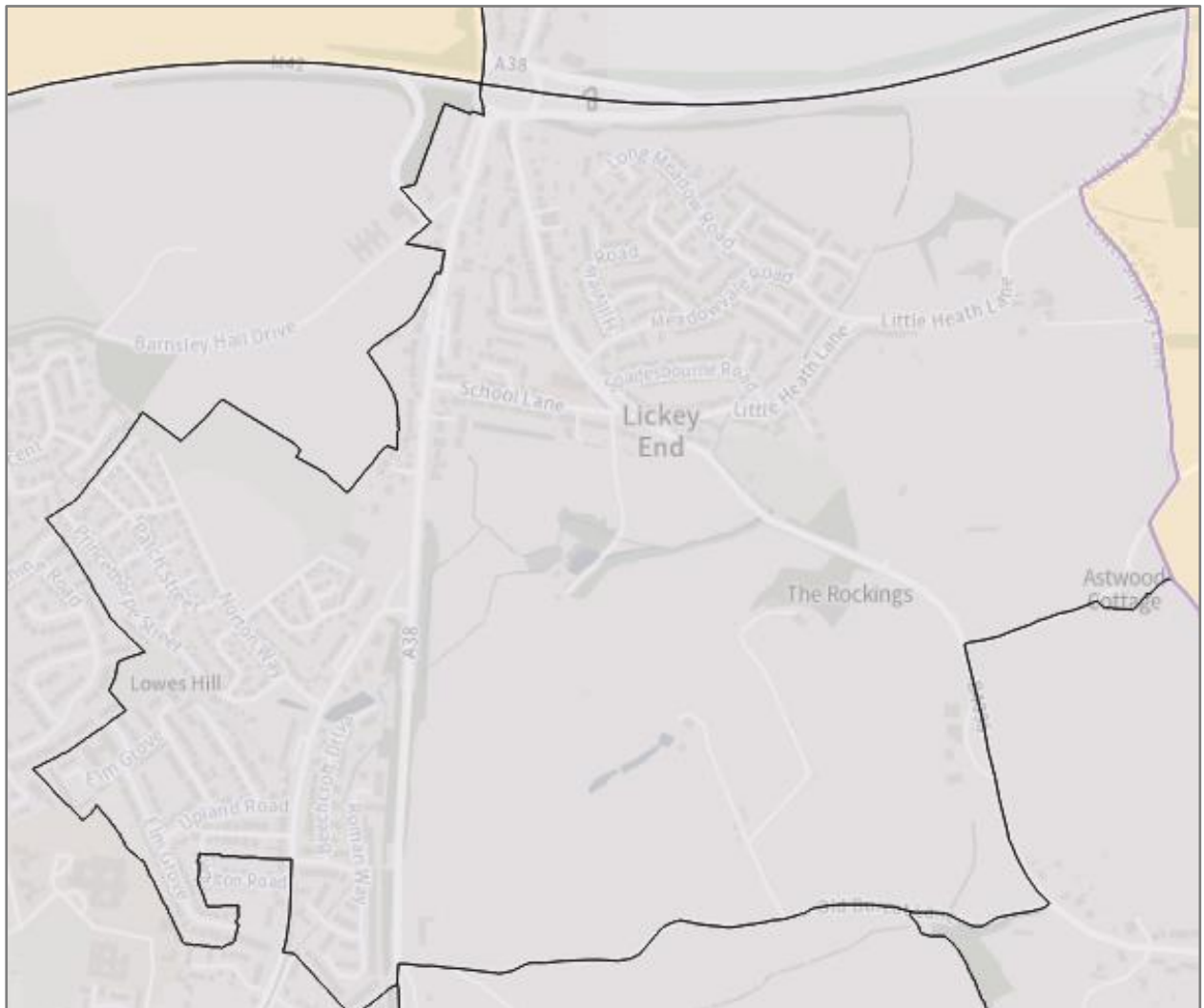
¹¹ Based on 2021 Census data

Electoral Variance	Norton: 0.47%	Norton and Lickey End: 3.18%
Boundary Description	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.	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.
Rationale for Proposed Boundary	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.	
Parish Boundaries (Impact on)	None	
Impact Assessment	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.	
Community Identity Considerations	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.	

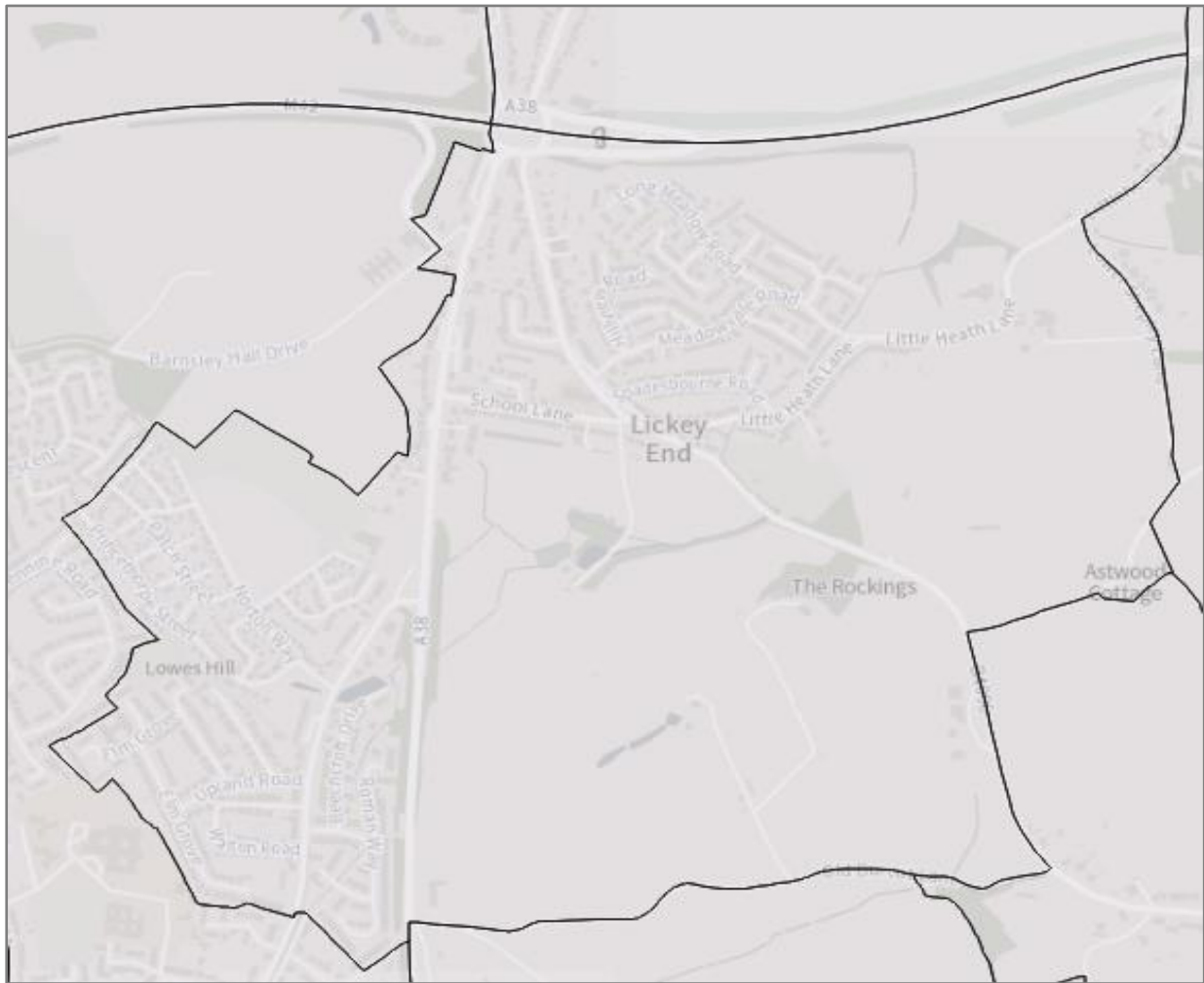
<p>Consultation Feedback (Current Ward Member)</p>	<p>The ward member for Norton ward provided the following comment: “I would the recommend the following minor changes:</p> <ul style="list-style-type: none"> • the six bungalows on Elm Grove circled below are moved from Lowes Hill to Norton as they face 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 3 Proposed Ward Boundaries



5.13 Cofton

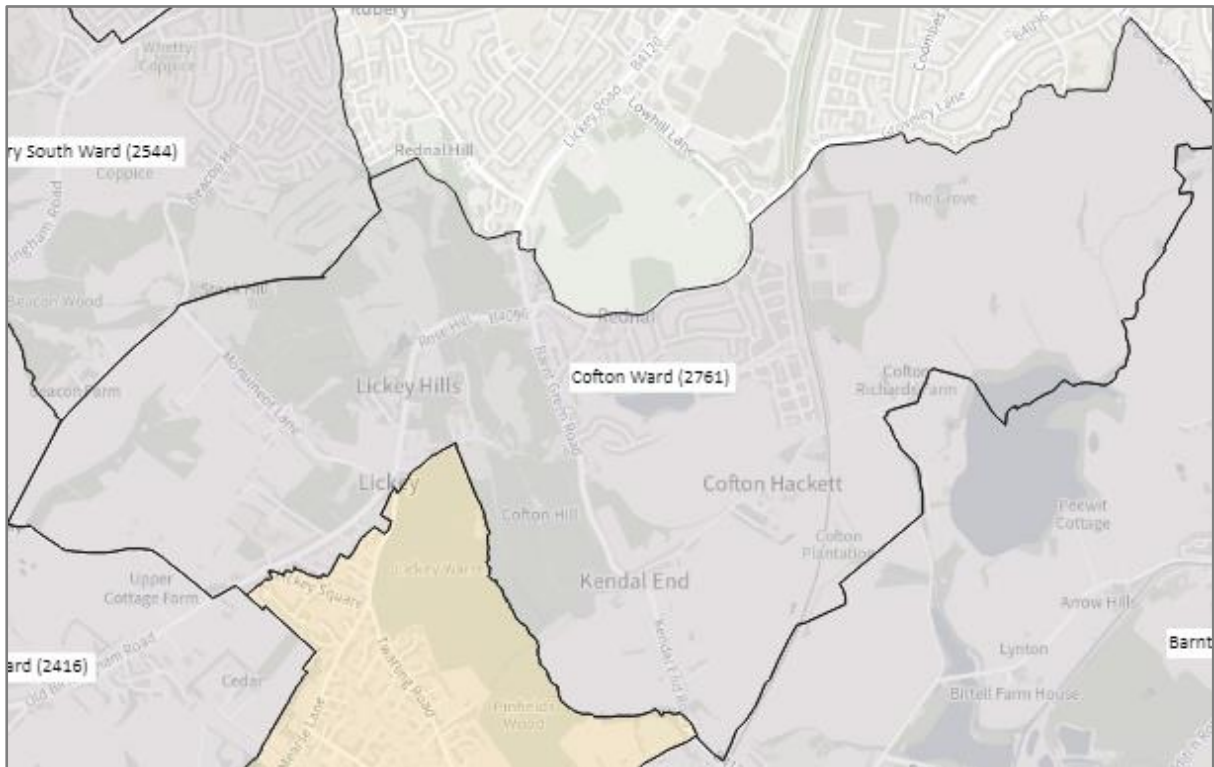
Section	Current Ward Name: Cofton	Proposed Ward Name: Cofton
Socio-Economic Ward Profile¹²	<p>Age Distribution: Cofton has a relatively balanced population, with a significant number of working-age adults (30-50 years) and a growing proportion of younger families moving into the area due to new housing. 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

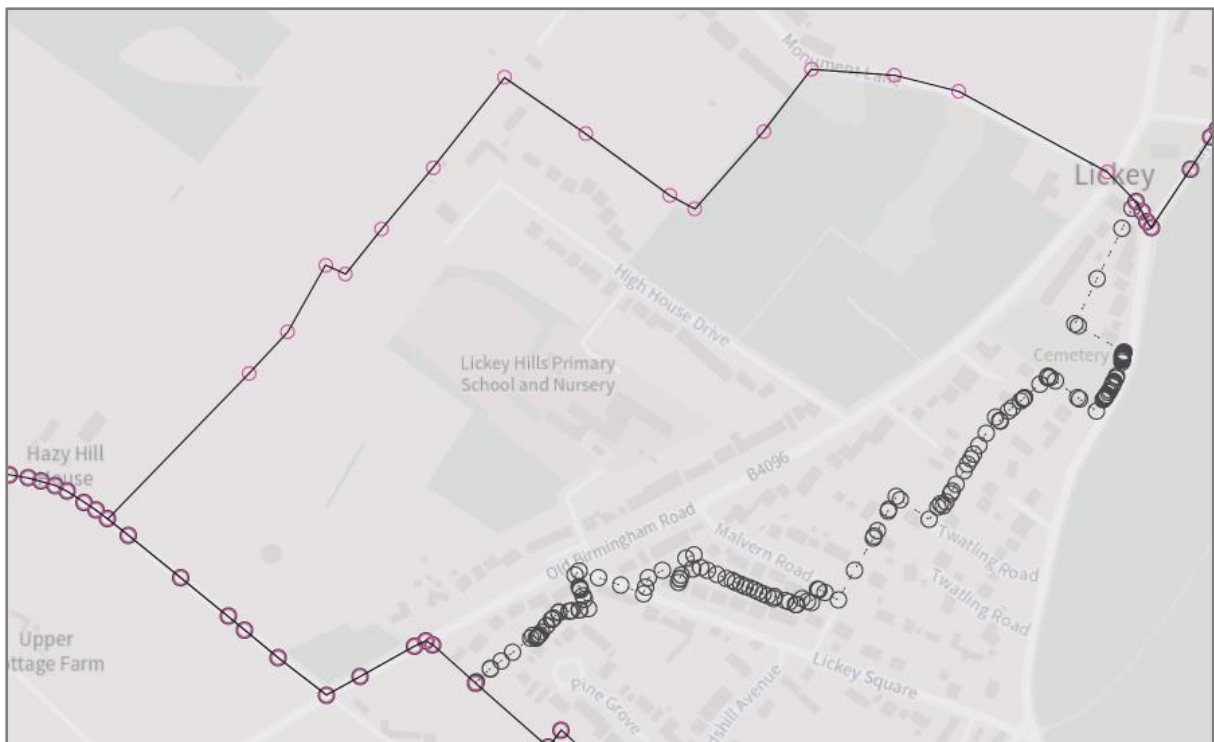
Boundary Description	The boundary to the North of Cofton runs along the authority's border with Birmingham, on Groveley Lane, before veering off to the fields on the outskirts of Nuthurst Road. The boundary joins Longbridge Lane in the Northeast, before following down through the Farmland to the Left 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.	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.
Rationale for Proposed Boundary	The boundary move provides for a more equal electorate between the Cofton and Lickey Hills ward.	
Parish Boundaries (Impact on)	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.	
Impact Assessment	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.	
Community Identity Considerations	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.	
Consultation Feedback (Current Ward Member)	No comments provided by ward member when consulted.	
Working Group Comments	The working group agreed the proposed changes.	

Maps and Visual Aids

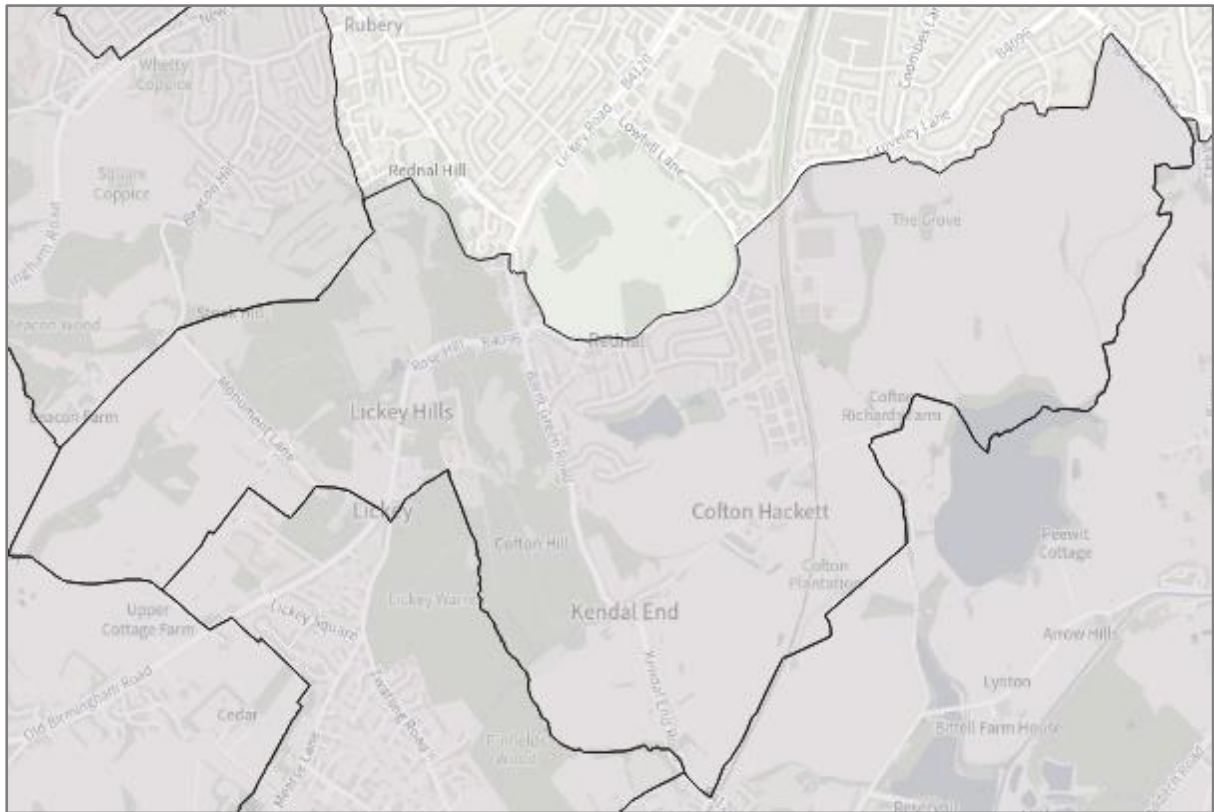
Map 1 Current Ward Boundaries



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%

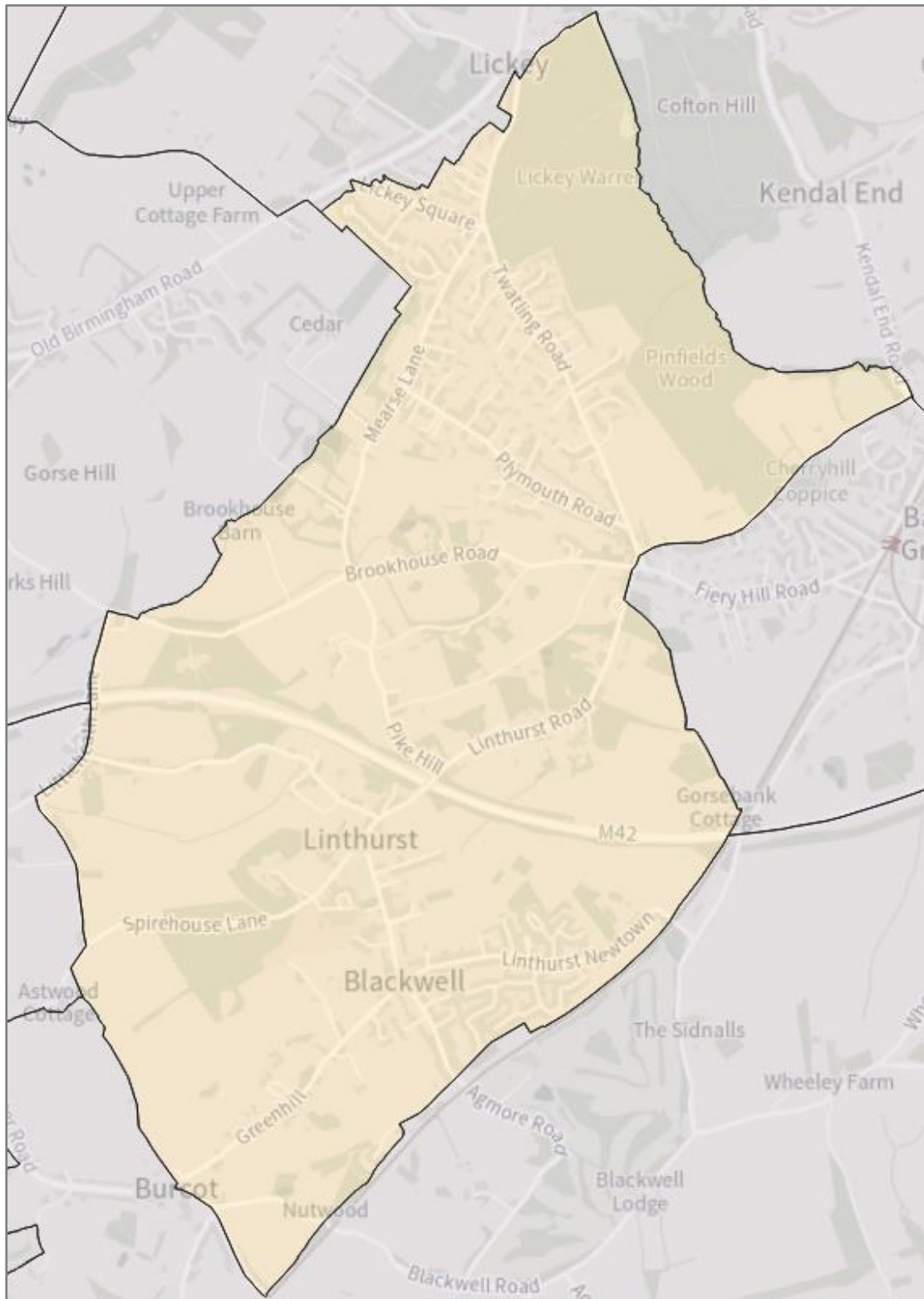
¹³ Based on 2021 Census data

Boundary Description	The current boundary follows Pine Grove, Woodhill 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.	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.
Rationale for Proposed Boundary	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.	
Parish Boundaries (Impact on)	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.	
Impact Assessment	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.	
Community Identity Considerations	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.	
Consultation Feedback (Current Ward Member)	No comments provided by the ward member when consulted.	

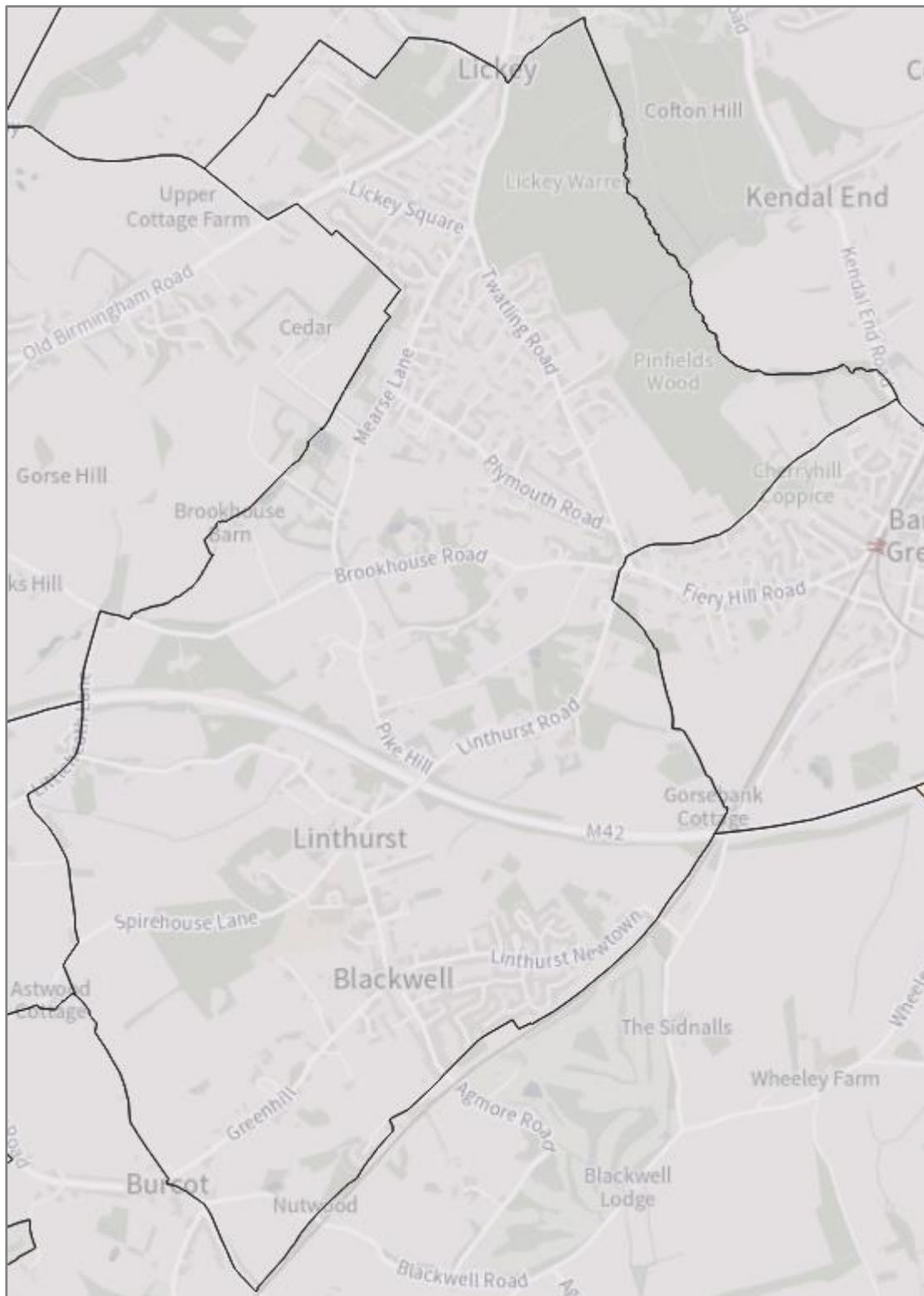
Working Group Comments	The working group reviewed the proposed boundary changes for Lickey Hills ward and expressed agreement with the adjustments. Members recognised that including properties along Old Birmingham Road, High House Drive, Malvern Road, and Lickey Hills Primary School would improve electoral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

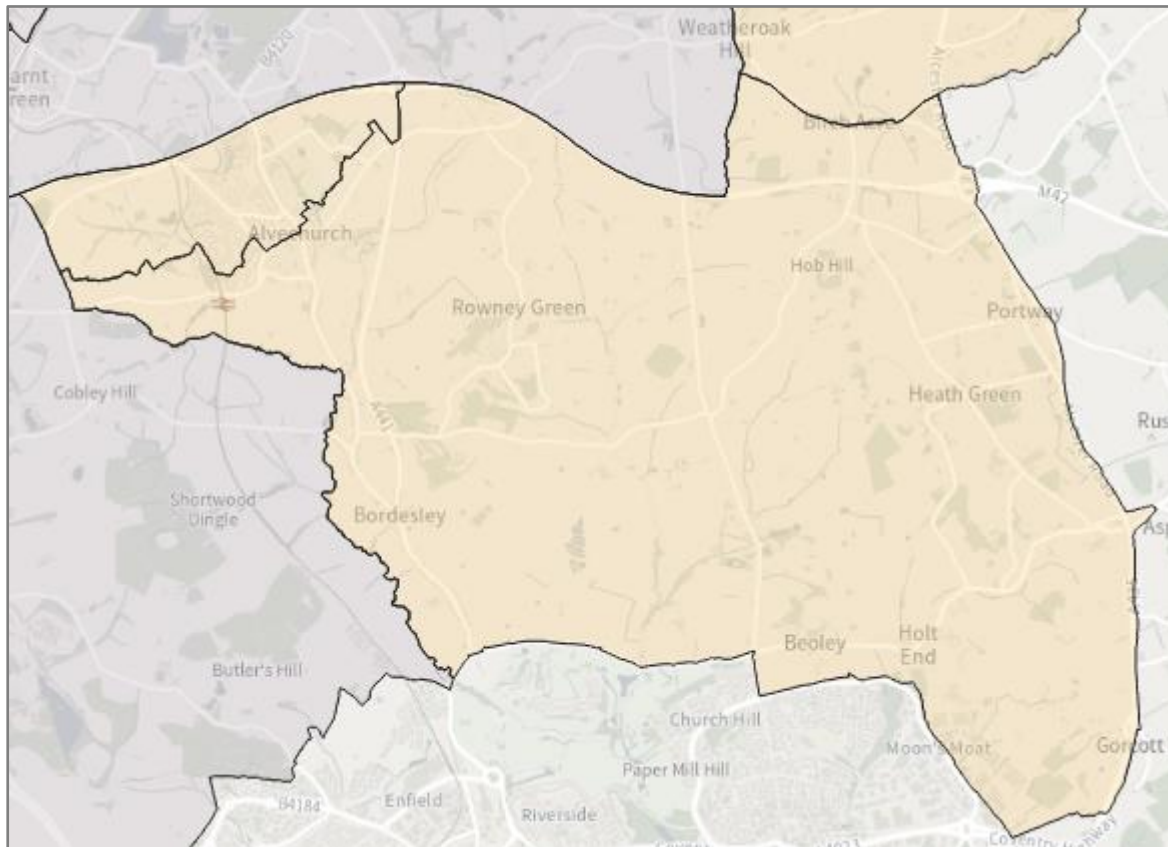
¹⁴ Based on 2021 Census data

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.</p> <p>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>	

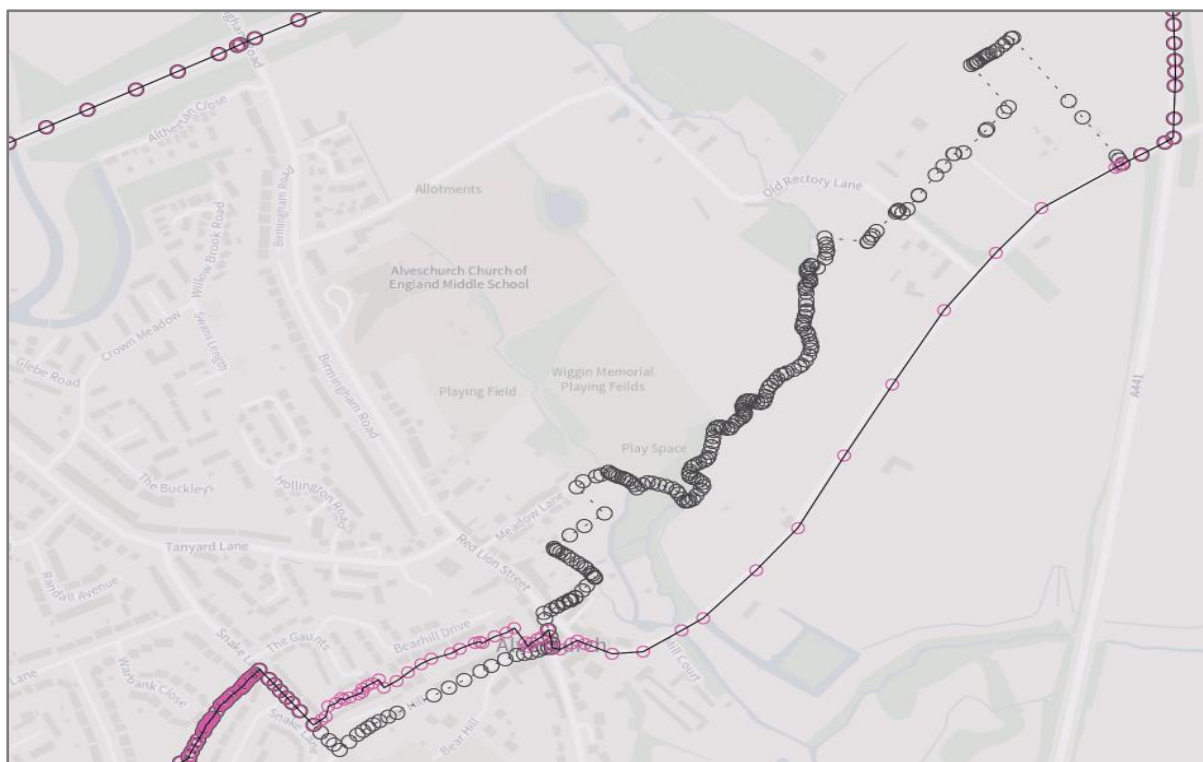
Impact Assessment	<p>The boundary adjustments bring Alvechurch South within the acceptable LGBCE tolerance, reducing the electoral variance from -7.49% to -5.48%. This ensures fairer representation while allowing room for some future growth in the near term.</p> <p>By including properties along Bear 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>
Community Identity Considerations	<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>
Consultation Feedback (Current Ward Member)	<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>
Working Group Comments	<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

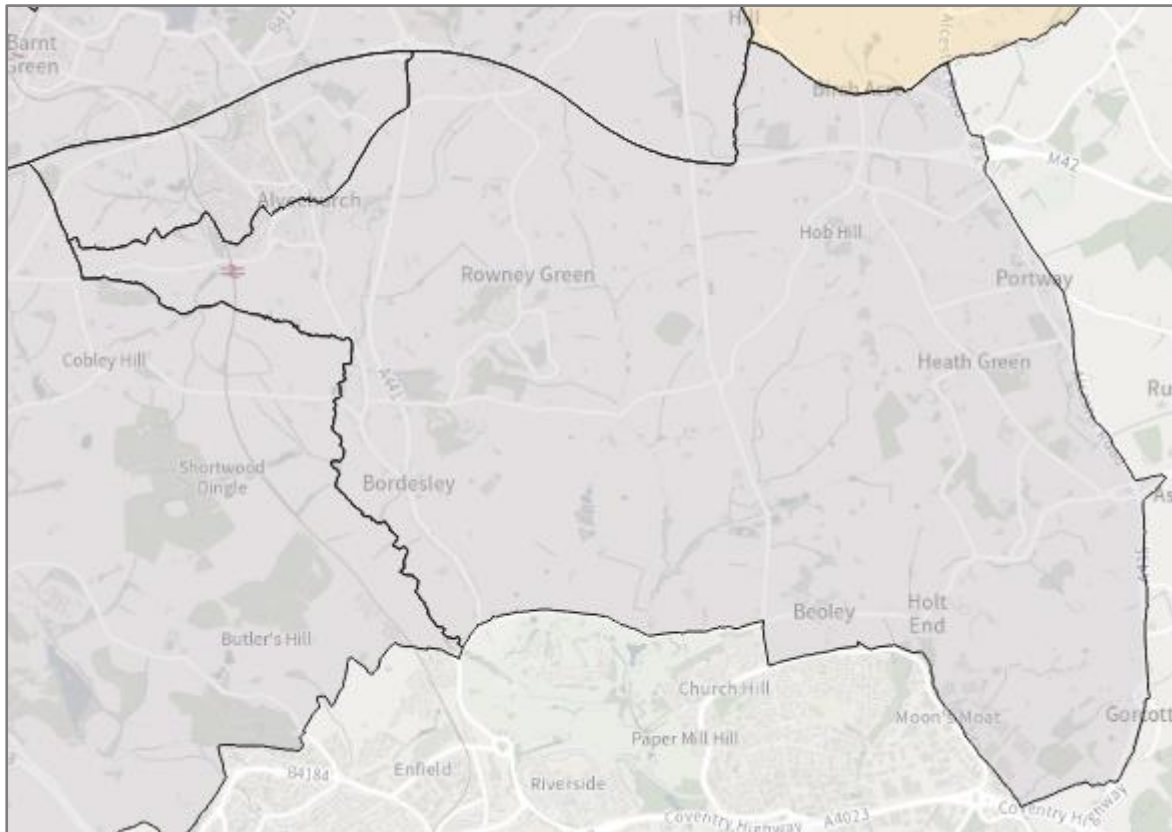
Map 1 Current Ward Boundaries



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%

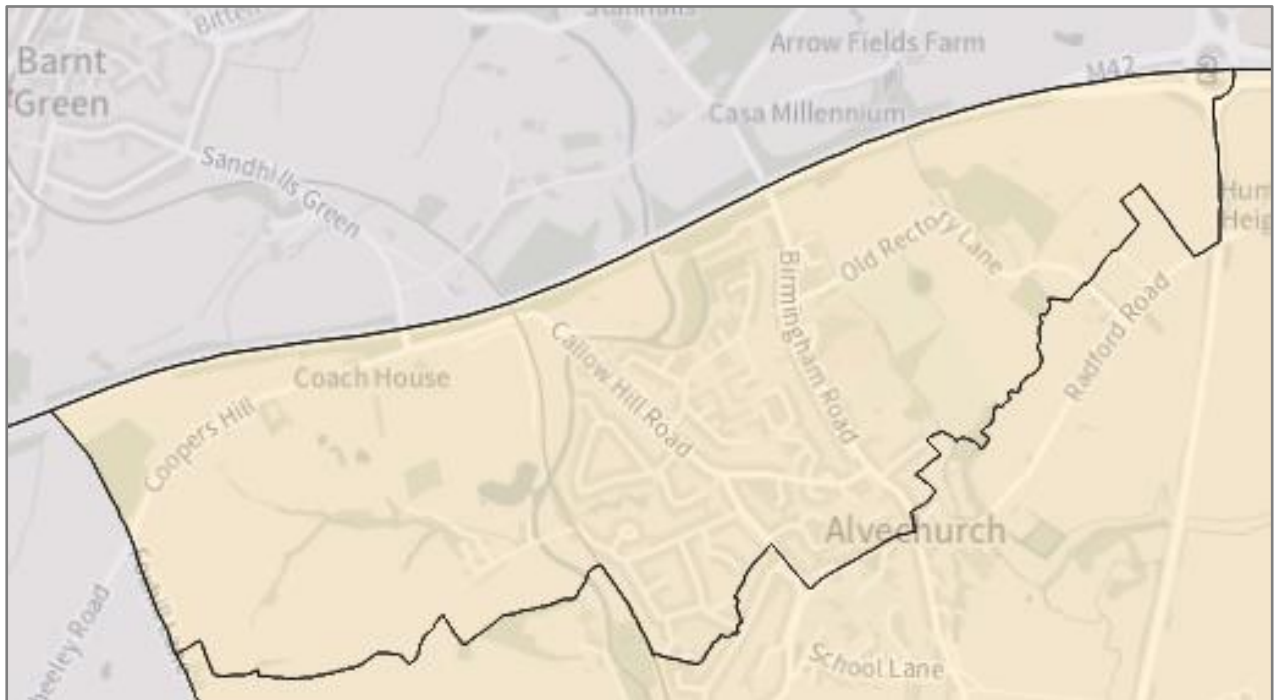
¹⁵ Based on 2021 Census data

Boundary Description	<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>
Rationale for Proposed Boundary	<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>	
Parish Boundaries (Impact on)	<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>	
Impact Assessment	<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>	

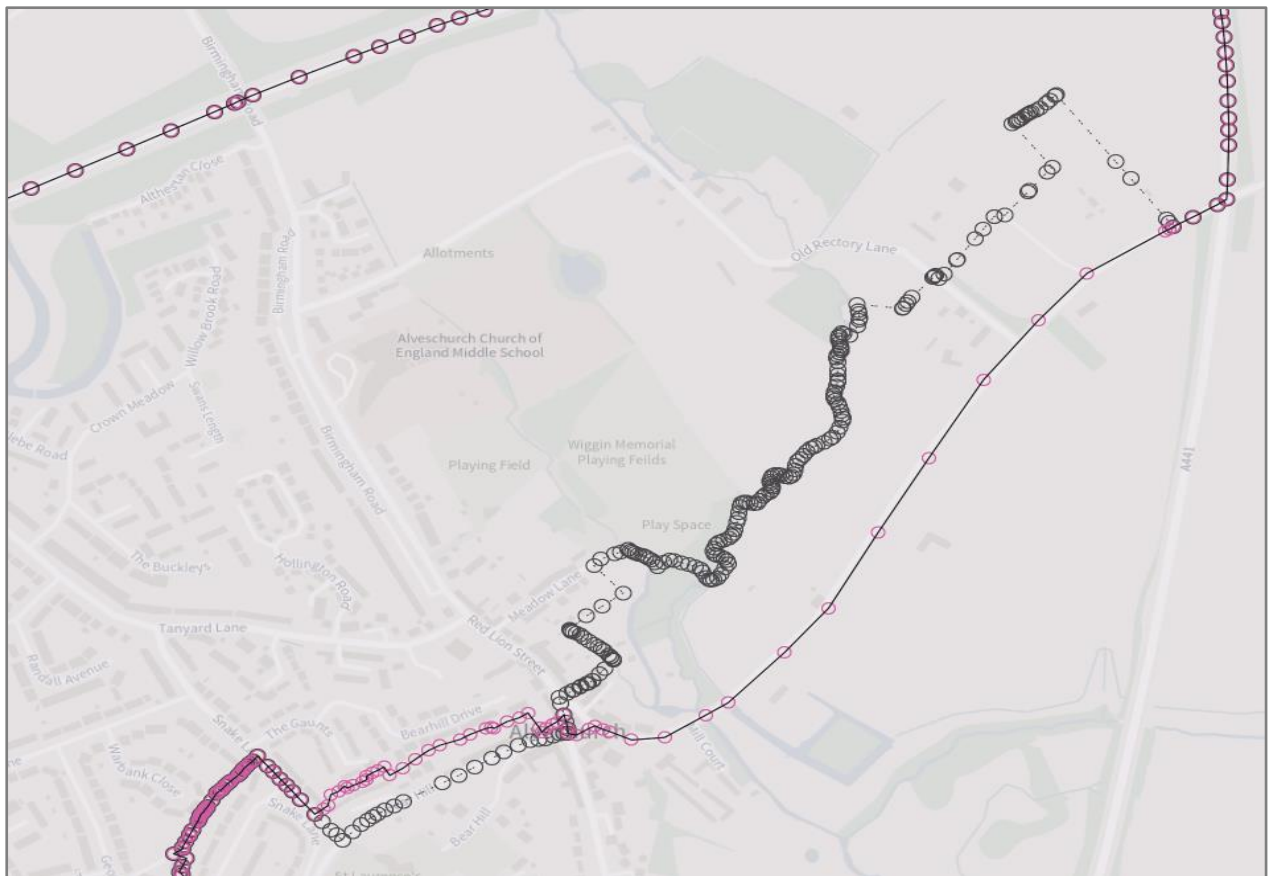
<p>Community Identity Considerations</p>	<p>Alvechurch Village is located around the historic village, with a strong sense of community identity that remains integral to the ward’s character. The changes, such as including The Square, reinforce this identity by aligning the ward with natural geographic 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

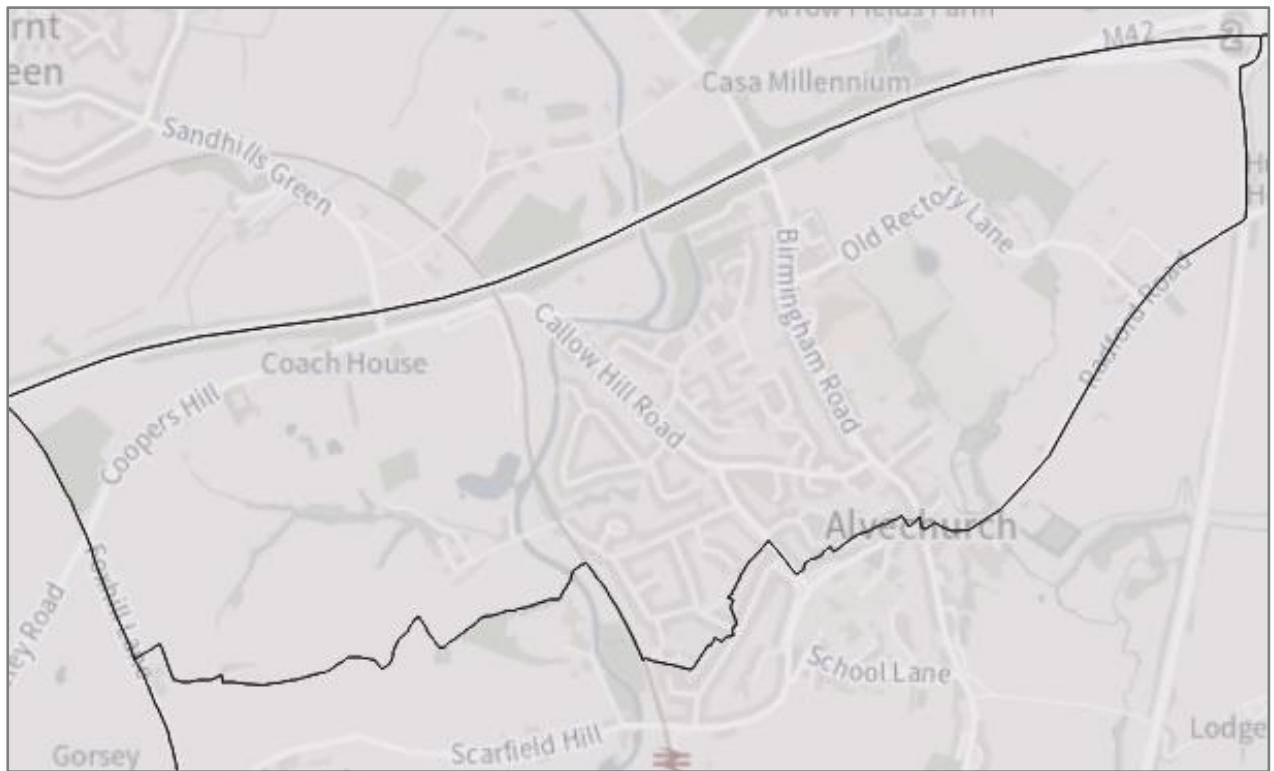
Map 1 Current Ward Boundaries



Map 2 Proposed Boundary Change



Map 3 Proposed Ward Boundaries

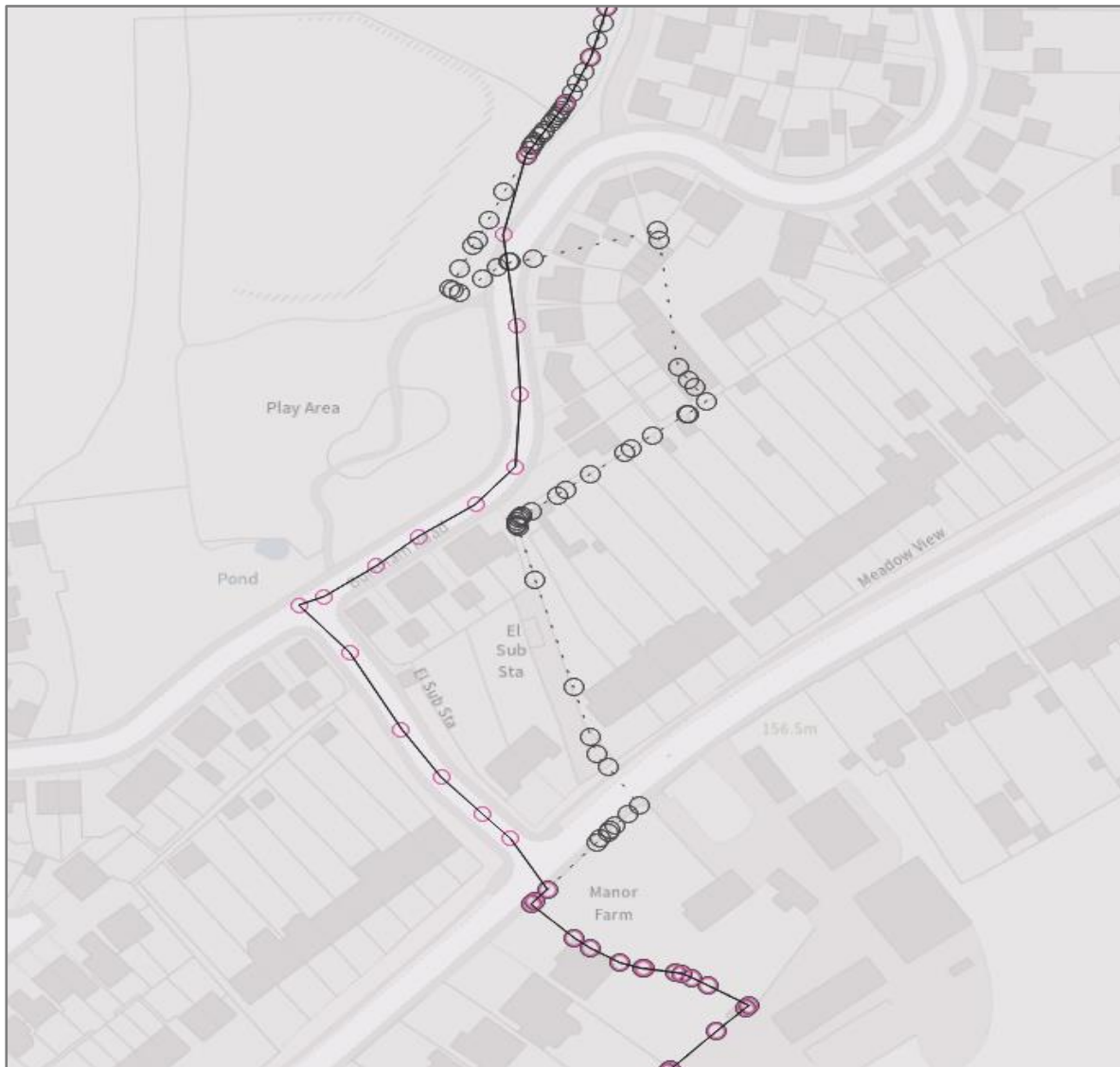


5.17 Wythall East & Wythall West – A small boundary amendment is proposed between the current Wythall East & Wythall West ward boundaries.

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.