

Name of Applicant	Proposal	Expiry Date	Plan Ref.
Mr. Rob McLaren	Proposed stand to cover existing terrace Victoria Ground, Birmingham Road, Bromsgrove, Worcestershire, B61 0DR	19.05.2025	25/00126/FUL

This application is being reported to Planning Committee because it is located on District Council owned land.

RECOMMENDATION: That planning permission be **GRANTED**

Consultations

Sport England

- Having assessed the application, Sport England is satisfied that the proposed development meets exception 2 of our playing fields policy, in that: 'The proposed development is for ancillary facilities supporting the principal use of the site as a playing field, and does not affect the quantity or quality of playing pitches or otherwise adversely affect their use.'
- Given the above, Sport England raises no objection to the application because it is considered to accord with exception 2 of our Playing Fields Policy and paragraph 104 of the NPPF.

Leisure - Open Space/Parks

View awaited

Conservation Officer

- I have reviewed the planning application and would not consider it to be harmful to the setting of the nearby heritage assets, so have no conservation comments to add.

Public Consultation

51 letters sent 25.02.2025 (expire 21.03.2025)

Site notice displayed 25.02.2025 (expires 21.03.2025)

Press notice published 28.02.2025 (expires 17.03.2025)

Representations

No representations have been received to date.

Relevant Policies

Bromsgrove District Plan

BDP1 Sustainable Development Principles

BDP12 Sustainable Communities

BDP17 Town Centre Regeneration

BDP19 High Quality Design

BDP20 Managing the Historic Environment

BDP21 Natural Environment

BDP25 Health and Well Being

Others

National Design Guide
National Planning Policy Framework (2024)
National Planning Practice Guidance

Relevant Planning History

19/00395/FUL	Proposed stand to cover existing terrace	Approved	04.06.2019
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Assessment of Proposal

Site Description

The Victoria football ground is located on the north-western side of Birmingham Road in Bromsgrove. It is bounded by Aldi supermarket to the southwest, residential housing to the northwest and northeast along Stourbridge Road and Victoria Road, and a mix of residential and commercial buildings to the southeast along Birmingham Road.

The site is situated within the urban area of Bromsgrove in an area designated as Town Centre Zone in the Bromsgrove District Plan and is within the setting of several Grade II listed buildings and the Bromsgrove Town Centre Conservation Area.

Proposal

The application is for the erection of a metal stand to cover the existing terrace seating at the southern end of the ground to provide a covered standing area for spectators

The proposal is identical to the one that was approved by Planning Committee on 3 June 2019 under Planning Application 19/00395/FUL. This planning permission was not implemented and has now lapsed.

The proposed stand is required to improve the existing facilities and safety at the ground along with helping to better screen noise and light from neighbouring properties and prevent wayward footballs from entering the Aldi supermarket car park. The proposed stand would not increase the capacity of the ground. The proposal does also include the planting of trees to the southern side of the stand adjacent to the boundary with Aldi Supermarket. No specific details of the types of planting or their sizes have been provided to date.

Historic Environment and character and appearance of area

The existing concrete terrace which extends across the width of the football pitch has a rear 2.35 metres concrete wall, which is visible from Birmingham Road and the Aldi supermarket car park. Currently to the south of the existing terrace is a small area of scrub land which separates the terrace from the Aldi supermarket car park. The proposed stand would cover the full width and length of the existing terrace, with an overall height (taken from the scrub land to the rear of the terrace) of 4.9 metres. The stand would be formed of a metal frame with a metal clad roof and part clad rear wall. The cladding on the rear of the proposed stand would extend down over the existing concrete wall and would be green in colour.

The proposed stand would therefore be a large structure which would be visible from the Birmingham Road across the existing Aldi supermarket car park.

The visual impact of the stand, as viewed from the south, would however be softened by an area of tree planting in the existing scrub area and it is also noted that the increased enclosure of the site will help to contain light from the floodlights within the ground and noise levels.

The Councils Conservation Officer has reviewed the above planning application and do not consider it would be harmful to the setting of the nearby heritage assets.

Amenity

Due to the sitting and design of the proposed stand, it is not considered that it would adversely affect the amenities of the occupiers of the neighbouring residential properties. It is noted that no representations had been received at the time of writing this report.

Conclusion

It is considered that the proposal accords with the policies in the Bromsgrove District Plan and the NPPF and is therefore acceptable.

RECOMMENDATION: That planning permission be **GRANTED**

Conditions:

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date of the grant of this permission.

Reason: In accordance with the requirements of Section 91(1) of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

2. The development hereby approved shall be carried out in accordance with the following plans and drawings:

Drawing No. 641-01 Rev. A Existing and Proposed Plans of New Stand
Drawing No. 641-02 rev. A Existing and Proposed 3D views of New Stand

Reason: To provide certainty to the extent of the development hereby approved in the interests of proper planning.

3. The proposed stand shall be clad in Green Juniper Plastic 0.7mm external cladding of 'corrugated' appearance.

Reason: To protect the amenity of the area.

4. Prior the first use of the development hereby approved details of a landscaping scheme, including a planting schedule, showing details of the new landscape planting (including species, plant sizes, numbers and densities) shall be submitted to and approved in writing by the Local Planning Authority.

Such approved planting shall be completed prior to the first use of the development hereby approved or such other time as is agreed as part of the details to be submitted.

All such planting shall be maintained to encourage its establishment for a minimum of five years following contractual practical completion of the development. Any trees or significant areas of planting which are removed, die or become, in the opinion of the Local Planning Authority, seriously damaged or defective within this period, shall be replaced as soon as is reasonably practicable with others of species, size and number as originally approved, unless the Local Planning Authority gives its written consent to any variation.

Reason: In order to secure a well-planned development.

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