

Name of Applicant	Proposal	Expiry Date	Plan Ref.
c/o Rajinder Singh	Variation of condition 2 (approved plans) of application 19/00592/FUL to alter details of the conversion of the administration building. Blue Bird Administration, Needlers Way, Hunnington	16.12.2025	25/00768/S73

RECOMMENDATION: That planning permission be **GRANTED**

Consultations

Conservation Officer

- There is no objection to the principle of the scheme, as there is already a consent for conversion to residential apartments. This scheme looks to improve on the layout of the previous scheme, change the existing windows to a more sympathetic design and more thoughtfully cover the existing rear wall which comprises what was an internal wall to the factory immediately to the rear of the Administration building.
- The Bluebird Factory site comprised a factory complex largely constructed in the 1920s and 1930s for the Bluebird Toffee company, designed by the Birmingham Architect S N Cooke. At the end of 2019 three structures on the site were listed Grade II, the Administration building, the Welfare building and the front walls and gates. In addition to the factory complex, the company also constructed other buildings, including 24 houses, although 100 were planned, a shop and post office and cricket pavilion.
- The Administration building was listed for its architectural and historic interest. The architectural interest being the neo-Georgian design by the prominent Birmingham architect SN Cooke is assured and well-realised, remarkably so for its provincial location. The building retains high quality fittings and fixtures throughout, including sumptuous fittings to the Director's Office and stair foyer, as well as tiled corridors and lobby spaces, and timber fenestration to internal spaces. In terms of the historic interest, the factory and Hunnington Model Village was developed in the spirit of the period. It was sited in a clean, rural location with good modern transport links and with improved standards of welfare and well being. The complex also comprised a continuation of model village development, begun nearby at Bournville in the late C19.
- The adjacent Welfare building was also listed for its architectural and historic interest. Both buildings have group value forming a legible grouping of the administrative and social focal points of a notable interwar factory at the centre of a new model village and with the front boundary treatment (also listed at Grade II) providing a distinctive and contemporary setting to the building and to the factory site as a whole.
- Planning permission and listed building consent (19/00592/FUL & 20/01440/LBC) was granted in 2022 to convert the Administration Building and Welfare building to apartments and demolish the remaining buildings to provide housing.
- The new houses have now largely been completed and the Welfare Building and Administration have been sold on to new owners. Works commenced last year on the Administration Building by the then owner without discharging pre-commencement conditions. A number of works took place including stripping out works which were of

a poor standard and left the building exposed to the elements and unprotected. The new owner is now looking to revise the original agreed access and alter the access to some of the new apartments.

- Section 16 (2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires LPAs to have regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. This is supported by the Historic Environment policies in BDP20 of the Bromsgrove District Plan, which, amongst other things, state that development affecting heritage assets, should not have a detrimental impact on the character, appearance or significance of the heritage asset or heritage assets.
- In addition, guidance in the recently revised NPPF must also be considered. Paragraph 207 requires applicants to describe the significance of any heritage asset affected, the level of detail being proportionate to the assets importance and no more than is sufficient to understand the potential impact of the proposals on significance; Paragraph 208 requires LPAs to take account of the significance of affected heritage assets when considering the impact of a proposal, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal; Paragraph 212 requires great weight to be attached to the conservation of designated heritage assets, irrespective of the level of potential harm. Any harm to or loss of, the significance of a designated heritage asset, including its setting, requires clear and convincing justification, Paragraph 213; and Paragraph 215 requires less than substantial harm to designated heritage assets to be weighed against the public benefits of the proposal.

Hunington Parish Council

Consulted 19.09.2025: views awaited

Publicity

Neighbour letters sent 22.09.2025 (expired 16.10.2025)

Site notice displayed 03.10.2025 (expired 27.10.2025)

Press notice published 26.09.2025 (expired 13.10.2025)

No comments have been received as a result of the publicity of the application.

Relevant Policies

Bromsgrove District Plan

BDP1 Sustainable Development Principles

BDP2 Settlement Hierarchy

BDP19 High Quality Design

BDP20 Historic Environment

Others

Bromsgrove High Quality Design SPD

NPPF National Planning Policy Framework (2024)

NPPG National Planning Practice Guidance

Relevant Planning History

25/00762/LBC	Alteration of the Administration Building to provide 9no. new apartments, with associated internal works, services and external works.	Pending consideration	
20/01440/LBC	Part demolition and site clearance of the former Blue Bird factory site for its redevelopment to provide 108 residential dwellings (Use Class C3), consisting of both new dwellings and conversion of the Welfare and Administration buildings, along with associated landscaping; drainage; engineering; highways and access works.	Granted	27.04.2022
19/00592/FUL	Part demolition and site clearance of the former Blue Bird factory site for its redevelopment to provide 108 residential dwellings (Use Class C3), consisting of both new dwellings and conversion of the Welfare and Administration buildings, along with associated landscaping; drainage; engineering; highways and access works.	Granted	27.04.2022

Site Description and Proposal

The site formerly comprised a factory complex largely constructed in the 1920s and 1930s for the Bluebird Toffee company. To the front of the site are the Administration and Welfare buildings which are Grade II listed buildings as well as the wall to the front boundary of the site.

Planning permission and Listed Building Consent have previously been granted for the re-development of the site for residential purposes comprising the construction of new dwellings and conversion of the Welfare and Administration buildings. Construction of the new dwellings to replace the factory buildings is well underway with some dwellings already inhabited.

This application specifically relates to the works to the Administration building and is seeking changes to the approved conversion details. The majority of the changes relate to internal reconfiguration to the proposed layout of the residential units. The fine details of these works will be dealt with under the associated Listed Building Consent application. The external changes which are subject to this application relate to:

- The insertion of 4no. doorways in the front elevation of the building, associated steps and hand rails
- A brick skin external wall and the details associated with this to the rear elevation
- Changes to the fenestration on the rear elevation of the building

Assessment of Proposal

Principle

The site already benefits from planning permission to be converted to 9 no. residential units. This application seeks amendments to this application, retaining the number of units at 9no. Having regard to the fallback that the original permission has been implemented and the conversion of the building based on the approved plans could take place, the principle of converting the building to a residential use is acceptable.

Specific works proposed

The Administration building is a Grade II listed building and as such, regard must be had to the duty to have special regard to preserving a listed building or its setting under section 66(1) of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990. BDP20 of the Bromsgrove District Plan, amongst other things, states that development affecting heritage assets, should not have a detrimental impact on the character, appearance or significance of the heritage asset or heritage assets.

As noted above the Conservation Officer raises no objection to the principle of the proposed works in relation to the impact on the listed building. Discussions are ongoing relating to the specific details of some of the works which will be dealt with and controlled via the associated Listed Building Consent application (25/00762/LBC). As such it is considered that the proposal accords with the historic environment policies and legislation outlined above.

In relation to the insertion of the doors in the front elevation of the building this will result in an improved layout for the occupiers of the building providing a direct access into each residential unit. The approved layout required occupiers to enter the building through the main front entrance before exiting to the rear before re-entering a door to each unit in the rear elevation. The details of the steps and railings to these doors can be adequately controlled by conditions.

To the rear it is proposed to build a cavity brick wall externally against the original rear facade. The plans show that at the base there will be a strip of green glazed brickwork to mimic the original tiled band that ran along the interior wall. Above this there would be a red brick wall with the upper part of the brick wall being constructed from a contrasting darker brick to replicate the 'saw tooth' profile of the roof of the factory which formerly attached to the rear of the building. As noted in the Conservation Officer comments above, it is considered that dealing with exposed rear wall of the Administration Building is a more thoughtful approach than that previously approved.

In relation to the fenestration changes to the rear elevation, the proposal utilises the existing openings at first floor level. This means that there is one more window opening than previously approved. At ground floor one new window opening is proposed, a doorway is changing to a window and one window is being reduced in size. To the rear of the Administration building there is a garden area beyond which there are new dwellings. All of these dwellings are either front or side facing the rear elevation of the Administration building. The proposed floor plans for the Administration building show that at first floor the windows will be serving non habitable rooms – corridors, hallways

and lobby areas. Therefore, it is considered that there will be no adverse amenity impact on the occupiers of the new dwellings to the rear. There has previously been approved boundary treatments to the rear of the Administration building comprising 1.8 metre high wall/fence details and as such combined with the distance to the new dwellings and their orientation it is considered that no harmful overlooking impact will arise. This part of the proposal is therefore considered to comply with Policy BDP19 of the Bromsgrove District Plan and the High Quality Design SPD.

With respect to conditions, the Planning Practice Guidance (PPG) advises that the original planning permission (in this case 19/00592/FUL) will continue to exist whatever the outcome of the application under Section 73. The conditions imposed on the original permission still have effect unless they have been discharged. Decision notices for the grant of planning permission under Section 73 should set out all of the conditions imposed on the new permission, and restate the conditions imposed on earlier permissions that continue to have effect.

In this case, with respect to the original permission condition 3 related to the new build dwellings and condition 19 related only to the welfare building not subject to this application. Therefore, these conditions do not require transferring across. Conditions 6 and 29 are now covered by Building Control so should not be duplicated here.

Conditions 9, 10, 13, 14, 16, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29 of permission 19/00592/FUL have been discharged so will not have effect on this permission.

It is considered that all other conditions relating to the previous permission remain valid and are recommended accordingly.

Members will note no representations have been received in relation to the application.

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 application 19/00592/FUL.

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:

Proposed site plan 181.39D
Proposed site plan 181.66D
Proposed floor plans 181.26P
Proposed elevations 181.47E
Proposed external step detail 181.315

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

3. Prior to installation on site, samples and trade descriptions of the materials to be used on the rear wall of the Administration Building shall be submitted to and approved in writing by the Local Planning Authority. The development shall be carried out in accordance with the approved details.

Reason: To ensure that the development is satisfactory in appearance

4. The proposed visibility splays on both sides of the site access shall be maintained free from obstruction exceeding a height of 0.6 m above the adjacent ground level.

Reason: In the interests of highway safety.

5. The dimensions of all car parking spaces and garages approved under this planning permission shall comply with the requirements of the Worcestershire Streetscape Design Guide.

Reason: In the interests of highway safety and to ensure the free flow of traffic using the adjoining highway.

6. No dwelling hereby permitted within the Administration Building or the Welfare Building shall be occupied until cycle parking provision as proposed on the approved plans with references SCA04 PL156 Rev A and SC04 PL002 Rev AG has been provided.

Reason: To comply with the Council's parking standards.

7. The development hereby approved shall be implemented in accordance with the submitted Travel Plan (ref. 763-TP v.9) prepared by iPRT Group, dated 8 October 2020.

Reason: To reduce vehicle movements and promote sustainable access.

8. All retained trees shall be protected throughout all phases of development in accordance with BS5837:2012 and drawing no. TPP 1 Rev A within the submitted Arboricultural Report and Tree Condition Survey (ref. 0219-8011 Rev 2), unless otherwise agreed with the Local Planning Authority in writing.

Reason: To ensure the environment of the development is safeguarded and enhanced.

9. Any retained tree that dies or becomes diseased within five years of the completion of the development shall be replaced with a like-for-like replacement.

Reason: To ensure the environment of the development is safeguarded and enhanced.

10. In the event that contamination is found at any time when carrying out the approved development that was not previously identified it must be reported in writing immediately to the Local Planning Authority. An investigation and risk assessment must be undertaken and where necessary a remediation scheme must be prepared, these will be subject to the approval of the Local Planning Authority. Following the completion of any measures identified in the resulting approved remediation scheme a validation report must be prepared, which is subject to the approval in writing of the Local Planning Authority prior to the occupation of any buildings.

Reason: To ensure that risks from land contamination to the future users of the land and neighbouring land are minimised, together with those to controlled waters, property and ecological systems, and to ensure that the development can be carried out safely without unacceptable risks to workers, neighbours and other offsite receptors.

11. The development hereby approved shall be carried out in accordance with the minimum finished ground floor levels of all the approved buildings and the finished ground levels of all other areas of the site shown on the submitted drawing with reference CWA-18-194-511 Rev P2.

Reason: To ensure that the development is carried out at suitable levels and to manage the risk of flooding.

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