

**Bromsgrove District Council  
Planning Committee**

**Committee Updates  
4 December 2025**

<b>25/00768/S73 Blue Bird Administration, Needlers Way, Hunnington</b>
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No updates
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<b>25/00901/S73 Land at Whitford Road, Bromsgrove</b>
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**Updated consultation comments from The Bromsgrove Society**

(Full comments available to view under the application reference on Public Access)

- Concern at the combined increase in traffic and delays of the current proposal when combined with the proposed variation of conditions attached to 16/0335 (Land at Perryfields) proposed under application 25/00798/S73 (Taylor Wimpey).
- Suggest harm arising from rat running through Millfields
- Proposed junction layout is closer to the existing pedestrian crossing - Question whether proposals require a departure from highway design standards
- Question whether use of pedestrian crossing will impact delays and potential for vehicles to block the exit from Fox Lane.

**Response of the applicant to the updated consultation comments from The Bromsgrove Society**

(Full response available to view under the application reference on Public Access)

- When including the occupation of 100 units at Perryfields (condition imposed by the Planning Inspectorate in allowing the Perryfields appeal), the delivery of 365 units at Whitford Road together with the implementation of the interim junction improvement yields a substantial reduction in delays.
- Sensitivity analysis has been carried out accounting for 25/00798/S73 Perryfields proposal, however that proposal does not form part of the current application to vary condition 25.
- Accident data does not identify that the proposals will have any impact upon Millfields.
- The interim scheme is designed as a temporary solution until the roundabout can be implemented (currently summer 2027) to enable the delivery of housing.

**Response of WCC Highway Authority to the updated consultation comments from The Bromsgrove Society**

(Full response available to view under the application reference on Public Access)

- Confirm that the development impacts reported in the applicant's Technical Note have been considered by the Highway Authority in preparing comments.
- No evidence of harm impacting Millfields has been provided in the Bromsgrove Society comments.
- The HA confirms that the residual cumulative impacts of the development are not severe, and that the development would not give rise to an unacceptable impact on highway safety.
- The Highway Authority confirms there are no Departures from Standards.
- Limitations of traffic modelling have previously been explained by the Highway Authority. The Highway Authority has reviewed the Applicant's modelling and considers it a suitable tool for assessing development impacts.

**Planning Assessment and Conclusion**

- The modelling and supporting information has been subject to review by WCC Highway Authority and by Mott MacDonald. The modelling used is considered appropriate and represents a suitable tool for assessing development impacts.
- There is no evidence that harm would result to the Millfields' area.

- The Highway Authority has confirmed that there are no Departures from Standards related to the interim scheme design.
- The proposal represents a temporary interim scheme as a response to the timescales for the availability of road space to construct the roundabout. The proposed amendment would still require the construction of the roundabout.
- The Highway Authority has advised that the residual cumulative impacts of the development are not severe, and that the development would not give rise to an unacceptable impact on highway safety.
- The NPPF makes clear that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios. Thus, there is no change to the planning conclusion and recommendation which remain as set out in the main agenda report.

#### **25/01151/PIP Land off Withybed Lane, Alvechurch**

Two representations received raising objections to the scheme on the following issues:

1. Unsuitable road access and highway safety
2. Increased village traffic pressure
3. Local infrastructure already over-capacity
4. Impact on village character and identity
5. Loss of peaceful and rural space
6. Negative impact on the canal walk and public amenity
7. Noise and disturbance to existing properties
8. Harm to local wildlife and biodiversity