

Bloor Homes submit a major planning application for development to the west of Worcester

Developers, Bloor Homes, have submitted an outline planning application to Malvern Hills District Council for the development of up to 3,950 dwellings and 14 hectares of employment land to the west of Worcester. The housing and employment development is proposed by JS Bloor (Tewkesbury) Ltd and would be built on land extending from the Crown East island, off Bromyard Road, to north of Martley Road.

The proposals would include a new district centre and two local centres, providing shops and services, with land also set aside for a secondary school and two 2 form primary schools. Formal and informal public open space would also be provided.

Hard copies of the planning application are available for inspection at Malvern Hills District Council's Customer Service Centre at the Library, Graham Road, Malvern and at the Worcester City Council Customer Service Centre at Orchard House, Farrier Street Worcester.

A dedicated bulletin board is to be provided on the Malvern Hills District Council website which will provide regularly updated material about the planning application, including details of the documents submitted, progress with the application and consultation arrangements and responses.

A map illustrating the zone for community consultation in the form of letters directed to specific addresses and identifying the specific sites for the posting of site notices is to be posted on the dedicated bulletin board. The consultation zone covers properties within Malvern Hills District and properties within the City boundary.

This proposal would result in a significant urban extension to the west side of the City and the District Council is keen to actively seek the views of the whole community on the submitted planning application. Special and extended consultation arrangements are being put in place and these will be detailed on the bulletin board in due course. The District Council anticipate more than one round of public consultation on this major planning application.

Any person and interested parties wishing to submit comments are invited to forward their views via the Councils' website at www.malvern hills.gov.uk or in writing to Planning Services, Malvern Hills District Council, Council House, Avenue Road, Malvern WR14 3AF.

Councillor David Hughes, Portfolio Holder for the Council's Planning Services, said earlier this year "It would appear that the planning application has been submitted as a response to the requirements of the emerging West Midlands Regional Spatial Strategy and on-going work related to the South Worcestershire Joint Core Strategy, in which land within Malvern Hills District to the west of Worcester has been identified as a potential urban extension.

However, it is important to stress that at this stage, whilst this general location has been consulted upon as a preferred direction for growth and a possible 'strategic allocation', no formal decisions have been made by the South Worcestershire Authorities on whether this land will be allocated for development, its scale and extent or the mix of proposed uses. The District Council has consistently stated that it intends that growth is plan led and that the South Worcestershire Joint Core Strategy will need to be adequately progressed in order that informed decisions, which take into account public comment, can be made. The current time table for the advancement of the South Worcestershire Joint Core Strategy suggests that any decisions about the content of the Core Strategy are unlikely to be made before autumn this year and even at this stage it may not be possible to make decisions about specific planning applications for major urban extensions to Worcester. "

Councillor Hughes continued "With the ongoing need for this location to be fully tested through the Plan led process, including further public consultation, the District Council can only assess this application on its individual merits at this time in advance of resolution of the SWJCS, having regard to the provisions of the existing development plan. If the site is eventually earmarked as an urban extension of the City, the District Council will wish to ensure the highest quality of development including safeguarding the landscape quality and the close knit existing rural communities of the area. Equally, it is critical that any development is not allowed to proceed without the certainty that adequate infrastructure will be funded and delivered, including the much needed improvements to our road network around Worcester."

Notes to editors:

1. It should be noted that whilst the proposed development is closely related to the needs of Worcester City it is located within Malvern Hills District and therefore the decision whether to grant or refuse planning permission will rest with Malvern Hills District Council as the local planning authority.
2. The South Worcestershire Joint Core Strategy is being produced by the District Councils for Malvern Hills District, Wychavon District and the City Of Worcester. Details of the Core Strategy Preferred Option document and related consultations can be found on the Joint Core Strategy website at <http://swjcs.org/>
3. Details of the West Midlands Regional Spatial Strategy Phase Two Partial review and the subsequent Examination in Public Panel's Report (which refers directly to the possibility of development to the west of Worcester) can be found at:

http://www.wmra.gov.uk/Planning_and_Regional_Spatial_Strategy/RSS_Revision/RSS_Revision_Phase_2/RSS_Revision_Phase_2.aspx

<http://www.gos.gov.uk/gowm/Planning/515750/panelreport09/>