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**Birmingham Plan 2031 – Hearing Statement  
Matter E: Green Belt Policy, The Langley Sustainable Urban Extension (SUE)  
Allocation and the Peddimore Employment Allocation  
(BDP policies TP10 & GA5-6)**

**Town and Country Planning Act 1990  
Planning and Compulsory Purchase Act 2004  
Localism Act 2011**

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**On Behalf Of: Bloor Homes Western**

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**Birmingham Plan 2031 Hearing Statement**

**Matter E: Green Belt Policy, The Langley Sustainable Urban Extension (SUE) allocation and the Peddimore Employment Allocation (BDP policies TP10 & GA5-6)**


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**1.0 Matter E: Green Belt policy, the Langley Sustainable Urban Extension [SUE] allocation and the Peddimore employment allocation (BDP policies TP10 & GA5-6)**

*Main issues: Does the Plan comply with national policy in its approach to the Green Belt? Are the Langley SUE and Peddimore employment allocations justified and deliverable? Should other Green Belt and/or major greenfield allocations be made?*

- 1.1 The draft plan is not sound as it does not pass the 'justified' test as it is not based on the most appropriate strategy when considered against the alternatives. Specifically, the plan seeks to allocate land in the Green Belt for development before allocating all appropriate and deliverable sites within the city boundary. We are of the view that in order for exceptional circumstances to be demonstrated to support Green Belt land release it is necessary for all suitable sites within the urban area to be identified for development.
- 1.2 It is clear that there is insufficient land within the built up boundary of the City to accommodate the amount of housing that is required. If the housing requirement is to be met, it will be necessary for Green Belt land within Birmingham's administrative area to come forward for development alongside Green Belt land in neighbouring authorities.
- 1.3 However, the Council's exceptional circumstances case is based on the fact that the capacity of the urban area is limited to 45,000 dwellings. This is not the case. The North Worcestershire Golf is a suitable, sustainable and deliverable site within the City's administrative boundary that can deliver in the region of 800 homes in the short term. As a non-Green Belt site the North Worcestershire Golf Club should be prioritised for development ahead of Green Belt land. Furthermore allocation of the North Worcestershire Golf Club for development will reduce the amount of Green Belt land that is required for housing.

**Site Details**



- 1.4 The North Worcestershire Golf Club occupies land extending to 32 hectares. It is an irregularly shaped greenfield site that is enclosed by existing development on all sides. This site is in a highly sustainable location for development. A Sainsbury's supermarket is situated within 500 metres of the north east corner of the site. The Sainsbury's supermarket forms the southernmost extent of Northfield Centre which provides a range of services and facilities. In addition, there are a number of individual shops, public house, and schools within 500 metres boundary of the site
- 1.5 As part of the promotion of the North Worcestershire Golf Club a number of meetings have been held with Council officers to discuss the development of the site. Public consultation events were undertaken on 10<sup>th</sup> and 12<sup>th</sup> July. Meetings have been held with the local MP, Richard Burden, the Conservative Prospective Parliamentary Candidate, Rachel Maclean, ward Councillors and other stakeholders and statutory consultees. This process has identified interested parties potential concerns with the proposed development as well as the benefits that could arise. Attached in Appendix 1 is a copy of the North Worcestershire Golf Club Bloor Update August 2014 Newsletter that summarises the outcome of the public consultation undertaken to date. A further round of public consultation will take place at Christmas.

### **Background**

- 1.6 Earlier consultation version of the Birmingham Plan 2031 included specific guidance to guide the development of the North Worcestershire Golf Club site. The Birmingham Plan Core Strategy 2026 Consultation Draft (December 2010) included policy S8 – North Worcestershire Golf Club, that identified the site as a suitable location for the development of 800 dwellings and 10ha of open space. The Birmingham Plan 2013 Options Consultation Document (October 2012) did not include a policy on the North Worcestershire Golf Club, but did advise that *'there are some opportunities to utilise land currently defined as open space through selective redevelopment which could also provide the opportunity for improvements to the quality of remaining areas of open space. The North Worcestershire Golf Club is an example where*

*additional housing alongside improving the quality and accessibility of the open space could be delivered'* (page 15).

- 1.7 The North Worcestershire Golf Club has now reached a point where it is unviable and faces bankruptcy in the near future. The club has been under financial pressure for a number of years, however, the financial situation has reached a point where it is unrecoverable. Declining membership numbers coupled with rising costs are forecast to result in continued losses and rapidly dwindling financial reserves. A number of options have been explored to try improve the clubs finances but none have been successful.
- 1.8 Attached in Appendix 2 to these representations the executive summary of a Financial Viability Report (draft) prepared by Haines Watts Chartered Accountants. The document confirms the clubs current and forecast financial position. It also identifies the various measures the club has undertaken to try to improve its financial position. The clubs will soon be in a position where they can no longer trade. As such it is necessary for an alternative use to be found for the site.

### **Need for a Policy**

- 1.9 The North Worcestershire Golf Club is significant in size. It is envisaged that the site could be developed to provide in the region of 800 houses, community facilities, open space and associated infrastructure. Given the scale of the site and the amount of development it could provide it is considered to be a strategic development location and the BDP should provide guidance on the form and scale of development that should take place on the site in accordance with guidance set out in paragraph 157 of the Framework.
- 1.10 The North Worcestershire Golf Club was previously identified as a preferred location for a residential development in an earlier version of the Birmingham Plan (Core Strategy 2026 Consultation Draft – December 2010). A specific policy was included in the Plan that proposed the development of the site as

residential use. It is understood that a policy on the development of the North Worcestershire Golf Club was included within the Plan due to the scale of development proposed at and the strategic nature of the site. This further reinforces the need for a specific policy supporting the allocation of the site in the emerging plan.

### **Current Policy Position**

1.11 The Birmingham UDP 2005 does not apply any specific policy designation to the site. The UDP Proposals Map does not identify the site as 'Open Space and Recreational Areas', 'Open Space' or part of a 'Linear Park'. Like the UDP, the draft Birmingham Development Plan 2031 Policy Map does not apply any specific policy designation to the site. Furthermore, it is not subject to any of the designations identified in paragraph 47, Footnote 9 of the Framework. It is correct that the site is not identified as open space or any other similar designation by the adopted or emerging plan. The North Worcestershire Golf Club plays no open space role.

1.12 The National Planning Practice Guidance - Open Space, Sports and Recreation Facilities, Public Rights of Way and Local Green Space, confirms how open space should be taken into account in the planning process (Reference ID: 37-001-20140306). It is advised that:

***“Open space, which includes all open space of public value, can take many forms, from formal sports pitches to open areas within a development, linear corridors and country parks. It can provide health and recreation benefits to people living and working nearby; have an ecological value and contribute to green infrastructure (see National Planning Policy Framework paragraph 114), as well as being an important part of the landscape and setting of built development, and an important component in the achievement of sustainable development.”***

1.13 The North Worcestershire Golf Club is not of public value. The site is not publicly accessible; there are no rights of way across the site. Members of the



- public cannot use the site as a sport or recreational resource. The redevelopment of the site for a housing led scheme would result in the creation of significant areas of public open space in this locality accessible to all. Informal discussions have been held with officers of Sport England who have no expressed an in principle objection to the redevelopment of the site.
- 1.14 The site does not perform any particular landscape or visual role. Views into the site from the surrounding road network are highly limited due to boundary features and private properties backing on to the site. Whilst occasional views of the North Worcestershire Golf Club are available from further afield a carefully designed and landscaped scheme will ensure that the redevelopment site blends into the wider environment.
- 1.15 It should also be noted that there is a surplus capacity at private golf clubs in the local area. When the club closes the existing Members will have the opportunity to join nearby clubs if they so wish. There are 115 golf courses within 20 miles of the site. The private golf clubs within a 5 mile radius of the site have all confirmed that they have capacity for new members. Indeed, a nearby club has advertised that discounts may be available to North Worcestershire Golf Club members and one neighbouring club has suggested that they could enter into discussions with members as a collective.
- 1.16 It should be noted that as a private business there are no policy tests that make it requirement for it to be demonstrated that the business is failing or that there is capacity at neighbouring golf clubs for existing members to allow the site to be allocated for development. This is, however, the case. The fact this club will close reinforces the need for a policy on the site.

#### **The benefits of developing the North Worcestershire Golf Club**

- 1.17 There are a significant number of benefits associated with the development of the North Worcestershire Golf Club. At present the golf club is inaccessible to members of the public and only the clubs 346 members have access to the site. The residential development of the club will result in a high quality



scheme with a significant quantum of open space accessible to all. It is envisaged that the open space element of the scheme will include sports pitches and other facilities to meet the needs of the local community.

- 1.18 Bloor Homes have entered into discussions with councillors, officers and the local community to establish local open space and community facility requirements. Consideration is being given as to whether it would be appropriate to provide a site for a new school as part of the development. Due to the significant size of the site a range of community facilities could be provided.
- 1.19 Attached to this letter in Appendix 3 is a sustainability matrix that highlights the role the development of the site can play in delivering the three aspects of sustainable development identified in the Framework. As a whole, the site performs extremely well as it can deliver much needed houses, including a significant quantum of affordable housing, open space and economic benefits through its construction. It is, therefore, suggested that a policy is included within the plan, allocating the North Worcestershire Golf Club for residential development. It is suggested that the following policy is included:

***'The North Worcestershire Golf Club is considered to be a suitable location for residential development and appropriate complementary uses including laid out public accessible space. Development will be subject to the protection of important trees and habitats of biodiversity significance.***

***Around 800 new dwellings could be provided'.***

### **Conclusion**

- 1.20 The North Worcestershire Golf Club is in significant financial difficulty and will close. This will result in the need to find a new use for this 38ha site. Birmingham City Council is in a position where it is necessary to find a significant amount of new land for housing. This has resulted in a proposal to

remove land from the Green Belt within the City's administrative area. It will also result in further Green Belt land release in neighbouring authorities given the lack of capacity within the City. The site of the North Worcestershire Golf Club is ideally suited to help deliver much needed market and affordable homes outside of the Green Belt.

- 1.21 The site is capable of providing in the region of 800 homes, community facilities and areas of open space. It is in a sustainable location with access to a range of services, facilities and public transport opportunities. It is not in the Green Belt or identified as an area of open space in either the adopted UDP or the emerging Birmingham Development Plan. There are no policy constraints to its development.

# APPENDIX 1



# North Worcestershire Golf Club Bloor Update August 2014

Further to the public consultation events held on the afternoon of July 10<sup>th</sup> and the day of July 12<sup>th</sup> at the Hollymoor Community Centre, Bloor Homes would like to provide feedback on some of the comments, thoughts and concerns that were received.

Public consultation is a vital part of bringing forward schemes such as the North Worcestershire Golf Club (NWGC.) The initial pre-consultation undertaken at the above events hosted by Bloor, is a demonstration of its commitment to engaging with key stakeholders and neighbours of its proposed schemes from the primary stages of the development process.

The consultation took the form of two separate drop-in sessions, both held outside of school holidays including a weekday afternoon and an all-day session on a Saturday. The timing and location of the sessions were deliberately chosen to ensure as many people as possible could attend.

Approximately 160 people attended the sessions over the two days with a wide variety of opinions voiced, both positive and negative, and a large amount of information gathered.

Whilst several people commented on the lack of information at the event, Bloor would like to emphasise that this was an information gathering exercise. The events were held in order to help understand local people's concerns and aspirations surrounding the redevelopment of the site. This information will now be considered to help inform the design of the proposed layout of the development.

As part of the day's events, participants were invited to engage with the professional team and also to complete a questionnaire. The main points raised are set out below (in no particular order):

Possible Benefits	Concerns
On site GP surgery	Traffic
Brookside Footpath / Cycleway / Fitness Trail	Number of houses
School / Club Sports Pitches	Ecology
Possible on site Sheltered Accommodation	Over Development of local area
Community Space (inc. possible church / hall)	Impact on personal amenity
Provision of 3 and 4 bed family housing	Capacity at local doctors surgeries
Bowling Green	Construction Traffic
Family / Children Play Areas	Drainage
	Education (Primary and Secondary Schools)
Affordable Housing	Affordable Housing

Bloor's commitment to engaging with the community did not start and does not end at this point. Previous consultation has been held with the local MP, Richard Burden; The Conservative Prospective Parliamentary Candidate, Rachel Maclean; ward councillors and other stakeholders and statutory consultees.

There will be further formal public consultation events and, in line with best practice, Bloor is keen to set up a working group with community leaders, politicians, and local members of the public to give them the opportunity to be actively involved throughout the development process.

## North Worcestershire Golf Club Bloor Update August 2014

Bloor will also be attending the Longbridge Ward Committee meeting on 19<sup>th</sup> September and will give a presentation which will set out the key themes which emerged from the public consultation events.

Bloor Homes

## APPENDIX 2



**VIABILITY REPORT  
TO THE DIRECTORS OF  
BLOOR HOMES LIMITED  
ON NORTH WORCESTERSHIRE GOLF CLUB**

**DRAFT 15.09.2014**

## Viability Report

### Report to the Directors of Bloor Homes

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#### 2 Executive Summary

- 2.1 North Worcestershire Golf Club appears to be a failing club. Declining membership numbers coupled with rising maintenance costs are forecast to result in continued losses and rapidly dwindling reserves. The current situation is unsustainable.
- 2.2 As at July 2014 membership numbers stand at 346, almost 70% of which are Adult Males. The single largest category is Gent Full Playing at 145. Female members account for 11 % and junior members (up to the age of 17) make up just 5%. The highest recorded membership was 667 in the mid-1990's. The Club considers its capacity to be up to 700, so at present membership is below 50%.
- 2.3 The financial results in recent years have been poor with the club reporting losses in 2013 and 2012. The 2013 audited accounts show a significantly greater loss than in previous years at £51,034, leaving the reserves at just £97,787.
- 2.4 Unaudited management accounts for May 2014 have been reviewed and show a year to date income of £126,352, which pro-rated for the whole year, gives estimated income of £303,000 for 2014 - approximately a £30k shortfall on the budgeted £334,774. Total expenditure has been £143,557 to May-14, meaning a loss of £17k for the first five months of the year. If the May-14 figures are flexed pro-rata for the whole year, the estimated loss is approximately £41,000, almost £16k more than has been forecast. If this trend were to continue we would estimate that it would only be 2-3 years before the remaining reserves have been wiped out.
- 2.5 Golf clubs in general have struggled in recent times but NWGC has found it particularly difficult to maintain membership numbers and control costs. The Club has seen falling memberships in all categories, but in particular within the Adult male category from which the majority of the income is derived. It has also very low junior membership numbers, which at July 2014 stand at just 5%, when in 2012 this number was a lot healthier at 26. Please see Appendix D for membership numbers projections. A further concern is that membership numbers may drop more quickly than anticipated following a change in the constitution such that shareholders are no longer required to be playing members. Given the uncertainty surrounding the Club it is believed that a number of members who may otherwise have left the Club have previously remained members so as to remain as shareholders of the Club, so retaining an ownership stake in the event of a sale.
- 2.6 NWGC has sought numerous other options to attract new members and generate other income, however nothing has been successful enough to turn the situation around. See Appendix B for a list of initiatives tried.
- 2.7 The Club appears to face a bleak future, with significant capital expenditure required to meet Health and Safety standards, even before restoring the clubhouse to a reasonable standard. The Club has estimated that the capital expenditure required is in the region of £150,000, and this is just for essential work. If the Club wishes to attract business from conferences, weddings and other such events, the clubhouse would need complete redevelopment. The cost of this has been estimated at circa £2million but it seems highly unlikely that the Club would be able to obtain the necessary finance for a major project such as this.
- 2.8 The Club faces tough competition from numerous other golf clubs in the surrounding areas; there are 115 golf courses within 20 miles, offering improved and more extensive facilities which make membership fees better value for money; or much more competitive green fees for those who now do not want to be tied to membership of a single club.
- 2.9 As the Club finds it increasingly difficult to reduce its borrowings, future support from the bank is uncertain. A profit before tax of at least £31,544 is required in order to meet the current bank loan repayments. Should planning permission be declined, this would decrease the potential value of the bank's security and therefore create a significant going concern risk.
- 2.10 The facilities at the Club are sub-standard, in desperate need of expansion and modernising, but the Club lacks the space required to expand, and its financial resources are very limited to enable the necessary spend.
- 2.11 Without a significant boost in membership numbers NWGC will fail to generate enough income to cover the costs of running the Club. Breaking even would not be enough as sufficient net of tax profits are needed to meet existing loan repayments and/or pay down any future overdraft that is needed.
- 2.12 In our opinion, if the Club continues to attempt to trade forward, the reserves will quickly be depleted and the Club will cease to be able to trade. The inevitable result of this will be that the grounds and the clubhouse fall into disrepair and become a blight on the local community.

Viability Report

Report to the Directors of Bloor Homes

Appendix D: Membership data

a) Adult male membership

	Adult Male	Movement	
2005	418		
2006	418	0	0%
2007	408	-10	-2%
2008	416	8	2%
2009	375	-41	-10%
2010	327	-48	-13%
2011	282	-45	-14%
2012	341	59	21%
2013	265	-76	-22%
2014	251	-14	-5%

b) All membership Categories

	Sep-12	Sep-13	Jul-14		Overall movement
Gent Full	148	159	145	42%	-3
Gent Other	112	170	111	32%	-1
Lady	36	39	39	11%	3
Intermediate	7	8	5	1%	-2
Junior	26	16	17	5%	-9
Other*	87	86	29	8%	-58
	<u>416</u>	<u>478</u>	<u>346</u>		<u>-70</u>

\* includes Honorary, long life and special offers

c) Member numbers by ages

Ages	NWGC		England Golf		Midlands	
	2014		2012 average		2012 average	
0-15	8	2%	25	5%	27	5%
16-19	9	3%	17	4%	17	3%
20-24	6	2%	14	3%	15	3%
25-29	1	0%	15	3%	18	3%
30-65	248	72%	255	53%	293	54%
65+	74	21%	152	32%	168	31%
	<u>346</u>	<u>100%</u>	<u>478</u>	<u>100%</u>	<u>538</u>	<u>100%</u>



## Viability Report

### Report to the Directors of Bloor Homes

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#### Appendix D: Membership data (continued)

##### d) Membership fees

	£
Gent Full Playing	974
Gent Five Day	695
Gent Country Member	259
Gent Social	30
Boy Junior aged 12 and under	63
Boy Junior aged 13 to 15	125
Boy Junior aged 16 to 17	187
Male Intermediate 18 to 19	218
Male Intermediate 20 to 21	249
Male Intermediate 22	399
Male Intermediate 23	498
Male Intermediate 24	548
Male Intermediate 25	698

A review of 15 Golf clubs within 10miles of NWGC has been carried out. The average cost of adult male membership came out as £953, putting the Club just above the average.

Those clubs charging similar prices, however, had significantly improved facilities, meaning that the NWGC annual fee is less value for money.

## Viability Report

### Report to the Directors of Bloor Homes

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#### Appendix B: Initiatives the Club has already tried, without success

- Links with local school
- Links with local driving range
- Links with local health clubs
- No joining fee/ entrance fee
- Reduced annual membership
- Social membership
- Leaflet drop
- Local advertising
- Open days
- Taster days
- Groupon
- Sponsorship

## APPENDIX 3

**SUSTANABILITY APPRAISAL: OVERALL PLANNING BALANCE**

ISSUE	COMMENT	PLANNING BALANCE
<p>1. Housing Requirement</p>	<p>Detailed guidance on the housing target that underpins the consultation draft Birmingham Plan 2031 can be found in the Birmingham City Council Housing Target 2011 – 2031 Technical Paper prepared by Peter Brett Associates in September 2013. This technical document has been prepared to provide a justification for the key housing policies in the emerging plan and, in Section 3, it confirms how the Council’s objectively assessed housing need for the plan period has been established.</p> <p>The housing target 2011 – 2031 Technical Paper assessment of 2012 objectively assessed housing need has been informed by the Birmingham SHMA. The SHMA includes four demographic projections that establish to identify a range in the housing requirement. It is advised in paragraph 11.50 of the SHMA that ‘in round numbers the minimum effective demand for net new homes in the City will be between 81,500 and 105,200 homes.’</p> <p>Based on the alternative scenarios and other analysis the SHMA concludes that the CLG 2008 based household projections provide a robust ‘minimum’ indication of objectively assessed housing need over the plan period. These projections fall at the bottom end of the housing range. The 2008 household projects indicates that 81,500 additional households will be formed during the course of the plan period. Assuming a vacancy rate of 3% and no allowance for second homes this translates into a minimum objectively assessed need for 84,000 net new homes. This is 21,200 homes less than the housing requirement suggested at the upper end of the assessed range (105,200).</p> <p>Even taking the ‘minimum objectively assessed need’ for 84,000 net new homes, there is a significant housing requirement that needs to be met. The development of the North Worcestershire Golf Club can deliver in the region of 1,000 new homes to help meet this requirement. This is a significant benefit of the proposed development that weighs</p>	<p><b>Positive.</b> The development of site will provide an ‘economic role’ by ensuring that sufficient land is available to support growth and innovation and through job creation.</p> <p>The development will support a ‘social role’ by providing housing required to meet the needs of present and future generations.</p> <p>The development will play an ‘environmental role’ by reducing pressure to develop Green Belt land.</p>

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	<p>positively in the planning balance particularly given the lack of developable land within the City.</p>	
<p>2. Housing Supply</p>	<p>The development of the Golf Club has two significant benefits in terms of housing supply that meet a number of Local Plan objectives.</p> <p><b>Meeting the Housing Requirement</b></p> <p>The 2012 Birmingham Strategic Housing Land Availability Assessment (SHMAA) identifies a potential capacity for the development of 44,898 dwellings within the City's urban area. Of these, capacity is identified for 35,113 dwellings on identified sites, with a further 9,785 dwellings being on unidentified sites comprising windfall sites and long term empty dwellings which can be brought back into active use. In terms of supply beyond the established urban area, the consultation draft plan proposes that the Green Belt boundary is redrawn at Sutton Coldfield to provide for the development of an additional 6,000 dwellings by way of an urban extension. In total, therefore, there is a supply of land capable of delivering 51,085 dwellings over the plan period. On this basis the submission draft plan advises that over the plan period 2011 – 2031 51,100 homes are planned to be delivered within the City's administrative boundary.</p> <p>There is, therefore, a shortfall of some 32,900 homes compared to the number of homes that are likely to be required to meet the housing requirement in Birmingham based upon the 2008 household projections (86,000 dwellings). This shortfall will increase further should it be established that a housing requirement closer to the upper end of the SHMA's assessment of an objectively assessed housing requirement is chosen, (105,200 – CLG 2010 based projection).</p> <p>Paragraph 8.11 of the consultation draft plan advises that it is the Council's 'desire to accommodate as much of the City's projected housing growth as possible within the City's boundary'. Allocating the North Worcestershire Gold Club for residential development will directly work towards this objective by providing in the region of 1,000 dwellings at a highly sustainable location within the City's urban area.</p>	<p><b>Positive.</b></p> <p>An 'economic role'. The proposed development can come forward in the short term helping to bolster the economy through the creation of a significant number of jobs. There is a limited supply of housing sites available in the short term that can come forward for development to help the economic recovery. It will also deliver residential development at the 'right time to support growth' as housing is needed in the short term.</p> <p>'Social role' – The development will provide housing to meet the needs of present and future generations. It will deliver a high quality built environment comprising a range of services and facilities.</p>



	<p><b>Phasing</b></p> <p>Policy TP28 – Housing Trajectory of the draft plan identifies the phasing of the delivery of the plans housing requirement. The trajectory is based upon the delivery of 51,100 homes during the course of the plan period as it does not consider the additional housing growth required outside of the City’s administrative boundary. The trajectory has been phased so that a reduced quantum of residential development is delivered towards the beginning of the plan period with a significantly increased annual requirement for the latter years. Indeed, the annual requirement at the start of the plan period is less than half of the annual requirement from the years 2021/22 onwards.</p> <p>If the 51,100 homes identified as being delivered in the urban area were to be delivered evenly over the course of the plan period there would be an annual average requirement of 2,555 dwellings. During the initial years of the plan period the housing trajectory suggests that approximately half will be delivered (1,300 dpa for the period 2011/12 – 2013/14).</p> <p>It is advised at paragraph 8.13 of the draft plan that its aim is to increase the level of housing provision as quickly as possible. However, the housing trajectory takes account of the anticipated capacity of the urban area to accommodate additional housing as evidenced by the SHLAA. Due to the limited identified capacity within the short term residential development is backloaded towards the end of the plan period.</p> <p>The North Worcestershire Golf Club is a site that can be brought forward for residential development quickly. There are no known technical constraints to its development and it is expected that housing can start to come forward on the site in approximately 2 – 3 years time. Allocating the site for residential development will directly contribute towards the Council’s desire to ‘increase the level of housing provision as quickly as possible’. This is a significant material benefit of allocating the site for development.</p>	
<p>3. Form of Development</p>	<p>The Golf Club is significant in size. It is capable of delivering in the region of 1,000 dwellings, significant amounts of public open space and other community facilities. It is Bloor Homes’</p>	<p><b>Positive.</b> An ‘economic role’ ensuring that</p>

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	<p>intention to enter into discussions with the Council and local residents about the need to provide land for a new school and a local centre on the site. In addition, the open space provision will be tailored to meet the identified needs of the area.</p> <p>The advantage of having a large strategic site of this nature is that it allows for a range of complementary forms of development to be delivered alongside the housing element. This ensures that a sustainable mix of development is delivered that will benefit not just the residents of the proposed development but also the residents of the existing residential areas.</p>	<p>sufficient land of the right type is available in the right place at the right time to support growth and innovation.</p> <p>‘Social role’ – Providing new housing, including affordable housing, open space and community facilities in an accessible location.</p>
<p>4. Sustainability</p>	<p>The site is in a highly sustainable location for development. It is located within the City boundary and has access to a range of services and facilities. There are a range of services and facilities in close proximity to the site. These include:</p> <ul style="list-style-type: none"> <li>• Truscott Primary School, approximately 100 metres to the north of Frankley Beeches Road.</li> <li>• A Tesco Express, Select and Save, hairdressers, sandwich shop, fish and chip shop, and Nisa Local, located at the junction of Frankley Beeches Road and Egghill Lane adjacent to the north west section of the site.</li> <li>• Forestdale Primary School, approximately 500 metres to the west of the site.</li> <li>• A medical centre, dental surgery, pharmacy, children’s day nursery and church to the south west of the site located off Tessall Lane.</li> <li>• A Cantonese Restaurant, Indian takeaway, Estate Agents, Sandwich Shop, Chinese Restaurant, Kebab and Pizza take out, book makers, hairdressers, stationers, and One Stop local store located at the junction of Bristol Road and Tessall Lane approximately 100 metres from the south east corner of the site.</li> <li>• Turves Green Primary School located off Turves Green Road approximately 600 metres to the east of the site.</li> <li>• Northfield Train Station located off South Road approximately 600 metres to the south east of the site.</li> <li>• A Sainsbury’s supermarket approximately 750 metres to the east of the site north of</li> </ul>	<p><b>Positive.</b></p> <p>Social benefits of the delivery of new housing. Economic benefits through the development of the site. Environmental benefits through the delivery of new open space.</p>



	<p>Frankley Beeches Road. To the north of the supermarket is Northfield centre that provides a range of services, facilities and job opportunities.</p> <ul style="list-style-type: none"> <li>• There are a number of areas of public open space in close proximity to the application site.</li> </ul> <p>The site is, therefore, in a sustainable location for development. However, it should be noted that the North Worcestershire Golf Club site is of sufficient size to deliver a self contained sustainable development in its own right. There is sufficient capacity to deliver in the region of 1,000 dwellings alongside associated infrastructure including the potential to provide a school, local centre, a significant amount of open space and other facilities. It is Bloor Homes' intention to work with Birmingham City Council and local residents to identify the appropriate supporting land uses that are required as part of the development of the site.</p>	
<p>5. Affordable Housing</p>	<p>The development of the site has the potential to deliver a significant quantum of affordable housing. It is expected that any future planning application will provide a policy compliant level of affordable housing. The Council's SHMA at Table 7.11 – Housing Needs Assessment Model of Birmingham, identifies a total net annual need for 10,427 affordable properties. It advises that if a higher affordability threshold is factored into the private rented sector, the need for affordable units reduces to 1,989 dwellings per annum. This is, however, still a significant affordable housing requirement. Therefore the provision of new affordable housing is a significant material benefit.</p>	<p><b>Positive.</b>  'Social role', the proposed development will deliver much needed affordable housing.</p>
<p>6. Economic Development</p>	<p>Whilst the Golf Club does currently employ a number of staff it has significant economic and viability difficulties and it is expected to enter administration in the near future. The proposed development will result in a significant amount of job creation that easily off-sets the number of jobs currently created at the Golf Club. The document 'The Labour Needs of Extra Housing Output: Can the Housebuilding Industry Cope', prepared by UP Consulting Limited and Reading University, advises that each dwelling built creates 1.5 construction jobs. Therefore the development of 1,000 houses has the potential to deliver in the region of 1,500 jobs. This is a significant positive economic benefit.</p>	<p><b>Positive.</b>  'Economic role'. The proposed development would result in a significant amount of jobs being created in the construction industry.</p>

7. Landscape	<p>The Golf Club is currently largely open and there are relatively significant level differences across the site. It is, however, relatively well screened from the surrounding area due to well established boundaries. The proposed development will inevitably change the character and landscape appearance of the area, however, a high quality scheme will mitigate any adverse impacts helping the development of the site to blend into the wider area. Furthermore, the allocation of this site would reduce the pressure of developing sites within the Green Belt, which would be a clear benefit of the residential development of this site. Any future planning application will be informed by a full landscape and visual impact assessment.</p>	<p><b>Positive.</b> Additional housing is required. This will need to be provided either within Birmingham City's boundary or on land adjoining the City in other authority's administrative areas. This will be greenfield land and in all likelihood Green Belt land. There will be a landscape impact as a consequence of the emerging housing requirement due to the development of greenfield sites which is unavoidable. However, in the case of the Golf Club, the site is within the City boundary and would reduce the pressure on the Green Belt, thereby having a positive landscape impact.</p>
8. Greenspace and habitat	<p>Any future planning application will be accompanied by a suite of ecological reports in order to ensure that the proposed development does not have any adverse impact upon habitats. The proposed development has the opportunity to create new habitats through the development of green infrastructure on the site.</p>	<p><b>Positive .</b> Social and environmental - There will be no adverse impact upon habitats. New areas of public open space will be created as a consequence of the development of the site.</p>
9. Highways and Transportation	<p>As part of the development of the site it will be necessary for a full Transport Assessment and travel plan to be prepared. This work will identify the most appropriate highways and transport strategy for the site. Whilst the development of this size will have inevitable impact on the highways network due to the need for increased number of trips it will be necessary to demonstrate that the highways network can accommodate the proposed</p>	<p><b>Neutral.</b></p>



	development through appropriate mitigation.	
10. Open Space and Leisure	At the present time the Golf Club is only accessible to its members. In contrast, the proposed development will deliver significant new areas of open space including playing pitches and associated facilities that are accessible to all and a significant boost to the local community. The nature of the open space and playing pitches will be discussed with the Council and local residents during the preparation of the planning application, but could possibly include a 4G pitch, cricket and/or football pitches.	<b>Positive.</b> A 'social role' – Development will result in increasing open space in the area. It would replace underutilised sport facilities with new facilities that would be a significant boost for the local community.
11. Section 106 Contribution	It is Bloor Homes' intention to negotiate positively with the Council regarding the S.106 Agreement associated with any future planning application. It is expected that the S.106 Agreement will secure payments towards highways improvements, education, public open space maintenance and other community facilities, the delivery of affordable housing and other infrastructure such as education provision. The obligation package will benefit not just the residents of this development but the residents of the wider areas as a whole.	<b>Positive.</b> Social – additional facilities will be secured for the benefit of all.
12. Residential Amenity	The application site is of sufficient size to be developed in such a way to ensure that there are no adverse impacts on the residential amenity of any nearby properties. In this regard it is noted that the northern, southern and western boundary of the site adjoin existing roads rather than residential properties. It is only the eastern boundary of the site that backs onto the gardens of existing residential properties. Acceptable levels of residential amenity will be maintained and no unacceptable harm to residential amenity will arise.	<b>Neutral.</b>



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COMMERCIAL PROPERTY ADVICE



COMMERCIAL AGENCY



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MANAGEMENT



BUILDING  
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LAND & DEVELOPMENT



CORPORATE  
SUPPORT



VALUATION



INVESTMENT



RATING



PLANNING  
CONSULTANCY



PROPERTY  
MANAGEMENT