

Bromsgrove District Council – Projected Growth

From 1 December 2011 - 2018

Polling District	Road/Site Name	Number of Dwellings	Estimated Residents (dwelling x1.87)
ALA	Alvechurch Square	6	11
	Land rear of 129 Birmingham Rd	27	50
	Former Alvechurch Middle School, Tanyard Lane	53....GT=86	99 GT=160
CAA	Church Rd	80	150
HAA	Kidderminster & Stourbridge Road	200	374
HLA	Kendal End Road	88	165
NTB	Norton Farm, Birmingham Road	318	594
++HLB	Longbridge Site	229	428
**SDA	Perryfields Road	350	654
SJA	Windsor Gardens	10	19
TAD	St. Godwalds Road	180	337
**WHA	Perryfields Road	350	654
WHB	Whitford Road	500	935
WSA	Selsdon Close	76	142
	Bleakhouse Farm, Station Road	178...GT=254	333.....GT=475

Explanatory Notes

++ As of 06.07.2012 – addition to explanatory notes. Today we have received a notification from planning that was omitted from the original information provided to you details quoted as follows:

“Just to confirm I have now spoken to Mike about our earlier conversation. Whilst the site at Longbridge (but in Bromsgrove) has the capacity for 750 homes, **there is detailed planning approval for 229 homes on the site and these homes are currently being constructed**. Whilst it is probable that these will be completed before 2018 we cannot say for definite as this is outside our control. With regard to the remainder of the site we are again in unknown territory as it is up to the developer when they want to submit a planning application and again up to them when and if they implement it. This is dependent on a whole range of sometimes unpredictable variables such as the economy, the weather etc etc So unfortunately the honest answer is that we simply don't know how many more may be built before the end of 2018”.

Therefore a revised spreadsheet containing electorate for the 229 confirmed homes has been sent along with these notes.

The table above details the projected 2018 electorate figures we have included in the document 'Bromsgrove Electorate Proforma 14.06.12'. Please see below for further explanatory notes.

a) The Developments

The figures detailed above represent developments which have either already begun construction, or will more than likely be completed and occupied by 2018.

There is an exception which is highlighted above by **. This is the Perryfields Road development. It is by far the largest development site with approximately 50% being in each of the polling districts SDA and WHA. At present the site has capacity for 1,450, we have included a total of 700 dwellings above as we know that these will be completed within the timeframe,

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however, there is a further 750 possible dwellings which we have not accounted for above. The reason for this is that there is very little likelihood that they will be completed prior to the end of 2018 and there is no fixed date that we can give at this time for completion.

b) The Calculation

In order to calculate the projected electorate for these developments we have used a ratio of the dwelling x 1.87. This was based on the Bromsgrove District Council 2011 electorate of 73,428 divided by 39,361 properties, which was the number of properties on the register at that time.

c) Migration/Attainers

Please note that the figures above do not include migration or attainers. Although we detailed estimated figures in the report that went full Council in February 2012, these were not broken down into polling district level, but were given for the Council as a whole. Unfortunately the information we need to project these on a polling district level is not available. Data to allow this such as the 2011 ONS official census will not be published until October 2012.

d) General Note

It should also be noted that whilst we have knowledge of the developments detailed above, there may be other schemes for which, at the present time, we have no knowledge of, such as windfall sites and of course these could affect future electoral numbers.

Much of the information included has been based on the views of individual developers. Where a site has not already begun development we have discussed with the developer when they expect to start development and their annual build rate through the lifetime of their development. Naturally this is only a best estimate at the current time and may be affected by a range of factors such as the economic climate. If economic conditions deteriorate a developer may be less likely to build homes, or, may build at a much slower rate. The planning application process is also another influential factor. For example, where planning permission has yet to be granted it is assumed that it will be within the statutory 13 week period and not be drawn out through the appeal process which, if approved, causes delays in the start date of development.

e) Contact Information

For queries about any information contained within this document, please contact:-

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