



A Sustainable Location
for Strategic Growth

February 2023



BroadwayMalyan^{BM}



Lone Star is pleased to submit this vision document for Land at Wythall to Bromsgrove District Council.

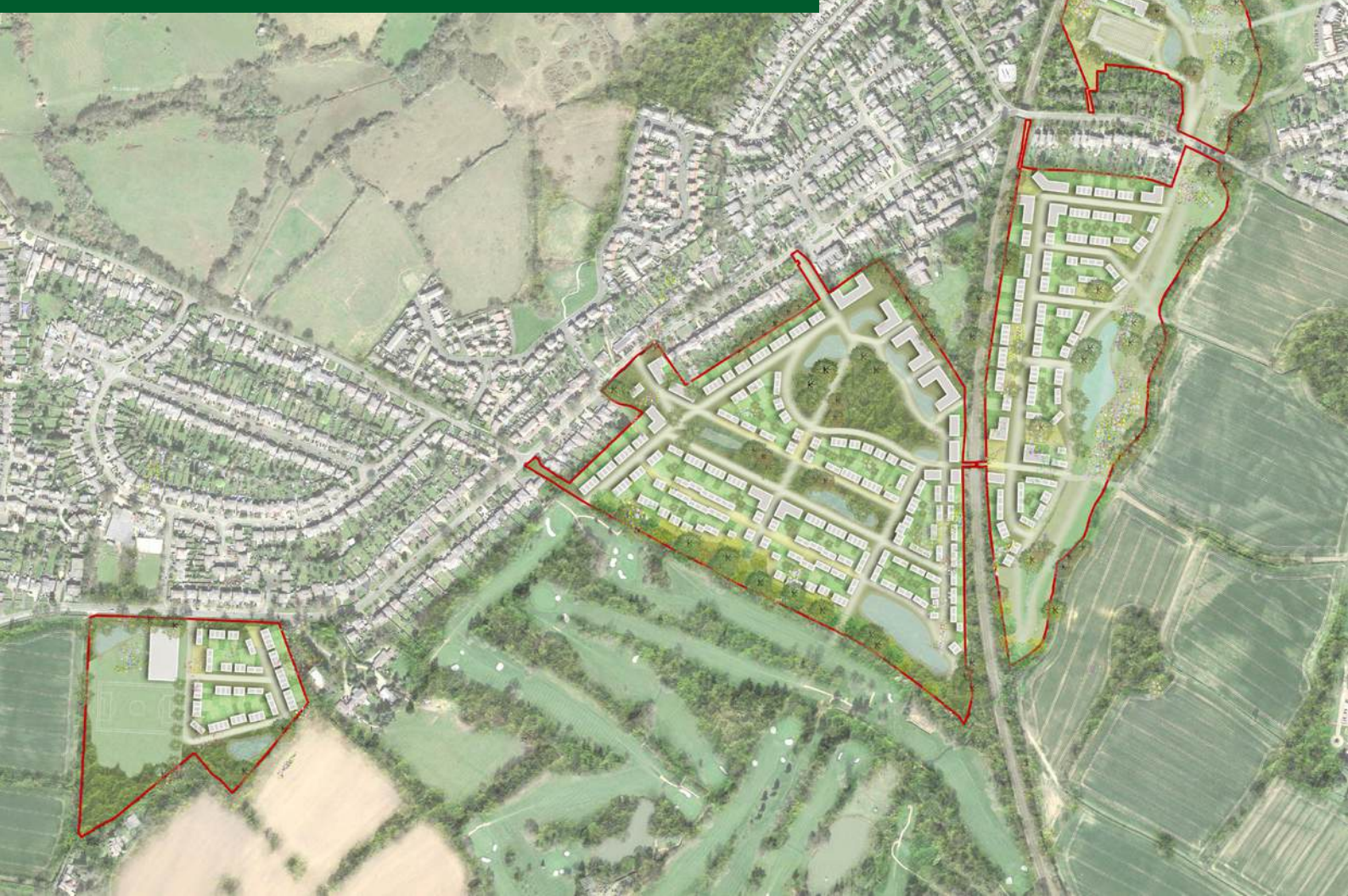




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1. Executive Summary



This Vision document identifies the opportunity for sustainable development at Wythall in the context of the Bromsgrove District Local Plan review.

Wythall is a sustainable settlement, that benefits from a range of service and facilities, including excellent public transport links with a frequent rail service to and from Birmingham city centre.

The release of the site from the Green Belt is consistent with the National Planning Policy Framework (NPPF) and the requirements of the current Bromsgrove Local Plan. A comparative assessment of the Green Belt review demonstrates that the site do not perform strongly when tested against the purposes of the Green Belt.

The site itself benefits from limited constraints which solely relate to Floodzone 2 and 3 situated along the eastern edge and the masterplan responds positively to these constraints, enhancing the role

of the River Cole corridor through the provision of a linear country park.

The masterplan for the site sets out how it responds to the site context and will deliver circa 750 dwellings within the 4 land parcels, its key features are:

- **15 minute neighbourhood:** The masterplan is based on the 15 minute neighbourhood principle. The development is integrated with the existing village via a series of pedestrian and cycling links through the proposed Green Infrastructure. The proposals would enhance Wythall as a sustainable location by supporting existing services and facilities and improving the public transport provision and range of services on offer.
- **Station mobility Hub:** A modern mobility hub is proposed at the station. This would allow for drop-off by a local electric shuttle bus, cycle and scooter parking, as well as the provision of facilities such as a cafe and business hub, electric vehicle (including e-bikes) charging and a phased approach to car parking.
- **Green Infrastructure:** An extensive network of Green Infrastructure that will provide safe active travel routes between the site parcels and the facilities in Wythall such as the station and the school. It will be a recreation resource in its own right, benefiting prospective residents and the wider community and further supporting health and wellbeing.
- **8 Hills Regional Park:** This Green Infrastructure network will act as an eastern gateway to the 8 Hills Regional Park initiative. By linking existing PROW, with new footpaths, it will enable walkers to alight from Wythall station and access the proposed 8 Hill Park at Weatheroak Hill and West Hills, as well as the North Worcestershire Way long distance footpath.
- **Addressing the Climate Emergency:** The existing public transport links, the creation of the 15 minute neighbourhood and the provision of active travel will all help with the fight against climate change. In addition, the proposed buildings will be built in accordance with the Energy Hierarchy to meet the target of zero carbon.
- **A New School:** Land for a 2-form entry Primary School which will provide additional capacity with the potential for this to be extended to a 3 form of entry school.
- **A mix of Housing:** A high-quality development with a mix of housing types including bungalows, care home and self and custom build to meet the housing needs of the District. 40% of these will provide a significant supply of affordable housing.
- **Senior Living/Extra Care:** The demographic evidence shows a high need for senior living. The Senior living part of the site will incorporate communal uses that will be available to the wider community.
- **Ecology:** The site is not currently of high ecological value and the masterplan provides and opportunity to enhance the ecology of the area. It will deliver at least 10% bio-diversity net gain.
- **A Mix of Uses:** The masterplan will provide for a public house in the historic farmhouse on Station Road, the Station Mobility Hub, a new primary school and communal uses within the Senior Living element.
- **Reclamation of a Brownfield site:** The land next to the railway station is a former tip with an extant planning permission for leisure development.
- **Deliverability:** The masterplan is deliverable. The 2 landowners are collaborating on the promotion of the masterplan and have agreed terms on equalisation. The masterplan allows for development to come forward in multiple phases, thus helping to ensure the housing needs are met within the plan period whilst providing an opportunity for a variety of housebuilders including SME's.

Land to the South of Wythall is an appropriate location for strategic growth that performs weakly in terms of its contribution towards the purposes of the Green Belt when appraised against the Council's own evidence base. It is a sustainable location that can be further enhanced, benefiting existing and prospective residents. The vision is consistent with the NPPF which is clear about the priority for Green Belt releasing land in areas well-served by public transport.

There is therefore a compelling case for the site to be identified as a location for strategic growth in the Bromsgrove District Plan review.

2. Introduction

Our vision is to deliver a landscape led, high-quality sustainable development within 15 minutes walk of the railway station that enables a genuine modal shift away from the private car and meets the challenge of climate change head-on.



This Document promotes a vision for strategic growth to the **South of Wythall** through the development of 4 land parcels that can come forward in a coordinated way; providing a master planned approach to growth in the delivery of integrated transportation, community and designed in keeping with the surrounding rural landscape. It builds upon the principles of active travel and the 15 minute neighbourhood, providing growth in one of the most sustainable and appropriate locations in the District.

The document provides a planning policy context for growth in this location within the context of Green Belt release and the settlement hierarchy. It then examines how the development could come forward through establishing some overarching masterplan principles demonstrating the significant strengths of the site in terms of public transport, accessibility and potential contribution to Green Belt enhancement both locally and through integration with the wider 8 Hills Country Park initiative.

As set out within this document, given its highly sustainable location and how it can be sensitively designed to mitigate its impacts, there is a compelling case for this site to be released from the Green Belt through the District Plan review.



3. Planning Context in Bromsgrove

Current Local Plan

The Bromsgrove District Plan was adopted in January 2017 and covers the period 2011-2030. It sets out a vision for how the District can develop as a place to meet the needs of its local residents, businesses and visitors. This vision is followed by a number of strategic objectives of which the following are particularly relevant to land at Wythall.

- **Supporting** the vitality and viability of local centres and villages across the District (SO3).
- **Provide** a range of housing types and tenures to meet the needs of the local population for example the special needs of the elderly and the provision of affordable housing (SO4).
- **Encourage** more sustainable modes of travel and a modal shift in transport, for example encouraging walking and cycling and promoting a more integrated, sustainable and reliable public transport network across the District (SO6).
- **Improve** quality of life, sense of well-being, reduce fear of crime, promote community safety and enable active, healthy lifestyles for example, by providing safe and accessible services and facilities to meet the needs of Bromsgrove's residents (SO7).
- **Promote** high quality design of new developments and use of sustainable building materials and techniques (SO11).

Policy BDP identifies a requirement of 7,000 dwellings up to 2030. To help meet this need, the plan largely relies on supply from existing completions, commitments, expansion sites at Bromsgrove and a windfall allowance which combine to contribute to a supply of 4,729 dwellings.

This leaves a residual requirement of 2,300 dwellings which needs to be identified through a Local Plan Review. Policy BDP3 (Future Housing and Employment Growth) confirms that this residual requirement will require Green Belt release, informed through a full review of the Green Belt. However it is important to recognise that this residual requirement of 2,300 dwellings is not the only trigger for further Green Belt release and that a review will also need to take into account assisting Birmingham City Council with meeting its housing requirement.

Policy BDP4 Green Belt provides further detail as to the purpose of the review, confirming that this will be to identify:

Sufficient land in sustainable locations to deliver approximately 2,300 homes in the period up to 2030 to deliver the objectively assessed housing requirement for Bromsgrove District;

Safeguarded land for the period 2030-40 to meet the development needs of Bromsgrove District and adjacent authorities based on the latest evidence ; and

Land to help deliver the objectively assessed housing requirements of the West Midlands conurbation within the current plan period ie. up to 2030.

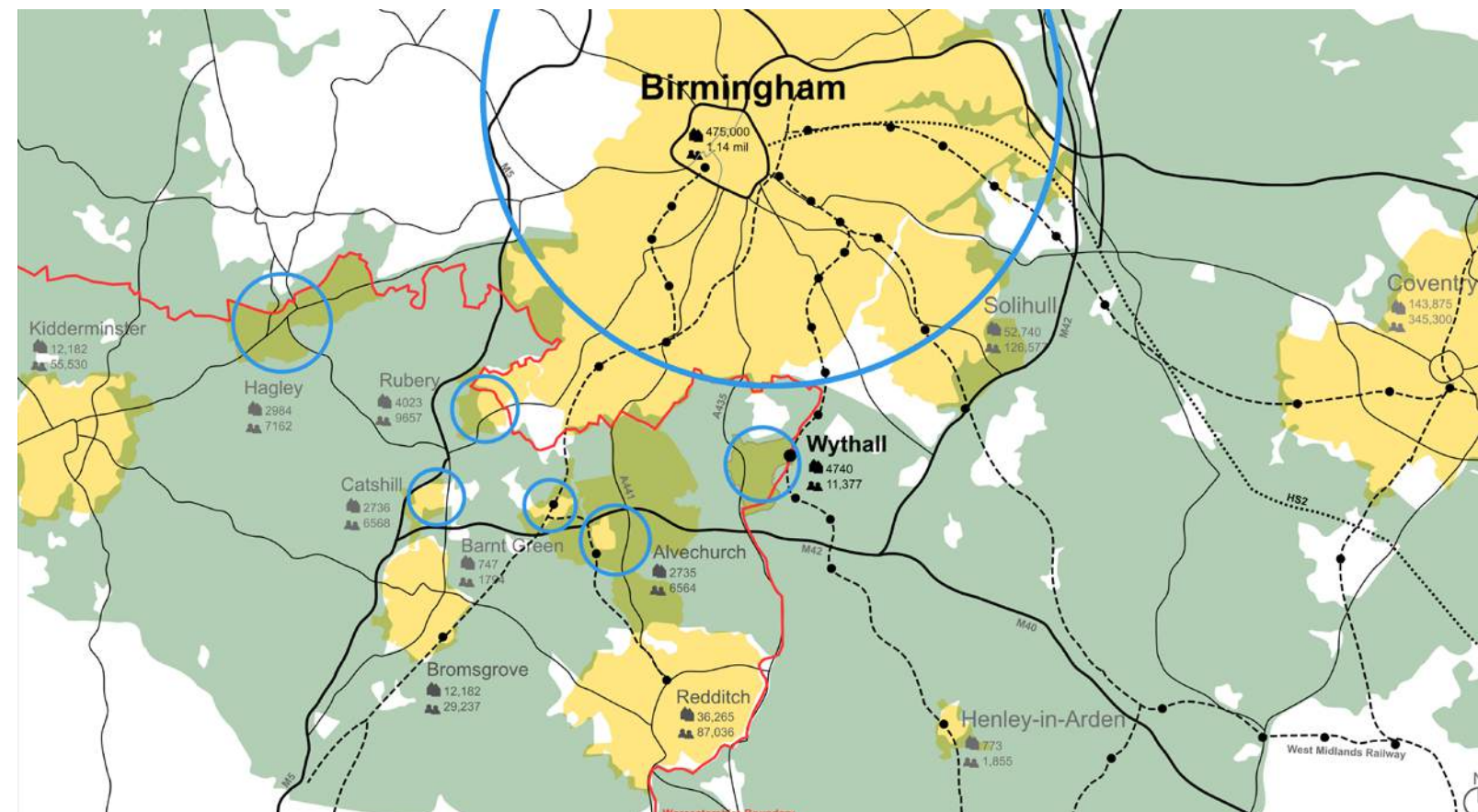
The approach set out in BDP4 is therefore an important starting point for considering suitable locations within the Green Belt particularly the need to ensure that land is situated in sustainable locations, this aligns closely with the requirements of the NPPF (para 142) which refers to giving first consideration to land which has been previously developed and/or is well-served by public transport. This vision document sets out how land at Wythall is a unique opportunity that is consistent with this policy objective.

Settlement Hierarchy

The District Plan, through policy BDP2, establishes a settlement hierarchy with Bromsgrove as the Main Town, followed by 6 Large Settlements (population circa 2500-10,000) consisting of:

- **Alvechurch**
- **Brant Green** (including Lickey)
- **Catshill**
- **Hagley**
- **Rubery**
- **Wythall** (including Drakes Cross, Grimes Hill and Hollywood).

Of the 6 Large Settlements Alvechurch, Brant Green, Hagley and Wythall are the only settlements to have access to train stations with direct access to the conurbation. Wythall performed second to Bromsgrove in the evidence base supporting the Local Plan, making it the highest performing 'Large Settlement' in terms of access to community and educational facilities and transportation.



Bromsgrove Local Plan Review Issues and Options

As with the adopted plan, the Issues and options consultation sets out strategic objectives for the new plan. A number of these are relevant to the land at Wythall. These include:

- **SO2** Focus development in sustainable locations.
- **SO3** support the vitality and viability of local centres.
- **SO4** provide a range of housing types and tenures to meet the needs of the local population, including the special needs of the elderly.
- **SO6** encourage sustainable modes of travel and modal shift in transport encouraging walking and cycling and promoting a more integrated and reliable public transport network.
- **SO7** improve quality of life, sense of wellbeing and enable active lifestyles by enabling safe and accessible services and facilities.
- **SO8** protect and enhance the natural environment and biodiversity.
- **S10** ensure the District is equipped to mitigate and adapt to climate change.
- **S11** promote high quality design of new developments and the use of sustainable building techniques.

The Issues of and Options of the Local Plan Review sets out differing timescales for the plan period. Using the minimum 15-year requirement, the plan would need to plan for the District's housing needs up to 2038, which would be approximately 6,105 dwellings. It is clear that, due to the conclusion reached on land availability in the current Local Plan, much of this growth will have to come from Green Belt sites.

Birmingham's relationship in terms of overall functional relationship with the District

Bromsgrove District adjoins the Birmingham conurbation and forms part of the Birmingham and Black Country Housing Market Area (HMA). Therefore there is a clear functional relationship. Recent analysis (Birmingham Housing and Economic Needs Assessment by Icení - April 2022) confirms this relationship is still strong. This is also demonstrated through Bromsgrove's travel to work area and the high rates of commuting into Birmingham that takes place, discussed further in this vision document.

Housing needs

This vision document is prepared on the basis of the Bromsgrove District Local Plan Review and the commitment to accommodate 2,300 dwellings to ensure the over-arching housing need of the District of 7,000 dwellings is met by 2030. The requirement based on the 2012 SHMA equates to 368 dwellings per annum. However, under the revised standard method, the requirement increases to 407 dwellings per annum – an increase of 39 dwellings which equates to an additional 273 dwellings over the remainder of the plan period. This additional need reiterates the importance of the Council bringing forward deliverable housing sites in sustainable locations to ensure housing needs are met.

There are also wider affordable needs in the District that need to be met, the 2022 HEDNA indicates this is at least 92 units per year. This relates to recognised issues with housing affordability. Affordability is worse in Wythall than the average for the District which increases the importance of affordable housing provision in this part of the District.

Further to that need, the Bromsgrove Local Plan Review Issues and Options consultation recognised the need to consider how the District could assist Birmingham with meeting its housing need. At the time of adoption of the Birmingham Development Plan in 2017 there was an unmet need of 37,900 dwellings over the period 2011-2031. More recently the Birmingham Issues and options identified a potential unmet need of 78,000 dwellings. How this will be resolved will be a matter for each of the authorities within the HMA. However, this should be in locations that are accessible to the conurbation through sustainable travel.

At a strategic level, directing Green Belt release to accommodate planned growth to those higher order settlements, such as Wythall, accessible by rail commuting routes is a sustainable strategy and appropriate within the context of the NPPF. The performance of locations at these sustainable settlements within the context of their contribution to the 'purposes of the Green Belt' is a key policy 'test' that needs to be applied to site options to refine the most appropriate locations for growth.





Green Belt

As set out earlier a Green Belt review is established as necessary in adopted policy. Whilst allocations are necessary to meet Bromsgrove's own housing need there are also policy references to the importance of safeguarded land for longer term growth and land to assist in delivering wider regional need.

It has been established, at District level, that the NPPF Paragraph 140 'test' has been satisfied and there are 'exceptional' circumstances for Green Belt release as evidenced and supported in the preparation and adoption of the Local Plan in 2017. However, at the site level it will be important for the Local Plan Review to demonstrate that 'exceptional' circumstances apply to specific locations for growth by judging potential options against the sustainability / suitability of the location together with an objective review of the suitability of the Green Belt location when appraised against the purposes of the Green Belt.

Paragraph 142 of the NPPF is clear that:

When drawing up or reviewing Green Belt boundaries, the need to promote sustainable patterns of development should be taken into account... Where it has been concluded that it is necessary to release Green Belt land for development, plans should give first consideration to land which has been previously-developed and/or is well-served by public transport. They should also set out ways in which the impact of removing land from the Green Belt can be offset through compensatory improvements to the environmental quality and accessibility of remaining Green Belt land.

When considering the settlement hierarchy within the District It is clear that the most 'connected' by public transport are those on the rail network (Wythall, Hagley, Alvechurch and Barnt Green). Locations on the periphery of the conurbation also provide the potential to be connected by public transport.

At site level the testing of options for Green Belt release within the context of demonstrating 'exceptional' circumstances needs to therefore consider / appraise both the settlement sustainability and the performance of the site options when considered against the purposes of the Green Belt.

Settlement sustainability has been demonstrated through the adopted Local Plan evidence base (with Wythall performing second to the District's main town Bromsgrove). Available sites at Wythall together with the other sustainable locations – specifically those on rail corridors and adjacent to the Conurbation – should therefore be considered in the first instance in terms of their respective performance against the 'purposes of the Green Belt'.

Review of the Green Belt

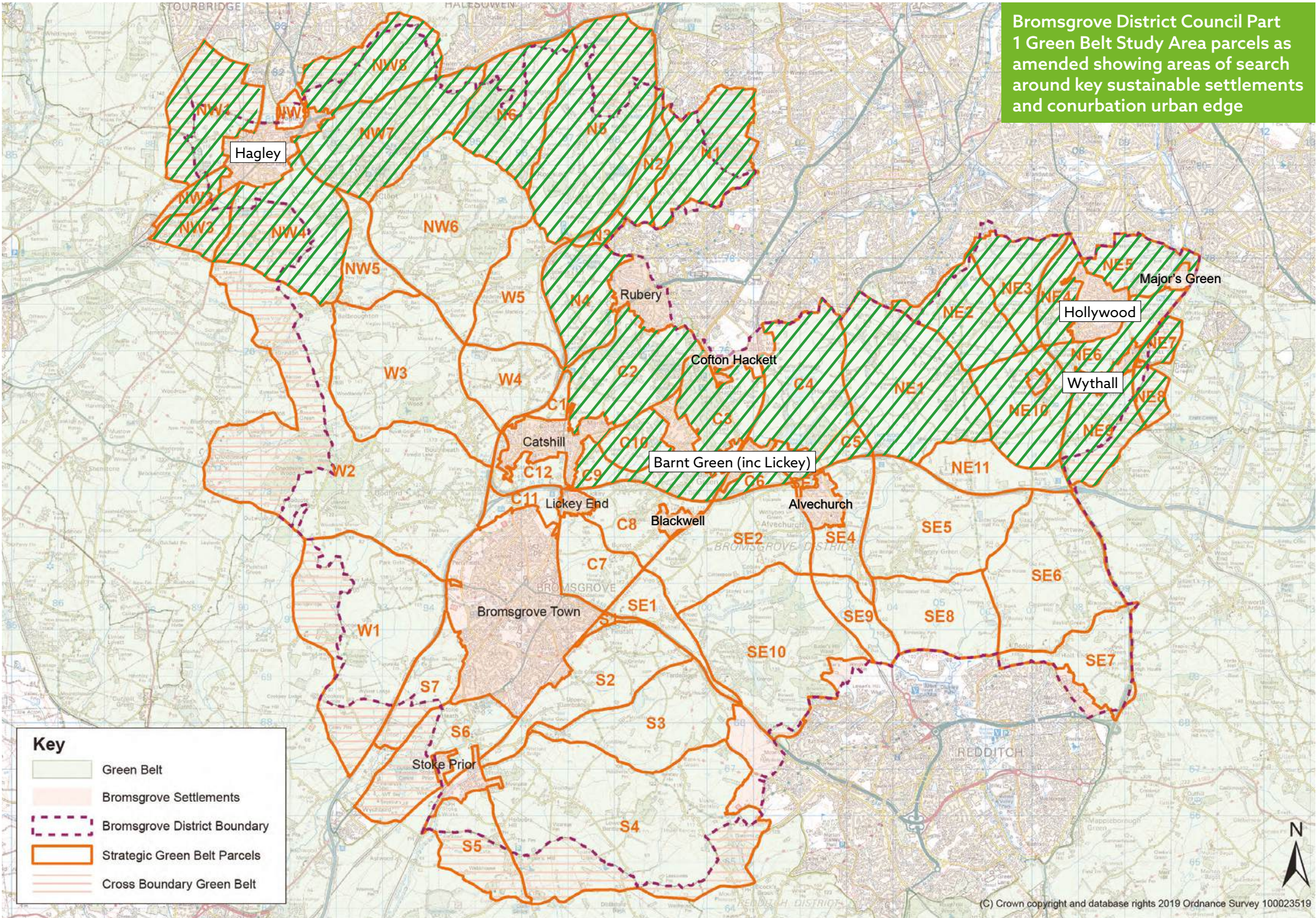
Bromsgrove District Council published a 'Green Belt Purposes Part one Assessment' in 2019. This will form a key part of the evidence base in support of the Local Plan Review; specifically assisting to support the justification for site allocation / Green Belt Review. The study appraises land parcels against three of the five Green Belt 'Purposes' namely:

- **To check** the unrestricted sprawl of large built up areas;
- **To prevent** neighbouring towns from merging into one another; and
- **To assist in** safeguarding the countryside from encroachment.

The study concludes that the two additional 'purposes' are not relevant in terms of the objective assessment of alternative sites in the Bromsgrove context.

Whilst the study is a 'Part 1' assessment (looking at potentially wider area parcels than that required for specific site allocations) it provides a useful context to further more detailed work (the Part 2 Assessment not yet published) and allows, at a spatial level, certain assumptions on impact on the areas function in terms of Green Belt purposes.

The Study subdivided the District into 60 land parcels. This plan is set out below with our additional identification of the sustainable settlements together with the land parcels that could deliver urban extensions to the conurbation. These locations perform the most appropriate growth points within the context of the NPPF in terms of both overall 'sustainable development' locations and the more specific NPPF accessibility locations for Green Belt release.



SETTLEMENT	GREEN BELT PARCEL	SCORE (lowest 0 maximum 9 lowest has least impact on purposes of Green Belt)
Hagley	NW4	4
	NW2 and NW3	6
	NW1,NW7,NW8	9
Barnt Green	C9	5
	C5,C6,C10	6
	C2,C3	7
	C4	9
Alvechurch	SE4	4
	C5,SE2	6
	SE1	9
Wythall / Hollywood / Drakes Cross	NE7	3
	NE8	4
	NE6,NE9,NE10	5
	NE4,NE5	8
Extension to Conurbation	N3	6
	C2,C3	7
	NE1, NE2, NE3, NE4, NE5, N1, N4	8
	C4	9

The study provides a relatively detailed appraisal of the parcels and concludes whether the parcels provide no contribution, weak contribution, moderate contribution or strong contribution to the identified three ‘purposes’ of the Green Belt.

As a starting point in appraising the overall performance of parcels on a comparative basis we have quantified respective Green Belt ‘scores’ where the lowest score represents the least impact

on identified purposes. No contribution scores 0 whereas strong contribution scores 3. In this way we can begin to ‘sieve’, in general terms, broad locations that perform better than others within the identified sustainable settlement locations and extensions to the conurbation.

From the above review it can be concluded that extensions to the conurbation are likely to impact the most on the purposes of the Green Belt with the lowest score of 6 (Parcel N3).

In terms of the sustainable settlements with access to a railway station, land to the south of Hagley (NW4) performs significantly weaker than other potential growth locations around the settlement with a score of 4. Land to the west of Barnt Green (C9) scores the weakest with a score of 5. Land to the south and east of Alvechurch (SE4) performed the weakest with a score of 4 and land to the south of Wythall (NE7 and NE8) performed the weakest with a score of 3 and 4 respectively. Additional parcels to the north south and west of Wythall scored 5.

At a strategic level, the site promoted in this document performs strongly in terms of its limited impact on the purposes of the Green Belt when compared to alternative sustainable locations for growth. Impact will be further reduced at the more detailed site specific appraisal stage; specifically in relation to Parcel NE6 where proposed development will has a significantly reduced impact on ‘Countryside Encroachment’ due to the proposed development parcels’ strong relationship with existing built form at Wythall.

8 Hills Country Park

The National Trust is asking Bromsgrove District Council, to include in their preferred option for the Local Plan, a Regional Park in the 12,000 hectare (47 square mile) area centred along the 8 Hills between Clent and Weatheroak in North Worcestershire.

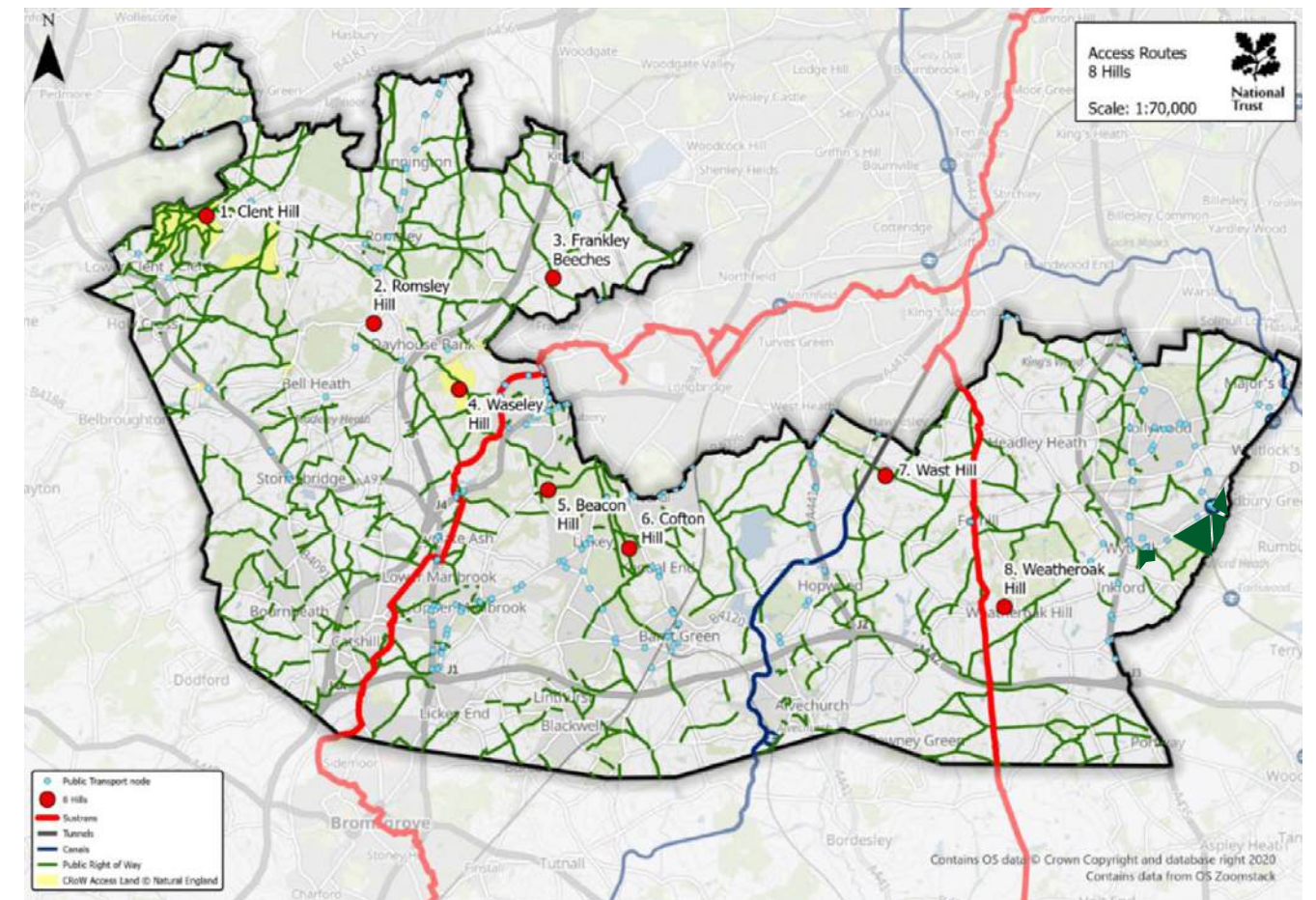
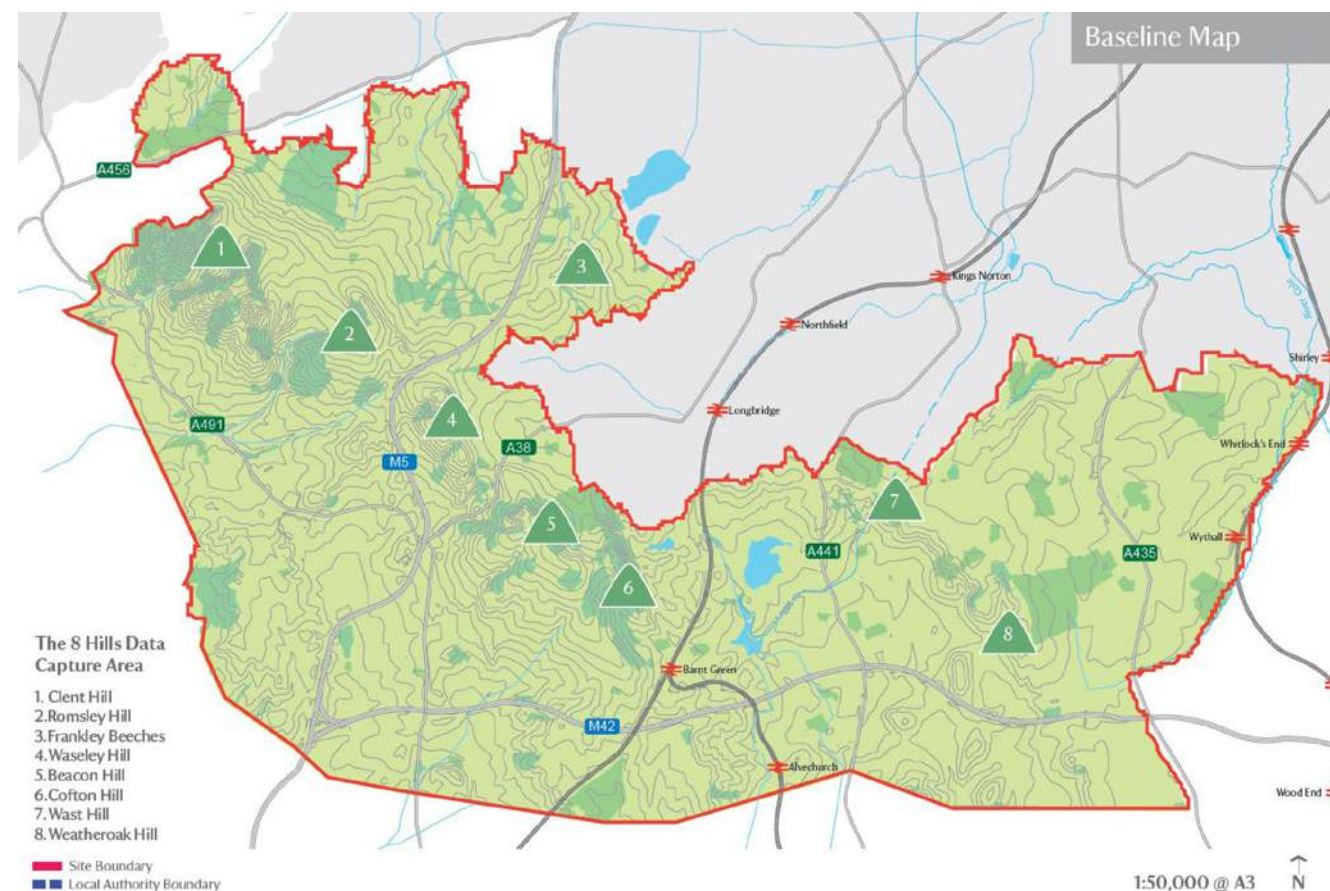
The designation will provide a strategic framework for green infrastructure through developer funding and other sources of support. This will benefit the local population through investment in access routes, rights of way, deeper and more accessible green space and prioritisation for nature and heritage in order to protect and enhance the significance of places within the park boundary and its setting.

This will be magnified by the requirements for green and blue infrastructure and provision of sustainable transport routes between and into the park, improving access to green space from urban areas. Green infrastructure and development are not mutually exclusive, and the proposed designation will provide a standard which encourages decision-makers to look more positively on proposals that contribute to this vision, helping to meet the park objectives.

The concept has evolved through an acknowledgement that housing and employment land pressures within the area – including the conurbation – potentially provide an opportunity to enhance accessibility to the recreational function of the Green Belt and should land be removed from the Green Belt to accommodate growth, opportunities should be taken to ensure that proposals improve and provide enhanced accessibility to the existing recreational and environmental infrastructure within the designated park, providing a strategic policy basis for the inclusion of proposals within any specific site allocation.

Wythall is located at the eastern boundary of the proposed Regional Park and land to the south of Wythall falls within the identified River Cole corridor – part of the 'blue infrastructure' network within the area which could feature as an enhanced opportunity for river corridor open space integrating with access to Wythall Station.

Further, land to the South of Wythall can integrate into and enhance the existing network of public footpaths providing direct linkages / routes to Weatheroak Hill – the most easterly of the '8 Hills'.



A strategic growth area (as opposed to smaller scale more dispersed) development distribution has the ability to deliver an integrated approach to the delivery of meaningful green and blue infrastructure in a coordinated way. Land to the south of Wythall can deliver a comprehensive new linear public open space in the Green Belt; accessible to existing and new residents. Importantly this

could significantly enhance the identified River Cole corridor; integrating with existing open space along the river associated with the recent Tidbury Green development in Solihull. Being located at the eastern edge of the Regional Park and with immediate access to the railway station at Wythall this strategic area would provide an eastern access 'gateway' to the park.

High level emerging initiatives as set out in the emerging evidence base for the Regional Park indicate that:

1. Any new development is planned with green infrastructure at its heart, ensuring that strategic greenspaces, links and wider networks are enhanced by development, rather than consumed by it.
2. Promoting and supporting the creation, enhancement and restoration of wildlife habitats.
3. Providing attractive and accessible facilities for outdoor recreation and access to cultural heritage to be enjoyed by residents and visitors.
4. Enhancing and developing key gateway locations at places such as the Lickey Hills, the Waseley Hills, West Hill Tunnel, Forhill Picnic Site and others such as Frankley Beeches.
5. Linking local communities in the District to a network of individual sites through good quality paths and trails, signage, interpretation materials and public art, including routes and circuits for cyclists and horse-riders.
6. Promoting and supporting the conservation and enhancement of eco-system services such as natural flood management and carbon sequestration.

At a strategic level, directing Green Belt release to accommodate planned growth to those higher order settlements, such as Wythall, accessible by rail commuting routes is a sustainable strategy and appropriate within the context of the NPPF. The performance of locations around these sustainable settlements within the context of their respective contribution to the 'purposes of the Green Belt' is a key policy 'test' that needs to be applied to site options to refine the most appropriate locations for growth as part of the Local Plan Review.



4. Wythall - A Sustainable Location for Growth

Scale / hierarchy in settlement pattern

The settlement hierarchy in the Bromsgrove District Plan (policy BDP2) is underpinned by a Settlement Hierarchy Background paper (September 2012). The settlement of Wythall includes Drakes Cross, Hollywood and Grimes Hill and as at September 2012 had a population of 9,611. This is the second largest settlement in the District after Bromsgrove in scale.

Key services and facilities, include:

- **Hourly bus** service to Solihull, Redditch and Birmingham.
- **Hourly rail** service to Birmingham, Stratford-upon-Avon, Great Malvern, Worcester, Stourbridge and Hereford.
- **Employment** at Wythall Business Centre and May Lane Becketts.
- **A number** of nursery schools.
- **Primary education** at Meadow Green and Coppice Primary.
- **Secondary Education** and Sixth Form at Woodrush Secondary School.
- **Healthcare provision** including Doctors surgeries (Hollyoaks Medical Centre and Hollywood Medical Centre) and Pharmacy's.
- **A number** of convenience stores, takeaways and Public houses.
- **Indoor and Outdoor** Sports facilities and Open space and recreation.

It is therefore evident that Wythall, alongside the excellent public transport links, also has a range of essential service and facilities. It is therefore a sustainable settlement capable of meeting the everyday needs of existing and prospective residents.

Accessibility / Transport

Wythall has a range of services and amenities that are accessible within the village itself, as well as public transport connections including hourly rail services to Birmingham and Stratford-upon-Avon (with additional more frequent 'peak ' services) and bus services to Solihull. In addition to the proximity and connections to 'formal' facilities such as shops, healthcare centres, schools and employment opportunities, Wythall is located in proximity to a range of informal leisure attractions and facilities with access to the countryside, including the North Worcestershire Path for access to the 8 Hills Regional Park.

Walking

Wythall is provided with a comprehensive network of quality pedestrian routes within the village, including formal footways which benefit from street lighting and informal surveillance from adjacent properties along Station Road and Norton Lane, in addition to an extensive network of Public Rights of Way surrounding the sites, providing connections to the North Worcestershire Path and connections to the proposed 8 Hills Regional Park.

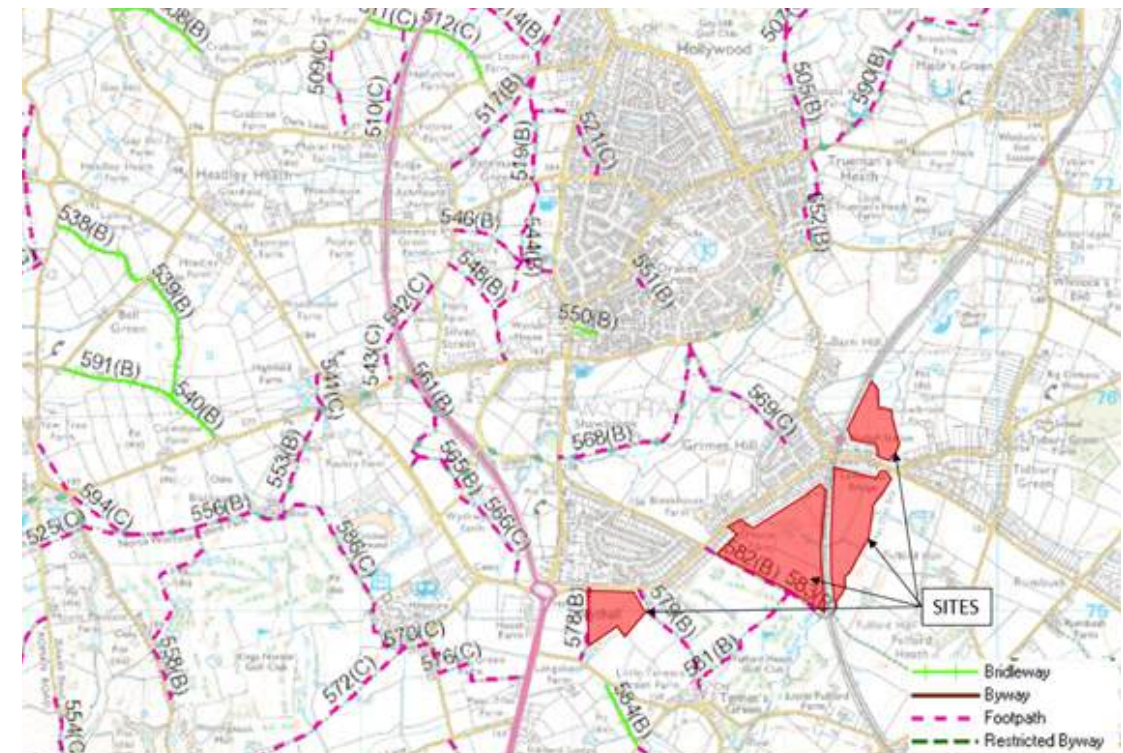
In addition to the range of services and amenities located within Wythall itself, a number of additional amenities as well as wider residential areas are located within walking distance of the site. This includes, but is not limited to, Tidbury Green (5-10 minutes), Hollywood (20-25 minutes) and Dickens Heath (25-30 mins). Routes to these destinations are served by footways with street lighting, however alternative routes making use of public footpaths and bridleways are also available, particularly for leisure and seasonal walks, which reduce the overall walk distance and time.



Wythall also benefits from a high level of access to established country walks and parks, providing an opportunity for both existing and future residents to incorporate walking and open-air countryside access as part of a healthy lifestyle. Wythall is located close to the North Worcestershire Way; a 37-mile walking route which follows a range of ancient hunting grounds, Sites of Special Scientific Interest, woodlands, a river valley, reservoirs and farmland which benefits from views of Birmingham, the Black Country and Worcestershire countryside. Access to the North Worcestershire Way is provided using

established footways on Lea Green Lane and Gorsey Lane, in addition to an existing Public Footpath (FP569.C) which provides a central route from the sites to intersect the North Worcestershire Way.

Overall the site is well positioned to benefit from an extensive network of pedestrian connections, including both formal and leisure routes, which provide connections to local amenities, green open spaces in addition to Wythall Station within a 5-10 minute walk for parcel A-C and a 15-minute walk for parcel D.



Source:
Worcestershire
County Council
(Basemap)

Bus for local and regional

Bus Travel As shown on the Concept Masterplan, bus stops are provided throughout Wythall village. A summary of the bus services which serve these stops, including an overview of the routes and approximate frequencies has been summarised below.

Routes include an hourly service to Solihull and Dickens Heath with services operating from 06:43 until 18:55 making them suitable for commuter

and leisure purposes as well local connections to Maypole and Shirley. Further to this, there are a range of school services which serve Wythall including connections to Nunery Wood High School, Alcester Academy, Kings Heath Camp Hill School and King Edward VI Five Ways School.



Service Number	Route Summary	Approximate Frequency		
		Monday-Friday	Saturday	Sunday
A4	Solihull – Dickens Heath – Wythall	Hourly	Hourly	No service
150	Kings Heath – Redditch	Every 2 hours	Every 2 hours	No service
302	Alcester – Portway – Alcester RD	School service - once daily	No service	No service
502	Alcester – Kings Heath	School service - once daily	No service	No service
872	Grimes Hill – Vicarage RD	School service - once daily	No service	No service
884	Grimes Hill – Balmoral RD	School service - once daily	No service	No service

Rail Travel

Wythall Railway Station is operated by West Midlands Trains and currently takes the form of a dual platform station providing northbound services to Kidderminster via Birmingham Moor Street and Birmingham Snow Hill and southbound services to Stratford-upon-Avon. For access into Birmingham, Wythall Station is currently served by one train per hour with the journey taking approximately 24-minutes, however an additional commuter service serves Wythall during the morning peak with services into Birmingham at 06:53, 07:21 and 07:54, providing a high level of connectivity particularly for employment purposes. For southbound services to Stratford-upon-Avon, an hourly service serves Wythall station.

A summary of the first and last trains to and from Wythall is summarised below.

Private Car

Wythall is located within an accessible location for access by the highway network and is bordered to the west by the A435 which provides a north to south connection to Redditch and the A4540 Middleway for access into Birmingham, in addition to the wider highway network including the M42 at junction 3 and the A46.

Local roads within Wythall including Station Road, Norton Lane and Lea Green Lane are predominately residential in nature with dwellings on either side of the carriageway, street lighting, footways and a 30mph speed limit within the village itself.



From	To	Day	First Train	Last Train
Wythall	Birmingham Moor Street	Mon-Fri	06:53	22:54
		Saturday	07:31	22:54
		Sunday	09:54	19:53
Birmingham Moor Street	Wythall	Mon-Fri	06:25	22:31
		Saturday	06:28	22:30
		Sunday	09:30	18:30
Wythall	Stratford-upon-Avon	Mon-Fri	06:47	22:53
		Saturday	06:50	22:52
		Sunday	09:51	18:51
Stratford-upon-Avon	Wythall	Mon-Fri	06:23	22:30
		Saturday	07:00	22:31
		Sunday	09:27	19:27



Travel to Work data

Existing Data and Travel Demands

An analysis of the latest available data (Census 2011) has been undertaken to investigate the journey to work modal split for the existing resident population within Wythall. The results are summarised above.

As demonstrated above, the majority (80%) of residents travel to work by private car, with an additional 5% as passengers. A total of 9% of journeys to work are undertaken by public transport with 6% via train and 3% by bus. The remaining 6% are undertaken on foot (4%), by bicycle (1%) and motorcycle (1%). Whilst these modal splits are representative of typical village / rural commuter patterns, opportunities to improve access to Wythall Station and incorporate travel by active modes as well as by passenger travel are inherent within the design of this scheme.

When considering destinations, 41% of car driver trips are to Birmingham with 20% to Solihull, 12% to Bromsgrove and the remaining 27% to surrounding areas including Redditch, Stratford-on-Avon, Coventry, Sandwell and Warwick. Travel to Birmingham for commuter purposes is a key driver of demand for existing Wythall residents, however only 6% of commuter trips are undertaken by rail with the majority of these rail trips (83%) to Birmingham. Further to this, 3% of commuter trips are undertaken by bus with 63% of those trips heading to Birmingham and 23% to Solihull.

Whilst the 2011 Census data is approximately 12 years old and may not necessarily reflect the changing travel patterns resulting from COVID-19 and the impact on home-working, it is evident that Birmingham remains a dominant trip attractor for a range of purposes from Wythall. This development provides an opportunity to break down some of the existing barriers to travelling to Birmingham by rail and seeks to facilitate and encourage both existing and future residents away from private car use.

Local Services and Amenities

Wythall is served by a variety of shops, facilities and amenities located in a central and accessible location to each of the development parcels. These facilities provide for a range of daily needs including food outlets, newsagents, a pharmacy, medical centre and hairdressers, all of which are accessible within walking distances of 5-10 minutes of each of the proposed land parcels using established routes along Norton Lane and Station Road.

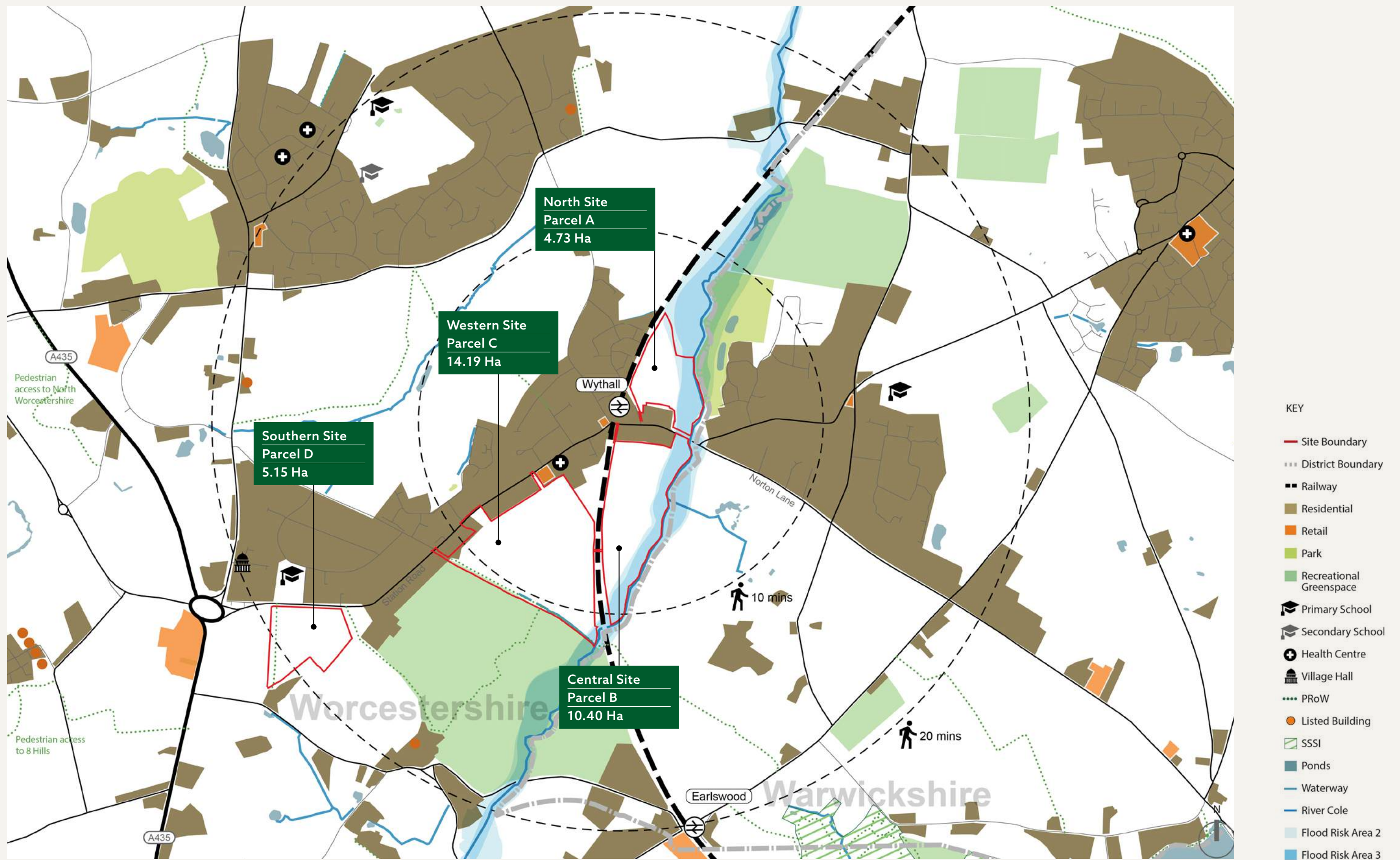
Mode	Resident Population
Train	6%
Bus	3%
Taxi	0%
Motorcycle	1%
Car Driver	80%
Car Passenger	5%
Bicycle	1%
On foot	4%
Other	0%
TOTAL	100%

Further to this, the village provides education facilities in the form of Meadow Green Primary School with established walking routes provided via Station Road and Norton Lane. Secondary school provision is provided by Woodrush Secondary School and Sixth Form College and there is a further primary provision at Coppice Primary School. A range of dedicated school bus services currently serve Wythall, providing connections to a range of secondary schools and colleges within the vicinity, including Nunery Wood High School, Alcester Academy, Kings Heath Camp Hill School and King Edward VI Five Ways School.

Small scale employment is provided at Becketts Farm with a wider range of employment opportunities located at Wythall Green Business Park. Given the size of the village, it is not uncommon for residents needing to travel outside of the village for employment purposes, however through the provision of hourly rail connections to Birmingham as well as bus connections to Solihull, commuting via public transport is a viable and attractive option, further reducing the reliance on the private car.

The majority of daily trip purposes from Wythall residents can be accommodated using either active travel modes, or through the use of public transport connections to reach key destinations such as Birmingham and Solihull. Whilst the 2011 census shows a high number of trips by the private car, the proposed development provides an opportunity to build on a number of sustainable emerging transport initiatives being promoted and explored by Worcestershire County Council, including the provision of a fully accessible mobility hub, high quality pedestrian and cycle links and options for shared onward travel to further encourage and enable future and existing residents to switch to more sustainable modes.

The Sites in Context



Summary

It is evident that Wythall is a sustainable settlement, with excellent public transport link to a number of services and facilities essential for existing and prospective residents to every day to day needs. Wythall is a sustainable location for growth. The proximity to the stations, with its regular service to the employment centres of Birmingham, Jewellery Quarter, the Black Country and Stratford-upon-Avon, presents a key opportunity to secure modal shift out of the private car. This lies at the heart of Lone Star's vision to deliver the net-zero carbon agenda through development in sustainable locations.



5. Constraints Analysis

Accommodating Development within identified constraints

The Flood Risk Area has been reimagined as an area of Parkland. It will be a key park destination for the new residents, and the existing Wythall community which currently lacks a large, high quality, play equipped landscape space. The area incorporating the larger flood basins has the potential to become retained and enhanced as area of high biodiversity and ecological value. Additional smaller water collection basins will be required to store water in flood, and they can be well integrated in the public realm design.

The access roads to (parcel) A and B from Norton Lane will be situated within these zones and a further review of the flood zones will be undertaken in order to establish whether floodplain compensation would be required. This could require remodelling of the terrain and/or emergency access west of the zones.

KEY

- | | |
|--|-----------------------------|
| — Site Boundaries | ● Existing tree |
| Railway | ● Woodland Improvement Area |
| — Primary Roads (existing) | Existing hedgerow |
| ■ Existing buildings | ■ Existing pond |
| ■ Existing buildings within the site | ■ Flood Risk 2 |
| ■ Existing building with potential heritage value (not designated) | ■ Flood Risk 3 |
| ▶ Site Access | ⊞ Noise source |
| ⋯ Public Right of Way | ⋯ Overlooking issues |
| ⋯ Existing pathway | — River Cole |
| ● Existing bus stops | ■ Lowbrook Lane Ecosite |





Landscape Character

The Worcestershire Landscape Character Assessment defines the area as Timbered Pastures which is a wider area extending to the edge of the Birmingham conurbation. The assessment defines the area's primary characteristics as a notable tree cover pattern of mature hedgerow oaks, ancient wooded character and small-scale landscape with a well-defined pattern of small, hedged fields. As the development seeks to maintain and enhance these features where possible particularly within parcel C where the existing woodland and hedgerow underpin the strong green infrastructure network which permeates throughout the site.

Heritage Designations

Regarding other constraints beyond the Green Belt, it is noted that Wythall village does not feature a Conservation Area and there are no listed buildings within the immediate vicinity of the site and any assets in the wider area are unlikely to be affected by these proposals. The site itself does not benefit from any local landscape designation.

Ecology

Natural assets on the site include hedgerows, free standing trees and tree groups, mature woodlands and ponds. Whilst these are likely to have ecological value (subject to further assessment), they can

provide opportunities for distinctive public realm. The proposed masterplan has taken these into consideration right from the outset of the design, aiming to retain as many trees as possible, including creating pocket open spaces for existing trees.

Habitat surveys were undertaken across the site in 2018, with an update survey undertaken in 2022. The northernmost of the four land parcels is dominated by grassland field which has become heavily encroached with bramble, whereas the remainder (central, western and southern parcels) are dominated by agricultural land in the form of arable and improved grassland fields. Other habitats present across the site include woodland, ponds and hedgerows.

The northern parcel (A) is located within the Land by Lowerbrook Lane Ecosite, which is designated for supporting meadows along the River Cole. This has however become heavily encroached with bramble, such that large areas were no longer considered to represent grassland by the time of the updating survey in 2022. Should this parcel be left as is, it is considered likely that bramble encroachment would continue and the grassland for which the Ecosite was designated would be either largely or wholly lost. The site does not fall within the Tidbury Meadows potential Local Wildlife Site (pLWS)

Development within the site provides the opportunity to bring the retained green infrastructure areas within the northern parcel back under appropriate management to restore grassland adjacent to the River Cole and ensure sensitive management in the long term.

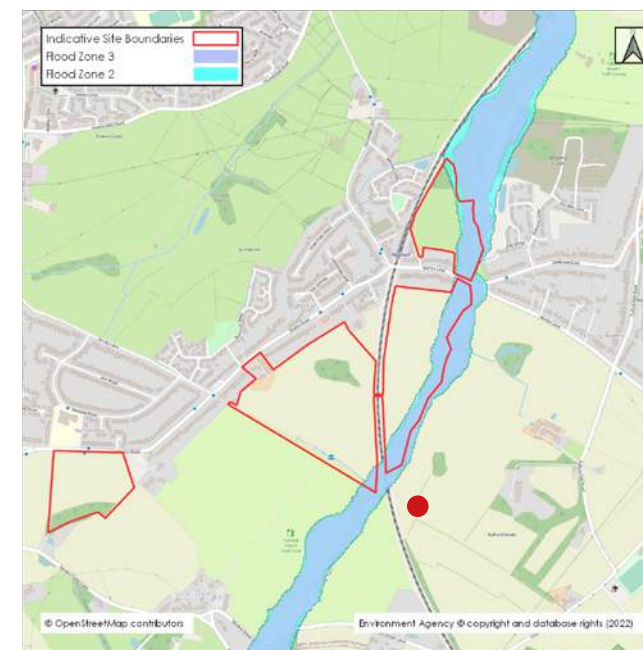


Figure 1:
Environment Agency Flood Map
for Planning

Opportunities also exist within the rest of the site to create high value habitats, such as additional meadow grassland, native scrub and woodland which would enhance opportunities for a range of fauna within the site and local area (where present). New areas of planting would also enhance connectivity between high value habitats such as retained woodland and ponds, as well as provide recreational opportunities (such as formal footpaths).

With retained and newly created habitats, subject to careful design and appropriate management, it is considered that the proposals will provide and maintain enhanced ecological benefits in the long term to achieve at least 10% bio-diversity net gain.

Flood Risk

The main technical constraint of the site relates to flood risk associated with an area along the River Cole which is designated as (Figure 1). A preliminary desk-based assessment has confirmed the extent of these flood zones which are situated to the East of Parcels A and B and south of Parcel C.

Generally, pluvial (surface water) flood risk to the Site is low to very low. Some areas of moderate to high risk are present, but these are generally associated either with isolated topographical depressions that can be addressed through reprofiling of the Site, or with minor ordinary watercourses being fully preserved as part of the proposed layout. The Environment Agency RoFSW mapping is included as Figure 2.

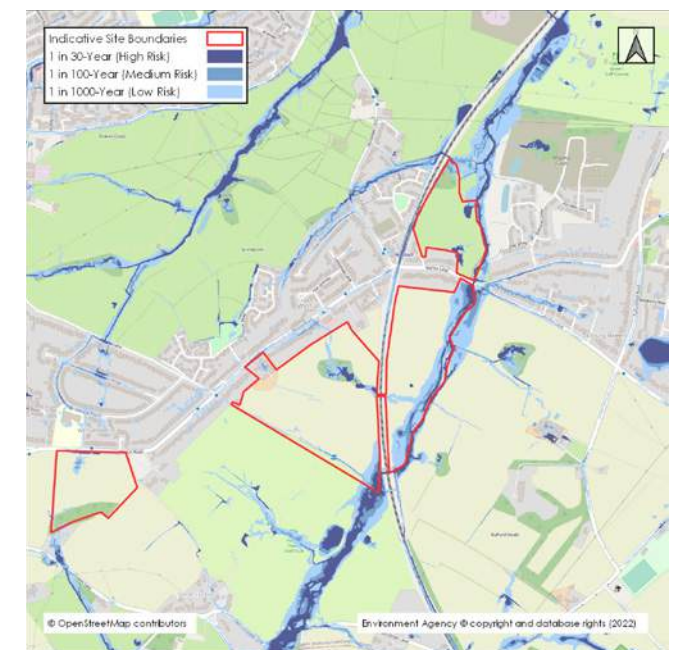


Figure 2:
Environment Agency Surface
water Mapping

A review of historical sewer records identifies a foul water sewer passing through Sites A, B and C. Further investigation of this asset to understand its position and in turn potential risk posed, would be undertaken at the appropriate juncture.

The proposed development has also been assessed against a further range of potential flood risk sources including groundwater. Canals and reservoirs are not considered to represent a potential barrier to development and mitigation measures to protect against any residual risk of flooding will be proposed as part of a Flood Risk Assessment.

An appropriate Sustainable Drainage Strategy which complies with the latest local and national guidance will be implemented on the site to attenuate the increase in surface water runoff caused by development.

Discharge from the sites will be limited to the equivalent greenfield rate so as to prevent an increase in flood risk elsewhere.

Through the application of Sustainable Drainage Systems (SuDS), multiple stages of treatment will be implemented to guarantee a level of protection to the water quality in the wider drainage network.



Existing Accesses

The Site has accesses from Station Road and Norton Lane, and is adjacent or include Public Rights of Way and footways. Further detail on the access arrangements to the development are set out at appendix 1. The development of the site can increase connectivity and permeability across the area, particularly increasing the safe walking and cycling network. Key regional local routes and destinations such as the North Worcestershire Way, the proposed 8 Hills Country Park, the Railway Station and local shops will be better connected.

Proximity to the Railway Station and rail corridor

The railway adjacent to the Site supports a low speed commuter route which extends to Birmingham City Centre and beyond through the existing built up areas. Noise generation from such services is significantly lower than high speed rail routes. The masterplan has provided residential standoff from the rail corridor and detailed work will be undertaken to further develop the masterplan and recommend an appropriate mitigation strategy following noise contour assessment. From experience the noise from the rail corridor does not provide any significant constraint to the Site development.

Existing properties

The masterplan has taken careful consideration of neighbour properties and longer gardens are planned backing onto existing properties.

Existing buildings on Parcel C include some which will need to be demolished to provide access. The masterplan proposes to retain and convert the buildings with some architectural merit (although not designated) into a community use which could include uses such as a local food and drink establishment and / or some other community focussed asset.



Building of architectural interest in prominent site access location can be retained for community uses, sales and marketing suite, etc.

In summary the area to the South of Wythall has very limited constraints that have protection through national or local planning policy. The key constraint relates to the location of the floodplain which will be considered through overall site masterplanning and design.

6. Vision and Masterplan

Our vision is to deliver a landscape led, high-quality sustainable development within 15 minutes walk of the railway station that enables a genuine modal shift away from the private car and meets the challenge of climate change head-on.



Our masterplan envisions the creation of an ecologically rich and attractive parkland area to serve the new and existing community, alongside connections to the wider countryside through walking and hiking routes. It imagines Wythall station as highly accessible part of a modern mobility hub serving the wider area and contributing to the area's improved mobility, local economy and low-carbon growth. Our masterplan sets the framework for new distinguished and connected neighbourhoods with high quality housing, designed to fit within Wythall's own character, that will enrich the townscape and support the vitality of the local shops.

Our vision is for great places to live, connected with the existing village and with new landscaped spaces, close to transport, convenience and a new primary school, where people can lay down routes and flourish.

Illustrative Masterplan

1. Site main access
2. Pedestrian / cycle and emergency access only
3. Mobility hub - public realm, kiosk, lockers, cycle parking
4. Bus drop off area
5. Mobility hub car parking zone
6. Drainage basin
7. Parkland north
8. Parkland south
9. Local open space
10. Retained woodland
11. Retained hedgerow
12. Building converted to local pub
13. School square
14. 2FE Primary School
15. Connection to North Worcestershire Way
16. Connection to PROW across golf course
17. Connection to existing neighbourhood
18. Connection to 8 Hills Park



Masterplan Principles



1 Enhance Connections through a Permeable Network of Streets, Spaces and Pathways

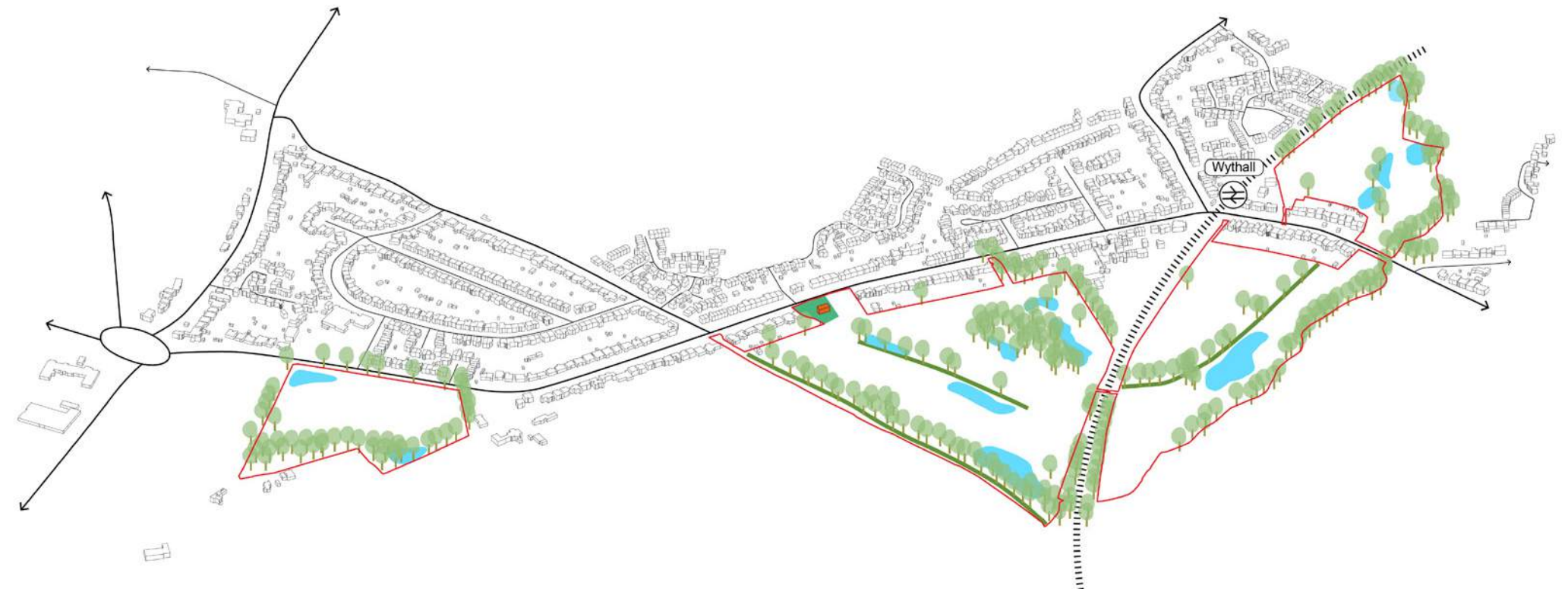
- Increase permeability across the area, including linking existing communities.
- Offer new connections to the station local shops and the wider countryside.
- Create a rich variety of street types, prioritising low carbon transport modes.



2

Retain and Enhance Site Assets

- Increase permeability across the area, including linking existing communities.
- Offer new connections to the station, local shops and the adjacent countryside.
- Create a rich variety of street types, prioritising low carbon transport modes, adding value to residential development, and minimising investment in infrastructure and hard surfaces.



3

Create Zones of Character and Distinctiveness

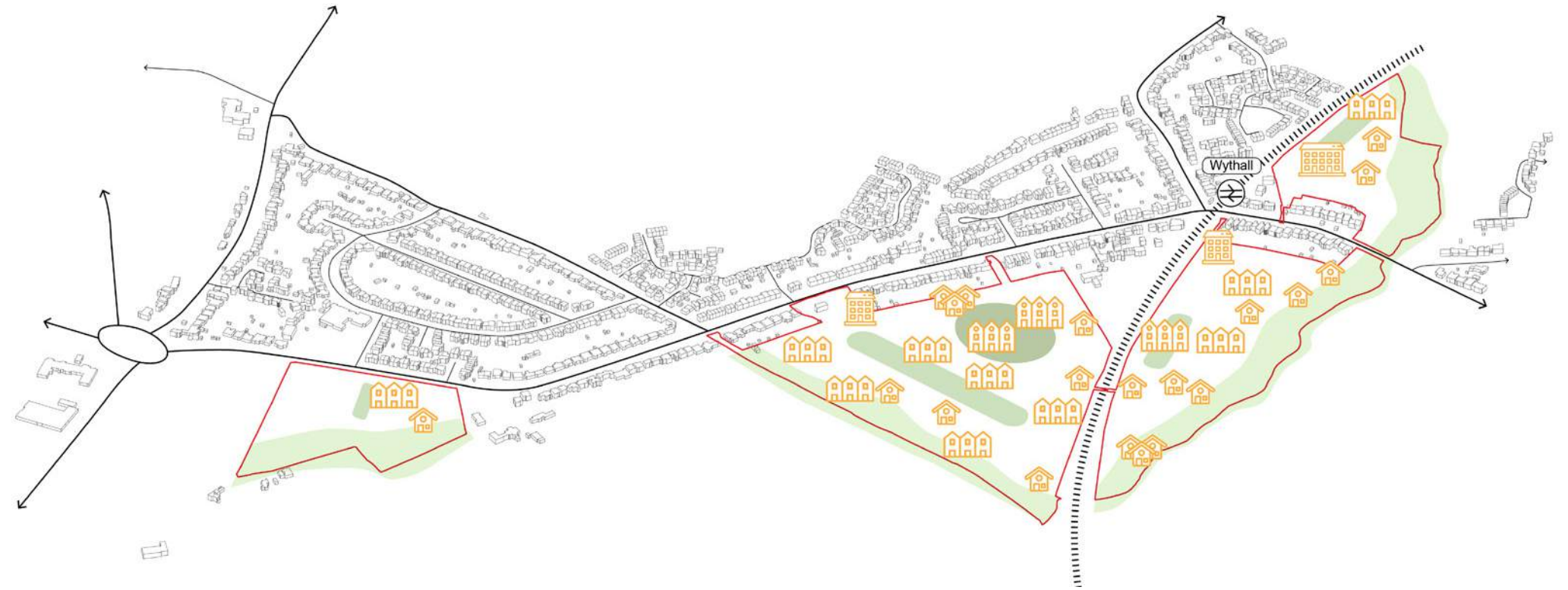
- Create an distinct small local centre associated with the Station.
- Create various character areas composed of a mix of regular and organic streets and spaces.
- Provide a hierarchy of built form and density, to aid navigation in the area and create a rich townscape.
- Create interconnected yet distinctive neighbourhoods with their own identity.



4

Create Opportunities for Housing Variety

- Use appropriate and contextual densities and building typologies to make an efficient use of land.
- Offer variety of house types in different building forms to increase housing offer.



5

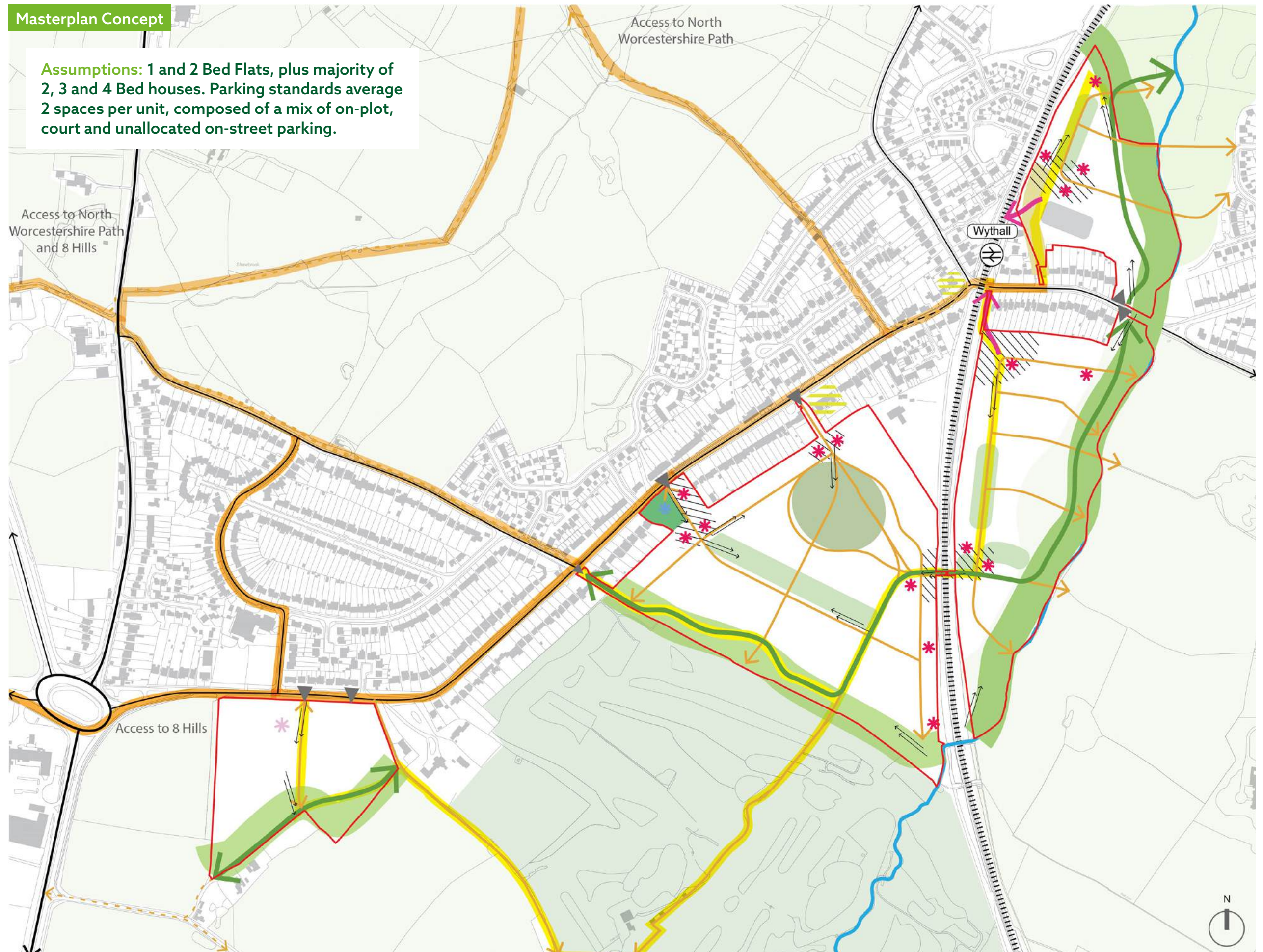
Apply Sustainable Development Principles

- Promote healthy and low carbon transport opportunities, particularly in connection with the railway station following the 15 minute neighbourhood principles.
- Use local and recycled materials and design with circular economy principles from the outset.
- Reduce embodied and operational carbon emissions of the housing construction and use green energy sources.
- Reduce water usage and enhance local ecology.



Masterplan Concept

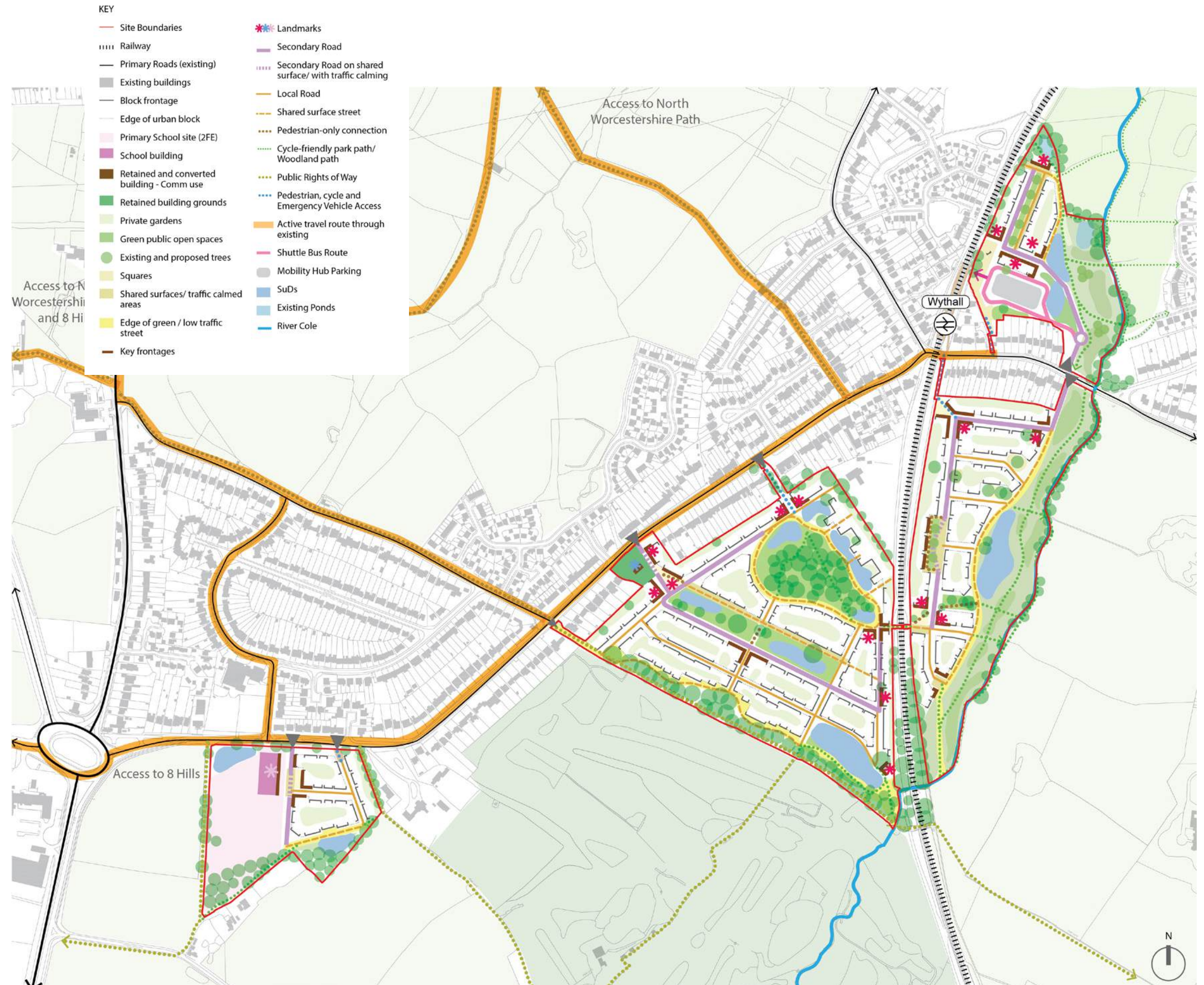
- Assumptions:** 1 and 2 Bed Flats, plus majority of 2, 3 and 4 Bed houses. Parking standards average 2 spaces per unit, composed of a mix of on-plot, court and unallocated on-street parking.



Design

The design reflects the existing field patterns derived from the site's agricultural past. It integrates identified constraints to create neighbourhoods with a **strong sense of place**. It will deliver:

- **new neighbourhoods** well connected with the existing ones.
- **a permeable layout** with routes through the development which are natural extensions of existing pathways and PROW.
- **public realm and parkland** which benefits from mature landscape assets and thus create a strong place identity from early phases.
- **conversion** of the existing house into a local pub to serve as a local destination to the community.
- **zones of distinct character**, including both formal garden areas with regular blocks and organic curved streets around woodlands which will create many distinct places.
- **landscape** and public realm design which will be inclusive and appeal to all senses.
- **safe streets**, active frontages, overlooked by windows and with clear privacy zones defined by green edges.
- **multi-functional streets**, designed for movement and social interaction.
- **varying and sustainable** densities, addressing the proximity to the station, neighbourhood gateways and landscape edges.
- **richness of building types** and heights, to create a distinct townscape.
- **development that integrates** biodiversity and ecology and delivers a healthy place to live.



Landscape, Open Space and the 8 Hills Regional Park Eastern Gateway

Accessibility and visual appreciation of green and blue infrastructure is a key design principle established through the masterplanning of the site.

The health and wellbeing benefits of good landscaping and accessible open spaces is well known and documented. Further, the development design principles within the emerging evidence base for the 8 Hills Regional Park emphasise the potential for new development to deliver high levels of new landscaping and accessible open spaces; integrated with the existing network of green and blue infrastructure.

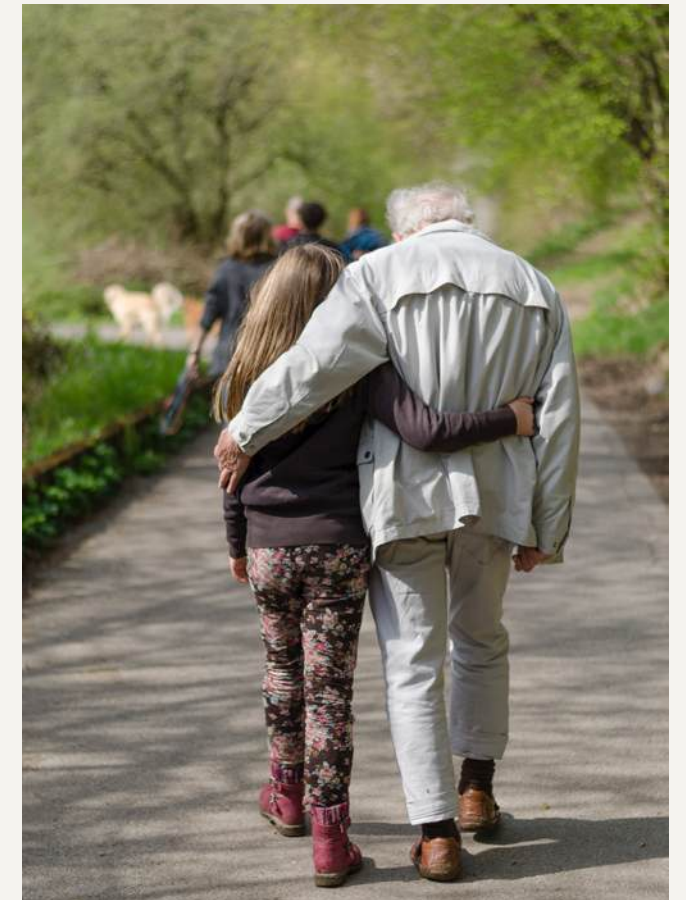
In terms of open space the proposal delivers 12.6 Ha of new open space focussed around a new River Cole linear park – which itself comprises approximately 7.5 Ha. The park will remain in the Green Belt and be integrated with the proposed Mobility Hub associated with Wythall Station enhancements. This will allow public transport access to the 8 Hills Regional Park 'Eastern Gateway' with the opportunity for interpretation and the establishment of a clear 'start point' or 'end point' for exploration of the Regional Park. Specifically, the site can enhance access to Weatheroak Hill – the most easterly identified destination of the 8 identified hills, with the linear park providing a key open space amenity for Regional Park visitors as well as existing and new potential residents of Wythall. Sustainable access to the Regional Park is a key policy initiative within the emerging evidence base for the proposed park and this site provides an unrivalled opportunity for this.

Within the development parcels the strategy for the landscape design is to create connected green infrastructure through the developed areas to the natural surroundings, integrating existing elements of ecological and visual quality such as trees and hedgerows.

There will be new planted open spaces connected by green streets and pathways. Some will be designed around existing trees, and complemented with public realm. The new homes will have views to green spaces and homes will feel close to nature. The areas at risk of flood and the large basins for water collection will be designed as parkland for the new and existing residents, increasing ecological value in the area, climate resiliency. The naturalistic feel of the design will be continued by the choice of planting which will contribute to biodiversity and require low maintenance.

Play opportunities will also be integrated in the design of the landscaped spaces. A combination of formal and informal play made of natural materials will ensure the new area is child friendly but also flexible to be used by people of all ages.

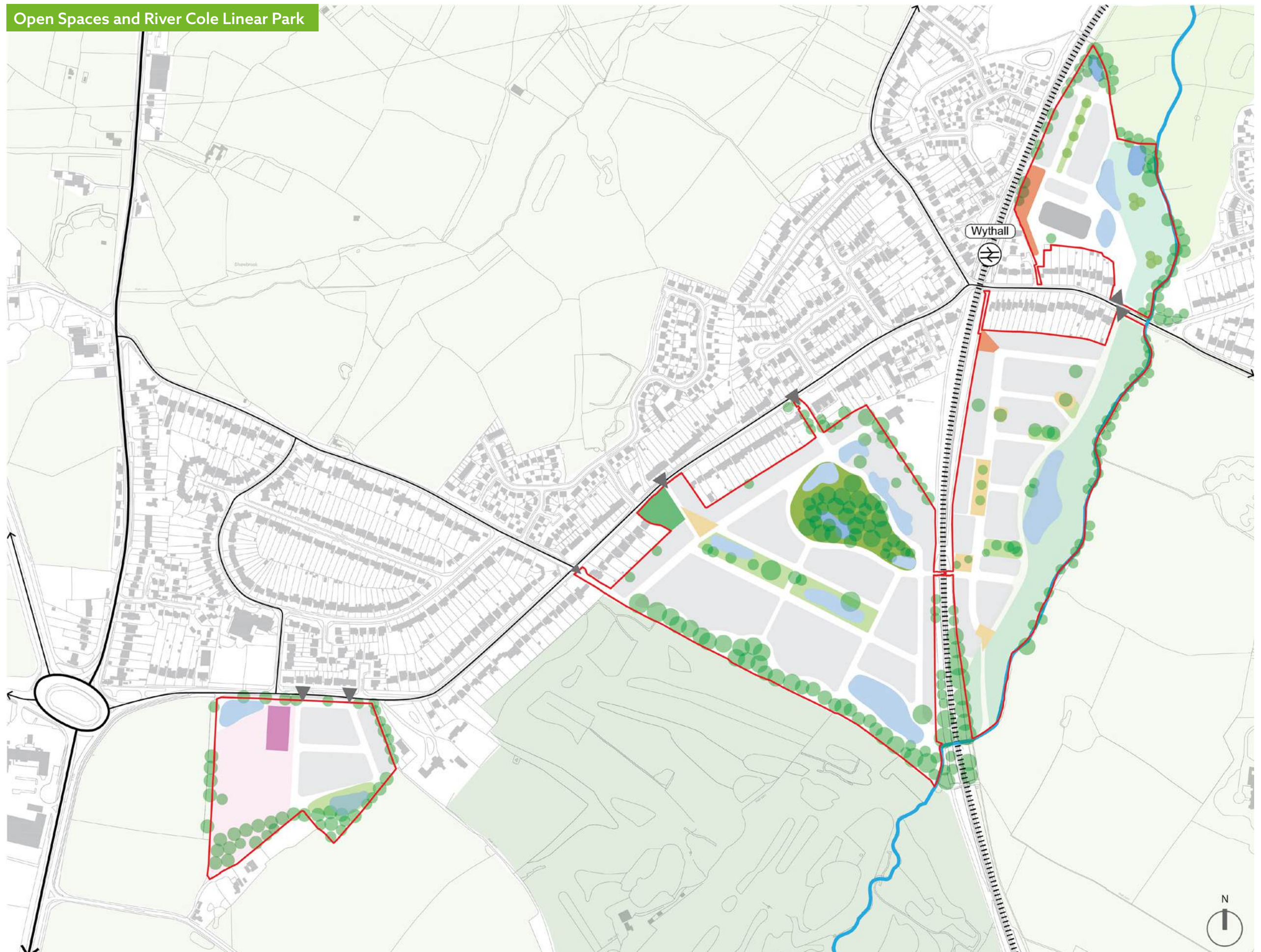
Given the quantum of open space and the significant proposals for improved management of existing woodlands / tree belts together with additional on-site landscaping there will be the potential to deliver at least a 10% biodiversity net gain. More details of the scope for enhanced net gain over and above policy requirements will be developed in line with advancing an integrated landscape design and ecology strategy.



KEY

- Site Boundaries
- ||||| Railway
- Primary Roads (existing)
- Existing buildings
- Development Blocks
- Primary School site (2FE)
- School building
- Retained and converted building - Comm use
- Retained building grounds
- Existing public open space
- River Cole Linear Park
- Woodland area
- Green public open spaces
- Squares
- Station connection spaces
- Existing and proposed trees
- Existing Ponds
- SuDs
- Mobility Hub Parking
- River Cole

Open Spaces and River Cole Linear Park



Movement and Connections

The masterplan has been designed to integrate fully the existing **Wythall neighbourhoods** with the new ones and beyond to the countryside.

There is a hierarchy of movement comprising a primary road for all transport modes, a network of secondary routes and pedestrian and cycle only links which ensure maximum permeability and connectivity through the area. The edge of landscape is designed around small informal streets, with softer materials, which create flexible spaces for multiple uses and naturally reduce car usage and control speed.

Active and healthy travel has been prioritised in the design through direct routes for walking / cycling; ensuring pleasant safe and direct links through green spaces.

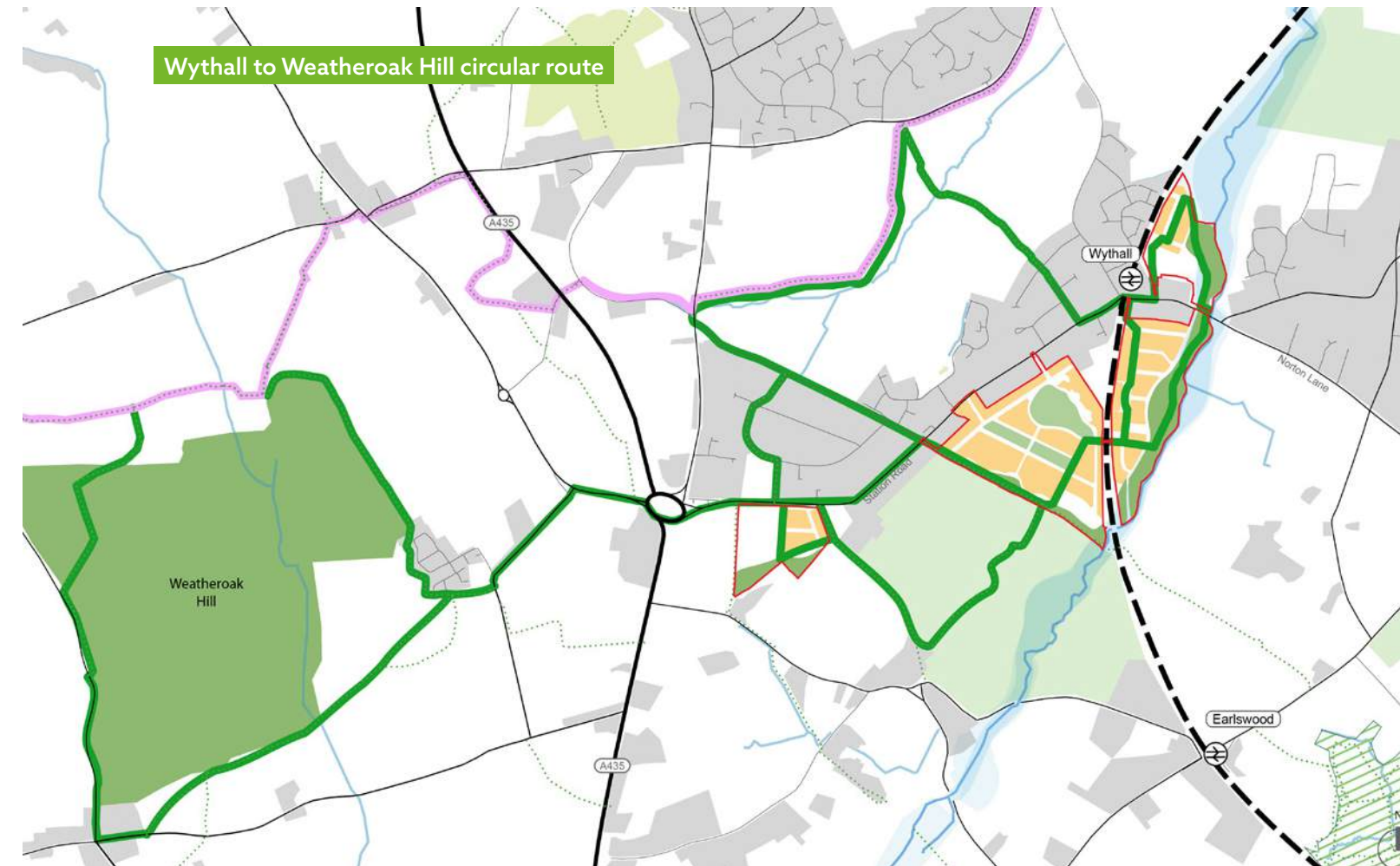
The design of streets includes space for tree planting and generous footways. Parking solutions include on-street parallel parking and small pockets of perpendicular parking in groups separated by trees. These can provide streets with activity during the day, and be flexible to various users. Parking standards accord to the Council's, generating an approximate average of 2 spaces per dwelling.

Secure cycle parking will be provided, throughout the development to ensure that cycling is convenient.

Promoting active travel for environmental quality and improved health is at the heart of the design.

The masterplan will deliver:

- **regional connections** to the North Worcestershire Path and 8 Hills Park
- **walking and cycle links** from the wider area to the proposed River Cole Linear Park
- **car-free connections** to the railway station
- **a permeable layout** with more direct connections for pedestrians and cyclists
- **segregated cycle lanes** along the primary development streets
- **cyclable secondary** and tertiary roads, including shared surfaces
- **traffic calming** measures
- **scenic walking** and cycle routes through public green spaces



KEY

- | | |
|--|--|
| — Site Boundary | Pedestrian-only connection |
| --- District Boundary | Park Paths |
| ■ Railway | Pedestrian and Emergency Vehicle Access |
| ■ Residential | ■ Green Spaces and Squares |
| ■ Park | ■ River Cole Linear Park |
| ■ Recreational Greenspace | ■ Development Blocks |
| PRow | Pedestrian Connection North Worcestershire |
| — River Cole | Pedestrian Connection 8 Hills |
| ■ Flood Risk Area 2 | |
| ■ Flood Risk Area 3 | |
| — Secondary Road | |
| Secondary Road on shared surface/ with traffic calming | |

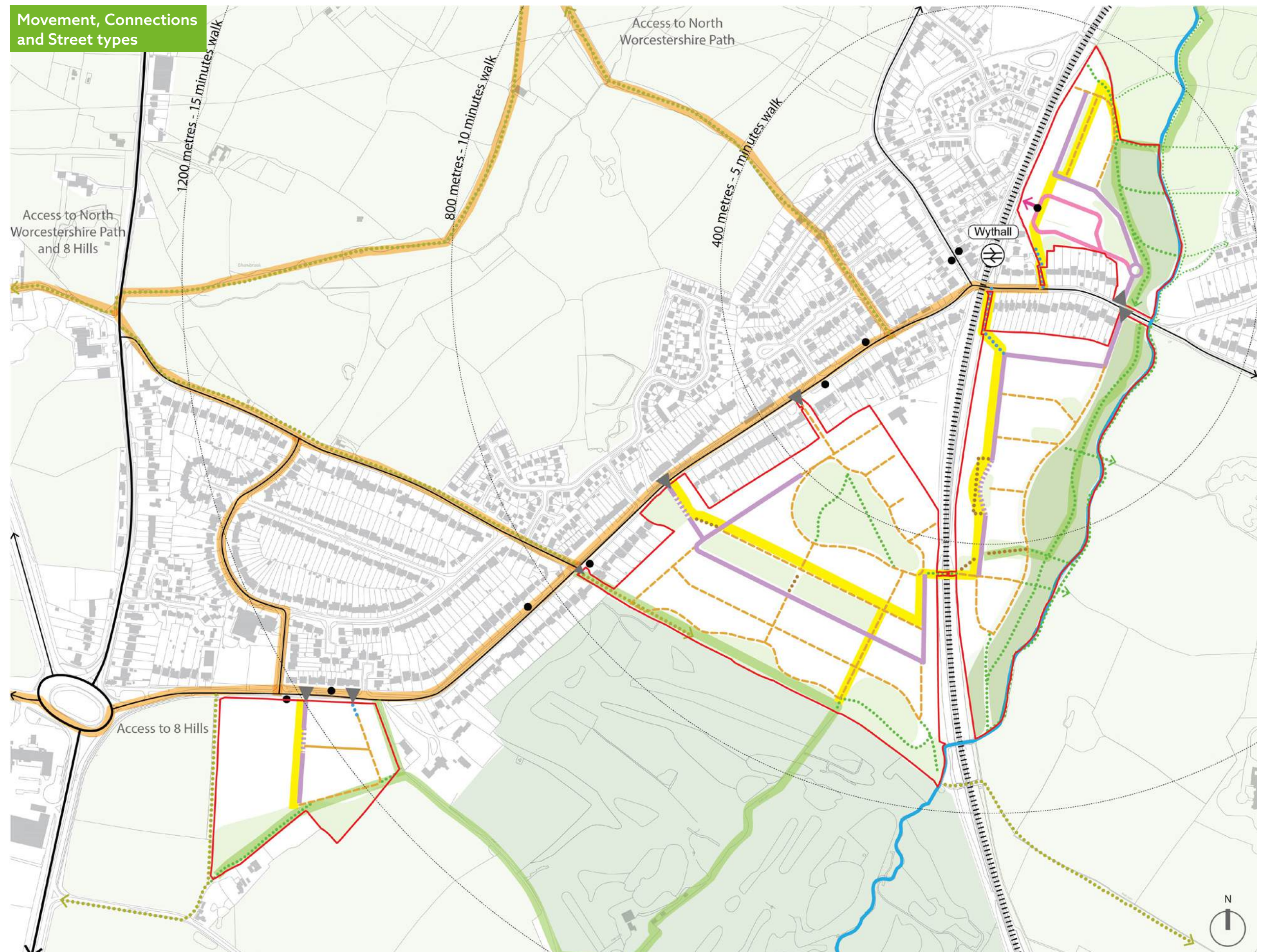
Park Paths

In addition to the above, a network of park paths have been proposed which seek to integrate the site into the surrounding countryside and green open space, including include foraging routes and nature trails together with picnic resting areas.

KEY

- Site Boundaries
- Railway
- Primary Roads (existing)
- Existing buildings
- Secondary Road
- Secondary Road on shared surface/ with traffic calming
- Local Road
- Shared surface street
- Pedestrian-only connection
- Cycle-friendly park paths/ Woodland path
- Public Rights of Way
- River Cole Linear Park
- Existing public open space
- ▶ Site access
- Walking distance radius
- Pedestrian, Cycle and Emergency Vehicle Access
- Active travel route through existing
- Active travel route through development
- Active travel route through park
- Shuttle Bus Route
- Bus Stops
- ➔ Link to Railway Station

Movement, Connections and Street types



Land Uses



In association with the movement strategy, the proposed land uses are based on the **15-minute neighbourhood principle**, aimed at reducing local travel for convenience and improve air quality, congestion and resident's health.

The masterplan is housing-led but includes many complementary uses. Closer to the station area, a mobility hub is proposed with transport information, delivery lockers and convenience retail integrated in the public realm.

Additionally, the new residents will contribute to the vitality of the existing shops.

Based upon Worcestershire Education Department requirements the development will generate the need for just in excess of a 1FE primary school plus nursery provision. The masterplan makes provision for a 2FE primary school but this could be increased to accommodate the existing Meadows Primary School, subject to more detailed discussions at the appropriate time.

The new 2FE primary school is proposed in the masterplan on Parcel D, which will serve the new residents and ensure education capacity remains in line with the population growth.

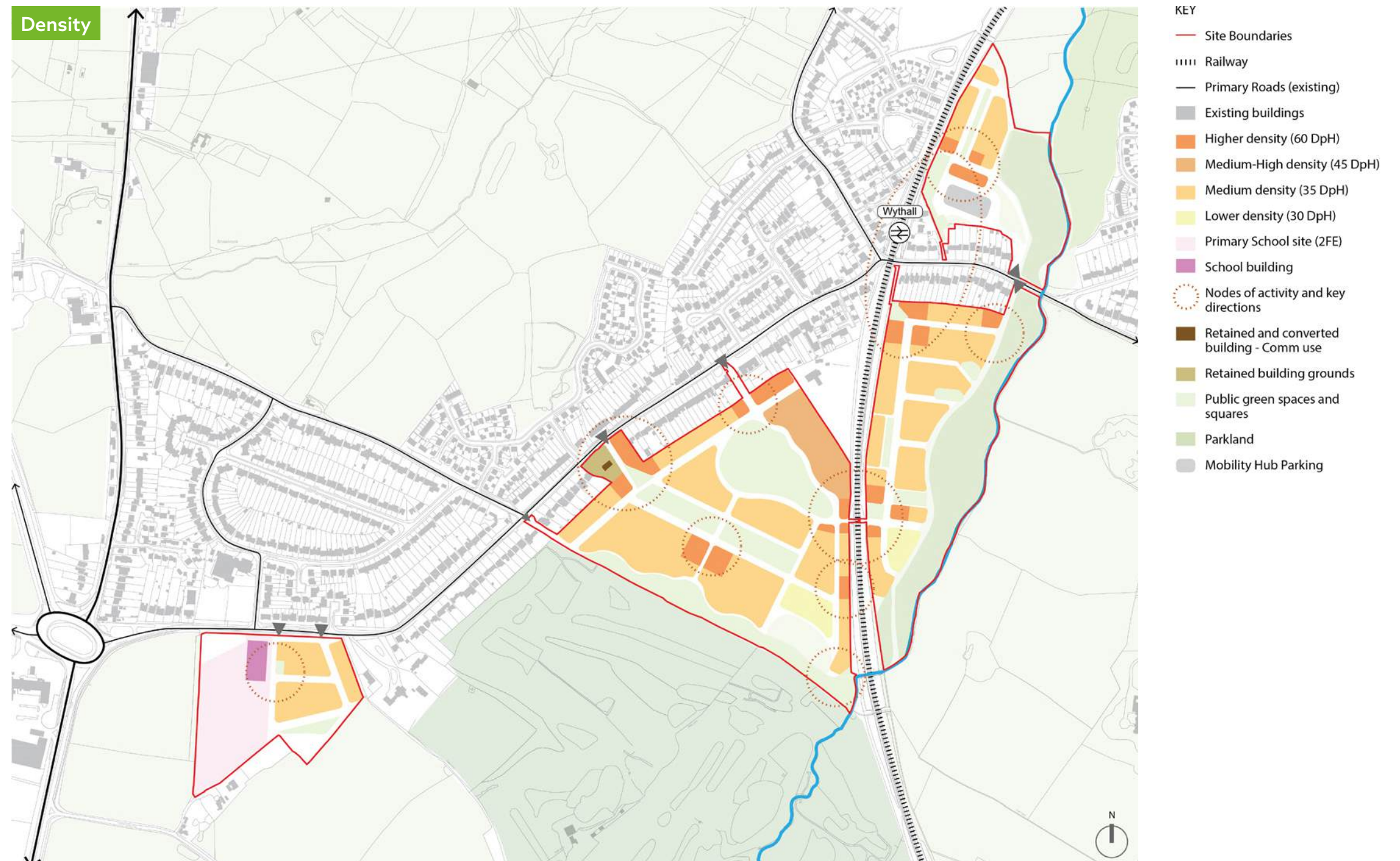
There is also an area proposed as a Care Home located closer to the shops on Station Road to further diversify the housing offer.

Density

The masterplan proposes **sustainable yet locally appropriate densities** which create a rich townscape, aid navigation and bring diversity of buildings and house types to Wythall.

Density is distributed in accordance with the differing character areas within the Site, with higher density around the railway station and the mobility hub and lower density at the interface with the rural edge.

Accordingly, the masterplan proposes small pockets of 60 Dph (net) near the station or at gateways to the sites to form local landmarks and increase variety in the townscape. The care home will be designed in perimeter blocks around landscaped spaces in densities of c. 40 Dph. The majority of the development will be 35 Dph which is comparable to the more recent parts of Wythall and which is an appropriate sustainable density for this location. To address areas of greater sensitivity the masterplan also has small areas designed at 30 Dph. A density study of the existing village has been undertaken and is set out at appendix 2. That shows that the newer developments in the village represent densities of between 30 - 40 dph the older more prevalent post war development is significantly lower.



Housing Design

Housing **quality** and variety is a key driver for the masterplan design. Having analysed the existing housing stock at Wythall, the masterplan proposes a mix of house types including terraces, semi-detached, small groups of flats, and perimeter blocks for a care home.

Affordable Housing

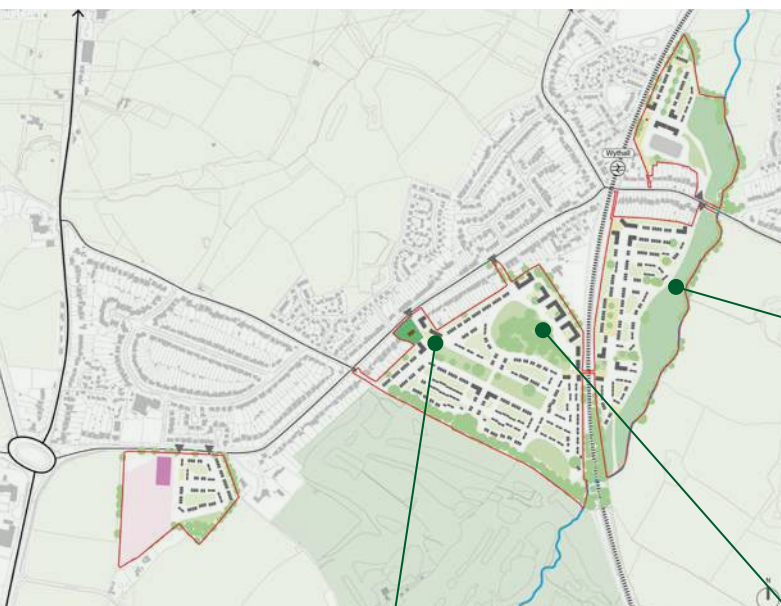
The development will deliver a significant supply of affordable housing (300 dwellings) to help meet identified needs in an area where there are known issues with housing affordability.

Housing Design

The housing will be arranged as perimeter blocks along the streets, with clear fronts and backs and green privacy edges demarcating the privacy areas for residents.

The new homes will be comfortable and designed to modern standards of energy efficiency, daylight, sunlight. The internal spaces will be configured to offer flexibility and respond to modern needs.

The architecture of the new housing will be modern, but reinterpreting local architecture and using local materials so the development is a natural extension of Wythall.





Northern Parcel A

Previously developed land

Site Total Area: 4.73 Ha

Uses: Housing, Mobility hub (cycle, scooter parking, car parking incl. disabled, bus / shuttle drop off), Retail Kiosk, Delivery Lockers

Housing: 37 houses, 47 flats, Total 84 units

Public Open Spaces
(Incl. parkland and pocket spaces): 2.83 Ha



Central Parcel B

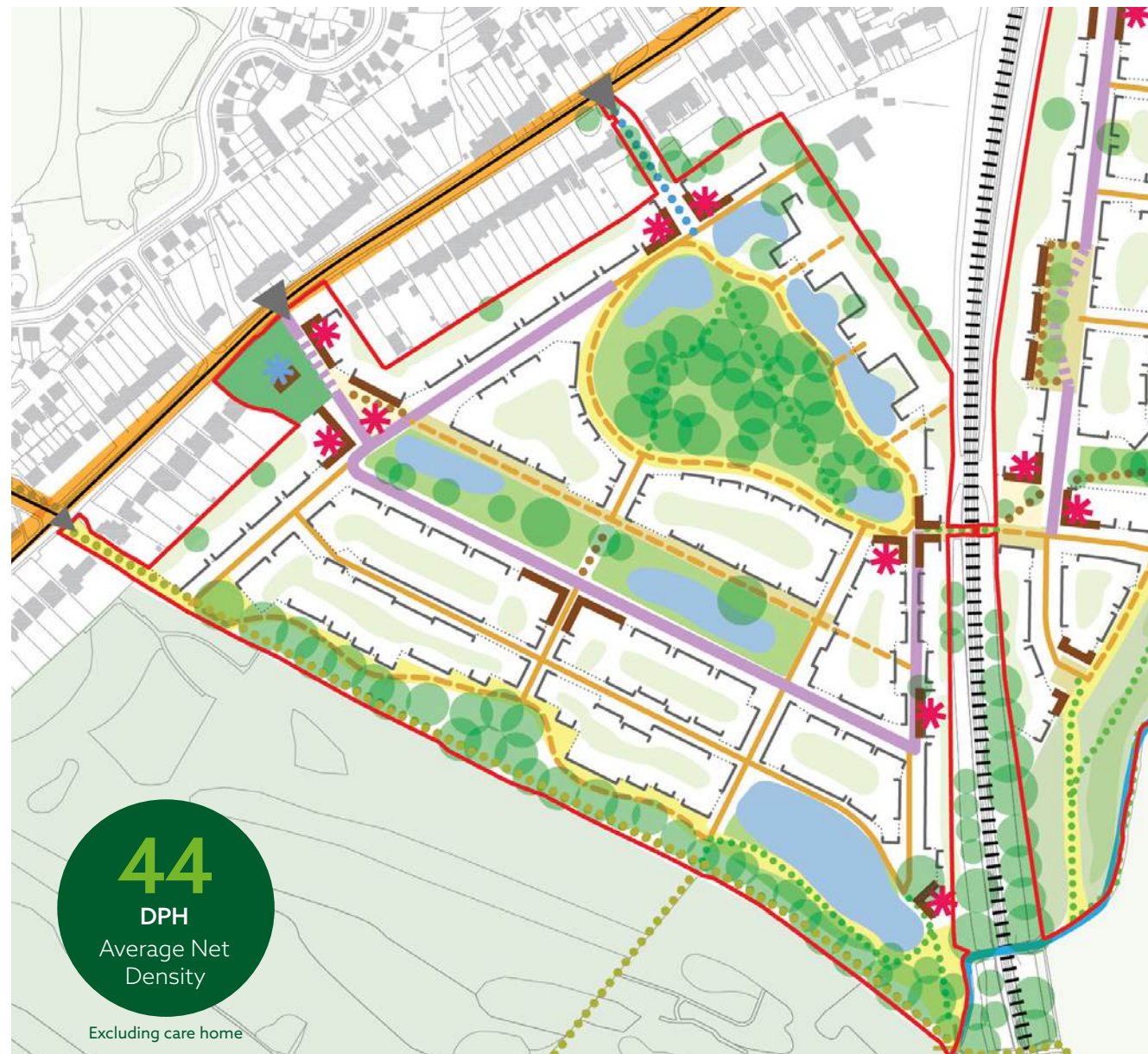
Site Total Area: 10.40 ha

Uses: Housing

Housing: 188 houses, 70 flats Total 258 units

Public Open Spaces
(Incl. parkland and pocket spaces): 4.47 ha





Western Parcel C

Site Total Area: 14.19 ha

Uses: Housing, Care Home, Local Pub

Housing: 294 houses, 58 flats, Total 352 units
plus care home facility 2 acres c.140 unit

Public Open Spaces
(Incl. Woodlands and pocket spaces): 4.53 ha

KEY

- | | |
|--|--|
| — Site Boundaries | ✱ Landmarks |
| Railway | — Secondary Road |
| — Primary Roads (existing) | ----- Secondary Road on shared surface/ with traffic calming |
| ■ Existing buildings | — Local Road |
| — Block frontage | --- Shared surface street |
| — Edge of urban block | Pedestrian-only connection |
| ■ Primary School site (2FE) | Cycle-friendly park path/ Woodland path |
| ■ School building | Public Rights of Way |
| ■ Retained and converted building - Comm use | Pedestrian, cycle and Emergency Vehicle Access |
| ■ Retained building grounds | — Active travel route through existing |
| ■ Private gardens | — Shuttle Bus Route |
| ■ Green public open spaces | ■ Mobility Hub Parking |
| ● Existing and proposed trees | ■ SuDs |
| ■ Squares | ■ Existing Ponds |
| ■ Shared surfaces/ traffic calmed areas | — River Cole |
| ■ Edge of green / low traffic street | |
| — Key frontages | |



Southern Parcel D

Site Total Area: 5.15 ha

Uses: Housing, Education

Housing: with 2FE school – 62 houses, no flats

Public Open Spaces
(Incl. Woodlands and school square): 0.78 ha

KEY

- | | |
|--|--|
| — Site Boundaries | ✱ Landmarks |
| Railway | — Secondary Road |
| — Primary Roads (existing) | ----- Secondary Road on shared surface/ with traffic calming |
| ■ Existing buildings | — Local Road |
| — Block frontage | --- Shared surface street |
| — Edge of urban block | Pedestrian-only connection |
| ■ Primary School site (2FE) | Cycle-friendly park path/ Woodland path |
| ■ School building | Public Rights of Way |
| ■ Retained and converted building - Comm use | Pedestrian, cycle and Emergency Vehicle Access |
| ■ Retained building grounds | — Active travel route through existing |
| ■ Private gardens | — Shuttle Bus Route |
| ■ Green public open spaces | ■ Mobility Hub Parking |
| ● Existing and proposed trees | ■ SuDs |
| ■ Squares | ■ Existing Ponds |
| ■ Shared surfaces/ traffic calmed areas | — River Cole |
| ■ Edge of green / low traffic street | |
| — Key frontages | |

TOTAL ACROSS THE 4 SITES:
756 HOMES PLUS CARE HOME

7. Sustainable Connectivity

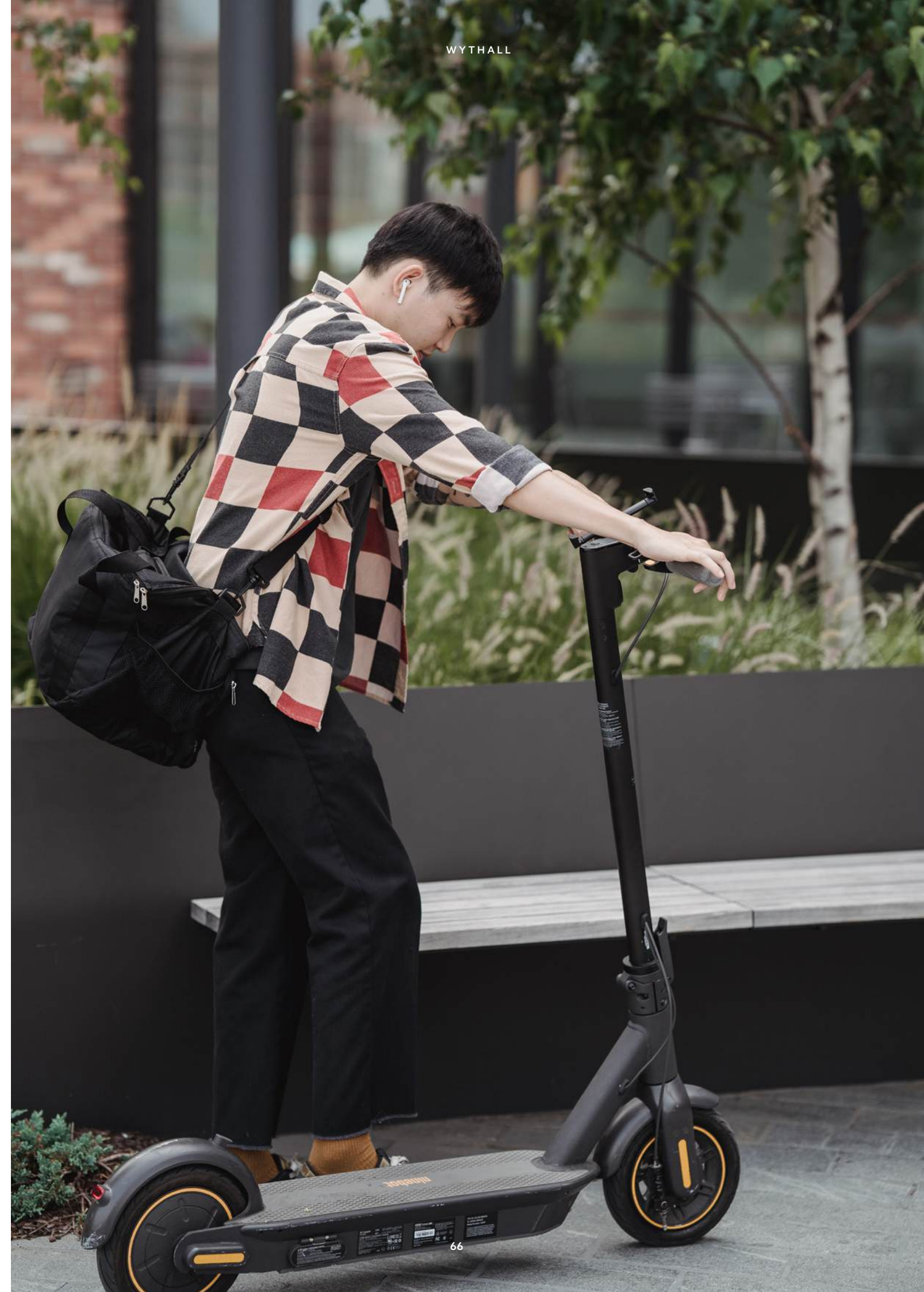
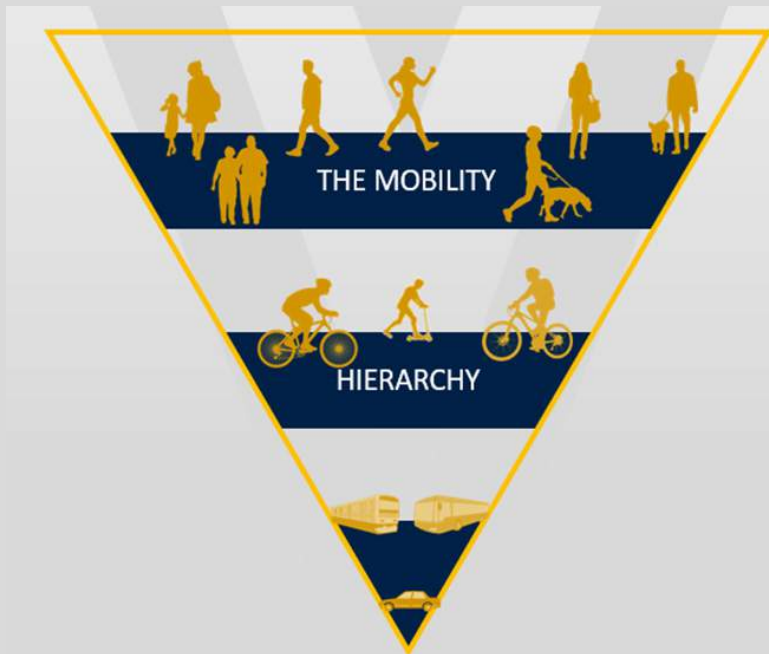
Movement within the site and integration with the existing settlement

The proposed development at Wythall has been designed to, as a minimum, comply with national, regional and local policy & design guidance, however through the opportunity provided at Wythall Station and the provision of a Mobility Hub, this scheme seeks to push the boundaries to support a sustainable, low carbon development which responds to changing travel behaviours and supports climate change and health & wellbeing agendas.

The mobility hierarchy prioritises the movement

of active travel, ensuring opportunities to travel by foot or by bicycle are amongst the key drivers behind site layouts. This is promoted at Wythall through the creation of direct green links on the key desire line to services and amenities as well as connectivity across the sites. The proposed development also maximises the opportunity for residents to use shared public transport by creating direct links to the rail station and bus stops together with the provision of the mobility hub. Whilst space for private cars has been incorporated into the design, vehicular routes do not dominate the development, allowing generous provisions of alternatives such as green open space, connections to countryside walks and public amenity space.

The detailed highway access principles are set out in Appendix 1. This provides further detail on the access arrangements for the land parcels including confirming how each parcel will be accessed through land controlled by Lone Star and the specific features that are proposed.



Mobility Hub

What

The **mobility hub** is not a new concept, nor is it a 'one-size fits all' model that can be provided at all locations. It is important that the Wythall Mobility Hub builds on the strengths of the village and its sustainability, including high quality pedestrian links, access to the countryside and direct links into Birmingham and Stratford-upon-Avon. The Mobility hub provides an opportunity to further enhance these existing credentials, to provide a central hub that is integrated into the fabric of the community and is accessible and convenient for all intended users. The provision of the mobility hub is key to unlocking a modal shift away from private car use within Wythall for existing and future residents.



Why

Wythall is already a sustainable location to accommodate residential development with strong public transport connections and a range of services that cater for the daily needs of residents. Through the provision of the mobility hub and high quality sustainable-led design, the proposed development unlocks the opportunity for Wythall and surrounding villages to accommodate sustainable and active living whilst future proofing the areas to incorporate emerging travel and transport technologies, as and when they are developed.

When

The **flexible approach** to the Wythall Mobility Hub is key; whilst space has been safeguarded for up to 200 car parking spaces, the progress and feasibility of emerging technologies such as autonomous vehicles and demand responsive travel will be closely monitored and reviewed with the Local Highway Authority to ensure that more sustainable measures can be incorporated instead of additional private car parking, if there is sufficient demand and technologies are available at the time of delivery. Worcestershire County Council is at the forefront of these emerging technologies and is developing a range of working examples which have been successfully implemented across the County. The development sites at Wythall provide an opportunity to integrate these technologies to tackle the climate change emergency and promote sustainable and healthy lifestyles for all.

Active Travel Routes

The provision of convenient, safe, legible and direct active travel routes has been incorporated at the heart of the design to encourage and accommodate walking and cycling trips from the outset. The key parameters for these routes have been outlined opposite:



- **Walkable & Cyclable Neighbourhoods** which inclusively prioritise non-motorised users. This includes a range of foot and cycle routes and crossing points along all desire lines ensuring that the daily needs of residents can be accommodate on foot or by bicycle.
- **Shared spaces** across the site to provide attractive gathering and meeting points and routes to services, creating a sense of community.
- **Ample green space** including community allotments, foraging routes, fitness routes, sports and play infrastructure (including play streets) to support physical activity and well-being.
- **Wayfinding signs** and crossing points for ease of movement and permeability across the site, incorporating emerging technology.
- **Mobility Hub at the centre of Wythall**, providing a transport interchange point centered around rail travel with a mix of bus waiting facilities alongside cycle / e-cycle hire stations, electric car clubs, cycle storage, e-scooter hire, bike maintenance workshops, parcel lockers, Wi-Fi zones and small scale retail.
- **Safe Routes to School**, including direct walking routes which bypass a range of 'play' and 'learning' areas including green space, pocket parks and picnic areas.
- **Permeability** for pedestrians and cyclists through the provision of the central green link connecting parcels A, B and C, and the use of the connection under the rail line (shown below), all of which can be delivered within land controlled by Applicant, linking dwellings to the mobility hub, Wythall Station, existing services and amenities and the wider foot and cycle network.

Green Belt Compensation

The National Planning Policy Framework requires Local Authorities to set out the ways that the removal of land from the Green Belt can be compensated for by, amongst other things, improving the accessibility of the remaining Green Belt land. As set out above, the Masterplan links the existing public rights of way networks seamlessly through the parcels from the station providing much improved accessibility to the remaining Green Belt.



The Site benefits from an extensive network of public rights of way including public footpaths and bridleways within the vicinity of the site as well as the routing of a number of public footpaths through the parcels themselves. These routes will be incorporated into the design to encourage and promote walking as part of a healthy lifestyle.

A key feature of this will be the 7.5 ha River Cole Linear Park which will remain in the Green Belt with the proposed built up area providing a clear physical and defined boundary as required by the NPPF paragraph 143(f). It will be landscaped and enhanced with full public access providing enhancements to the Green Belt through management and accessibility therefore providing a major contribution to compensating Green Belt loss as part of the proposals strategy to improve accessibility and environmental quality of remaining Green Belt land. This will include potential off site measures to deliver clear and enhanced site integration to the existing footpath network.

This will unlock opportunities for dog walking, leisure walks and family outings on foot by enhancing and improving the existing public rights of way network. The proposed development provides an opportunity to connect current gaps in infrastructure by providing additional public footpaths which connect with the internal green links within the site to create a seamless and permeable route across Sites A to D, linking residents from their homes to the proposed 8 Hills Country Park Project and the North Worcestershire Way.

Treatment to Station and potential mitigation to improve access

Mitigation / Improvements:

Station Road Environmental Enhancement

In order to enhance and facilitate improved pedestrian and cycle access to the station and the community mobility hub the development would seek to deliver an environmental enhancement scheme which will reduce the severance effect of Station Road and reduce a barrier to movement enabling safer crossing and enhancing the connectivity between all of the promotion sites, existing residential area and the station.

8. Delivery and Phasing

The strategic site provides the opportunity for the delivery of a fully masterplanned coordinated development to the south of Wythall. The site is controlled by just two owners who are collaborating on the production of this masterplan and have an in-principle agreement on land value equalisation which will be formalised should the site be allocated.

To ensure a coordinated approach to infrastructure delivery, a site wide Infrastructure Delivery Plan (IDP) will be developed which identify the supporting infrastructure requirement for site delivery. This will include, amongst other things, the primary school, the network of open space, mobility hub and station car park together with any necessary off site highway / footpath and footway infrastructure to support policy objectives. The IDP will clarify how the infrastructure will be delivered; specifically how each respective part of the site will contribute to delivery via s.106 agreement / contribution, s.278 agreement or direct on-site delivery. This will ensure a comprehensive approach to the development providing certainty to the District Council and local community that the infrastructure required to facilitate the development as a whole and support the local community will be delivered.

It is proposed that the site is considered as a single allocation with overarching policy requirements to deliver the identified site wide and necessary off site infrastructure. The detailed masterplan and IDP would be a policy requirement for each planning application. The parties have agreed that a collaboration agreement will be entered into to agree the IDP and to ensure appropriate land equalisation mechanisms are in place.

The Strategic site could be delivered through either a single or separate planning applications accompanied by the agreed IDP and masterplan.

The development of the four land parcels in this location offers a clear benefit for housing delivery because of the opportunity for multiple phases to come forward at the same time with each potentially delivering circa 50 units per annum. This can be achieved due to the potential to provide existing highway access to each parcel due to the configuration of the parcels and their physical relationship with the existing village. This trajectory could deliver up to 200 dwellings per annum across the site providing full potential build out over the Local Plan period.

The development parcels also provide the opportunity to be attractive to a number of housebuilders; with the smaller parcels A and D being attractive to the smaller SME builders (an aspiration of government policy) and the larger parcels potentially suiting the national housebuilders.



9. Conclusion

In summary Land to the South of Wythall is considered to be an appropriate location for strategic growth. It is a sustainable location that can be further enhanced, benefitting existing and prospective residents. It is a location that performs the weakest in terms of its contribution towards the purposes of the Green Belt and is consistent with the NPPF which is clear about the priority for releasing land in areas well-served by public transport. There is therefore a compelling case for the site to be identified as a location for strategic growth in the Bromsgrove District Plan review.



10. Appendix 1-5

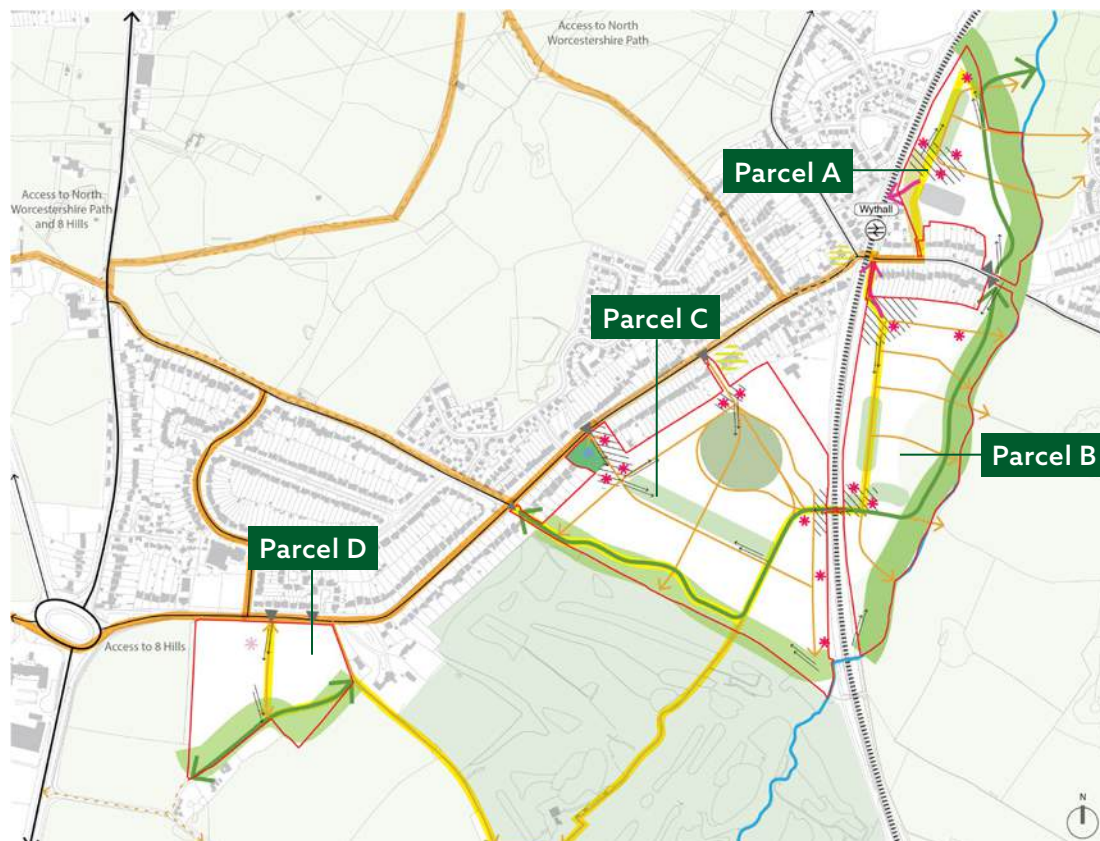
Appendix 1

Highway Access Principles

Station car-parking

Access Options:

As shown on the Concept Masterplan below, Indicative highway access locations have been identified for each of the land parcels. The proposed access strategy has been designed with consideration of the key constraints on the network, including the proximity to watercourses and areas of flood zone, visibility splays, junction spacing requirements and existing features including trees and hedgerows. The exact form of each of the junctions would be discussed and agreed with the Local Highway Authority as part of the planning application stage, however for the purpose of this assessment, safe and suitable access to each of the land parcels can be delivered on land within the control of Lone Star or the adopted highway.



Concept masterplan: See detailed version on page 43

Parcel A:

- **Vehicular access** will be provided via Norton Lane and will continue into the site for approximately 70m before merging into a left-turn filter lane for access to the mobility hub and a straight-ahead lane for access to the residential development.
- **The proximity** to the flood zone is noted, however suitable mitigation strategies will be implemented as part of the detailed design to compensate.
- **The use of soft landscaping** and planting will be used to screen the mobility hub and associated parking from the main access road helping to retain a residential feel.
- **The access** and associated visibility requirements can be delivered using land within the control of Lone Star and using highway boundary.
- **The exact junction form** will be discussed and agreed with the Local Highway Authority at application stage, taking into account the access junction to Site B as well as other private accesses within the vicinity.
- **A pedestrian and cycle link** with the potential to provide emergency vehicle access has been proposed closer to the station and main village facilities, linking with the Station Square proposed within Site B.

Parcel B:

- **Vehicular access** will be provided via Norton Lane, taking into account the access junction to Site A and other junctions within the vicinity.
- **Similar to Site A**, the proximity to the flood zone is noted, however suitable mitigation strategies will be implemented as part of the detailed design. However, the exact junction form will be discussed and agreed with the Local Highway Authority at application stage.
- **The access** and associated visibility requirements can be delivered using land within the control of Lone Star and using highway boundary.
- **A pedestrian and cycle link** with the potential to provide emergency vehicle access has been proposed under the rail line through an existing agricultural track. This provides a permeable connection for active travel linking Sites A, B and C whilst also providing an alternative and safe route to school which minimises use of Station Road.

Parcel C:

- **Vehicular access** will be provided via Station Road adjacent to the proposed community facilities. The junction will be located approximately 50m from east of the Burnham Road / Station Road junction, in accordance with the spacing requirements within Worcestershire's Streetscape Guide.
- **The access** and associated visibility requirements can be delivered using land within the control of Lone Star and using highway boundary.
- **The exact junction form** will be discussed and agreed with the Local Highway Authority at application stage, however it is likely to take the form of a priority junction with a central pedestrian refuge island to accommodate the movement of pedestrians across Station Road.
- **A pedestrian and cycle link** with the potential to provide emergency vehicle access has been proposed adjacent to the existing shopping parade together with an additional pedestrian access which follows the route of Public Footpath 582(B).

Parcel D:

- **Separate vehicular accesses** will be provided for the proposed school and residential uses. The proposed locations comply with the spacing requirements outlined within Worcestershire's Streetscape Guide, allowing for 30m between junctions on opposite sides of the carriageway and 60m between adjacent junctions.
- **The access** and associated visibility requirements can be delivered using land within the control of Lone Star and using highway boundary.
- **The location** of the proposed accesses takes account of the location of existing trees and hedgerows along the site frontage, seeking to retain mature trees and established hedgerow as much as possible.
- **The exact junction form** will be discussed and agreed with the Local Highway Authority at application stage, however it is likely to take the form of a priority junction with a central pedestrian refuge island to accommodate the movement of pedestrians across Station Road.

At the heart of the masterplan is a desire to improve permeability for pedestrians and cyclists, connecting with and improving links to existing public rights of ways and established active travel routes. Whilst active travel routes have been prioritised at the heart of the design, reflective of the movement framework, the design ensures that vehicular access through the site is suitable to accommodate the anticipated local vehicle movements including access by residents, delivery and servicing movements as well as access by emergency vehicles, whilst also designing out the potential for through-traffic by encouraging a low-speed environment within the site itself. To further encourage and naturally promote a low speed environment, the following measures have been provided:

- **Provision of natural breaks** and variations in the alignment of internal carriageways to ensure long-straight sections do not exceed 70m in accordance with Manual for Streets guidance;
- **Tree lines streets** overlooked by residential properties to emphasise the residential nature of the internal road network;
- **The provision of soft landscaping** and pocket parks along the length of the spine road to create an environment which encourages pedestrians and cyclists over car-borne trips.

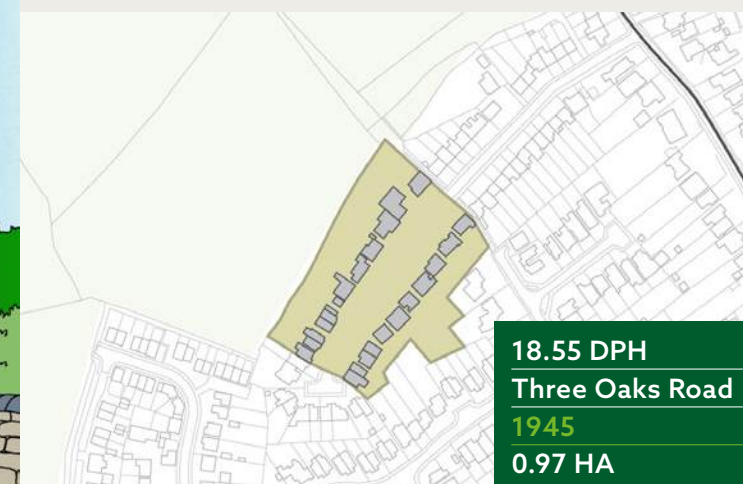
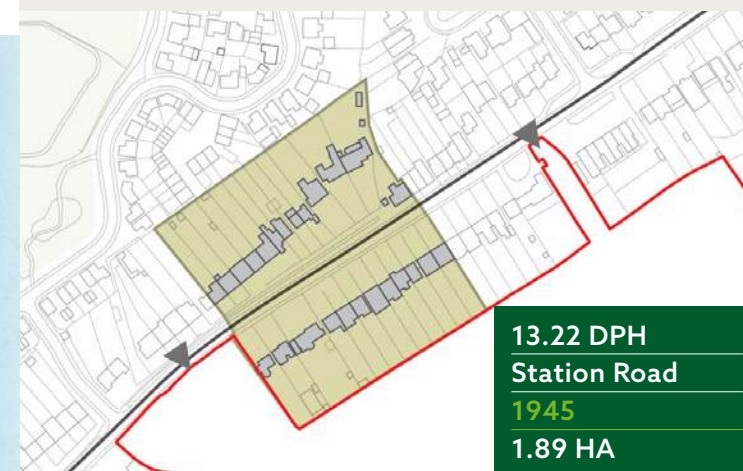
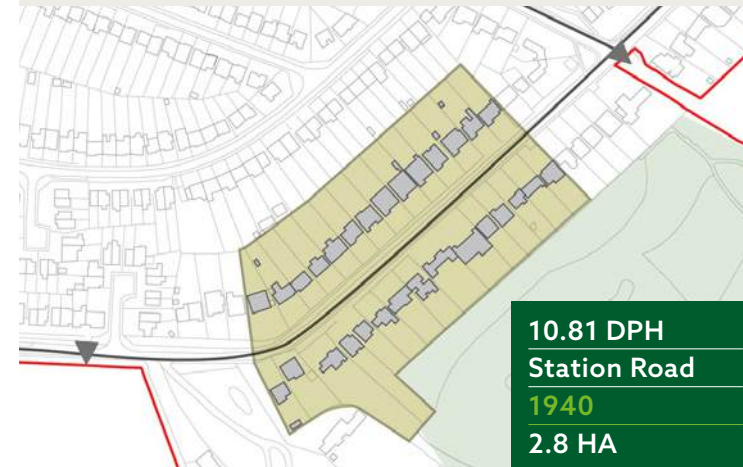
Appendix 2

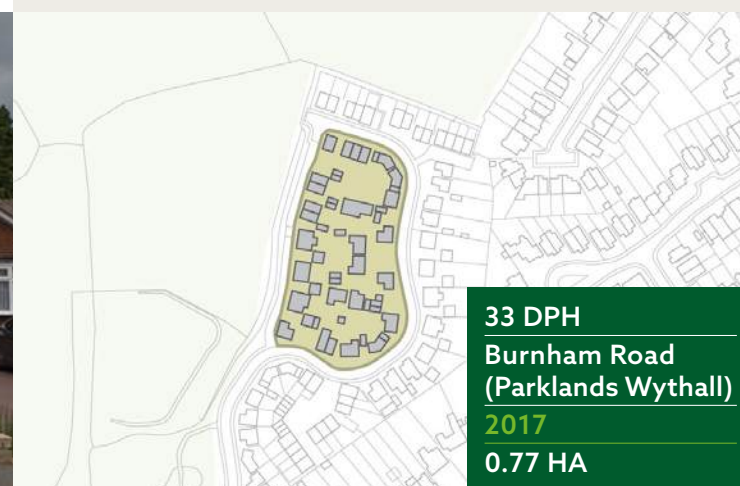
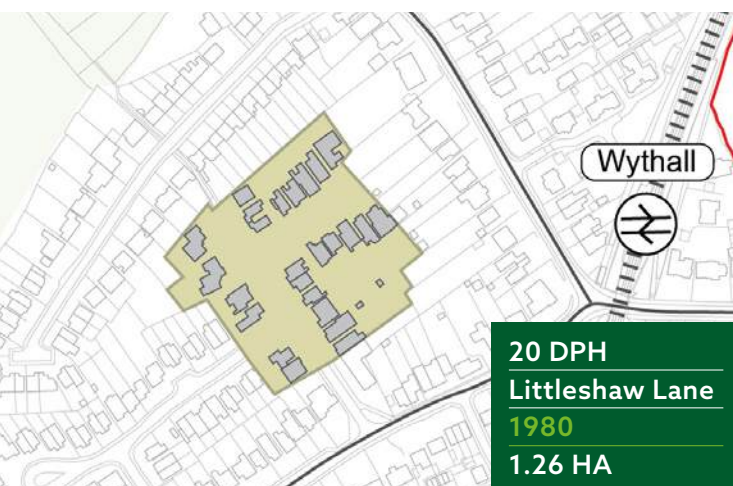
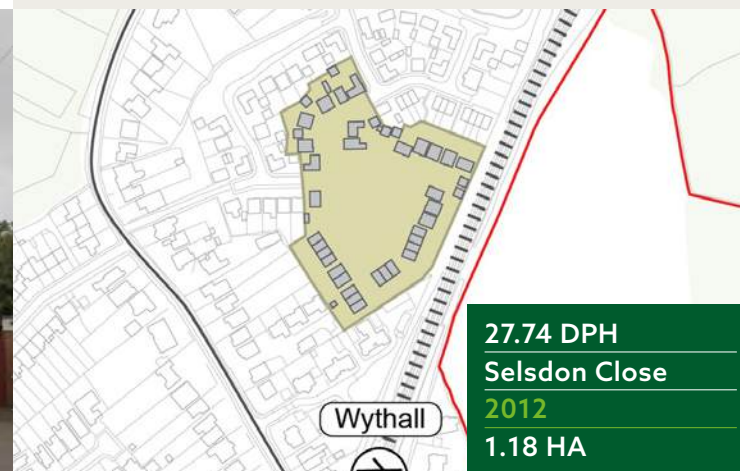
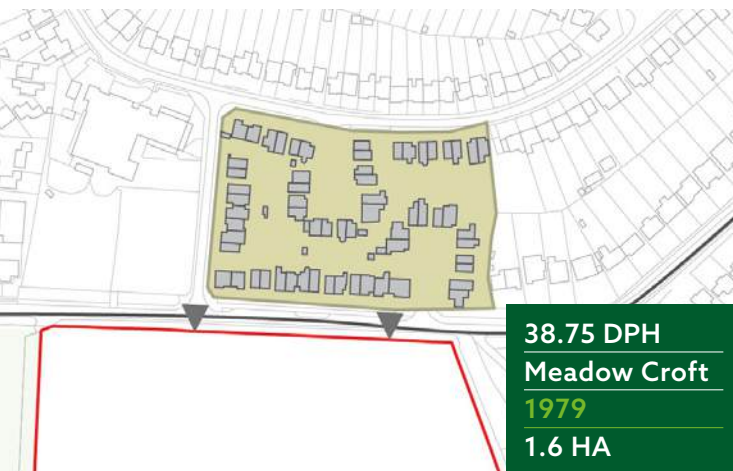
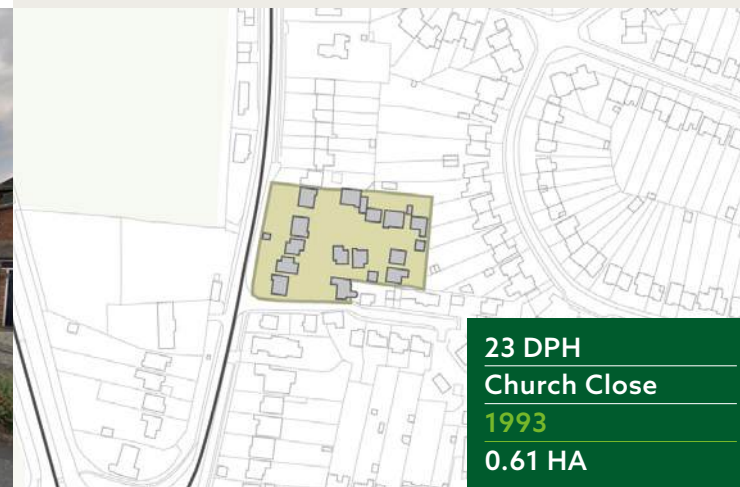
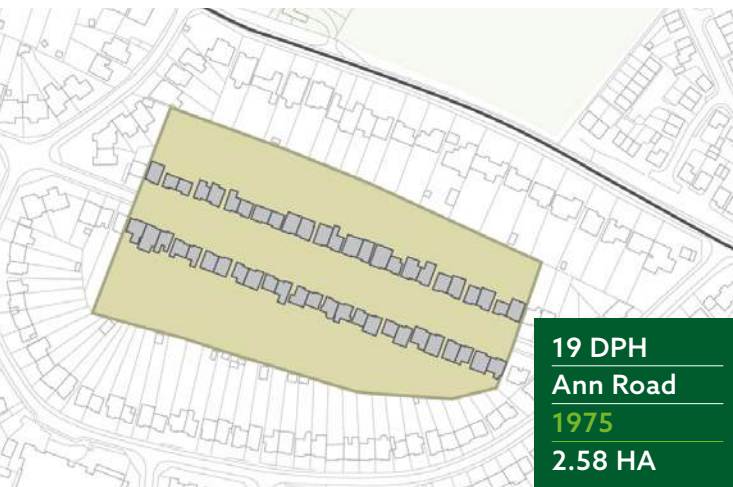
Density and Housing

We undertook a study of Wythall's current housing quality and density.

We found: Housing densities are low to medium. There was a mix of bungalows and semi-detached houses. Less dense parts (between 10 and 20 dph) are typical of the major post war growth of good architectural quality. More recent developments dating from the 1990s and recent 2010s of more sustainable densities of c. 35 dph, but architectural quality has declined.

Our vision is for new and much better quality housing at Wythall, at densities that can bring more sustainable levels and contribute to the vibrancy of local retail and community services, whilst enhancing the rural landscape.





Appendix 3 Design Code

In line with Worcestershire's Streetscapes Design Guide, the internal layouts of the proposed development has been **designed to prioritise** safe and accessible pedestrian and cycle routes whilst also ensuring that carriageway widths are appropriate for the particular context and use of the street. This will include the following street hierarchy:

Primary Residential Streets

Serving as the primary connection between local residential streets and the wider highway network such as Norton Lane and Station Road. These roads serve as the primary vehicle access to the development and will typically comprise of carriageway widths of 5.5m with 2.0m footways on either side of the carriageway. Roads will be designed to a speed of 20mph and designed to adoptable standards.

Local Residential Streets

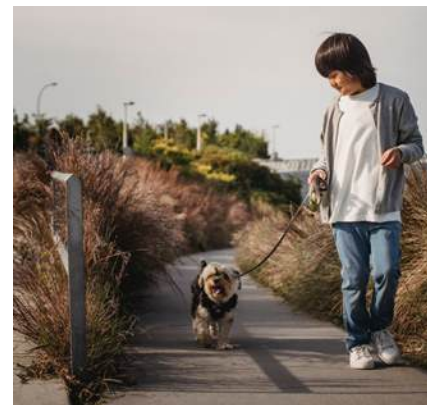
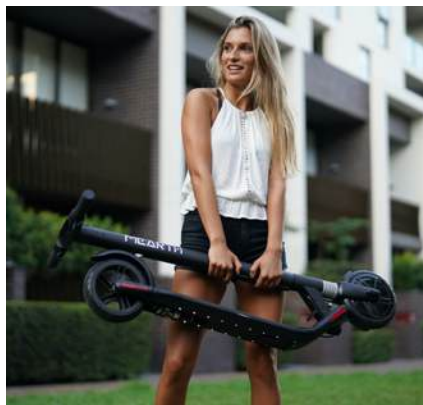
Serving as the connection between primary routes and smaller clusters of dwellings, these routes service the local streets that cater for both pedestrians and cyclists as well as vehicular activity with a design speed of 20mph. Carriageway widths will typically be between 4.8m and 5.5m, however localised carriageway narrowing to 4.3m will be included to break up longer stretches of road and encourage lower vehicle speeds. Soft landscaping and planting will be used to soften the visual impact of the street, Roads would be designed to adoptable standards.

Shared Surface Streets and Mews

These will provide local access to small clusters of dwellings, providing a connection between local residential streets and individual properties with a design speed of 10mph. Shared surface widths will vary according to the specifics of the surroundings, however in general they will be between 4.1m and 4.8m to allow for the simultaneous two-way flow of vehicles. Shared surfaces will not be presented for adoption and will remain under private ownership.

Mobility Hub

A key feature of the development is a mobility hub which enables an integrated multi-modal transport interchange.



Appendix 4 Mobility Hub

The potential for a station car park at Wythall Station has been previously explored through various planning stages, including a planning application in 2010 for the provision of a 50-space car park on land now being promoted as 'Parcel A' and through a dedicated planning policy (Policy WYT10) for station parking facilities within the previous Bromsgrove Local Plan. Further to this, the provision of a Wythall Station Car Park has previously been explored by Worcestershire County Council in April 2006 which concluded that Parcel A would be a favourable location for the siting of such a car park. In addition to previous support by planning policy and highways officers at Worcestershire Council, the demand for a station car park is strongly supported by local lobbying group the Shakespeare Line Promotion Group.

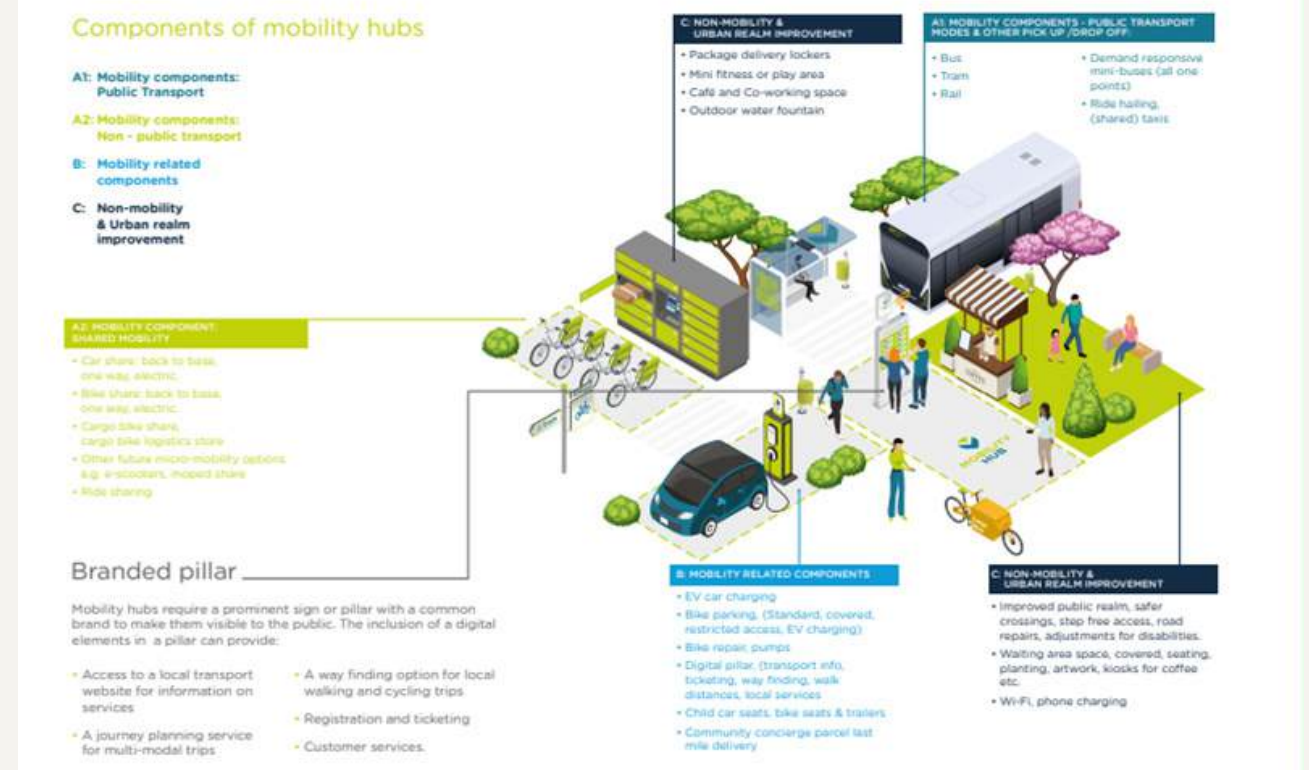
The proposed development provides an opportunity to improve access to Wythall Station, not only for future residents of this development but for those currently living in Wythall and surrounding areas including Hollywood, Dickens Heath and Tidbury Green. The opportunity at Wythall will reflect the latest planning policy as well as the latest national health and wellbeing and climate changes agendas. As a result, the proposal presented at Wythall is not a traditional 'Car Park' but instead a more sustainable 'Mobility Hub'; a facility that accommodates and promotes the use of alternative modes of transport including walking, cycling or passenger transport rather than relying on the private car. This aspiration is firmly supported within Worcestershire's Bus Service Improvement Plan which encourages the provision of innovative mobility hubs at critical interchange points such as rail stations to integrate active travel modes with public transport including train and bus travel.

Land has been safeguarded within the parcel of land adjacent to Wythall Station to provide up to 200 car parking spaces, however this would be delivered on a phased programme with demand for parking monitored and managed from the initial provision (approximately 70 spaces) up to the potential build out of 200 spaces. The full extent of the car park has been shown on the proposed masterplan, including a total of 200 spaces together with an internal drop-off bay, electric vehicle charging infrastructure, accessible parking and car club facilities. However, this phased approach to the delivery of the car park allows flexibility for new and emerging technologies such as space for autonomous vehicles, shared demand responsive travel and other local uses to be provided as an alternative to private car parking, should those represent more viable options at the time of delivery. Key to note is that the facilities will not just being for station users, but for the wider community, therefore it is important to allow flexibility to accommodate emerging technologies and demands in order to provide a hub that is integrated into the fabric of the community.

Details and illustrations of the types of facilities that could be provided have been outlined below:



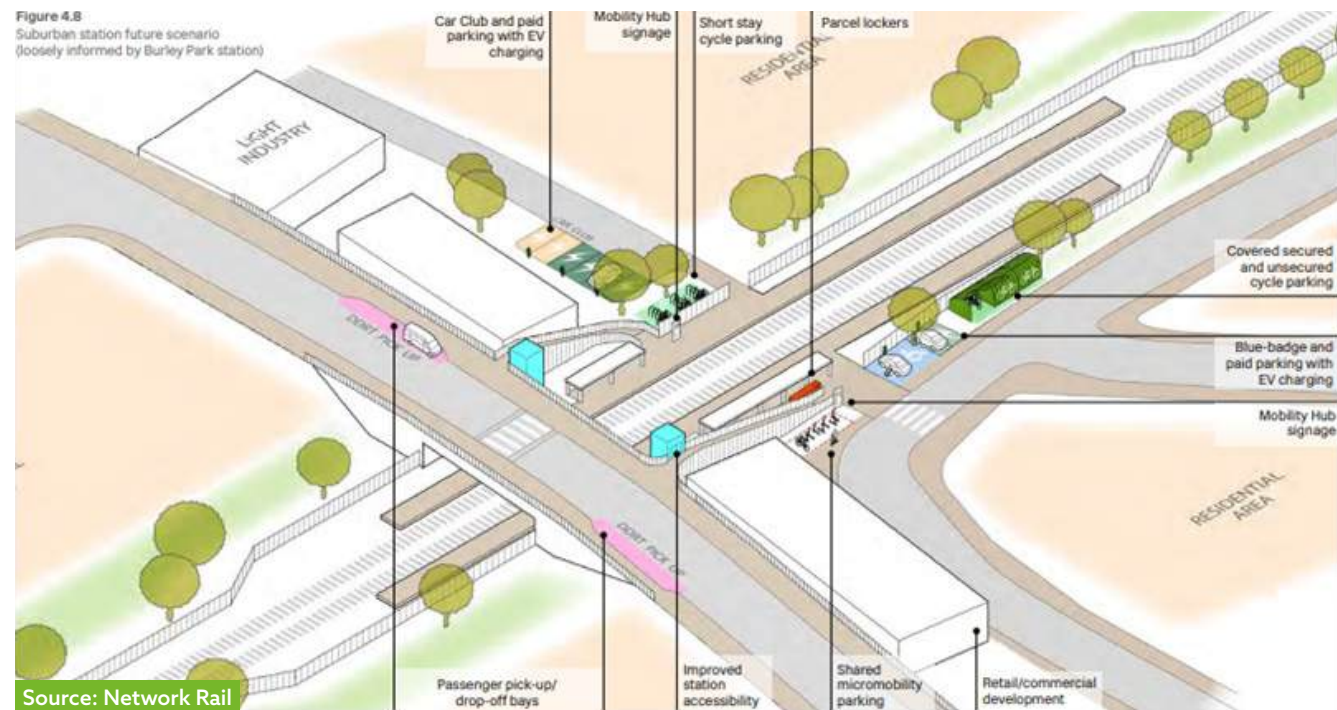
Source: COMO



Source: Network Rail



Whilst car parking will be provided as part of the mobility hub, including the provision of electric vehicle charging facilities, blue badge spaces, a car club bay and priority spaces for car sharing, the offer of the mobility hub is much more than a traditional 'car park', it aims to make journeys to and from Wythall Station as **convenient, fast and sustainable** as possible. An example of a community mobility hub is illustrated below.



As demonstrated above and within Network Rail's 'Parking & Mobility at Stations' Design Manual (March 2022), the provision of Mobility Hubs at rail interchanges is not a new concept, however the design of stations and supporting car parks must adapt to the changing travel patterns to incorporate sustainable onward travel and reduce reliance on private car use. The provision of a mobility hub at Wythall Station has been produced in accordance with this design manual, building on best practice examples and research by Network Rail to provide a proportionate and convenient level of services at Wythall Station to improve access for all.

High Quality Cycle Facilities

The national average number of miles cycled increased by 62% between 2019 and 2020, more than double the average distance in 2002. Though partly accelerated by the COVID-19 pandemic, the Government continues to invest in active travel modes. The integration of high quality walking and cycling facilities as part of the mobility hub and within the wider development is key to support a low carbon future. Specifically for the mobility hub, this should ensure that cycling for the first and last mile between home locations and Wythall should be as convenient, safe and accessible as possible.

One area where the mobility hub can facilitate this is through the provision of a flexible range of high quality cycle parking options and supporting infrastructure. This includes secure and sheltered storerooms for long-stay commuter cycle parking with a range of bicycle stands to accommodate conventional two-wheeled bicycles in addition to adapted cycles and cargo bikes. For those visiting the retail facilities such as coffee bars at the mobility hub, short-stay visitor cycle parking in overlooked and convenient locations would further encourage travel by bicycle. For existing and future residents who do not own a bike, or to encourage family cycle trips, cycle hire facilities will include e-bikes and charging facilities, together with micro-mobility vehicles such as e-scooters available for hire, further helping to break down any barriers to travelling by bicycle.



Whilst secure and convenient cycle parking is key to encouraging rail users to incorporate cycling as part of their journey, complementary facilities such as bicycle maintenance hubs with pumps, tyre repair kits, spanners and tools will also be provided for public use, further helping to encourage both regular and less frequent cyclists to use the facilities. This can be further supported through pop-up bicycle repair shops at the Mobility Hub.

Hotdesks and Workspaces

Following on from the COVID-19 pandemic, the ways in which people work are changing with a surge in 'hybrid working' including a combination of traditional office visits, home working and working in coffee shops or on public transport. However, the provision of coworking spaces at rail stations is not a new idea and has been in place in a number of continental European countries for some time. The Mobility Hub at Wythall provides an opportunity to deliver coworking spaces for existing and future residents of Wythall and surrounding areas. Whilst this would not provide a formal 'office' environment, a collection of desks together with wifi-hotspots, device charging stations, phone booths and bookable meeting rooms together with the small-scale retail facilities such as coffee stalls, the Mobility Hub would provide an alternative space to allow residents to 'work from close to home', all within walking and cycling distance.

Wayfinding and information boards

In addition to providing timetabling information for services from Wythall Station, information boards will display real time passenger information for shared onward travel services, providing users with live information to complete their onward journey to and from Wythall Mobility Hub. As shown in the example below Worcestershire County Council are pioneering the development of integration of emerging technologies as part their Bus Service Improvement Plan, including the provision of multi-functioning information boards and hubs with interactive screens powered by renewable energy sources.

In addition to the provision of travel information, clear and legible wayfinding signage will be provided with maps to indicate walking and cycling times to key leisure and recreational attractions including Wythall Transport Museum, the North Worcestershire Path as well as additional orienteering and recreational routes to the 8 Hills. Through the provision of picnic benches and rest spots within the mobility hub and the wider development, Wythall would provide an attractive stopping location for hikers and families accessing the 8 Hills Regional Park Project.



Shared Onward Travel

Shared passenger transport will be an integral aspect of the mobility hub, providing a sustainable and accessible service that accommodates the 'first' and 'last' mile trips for passengers using rail services at Wythall Station. During the initial stages of the mobility hub, an electric shuttle bus service would operate on an hourly circular route to connect surrounding settlements including Hollywood, Truemans Heath and Drakes Cross to rail services at Wythall Station. Timetables would be aligned to enable shuttle services to drop-off passengers in time for onward rail connections before recharging within dedicated electric vehicle bays within the mobility hub. The timetable and route would be subject to further discussion with key stakeholders as well as the Local Highway Authority to ensure the service can be tailored and adapted to best serve the local community. The provision of a shuttle service as opposed to a traditional bus service provides the flexibility to incorporate other settlements and new housing developments into the route as and when demand increases. However, the catchment area and routing will be managed to ensure travel times between home locations and Birmingham (via Wythall Mobility Hub) do not exceed the equivalent journey time by private car.

Subject to the uptake of the initial shuttle service, the phased approach to the mobility hub provides the flexibility to incorporate emerging technologies such as demand-responsive travel systems. As noted within Worcestershire's Bus Service Improvement Plan, the provision of innovative mobility hubs at critical interchanges such as rail stations would provide a location for Demand Responsive Travel

(DRT) pickup and provide a booking system (through 10" interactive screens) that allow full accessibility to all residents. For Wythall Mobility Hub, the service would seek to build upon the initial success of the 'Bromsgrove on Demand' service, a demand responsive shuttle service that has been launched by Worcestershire County Council to provide more flexibility and encourage more people to use public transport. Wythall Station would represent a key destination in its own right, helping to streamline the DRT system through dropping passengers off in a single, accessible location.

The phased approach to the mobility hub also provides an opportunity to incorporate and respond to emerging technologies that are not yet fully established in the UK. For shared passenger travel, this could include autonomous shuttle bus services such as the example below which would operate on a set route, providing efficient and direct connections between key pick up locations and Wythall Station. The feasibility of this, together with potential trial projects within Worcestershire will be discussed with key stakeholders including the Local Highway Authority as part of the planning application stage.

Improving access to Wythall Station through shared transport options such as these, together with the additional demand generated through new residents within the development, further supports and strengthens WMRE's aspirations for two trains per hour from Wythall by 2034. The delivery of this development and the mobility hub it contains are considered to be key aspects in unlocking more frequent services to key destinations within Birmingham.

Delivery and Courier Collection Points

Retail behaviour has changed considerably in recent years. Of total UK retail sales, internet sales accounted for 8.3% in 2011, 19.2% in 2019 (pre-pandemic) and in 2021 accounted for 29.2%; an increase of over 20% since the 2011 Census. Coupled with the surge in home working, this shift has seen a rise in the demand for convenient and accessible delivery services. The provision of parcel lockers within the mobility hub provides both existing and future residents of Wythall the flexibility to collect and return parcels from a central location within walking distance of their property, further reducing the need to travel by private car to collect or return an online purchase.

Local Retail Facilities

In addition to a rise in online shopping, recent trends indicate an emerging shift from the traditional large, weekly shop to local convenience trips. Wythall is currently served by a range of retail shops, providing groceries, takeaways and convenience items to satisfy the daily needs of residents. The mobility hub provides an opportunity to further enhance that offering by including small scale retail opportunities or enterprise zones for small businesses such as coffee shops or bakeries to provide stalls in close proximity to the station and within a central location within the village.



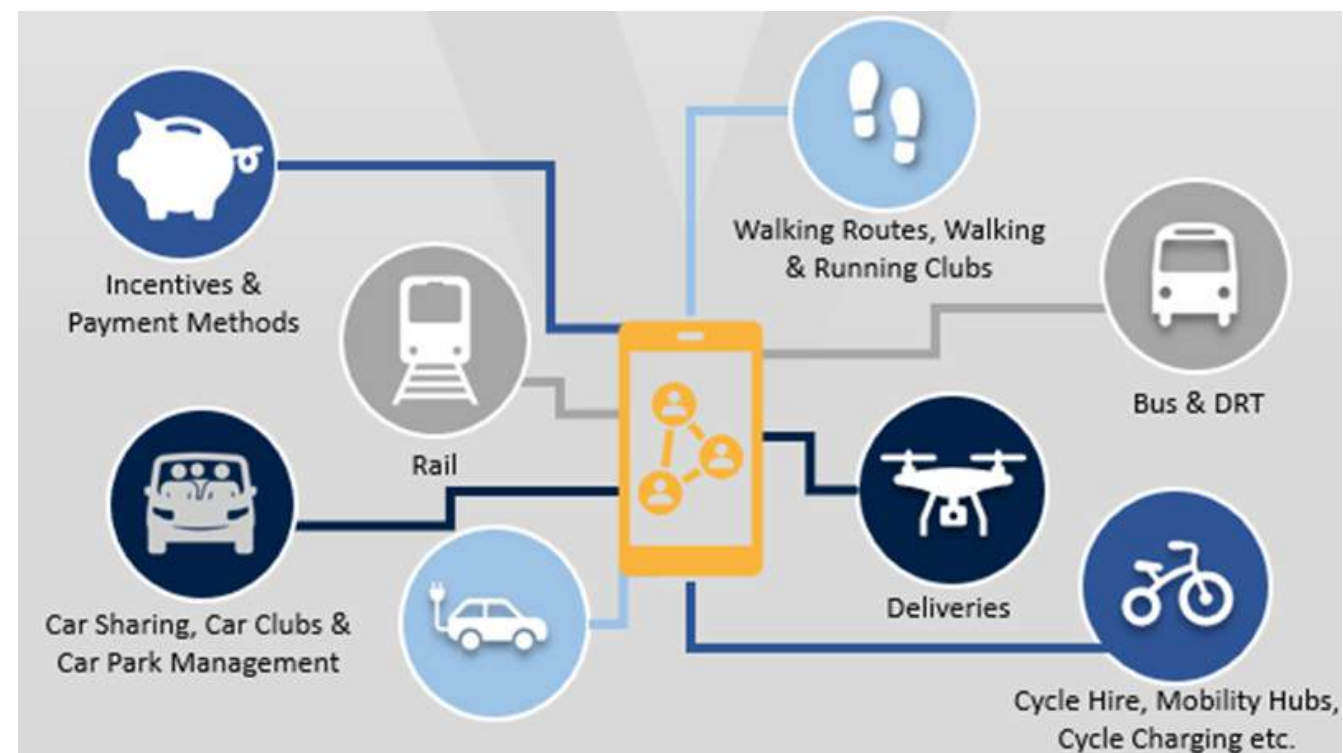
The Role of Technology

It is important that access to public transport is considered easy and reliable to rival the role of the private car. Technology feeds into our everyday life and most people now have access to Smartphone Apps or portable internet services. The role of technology will be carefully considered as the Mobility Hub develops so it is essential that the hub is future-proofed in such a way to cater for emerging and future technologies.

It should be noted that Worcestershire County Council are already pioneering a number of emerging technologies such as Demand Responsive Travel, in a bid to make sustainable travel choices more accessible and convenient for a greater number of people. One emerging area that could be further incorporated into the Mobility Hub is 'Mobility-as-a-Service' (MAAS); a platform that combines public and private transportation providers and creates a

gateway, usually a Smartphone App, which creates and manages trips. The concept is to offer tailored travel solutions for which users can enter their required destination, with the App providing public transport options. The user can then choose their preferred trip based on cost, time and convenience and pay usually either by trip or for a monthly fee. Such technology will be an important part of MAAS; delivering tailored bus, rail as well as walking & cycling options to all site users in an easy-to-use, all-encompassing Travel App.

Whilst the concept is still developing and gaining momentum, the integration of MAAS will be explored with the Local Highway Authority and relevant stakeholders through the design of the Mobility Hub as part of the planning application stage.



Appendix 5

Lone Star Land



Lone Star Land (LSL) was formed in 2009 by Andrew Wilkins to promote land through the planning system for landowners. The company is financially independent and has grown steadily. LSL now manage a portfolio of 40 sites as well as providing land and planning consultancy to a wide range of clients.

Hawkesbury Upton



Extra Care Development Berkhamsted



LSL has a high calibre, and experienced in-house team and place great emphasis on our relationships with our landowners and their advisors. We place significant emphasis on the local key stakeholder consultation process, this enables us to understand the finer grain of how communities operate and provide solutions to local issues.

We have delivered over 3000 homes, often with community support, including through neighbourhood plans, with planning permissions granted at the local level without reliance on the appeals system.

More details on our in-house team and recent projects can be found on our website at www.lonestarland.co.uk

