

## Resident Guide – Understanding the Bloor Homes Proposal and How to Object

(Application 25/41516/OUT – Land West of Blurtons Lane, Eccleshall)

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### 1. What is being proposed?

Bloor Homes has submitted an **outline planning application** for **up to 480 new homes** on land west of Blurtons Lane, between Stafford Road and Stone Road.

“Outline” means the council is being asked to approve:

- the **principle** of development
- the **size** of the scheme
- the **location**

If these are approved now, later applications cannot revisit whether the site is suitable in the first place.

The developer’s Planning Statement confirms this is **not an allocated site** in the Local Plan:

*“The site is not allocated within the adopted Plan for Stafford Borough.”*

(Planning & Affordable Housing Statement, Pegasus Group, p.33)

The application also includes:

- Land for a **primary school**
- Land for a **health centre**
- A new **spine road**
- Drainage ponds (SuDS) and green space

However, land being offered does **not** mean these facilities will actually be built. Schools and health facilities depend on separate decisions and funding by the education authority and NHS.

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### 2. Why does the scale matter?

Eccleshall is classed in planning policy as a **Key Service Village**, meaning it is meant to grow **gradually**.

This scheme would:

- Add about **1,400 people**

- Increase the population by **20–30%**
- Increase the physical size of the town by **around one third**

The council's own planning officers have warned this represents:

- A **27.5% increase** from this scheme alone
- **37.4% growth** when combined with other proposals

They concluded this conflicts with the Local Plan's spatial strategy.

This is what planners call a **“step-change”** in scale — more like a town extension than village growth.

### 3. “We need houses” – what about the 5-year land supply?

Developers argue that councils must approve large schemes because they lack a **five-year housing land supply**.

But Bloor's own Planning Statement admits:

*“The Borough has delivered housing above its requirement.”*  
(Pegasus Group, p.49)

And Stafford Borough has passed the **Housing Delivery Test**, meaning it is already building homes.

This means the issue is mainly **timing**, not lack of sites — and planning policy does **not** require Eccleshall to take disproportionate growth to solve a borough-wide technical problem.

### 4. Traffic, roads and parking

The Transport Assessment is based mainly on **junction modelling**, not real-world conditions:

*“The assessment of impact has been undertaken through junction capacity modelling.”*  
(Transport Assessment, ADC Infrastructure, p.92)

This does not properly reflect:

- HGVs
- Farm vehicles
- M6 diversion traffic

- Narrow rural roads like Blurtons Lane and Stone Road

National Highways have formally said **more information is needed** and have **not supported approval** yet.

Parking is also not properly assessed. The Transport Assessment looks only at parking **inside the site**, not whether Eccleshall already has enough parking for:

- New residents
- A school
- A health centre

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## 5. Drainage, flooding and sewage

The drainage strategy relies on **SuDS ponds** that must be permanently maintained:

*“SuDS features will require ongoing management and maintenance.”*

(Flood Risk & Drainage Strategy, Woods Hardwick, p.38–39)

This would be done by a **private management company**, which creates long-term risk.

For foul sewage, the developer states:

*“Severn Trent Water has a statutory duty to accept foul flows.”*

(Water Quality Assessment, p.4)

But Severn Trent has issued a **holding objection**, warning of potential pollution and lack of capacity.

The pumping station also serves **Drake Hall Prison and Raleigh Hall Industrial Estate**, adding to the load.

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## 6. Schools and doctors – what’s actually guaranteed?

The developer says:

*“Land is proposed for a primary school and medical facility.”*

(Planning Statement, p.72)

But land alone does not build anything.

The NHS and education authority must separately fund, approve and deliver these facilities — and there is **no guarantee** they will be built before homes are occupied.

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## 7. Countryside, landscape and wildlife

Council conservation officers say the Landscape and Visual Impact Assessment:

- Misses key viewpoints
- Understates harm to the rural setting
- Fails to assess separation from Chebsey

Ecologists have also raised concerns about **protected species** (including great crested newts) and say further surveys or licences are required before permission can legally be granted.

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## 8. What do the professionals think?

It is important to know that **official bodies** have raised serious concerns, including:

- National Highways
- Severn Trent Water
- Council planning officers
- Council conservation officers
- Ecological consultees

Several have said **approval should not be granted yet** because key risks remain unresolved.

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## 9. How to submit an objection (step-by-step)

1. Go to the **Stafford Borough Council Planning Portal**
2. Search for application **25/41516/OUT**
3. Click **“Comment on this application”**
4. Select **“Object”**
5. Write your comments (you can use any points from this guide)
6. Submit before the deadline

You do **not** need to write a long letter. Even a few well-written paragraphs matter.

Focus on:

- Scale and overdevelopment
- Traffic and parking

- Flooding and sewage
- Infrastructure uncertainty
- Impact on the town

Use your **own words** — copied text carries less weight.

You can also email your objection to [planning@staffordbc.gov.uk](mailto:planning@staffordbc.gov.uk), please remember to reference the application number in your subject title - *Application 25/41516/OUT – Land West of Blurtons Lane, Eccleshall* and include your address and postcode in the email.

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### **Final thought**

Objecting is not about stopping all development.

It is about asking whether this proposal is **the right size, in the right place, at the right time** for Eccleshall.

Your voice really does count.