

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

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

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.

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

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.

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.

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.

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.

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, 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.

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.