



To : Planning Services, Plough Lane Offices
From : Economic Development team
Tel : 01432 260625 **My Ref** : 243281
Date : 20 March 2025

APPLICATION NO & SITE ADDRESS: Outline Application 242061 – Land at Portland Farm, Tenbury Road, Bromyard, Herefordshire HR7 4NS. Outline application for conversion of existing derelict building to children's day care nursery for up to age 4. New build scheme comprising of 75 bedroom en-suite intensive care unit with communal spaces. New build scheme of extra care apartments for over 55's. New retail units.
APPLICATION TYPE: Outline
DESCRIPTION: Mixed use proposals using existing access points for a care home, extra care home, retail unit and a nursery (change of use to existing).
GRID REFERENCE: OS 365232, 255188
WEBSITE: www.herefordshire.gov.uk/searchplanningapplications

Comments:

Object X ☐

Support ☐

No Objection ☐

Approve with Conditions ☐ (Please list below any conditions you wish to impose on this permission.)

Further information required ☐

Comments: **Object**

The Economic Development Team objects to the outlined planning applications due to the detrimental impact they would pose to the local employment landscape in Bromyard. The Bromyard Employment Land Study of 2019 forecasts a significant demand for employment space, indicating a need for an additional 2 hectares of employment land to support local economic growth through 2024. Approving these applications would lead to a loss of vital industrial land, infringing upon our strategic objective to safeguard employment opportunities in the area.

The proposed site is adjacent to one of Bromyard's primary employment sites, which encompasses a number of key businesses. This area provides a critical hub for B2 and B8 operations related to the local economy. With a robust agricultural and manufacturing base in Bromyard, any reduction in available employment land undermines our collective goal to maintain and grow our local workforce.

It's worth noting that there exists adequate available capacity within the current landholdings to accommodate future industrial requirements. Both the small site on Station Road and the larger

tract between Tenbury Road and the Porthouse Business Centre highlight the opportunity for further employment growth, without compromising the existing industrial landscape.

Reviewing the pertinent planning policies, the proposed applications do not align with several statutory guidelines:

1. Policy BY1 of the Core Strategy emphasises the necessity for acquiring a minimum of 5 hectares of new employment land, along with accommodating 500 new homes, which is compromised by converting designated employment areas into mixed-use developments.
2. Policy E1 highlights the need for a variety of employment site locations that meet the diverse needs of the local economy. Current applications would detract from this objective by limiting available land.
3. Policy E5 regarding development in town centres prioritises developments that are central, or on the edge of existing centres, which requires good transport accessibility and connection to encourage economic vitality. The proposed site fails to adhere to this hierarchy.
4. Policy BY2 identifies a strategic site for Bromyard (Hardwick Bank) to provide for a significant proportion of Bromyard's, planned for, housing growth. This is for up to 250 houses. There are other, more appropriate sites in Bromyard, for example, Ashfield Way and Flaggoners that could accommodate the required housing targets – that both meet Herefordshire's housing land supply targets, but also, do not reduce the availability of employment land – which will be required to service this growth and protect the long-term economic viability of Bromyard.

In conclusion, the Economic Development Team objects to this application as it does not protect and promote the viability of Bromyard's employment landscape.