



Objection regarding Application 25/01485/OUTM — Material Inconsistency in Housing Strategy Delivery

Date: 2 July 2026

TO: Gillian Pinna-Morrell (Principal Planning Officer), Lichfield District Council

Dear Ms. Pinna-Morrell,

We note the internal consultee comments from the Senior Policy and Strategy Officer dated July 2026. While BAG welcomes the council's push for a policy-compliant social housing allocation, the document contains a fatal admission regarding the viability of Green Belt, Greenfield development in Burntwood.

The Housing Strategy Officer explicitly states that recent 2026 completions of Discount Market Sale (DMS) properties within the district suffered a total "*lack of demand*," with a staggering **two-thirds of the units failing to be sold to individuals meeting local connection criteria**.

If the council's own data proves that low-cost home ownership models are failing to serve local people and are languishing on the market, it is entirely irrational to permit *any* percentage of this failed tenure (even the negotiated 8%) on an unsustainable, edge-of-settlement Green Belt, Greenfield asset like Coulter Lane. The council is actively negotiating to permit a housing type that their own data proves local Burntwood residents do not want and cannot use.

Yours sincerely,

The Burntwood Action Group (BAG) Strategic Policy Team