
From: [REDACTED]
Sent: 28 January 2026 22:11
To: Planning Comments (SMDC)
Subject: Comment Received from Public Access

Application Reference No. : SMD/2025/0523 Site Address: 1 Parklands Biddulph Moor Staffordshire ST8 7JL Stoke-On-Trent
Comments by: Glen Pearson
From:

Rudyard Road
Biddulph Moor
STOKE-ON-TRENT
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Submission: Objection

Comments: I wish to formally object to the above planning application. My objection is based on the following material planning considerations, which I believe demonstrate that the proposed development is wholly inappropriate for this location and should be refused.

1. Unsuitability of the Development in Relation to Immediate Neighbours

The properties immediately surrounding the site are predominantly occupied by elderly residents. This is a long-established, quiet residential area where occupants rely on a stable, low-noise environment for their wellbeing and quality of life. A development of this nature would be fundamentally incompatible with the existing character and demographic of the area. The introduction of increased activity, noise, and disruption would have a disproportionate and detrimental impact on elderly residents, many of whom may be particularly vulnerable to stress, disturbance, and changes to their living environment.

2. Increased Risk of Anti-Social Behaviour and Crime

Evidence from similar developments elsewhere via readily available online reviews of the care compny in question, indicates that facilities of this type can lead to an increase in anti-social behaviour and associated criminal activity. Such issues often include noise disturbance, vandalism, intimidation of neighbours, and increased police attendance. Introducing a use with a proven history of such impacts into a quiet residential cul-de-sac raises serious concerns regarding public safety, community cohesion, and the long-term wellbeing of existing residents.

3. Development Undertaken Without Necessary Planning Permission

It is understood that the works associated with this development have already been completed without the necessary planning consent. This represents a clear breach of the planning system and undermines public confidence in the planning process. Retrospective approval in such circumstances would set an undesirable precedent and

reward non-compliance. The unauthorised works should therefore be formally challenged, and enforcement action considered, including reversal of the development where appropriate.

4. Lack of Local Facilities and Support Infrastructure

Biddulph Moor village has very limited local services, facilities, or activities, particularly for young adolescents with behavioural difficulties. There are no suitable youth services, recreational facilities, or specialist support infrastructure within the village that could reasonably support the needs of the proposed occupants. Locating such a development in an area wholly lacking in appropriate amenities is inappropriate and risks exacerbating behavioural issues rather than addressing them. On this basis alone, the application should be refused.

5. Increased Traffic, Noise, and Disturbance

The proposal would result in a significant increase in vehicular movements due to staff shift changes, visiting support agencies, management, and emergency services. This increase in traffic would be entirely at odds with the current nature of the cul-de-sac, which is quiet, narrow, and not designed to accommodate frequent vehicle movements. The resulting noise, disruption, and parking pressures would materially harm the residential amenity of neighbouring properties.

6. Concerns Arising from Publicly Available Information Regarding the Operator

Publicly available reviews and information relating to Egret Care Ltd raise serious concerns. These include documented complaints from neighbouring residents at other sites regarding excessive noise, vandalism to property and vehicles, persistent anti-social behaviour, and frequent attendance by emergency services. These reports are directly relevant to this application and reinforce the likelihood that similar issues would arise at this location, to the detriment of local residents and the wider community.

Conclusion

For the reasons outlined above, the proposed development is unsuitable for this location and would cause significant harm to residential amenity, community safety, and the character of the area. I respectfully request that the Local Planning Authority refuses this application.

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