# Stirchley residents halt McDonald’s drive-through plan in community win



In the Birmingham suburb of Stirchley, local residents expressed their discontent and successfully challenged the plans of fast food giant McDonald's to establish a restaurant and drive-through on Hazelwell Lane. This community backlash gained traction last November when residents gathered in protest, displaying slogans such as "Down with the clown," signalling their opposition to the proposal.

The plans for the McDonald's restaurant sparked significant debate in Stirchley, a district that has been evolving into a hub for independent businesses. Concerns raised by locals included potential increases in traffic and litter, as well as threats to the character of the neighbourhood that they have cultivated. Demonstrators highlighted their disapproval through creative signage, with phrases like "I'm hatin' it" and "St. Irchley will not bless McDonald's here."

This week, McDonald's confirmed it would not proceed with its application for the Stirchley site. A spokesperson stated, “We have decided not to move forward with the Stirchley application. As with any site, there are many factors that mean we might not go ahead, and after further operational analysis here, we have taken this decision. We look forward to exploring other opportunities to bring McDonald’s to the area in the future."

Residents celebrated the decision, viewing it as a victory for the community. Among the active opponents was Cassandra Kirk-Gould, who launched an online petition that garnered over 1,800 signatures. She noted the importance of preserving Stirchley’s unique spirit, urging locals to “stand together against unwanted, unnecessary developments.”

Political figures also weighed in, with local MP Al Carns vocally opposing the plan. In comments to the Local Democracy Reporting Service, he remarked, “I voiced my opposition to the proposal last November after speaking with many residents, small businesses, and Councillor Mary Locke. I didn't believe then, and I don't believe now, that a McDonald's would be right for Stirchley or the wider area.” Carns pointed out the existence of “fantastic” independent businesses that contribute positively to the community and local economy.

The community's sentiment was mixed; while many welcomed the decision, others questioned the potential loss of job opportunities and affordable dining options that a McDonald's could have provided. Some residents, like Cheryl Homer, acknowledged the complexity of the situation, highlighting the need for affordable amenities in the area amidst concerns for local businesses.

The proposal had initially suggested that a McDonald's could create around 100 jobs and redevelop a vacant brownfield site. The company's plans included measures to manage traffic and waste, addressing concerns about litter, and presenting the site as a beneficial addition to the local landscape.

Amidst applause for the local decision, residents expressed hopes for alternative developments in Stirchley that would meet the community's needs, such as green spaces or youth facilities. The ongoing discussions reflect a commitment to maintaining the unique character of the suburb, as residents navigate the balance between growth and community identity.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.bbc.co.uk/news/articles/c5yr9d8vqp2o> - This article reports on residents in Stirchley protesting against McDonald's plans to establish a restaurant and drive-through on Hazelwell Lane, highlighting concerns over traffic congestion and the impact on local independent businesses.
2. <https://www.bbc.co.uk/news/articles/cz7wyd930gno> - This piece discusses the community's opposition to the proposed McDonald's in Stirchley, emphasizing the area's identity as a hub for independent businesses and the potential threats posed by the fast-food chain.
3. <https://www.bbc.co.uk/news/articles/cz7wyd930gno.amp> - An article detailing the community's resistance to a McDonald's in Stirchley, focusing on the area's unique character and the potential impact of the fast-food chain on local businesses and traffic.
4. <https://www.stirchley.coop/not-lovin-it/> - A blog post from the Stirchley Co-operative Development expressing opposition to the proposed McDonald's, citing concerns over increased car use, pollution, and the need for community-led developments.
5. <https://www.change.org/p/reject-the-construction-of-a-mcdonald-s-drive-thru-in-stirchley> - An online petition initiated by Cassandra Kirk-Gould, gathering over 1,800 signatures, opposing the construction of a McDonald's drive-thru in Stirchley to preserve the community's unique spirit.
6. <https://www.bbc.co.uk/news/articles/c5yr9d8vqp2o> - An article reporting on residents in Stirchley protesting against McDonald's plans to establish a restaurant and drive-through on Hazelwell Lane, highlighting concerns over traffic congestion and the impact on local independent businesses.
7. <https://news.google.com/rss/articles/CBMingFBVV95cUxPYW4wU3d3NnBFeEpQQmFtYmR4ZGFNWlNJMDRZREZ5OHBreGpYMGRwQU9rQ3hESV9va2FiYU9yVDJpTnRuRThKdy1iLUgzTGY5VWE2V3RVQnp4V25WaHhFaDc2TjZ6aS1VMmp1WEpKY0s2ZkF4TGxmZ0o0b1hqVFlZSDJ6bzUzNVlHTjhUTTYtQUFQTmdDU0Eydy16b0x1d9IBowFBVV95cUxNR3o0RnA5Y2w1UEpFaWVrbE40VFc0RHdTNk1oc1ZYeE41elVmN1FqZ0pKUGFVdVlnV29LZzNsYWxHN3BaY1VDbG9iaEZHOUFhVWRLSEJIOXE3UVZ2S2tIeEYyTWRZNGlxMWtCUUNHQWVIX1MzWWxNR2RyQzdBQnJ2WnBLYmdSd19mNE04Y1laWGxycnUwZ1dtaTUxM291R2s0MHNr?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data