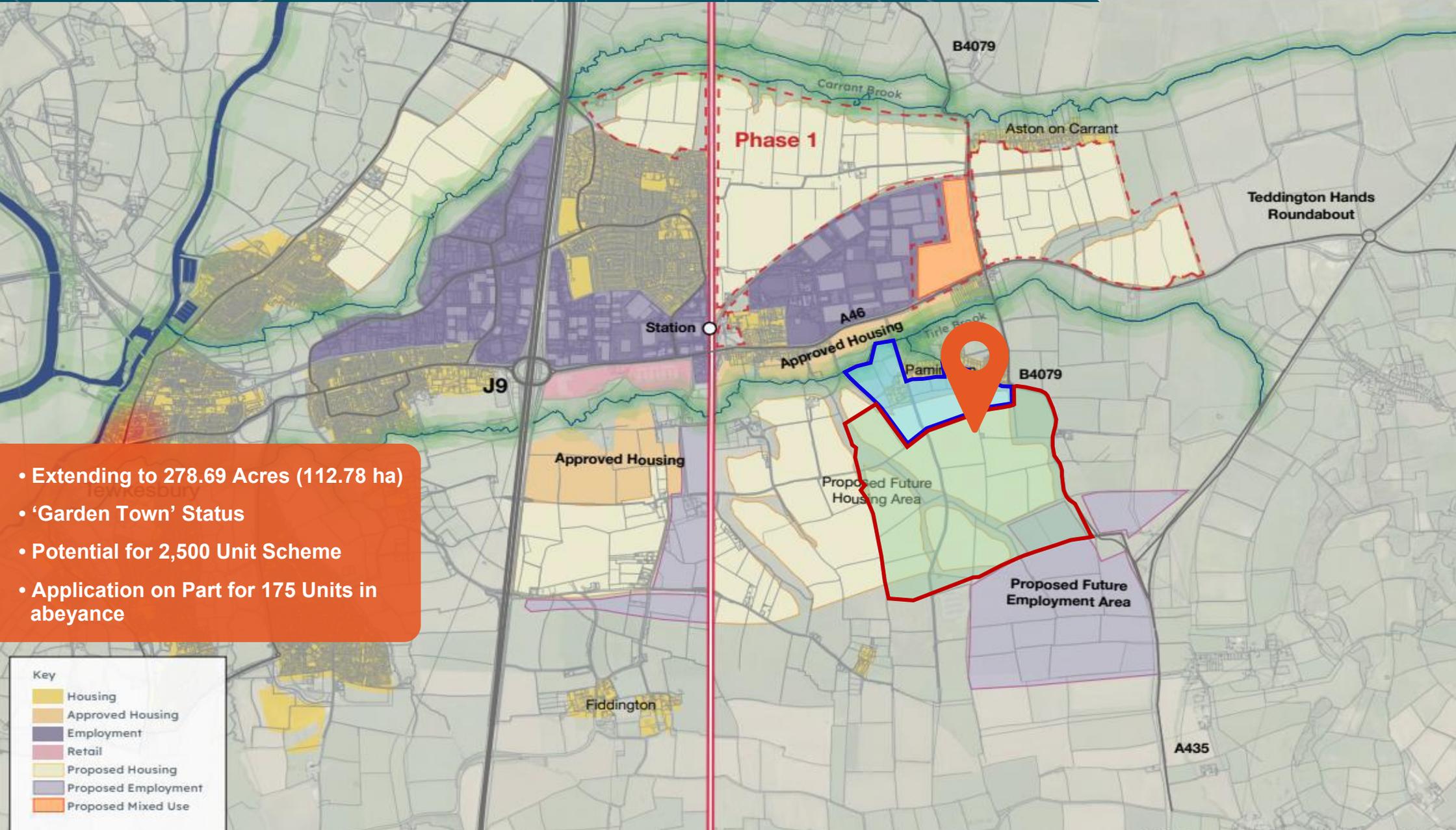


'TEWKESBURY GARDEN TOWN' STRATEGIC DEVELOPMENT LAND – OPTION / PROMOTION OR FREEHOLD SALE

Land south of the A46, Ashchurch, Tewkesbury, Gloucestershire



- Extending to 278.69 Acres (112.78 ha)
- 'Garden Town' Status
- Potential for 2,500 Unit Scheme
- Application on Part for 175 Units in abeyance

Major Tranche of the Tewkesbury Garden Town

Major New Settlement

Land south of the A46, Ashchurch, Tewkesbury, Gloucestershire, GL20 8LY

Background

The land offered is in single ownership and is identified as a key area of proposed development, as part of the Tewkesbury 'Garden Town'. The land is offered inviting Option / Promotion terms or For Sale Freehold and is free from any existing option or promotion agreement. The landowners are entering into a Masterplanning Collaboration Agreement with Homes England. The subject parcel comprises the south-eastern quadrant of the Garden Town proposal.

Location

Tewkesbury Garden Town is located to the east of the existing town of Tewkesbury – east of the M5, and north and south of the A46 strategic corridor. The land lies south of the A46, at Ashchurch, Tewkesbury, Gloucestershire. Ashchurch railway station is nearby and M5 J.9 is 1 mile away.

The M5 Junction 9 and A46 (Ashchurch) Transport Scheme is a proposal to upgrade the M5, J.9 and reroute a section of the A46 at Ashchurch. Options are being considered for this new dual carriageway, it is likely to start near the Teddington Hands roundabout. National Highways will take over the scheme. These highway improvements (if progressed) will enable circa 15,000 houses at Ashchurch. [what3words.com/country.thinks.threaded](https://www.what3words.com/country.thinks.threaded).

Description

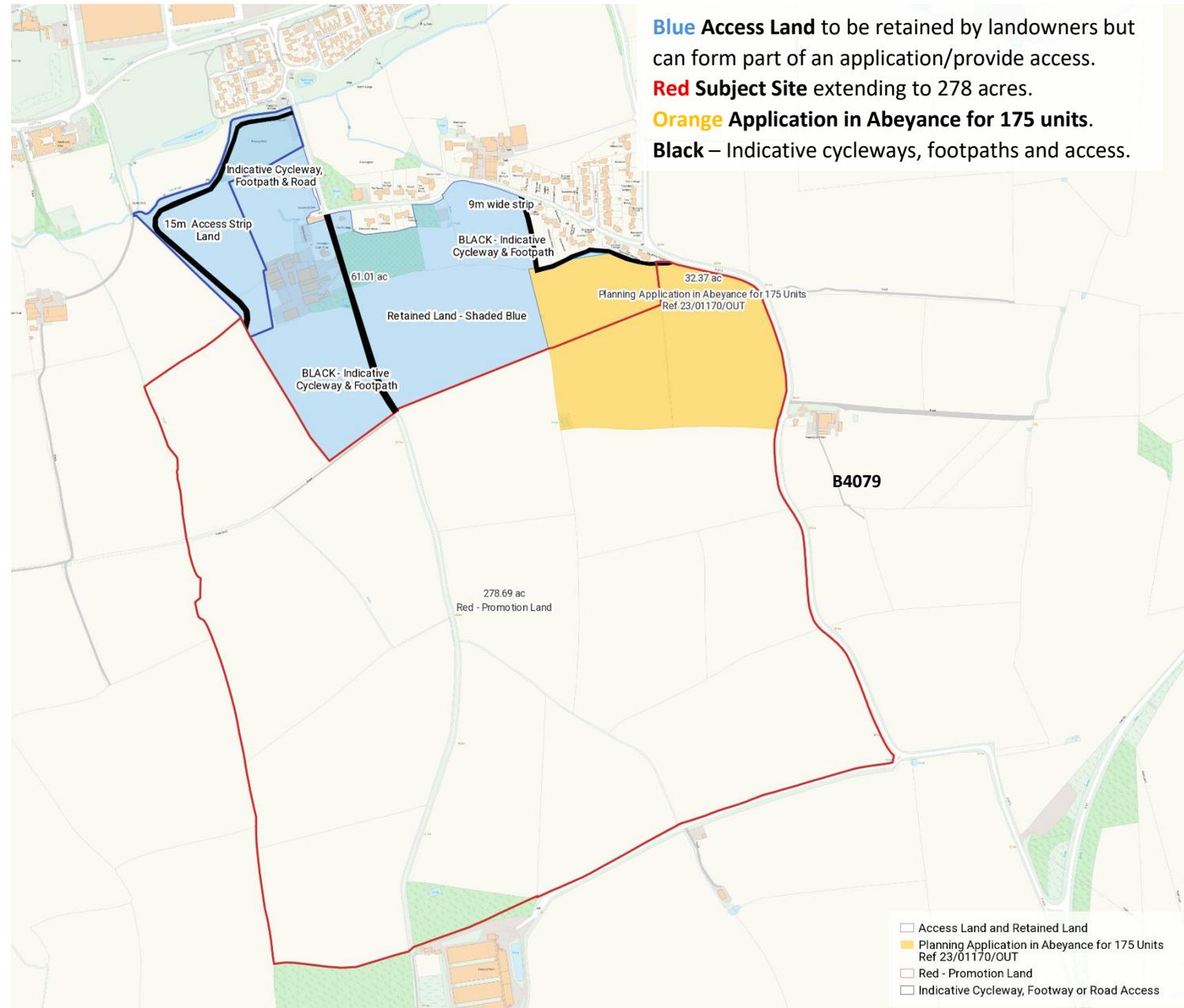
The land comprises both pasture and arable land and is currently occupied by the landowners. The land is bound to the east by the B4079.

- Retained land is in Blue. It is not to be sold but offered to provide access only where annotated with black lines.
- Strategic land available for promotion, extending to approximately 278 Acres (112.78 ha) edged in Red. Land shaded orange on the adjacent plan is subject to an existing outline application for residential development of 175 dwellings but is currently in abeyance.

Garden Town Proposals

Key components of the new 'Garden Town' development:

- Site size: 604 ha
- 10,195 homes which might grow to 15,000
- 8,464 jobs and 6 schools
- 1 health & care centre and 4 community facilities
- 1 district centres & local centres
- 200 ha of green space.



Garden Town Strategic Development Land

Land south of the A46, Ashchurch, Tewkesbury, Gloucestershire

Planning

A detailed Planning Strategy has been prepared by the landowner's preferred planning consultant - Paul Fong of 'Morgan Elliot' which is available here – [LINK](#)

The site sits south and southwest of the village of Pamington and outside any defined settlement boundary. The site forms the southeastern portion of the Garden Community Area associated with Tewkesbury Garden Town. In 2019, the Council was granted Garden Town status. The first phase (north) of the Garden Town focuses on land to the north of the A46. A vision document has been prepared to support the masterplanning.

Homes England have now acquired approximately 178 acres of land bordering the subject parcel to the west. Bringing forward both landholdings together, land controlled by Homes England and our landowner, will enable the southeastern portion of the new settlement to be delivered and provide confidence to the Garden Communities committee that the Garden Town principles can come forward. At Homes England expense, they are preparing a Transport Plan to deal with vehicle movements and non-car borne principles.

Nearby applications have been submitted for some 2,800 dwellings and associated commercial uses. Please note the highways assessments and traffic modelling information which accompanies this application as some of which relates to the subject land and surrounding road network. It is clear that improvements will have to be made to the strategic and local road networks. Through Garden Town infrastructure requirements, mitigation contributions could be provided. To ensure some development can come forward quickly, we advise a Grampian condition is proposed that should be based on the subject sites' highways modelling. This modelling will determine what level of development can come forward, with some possible minor improvements to the highway network.

The Council (Tewkesbury Borough) do not currently have a five year housing land supply, equating between 2.58 years and 3.4 years. Therefore, the adopted development plan is deemed out of date.

It is advised that a high-level concept layout is prepared that looks at the core principles of Garden Towns. It will need to be demonstrated that high levels of sustainable connectivity from

the site towards Ashchurch can be achieved by enhancing pedestrian and cycle links. These routes should be user friendly and green.

The eastern portion of the site is also subject to a planning application 23/01170/OUT for "up to 175 new homes; vehicular and non-vehicular access from the B4079; pedestrian and cycle access onto Pamington Lane west of Tudor Cottage; foul and storm water drainage infrastructure; provision of green infrastructure including public open space; associated services infrastructure for utilities" at Land off B4079, Pamington Lane, Pamington. The application was submitted on 15th December 2023. No formal decision has been made and the application is currently in abeyance. [LINK - Click Here](#)

It is advised that any development proposal detaches itself from the development principles contained within the Proposed Layout that accompanies the above outline application on site. It is felt that this layout detaches itself from the main built form of Pamington and more widely Ashchurch. There is an opportunity to look at the wider development strategy for the site and discuss the merits of a scheme coming forward with the 'Garden Communities Team' at Tewkesbury Borough Council. As a longer-term strategy, it has a higher chance of gaining support from the Council. A planning application can still be worked up based on the revised development concept.

The JCS (Joint Core Strategy) was due to undertake an immediate review following its adoption in 2017. The immediate review did not take place which has resulted in the Council's struggle to meet their housing needs over the last couple of years. However, Tewkesbury Borough Council, along with Gloucester City Council and Cheltenham Borough Council, have recently started the preparation of the emerging Strategic and Local Plan (SLP). The Regulation 18 process will take up until April 2026. It is then anticipated between May and September 2026 that the Regulation 19 consultation will take place.

It is recommended that in terms of next steps, a masterplan that engages the core principles of Garden Towns should be progressed; and for the selected party to liaise with key stakeholders of the Garden Communities board. Liaison will also be required with Homes England as to their Transport Strategy to demonstrate the delivery of a

sustainable, safe and suitable access from the A46 to the Greystoke Planning Application land and subject parcels.

Interested parties should review the local authority planning policy for CIL requirements and possible planning obligations. As part of the emerging plan interested parties should drive for CIL to be reduced or exemption for the Garden Town proposal.

Please note: The existing Option Agreement with Greystoke Land has not been extended and has expired. All planning/technical documents for the 175 unit application are in the data room, notably a full archaeological survey has been undertaken.

Partnership with Homes England

Homes England (HE) own a significant block to the west of the land. The owners will enter into a Masterplanning Collaboration Agreement with HE. HE are commissioning a Sustainable Transport Strategy, which is expected to be completed in Autumn 2026. A Masterplan of the southern land will be worked up alongside. This will all assist whilst the Local Plan is at examination in 2027. It is anticipated that the 2 blocks of land will deliver 6,000 units. Dependent on the Sustainable Transport Strategy, phasing could occur with trigger points for infrastructure delivery.

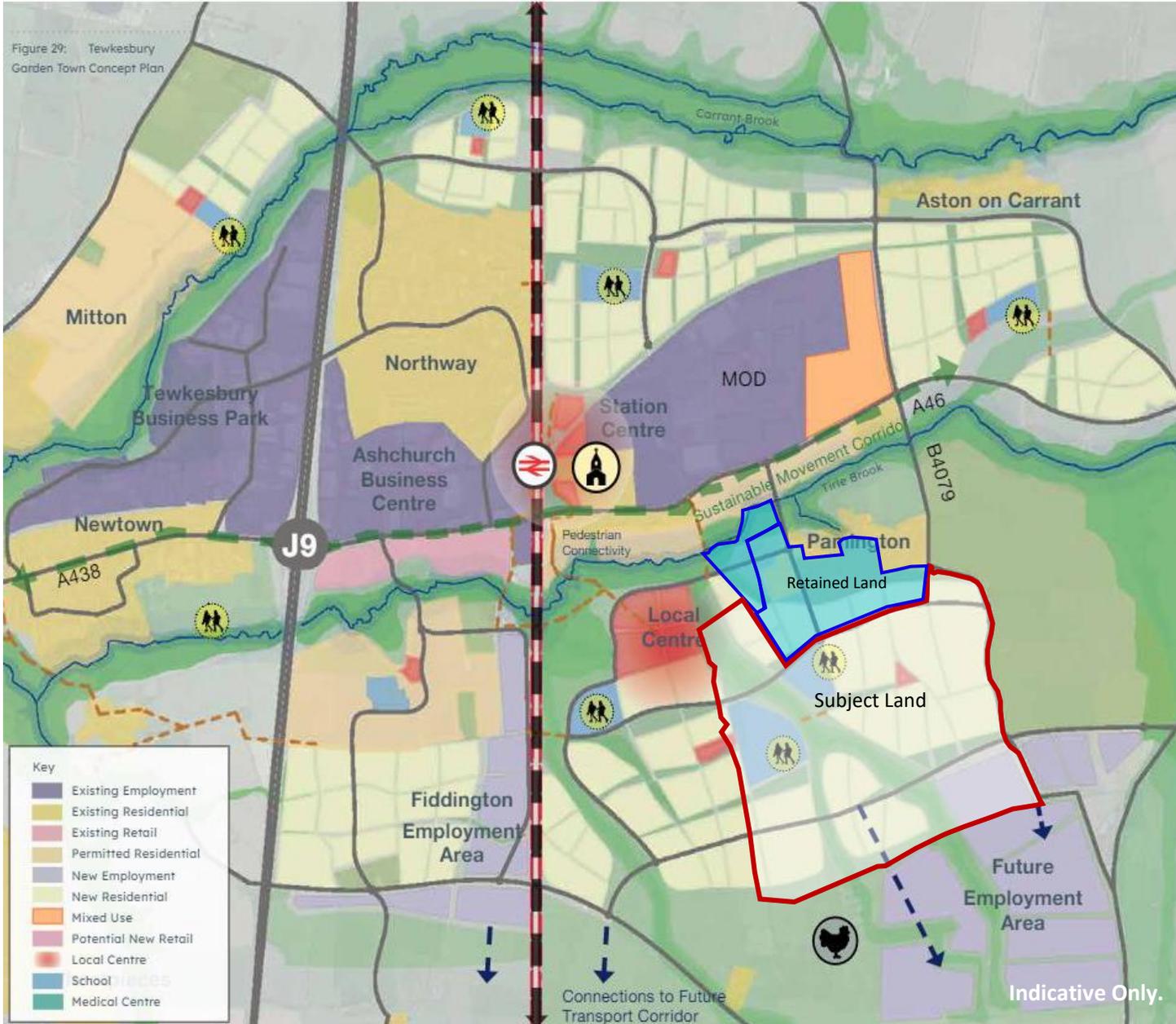
Terms

The site is available for promotion via an Option or Promotion agreement and parties are invited to submit terms as follows:

- Type of agreement
- Percentage - discount/share of proceeds
- Premium payment(s) to landowner
- Term (s) of agreement/Longstop
- Any deductible costs and cost caps
- Minimum price per blended plot (indexed)
- Planning strategy (if different to that provided)
- Confirmation of payment of landowner's professional fees (agent & legal)
- Confirmation of retention on Morgan Elliot Planning.

Consideration may also be given to Freehold offers - subject to fixed price overage. Offers should be received by Bruton Knowles by Noon on **Thursday 4th December 2025** via email to Scott Winnard – scott.winnard@brutonknowles.co.uk in the prescribed tender format contained within the data room.

Background and Concept Masterplan



Tewkesbury (Ashchurch) was selected as the site of a new garden Town following a national competition run by DCLG in 2018 because it satisfied the criteria in the prospectus issued as part of that process.

In that context, the Prospectus established assessment criteria:

(i) Scale – new garden communities should make a significant contribution to closing the housing supply gap, prioritising proposals for new Garden Towns (10,000 homes) and Garden Villages (1,500 – 10,000 homes) which are particularly strong in other regards. All proposals must be of sufficient scale to be largely self-sustaining (see paras 5-7);

(ii) Strategic fit – Garden Communities should offer opportunities for significant long-term housing and economic growth in a local area. Priority is given to proposals which respond to housing need in high demand areas (see paras 8-10);

(iii) Locally-led – all proposals need the backing of the local authorities in which they are situated (see paras 11 and 12);

(iv) Garden Community qualities – high quality place-making makes Garden Communities exemplars of new developments. They must embed key qualities (see para 13(a)-(j));

(v) Deliverability and viability – a new Garden Community is seen as being a complex long-term project, which will deliver homes over a number of decades. Accordingly, credible outline proposals are required which demonstrate a number of factors (see para 15(a)-(d));

(vi) Delivery timescales and accelerated delivery – priority is given to proposals which offer a strong prospect of early delivery and significant acceleration of housing delivery (see para 16).

A high-level judgment has therefore already been made that the site meets the criteria and is suitable for large scale housing development. The site is being promoted by local and regional tiers of Government through the emerging Joint Core Strategy. That process is ongoing.

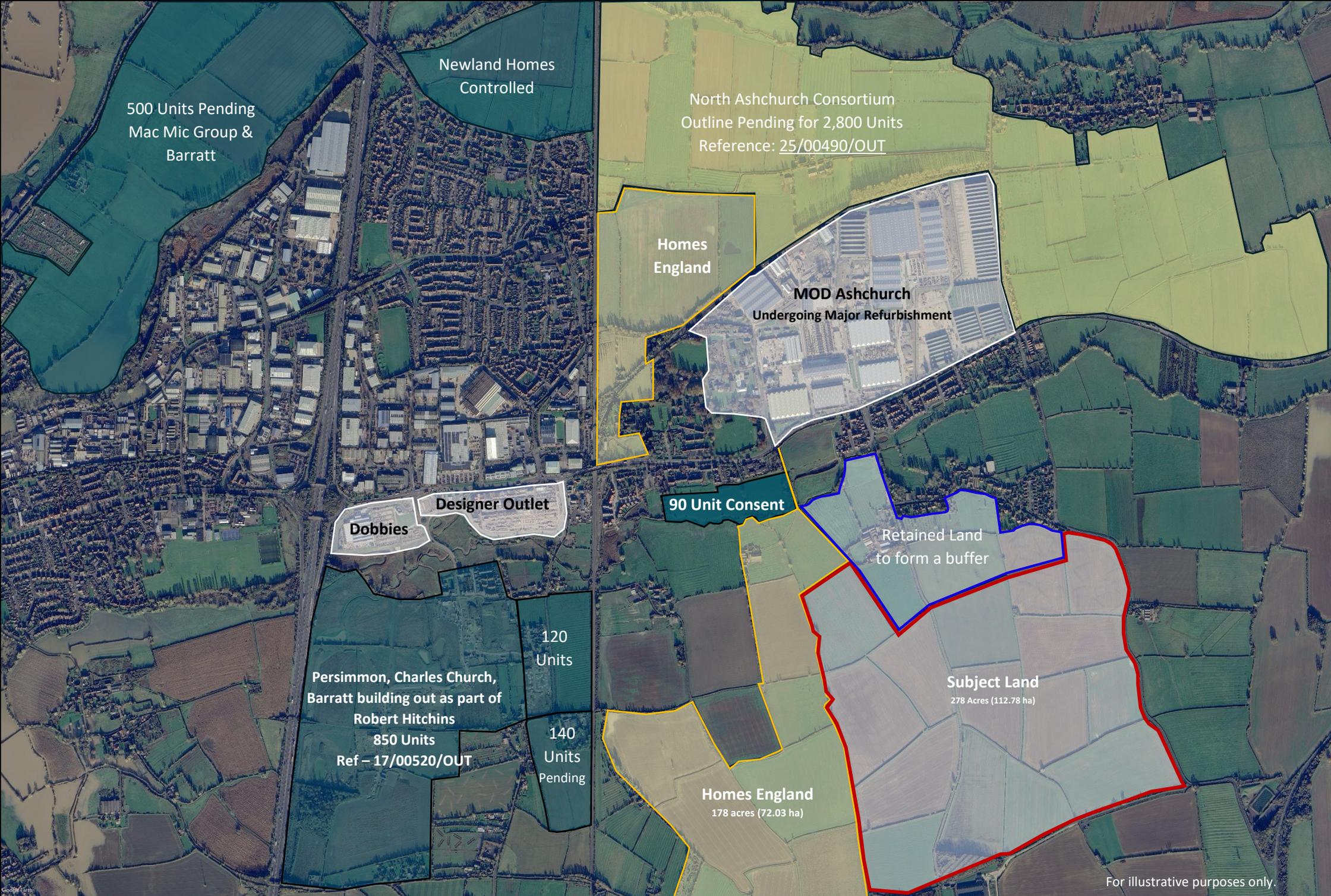
For additional information please follow the links:

[Garden Communities - Tewkesbury Borough Council](#)

[North Ashchurch Garden Communities](#)

[Live Applications](#)

[M5 Junction 9 and A46 Transport Scheme - GCC Highways](#)



500 Units Pending
Mac Mic Group &
Barratt

Newland Homes
Controlled

North Ashchurch Consortium
Outline Pending for 2,800 Units
Reference: 25/00490/OUT

Homes
England

MOD Ashchurch
Undergoing Major Refurbishment

Dobbies

Designer Outlet

90 Unit Consent

Retained Land
to form a buffer

Persimmon, Charles Church,
Barratt building out as part of
Robert Hitchens
850 Units
Ref – 17/00520/OUT

120
Units

140
Units
Pending

Subject Land
278 Acres (112.78 ha)

Homes England
178 acres (72.03 ha)

For illustrative purposes only.

Data Room

A Data Room is available on request. Please Email William.matthews@brutonknowles.co.uk for access.

Viewing

Viewing is by appointment only with the sole selling agents.

/// what3words ///country.thinks.threaded

Subject to Contract – October 2025

Contact:

Scott Winnard MRICS FAAV

T: 07808 904492

E: Scott.winnard@brutonknowles.co.uk

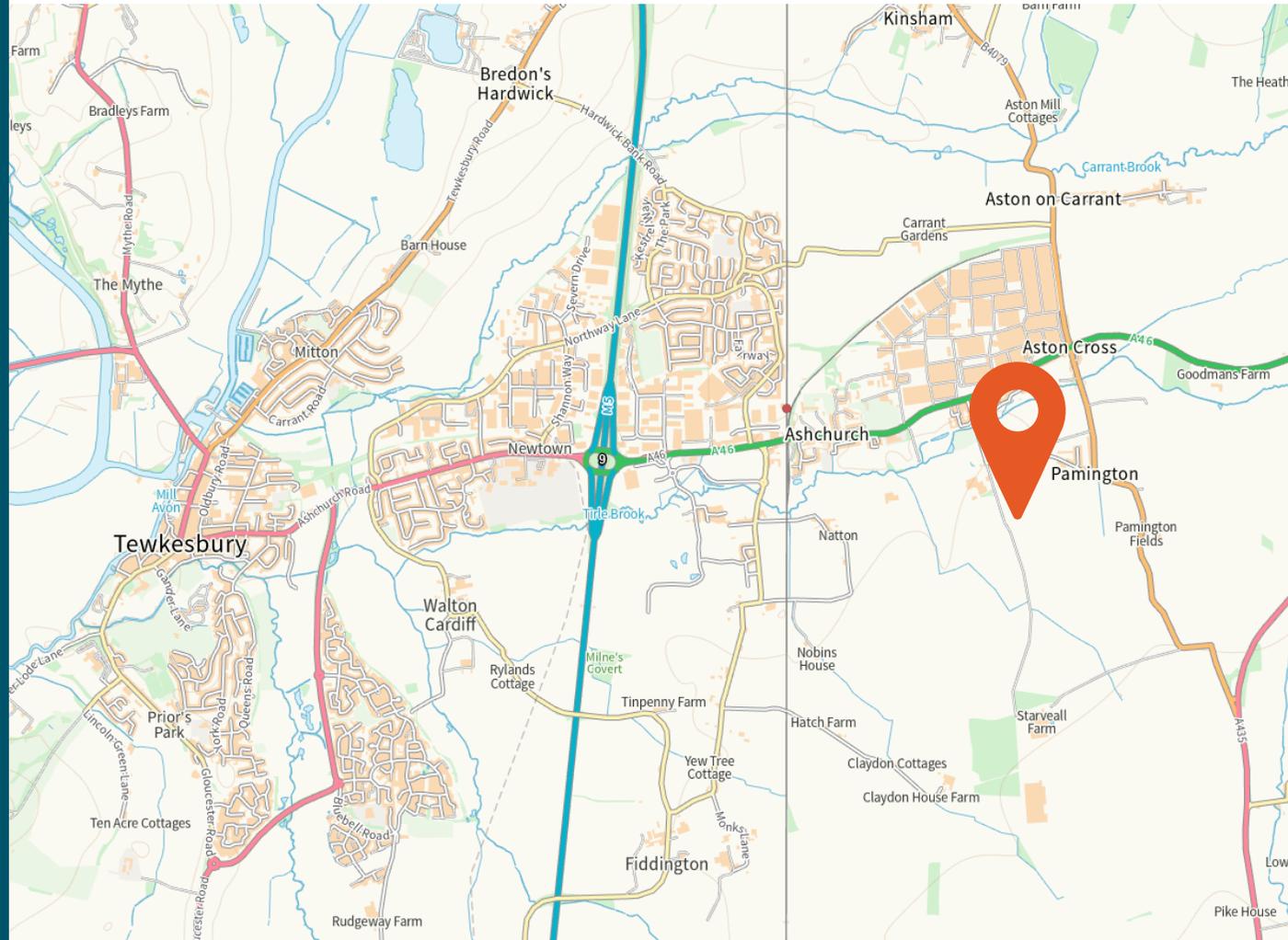
William Matthews BSc (Hons) MRICS

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E: william.matthews@brutonknowles.co.uk

Gloucester office:

Olympus House, Olympus Park, Quedgeley,
Gloucester, GL2 4NF



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