

Strategic Land For Option / Promotion Agreement

Land at Up Hatherley Way, Cheltenham, Gloucestershire, GL51 5QX



- Extending to Approximately 37.8 Acres (15.28 Ha)
- Strategic Location for Growth - Edge of Cheltenham
- Forming Part of the SLP South Cheltenham 1500 Unit Spatial Option Proposal (Under Consultation)
- Potential Green Belt Release / Grey Belt Opportunity
- Main Road Frontage to the Northern Boundary

For Illustrative Purposes Only.

For Option or Promotion Agreement

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Green Belt Strategic Land Parcel on the Edge of Cheltenham

Local Plan - Under Review and Identified in the Spatial Options Strategy



Introduction

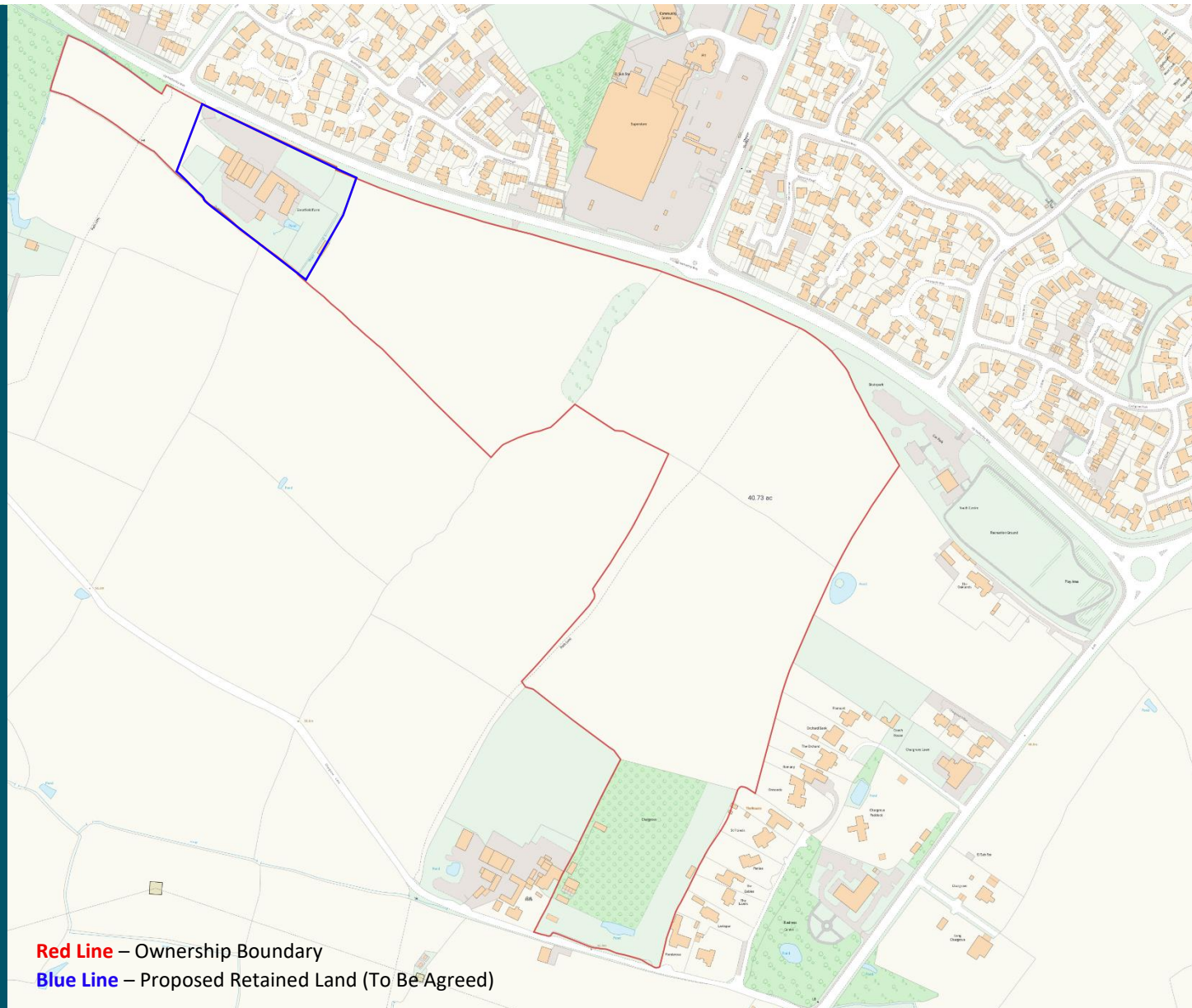
Bruton Knowles are instructed to market a rarely available parcel of strategic land situated in an edge of settlement location in Cheltenham. The land is free from any historic development agreement and the landowners are seeking a suitable developer or promotion partner to take this forwards on their behalf. Nearby and adjoining land parcels are understood to be under promotion and the location is favoured for growth as part of the emerging Strategic Local Plan review.

Location

Cheltenham is a Regency spa town in Gloucestershire, located approximately eight miles east of Gloucester and adjoining the western edge of the Cotswolds National Landscape. The town benefits from an affluent population of approximately 119,000, a strong working-age demographic and a diverse economic base, with notable employment in professional services, education, public sector employment and the cyber and technology sectors. GCHQ has further reinforced Cheltenham's national profile and is located nearby.

The land is situated near Up Hatherley, a well-established residential suburb on the southern edge of Cheltenham. The area is predominantly residential in character and is particularly attractive to families and professionals, benefiting from nearby retail provision, schools and local services.

Cheltenham enjoys excellent connectivity. Road access is provided to the settlement via the A40 and A46, with Junctions 10 and 11 of the M5 motorway within a short drive, offering direct routes to Bristol, Birmingham and the wider motorway network. Cheltenham Spa railway station provides regular mainline services to London Paddington, Birmingham and Bristol. Up Hatherley is well served by frequent bus services to Cheltenham and Gloucester, making the location highly accessible for both occupiers and visitors.



Strategic Land

Land at Up Hatherley Way, Cheltenham, GL51 5QX – Extending to 37.8 Acres (15.28 ha)



Description

The land comprises a broadly 'L' shaped parcel of agricultural pasture and arable. The land is relatively flat and bound to the north by Up Hatherley Way, to the east by existing residential dwellings and commercial premises off the Shurdington Road. The former farm buildings (now commercial) at Greatfield Farm, to the north-western boundary, are to be retained with boundaries to be agreed. To the south is Chargrove Lane and to the west further agricultural land. The southern field at Chargrove Lane has some agricultural structures and tree planting.

Planning Policy & History

The site is located within the planning jurisdiction Tewkesbury Borough Council and borders the Cheltenham authority boundary immediately to the north. The adopted Tewkesbury Borough Plan (2022) covers a period from 2011 to 2031. The Joint Core Strategy was adopted in 2017 and is now under review. Cheltenham Borough Council, Gloucester City Council and Tewkesbury Borough Council are now producing a new Strategic and Local Plan (SLP) which will provide an overarching planning strategy and cross-boundary strategic policies covering the whole area, and local policies for each local authority. [Link](#)

SLP Consultations (January 2026) – Detailed representations have been submitted to the Strategic and Local Plan Consultation (Regulation 18: Settlement Hierarchy Paper, Vision & Objectives Paper, Spatial Options Paper & HELAA Methodology) by Ridge on behalf of the landowners. The land has also been included in the SLP HELAA.

Three of the Spatial Options within the topic paper include for the 'South Cheltenham Strategic Cluster' as a potential strategic allocation for 1500 units, providing the clear justification for its suitability for removal from the Green Belt to allow for the development of a sustainable and suitable parcel of land.

Green Belt – The site is currently located in the Green Belt. A detailed Green Belt review is ongoing and green belt release in the authority being considered against a number of the Preferred Options Sites. The Green Belt was initially reviewed under the Joint Core Strategy (JCS) Green Belt Assessment

(September 2011) and was prepared as part of the Joint Core Strategy evidence base. This assessment is clearly out-of-date and under review as part of the SLP evidence base.

Grey Belt – The landowners' planning consultant has advised that the land is considered to be a grey belt site:

- *The site is in a sustainable location within easy reach of shops and facilities, and benefits from a regular bus service to Cheltenham Town Centre and railway station.*
- *There is a demonstrable need for residential development.*
- *Development in this location would not fundamentally undermine the purposes of the Green Belt given the site is surrounded with existing development and the contained nature of the site. Importantly, land to the south is developed that then gives way to the wider Green Belt, so developing the site in question would not lead to a greater degree of encroachment into the wider area of the Green Belt.*
- *The site could provide for the Golden Rules where applicable.*

In addition to the above, the site, for the reasons set out above, would not undermine Green Belt purposes a, b or d within NPPF paragraph 143, the site doesn't comprise any of the designations set out in footnote 7 and would not fundamentally undermine the purposes of the remaining Green Belt across the plan area.

5 Year Housing Land Supply - The 2025 Cheltenham Housing Land Supply Position Statement identifies a supply of 2.69 years, the 2024 Tewkesbury Housing Position Statement stating a supply of 3.65 years and the 2025 Gloucester Five Year Housing Land Supply Statement identifying 3.1 years. These are expected to have worsened since these publications.

SLP HELAA Sites 2025 – The site is included in the 2025 HELAA under reference 'SHUR029B' alongside other ownerships with a conclusive capacity of 1083 dwellings and concluded that the site is 'potentially developable'. [Link](#)

Joint Core Strategy Draft (2013) – The draft 2013 JCS included the subject land as part of the A7 South Cheltenham Allocation, despite this the site did not come forward as part of the final JCS submitted for examination as allocations at West and North West Cheltenham were considered more favourably.

Historic Planning Application – part of the subject land ownership offered formed part of a previous planning application in 2017 under 17/00924/OUT for 'Outline planning application for up to 500 dwellings; commercial/local centre of 1,250sqm for a mix of uses including B1a, A1, A2, A3, A4, A5 and new informal and formal recreation space and means of access. (Appearance, Landscaping, Layout and Scale reserved for future consideration)' but was refused in 2018. [Link](#)

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 gross acre
- Planning & Promotion strategy
- Confirmation of payment of landowner's professional fees (agent & legal)

Consideration may also be given to Freehold offers - subject to overage. Offers should be received in the prescribed Tender Form (a copy is contained within the Information Pack) by Bruton Knowles by Noon on **Wednesday 29th April 2026** via email to William Matthews –

william.matthews@brutonknowles.co.uk

Selected parties may be invited to interview.

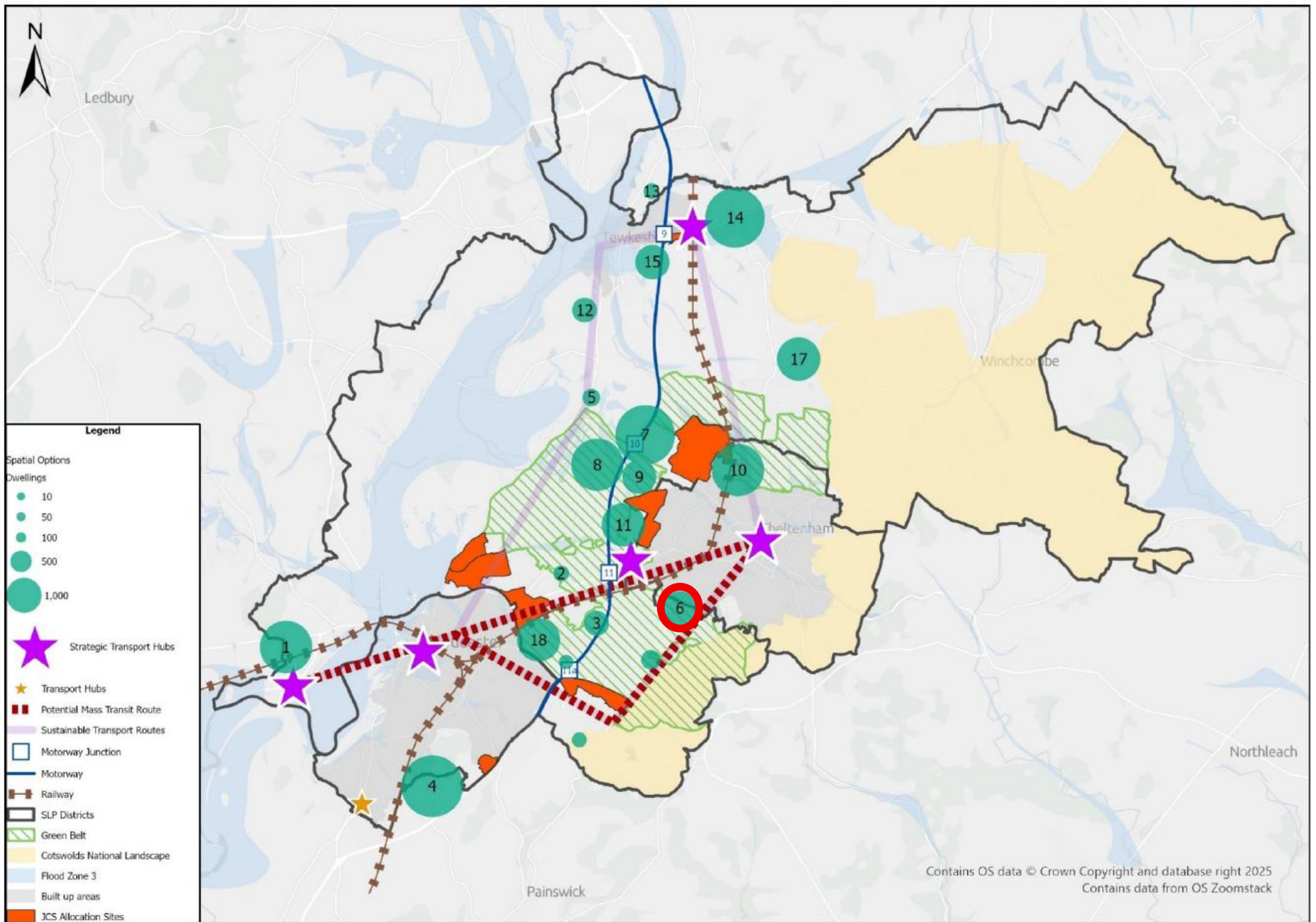
Viewing & Further Information

Viewings are strictly by prior appointment only with Bruton Knowles. An Information Pack is available on request with links to the relevant local plan documents and planning representations made.

Drone Video: [Click Here](#)

Subject to Contract – March 2026

SLP Spatial Options Plans 1, 2 and 4 support 'Point 6' as an area for residential allocation for up to 1500 dwellings – South Cheltenham. Note: These are currently under consultation.



Strategic Land

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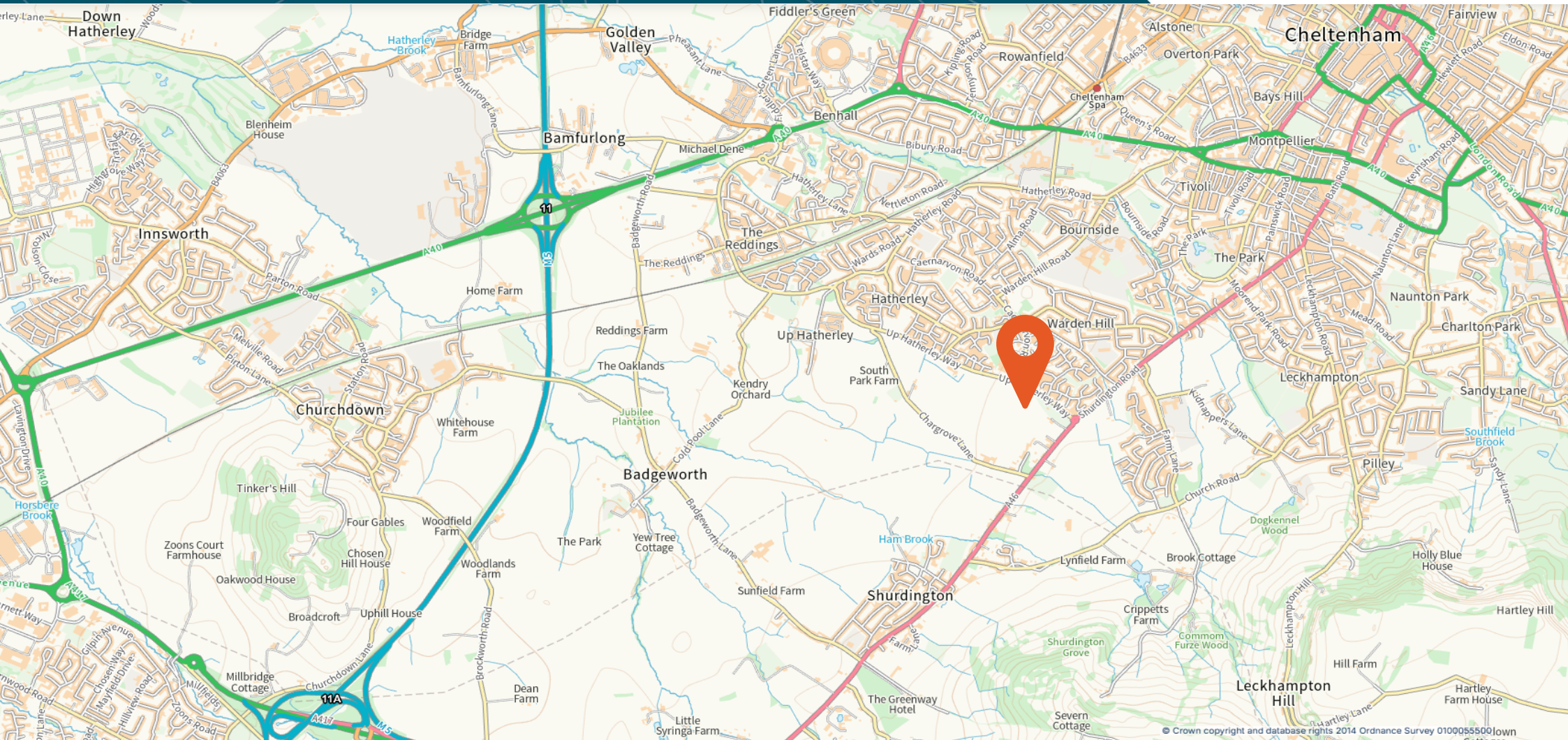
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Location

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