

Roadside Development Land STP*

Land near M5 Junction 7, Worcester, WR5 2RA

Approx 3. acres



Under promotion
for residential use

Plan is for indicative purposes only

CONDITIONAL CONTRACTS OR LEASE TERMS

brutonknowles.co.uk

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OVERVIEW

- Approx 3 acres
- Prime location for roadside development (STP)
- Within 0.5 miles of M5 J7
- Adjacent approved consent for EV Charging station
- Access to be delivered in part through EV Consent

LOCATION

The site is located to the west of Whittington Road, Whittington, Worcester, immediately north-west of M5 Junction 7. It occupies a prominent and highly accessible position close to the strategic road network, with frontage to the A44 corridor on the south main road into Worcester.

Worcester city centre lies approximately 4 miles to the north-west via London Road (A44), while Malvern is around 8 miles to the south-west. The surrounding area comprises a mix of commercial, roadside and rural uses, with Brentknoll Veterinary Centre and a Business Park situated immediately to the north.

- **Worcester – 4 miles**
- **Malvern – 8 miles**
- **M5 J13 – 0.5 Miles**

DESCRIPTION

The site extends to approximately 3 acres of open, gently sloping grassland, with mature hedgrows borders to the north, south and west. Part of the site is used as a commercial dog walking paddock and car park, which was approved in 2020 under the application 20/02140/CU.

The site occupies a highly accessible edge-of-settlement location with direct access to Whittington road (A4440) and lies less than 0.5 miles from M5 Junction 7. **The site has strategic potential for roadside-compatible uses, such as fastfood, hotel, care and retail use, subject to the relevant planning.**

PLANNING

The site is located within the planning jurisdiction of Wychavon District Council, where development is currently assessed against the adopted South Worcestershire Development plan review 2021-2041, which was adopted on 26th March 2026.

The adopted South Worcester Development plan review sets the strategic planning framework for South Worcestershire and carries full weight in the determination of planning applications. Policy SWDPR 02 establishes the housing and employment requirements for the plan period, and Policy SWDPR 03 sets out the spatial development strategy and settlement hierarchy that guides the distribution of growth across Wychavon, Malvern Hills and Worcester City. The site falls within a buffer gap policy, however, the adjacent EV station was approved at committee.

Adjacent planning application

The adjoining land to the north east of the site has been recently approved for the following planning permission and is awaiting commencement:

- **W/24/02076/FUL** - Erection of an electric vehicle charging hub including charging infrastructure, parking, canopy with photovoltaic cells, ancillary food kiosk/truck, landscaping, electrical equipment, access and associated works. Approved 25th April 2025.

[Planning Application Link](#)

LEGAL INFORMATION

The subject site is registered under part of the Freehold Title WR201143.

Under the application W/24/02076/FUL, Rights are reserved for access through the EV site with a 1.5 metre footpath, 2.5 metre cycleway and 5.7 metre road.

For reference, the property is owned by a Bruton Knowles employee.

SERVICES

Relevant services are believed to be available at the boundary of the site.

TERMS

The site is offered to the market via informal tender with offers invited for conditional contracts or lease terms for appropriate roadside or commercial uses.

To obtain a copy of the tender form, please contact Bryn Evans via email: Bryn.evans@brutonknowles.co.uk

Offers should be submitted to Scott Winnard by email:

scott.winnard@brutonknowles.co.uk

Offers are to be received prior to **Noon on Wednesday 22nd July 2026.**

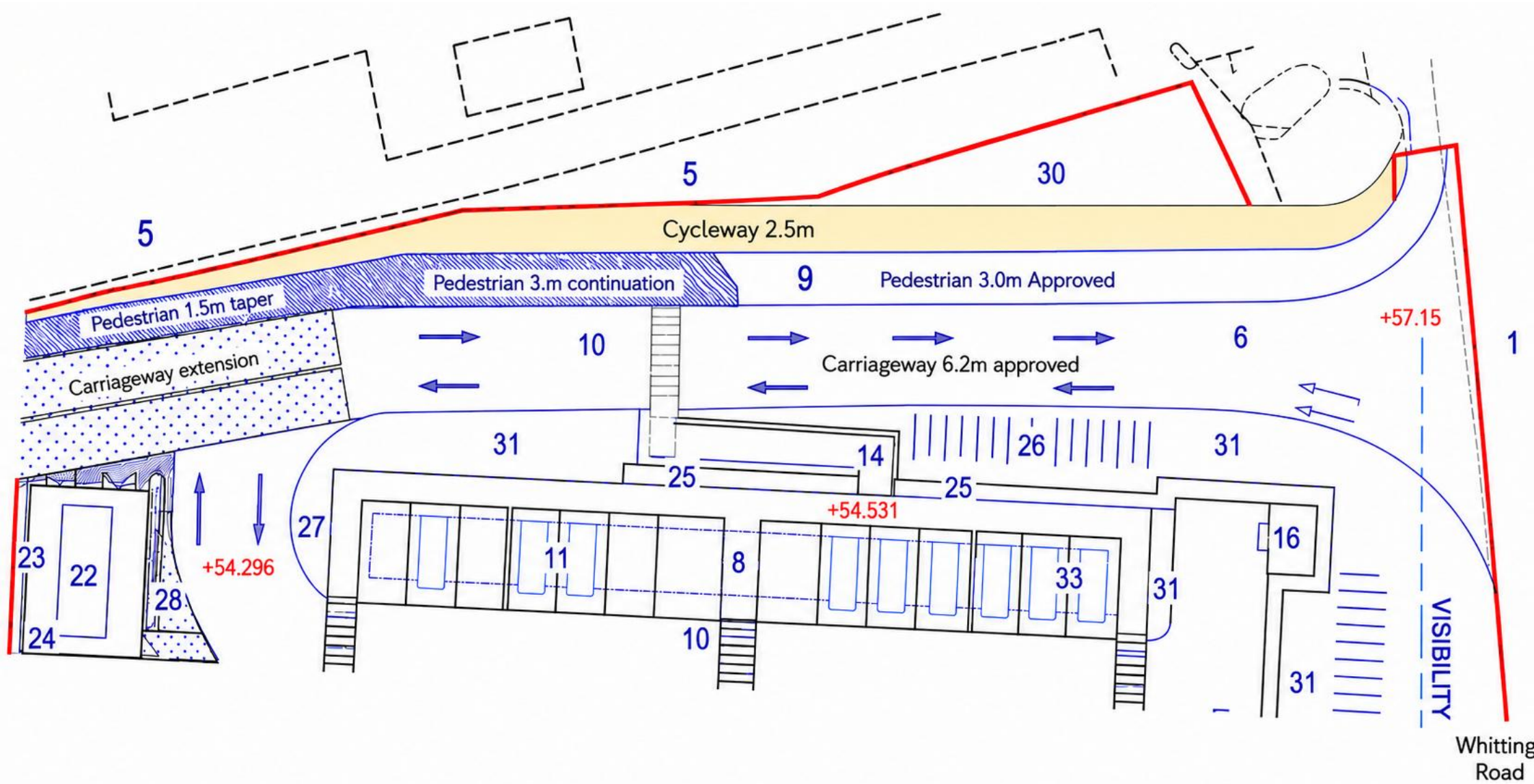
VIEWING & FURTHER INFORMATION

The site can be viewed from Whittington Road, however, walking of the site is by appointment only with Bruton Knowles.

SUBJECT TO CONTRACT – JUNE 2026

PROPOSED ACCESS ROUTE

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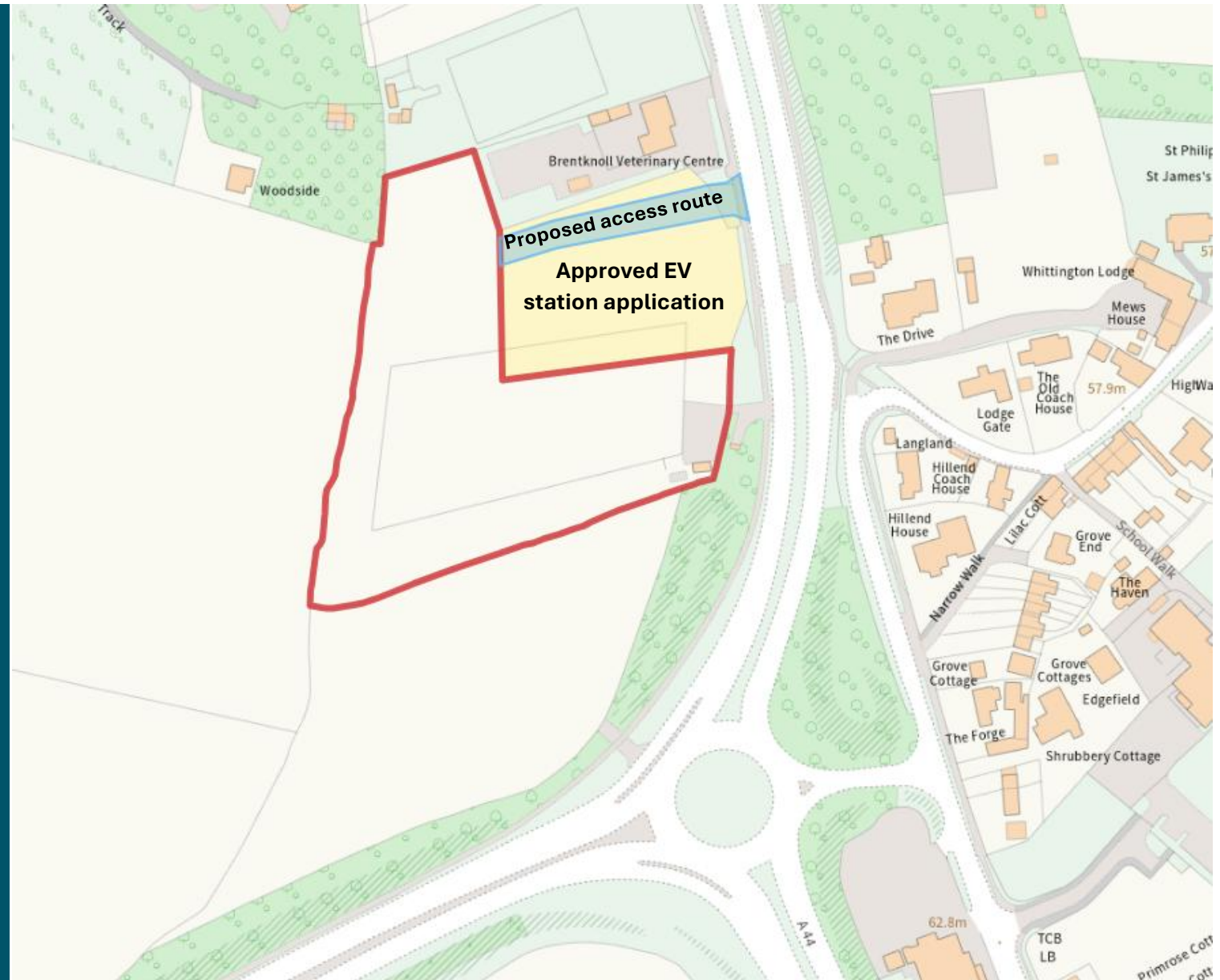
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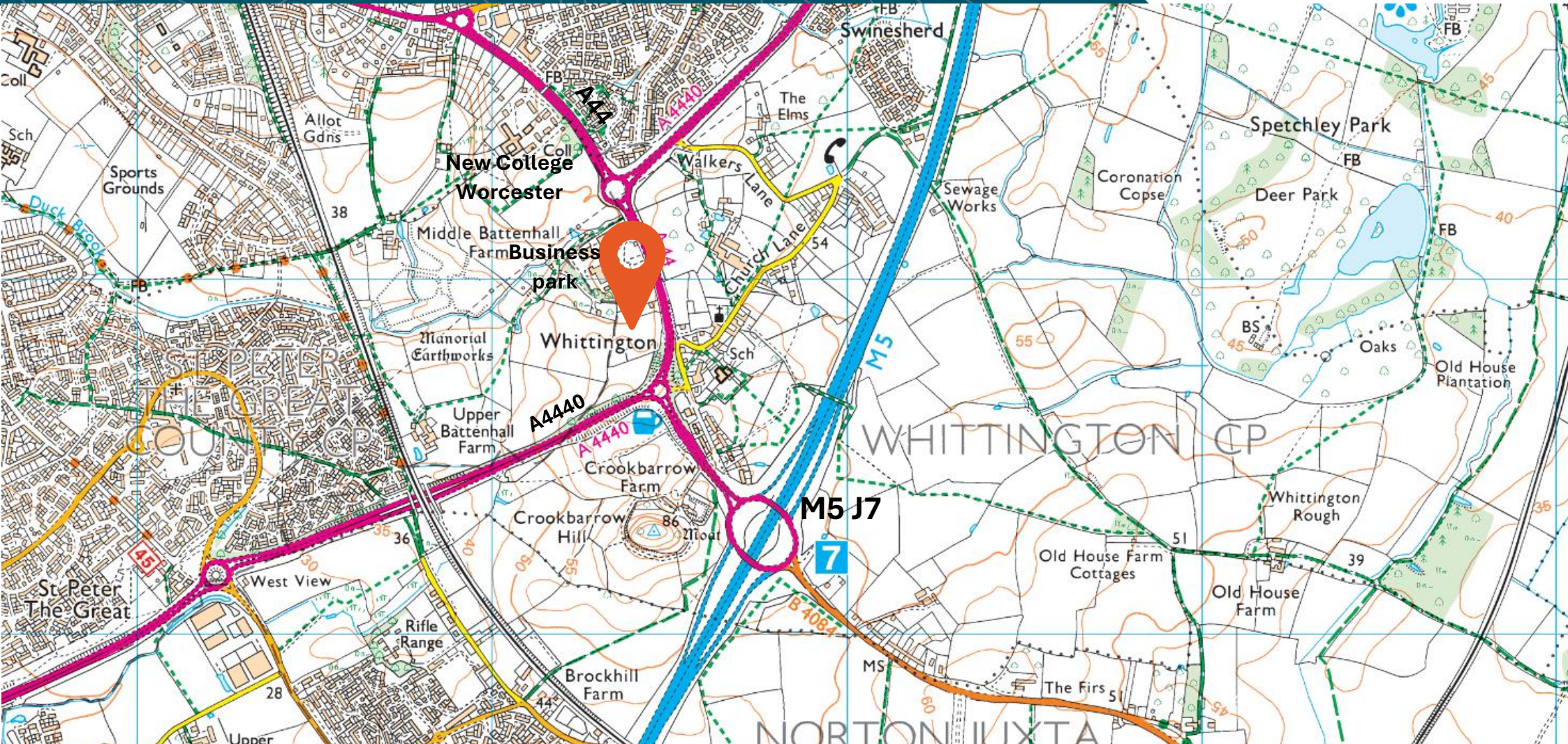


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