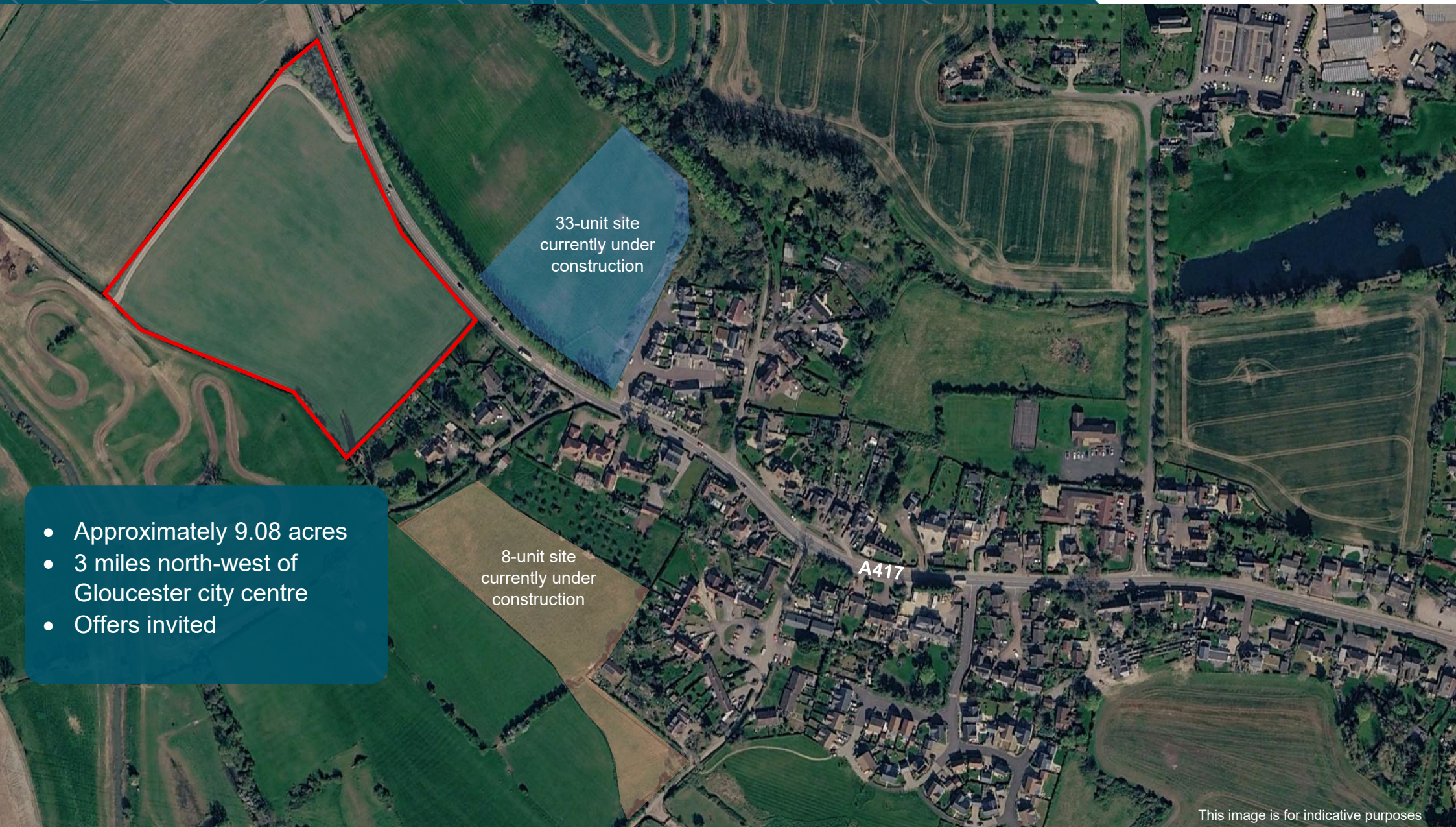


STRATEGIC LAND

Land adjoining the A417, Maisemore, Gloucestershire – Approximately 9.08 acres (3.67 ha)



- Approximately 9.08 acres
- 3 miles north-west of Gloucester city centre
- Offers invited

8-unit site
currently under
construction

33-unit site
currently under
construction

A417

This image is for indicative purposes

brutonknowles.co.uk

STRATEGIC LAND

Land adjoining the A417, Maisemore, Gloucestershire



LOCATION

The site is positioned on the south-western edge of Maisemore, approximately 3 miles north-west of Gloucester city centre. It lies to the south of the A417, which runs east-west through the centre of the village and forms the principal local thoroughfare.

Transport links to the village are very good. The A417 provides direct access to Gloucester, connections to Junction 2 of the M50, the A40 towards the Forest of Dean, and Junction 11 of the M5 at Cheltenham. Regular bus services operate from the A417 to Gloucester and nearby villages, including Hartpury and Ashleworth. Maisemore benefits from a public house, village hall and a MUGA sports area. Nearby villages provide schools and local shops, while Gloucester offers a wider range of services and amenities.

DESCRIPTION

The site extends to approximately 9.08 acres (3.67 hectares) and comprises agricultural land adjoining the A417, which leads out of Maisemore towards Hartpury. To the south-west, the adjoining land parcels fall away towards the River Leadon valley, beyond which the land rises towards Lassington Hill and the village of Highnam. This adjoining land is also within the landowner's ownership. The eastern, southern and western boundaries are defined by hedgerows, with a group of mature trees located in the north-eastern corner of the site.

The site is readily accessible by road, with vehicular access provided via an established gated entrance in the north-eastern corner off the A417.

PLANNING POLICY

The site is located within the planning jurisdiction of Tewkesbury Borough Council, where planning policy is dictated by the adopted Local Plan and Joint Core Strategy (JCS). The current adopted Local Plan is the Tewkesbury Borough Local Plan 2011-2031 which was adopted in 2022. The Gloucester City, Cheltenham and Tewkesbury Joint Core Strategy was adopted in 2017. The three authorities are now progressing a Strategic and Local Plan (SLP). The SLP will provide an overarching planning strategy and cross-boundary strategic policies covering the whole area, and local policies for each local authority.

Although the land lies outside the Maisemore Settlement Boundary, it is situated immediately adjacent to it, therefore consider that the titled balance is engaged according to paragraph 11(d) of the NPPF. Policy RES3 New Housing Outside Settlement Boundaries does support the principle of new development subject to meeting the relevant criteria. The subject site is located outside any national landscape, flood-risk or heritage designations.

5 Year Housing Land Supply

Following the Appeal, ref: APP/G1630/W/24/3357444, it was noted by the Inspector that both parties agreed that there was a shortfall of housing land supply for Tewkesbury Borough, however the figures differed between parties. The conclusion was that the supply falls well below the 5-year requirement, however the Inspector did not issue a definitive figure.

Strategic Housing & Employment Land Availability Assessment (SHELAA)

The parcel was assessed in the latest SLP HELAA as site MAI007 (3.67 ha). The assessment concluded that the site is potentially suitable for housing and could be considered as a rural dispersal site.

Immediately to the northeast of the site (on the opposite side of the A417), a scheme is currently being built out for 33 no. units.

PRE-APPLICATION

The landowners have recently submitted a pre-application to the Local Authority and have since had a response. A copy of which can be provided upon-request.

The landowners' planning consultant has prepared a layout plan which reflects the pre-app observations of the Local Planning Authority and the Highway Authority and also complies with policy for the private and affordable housing mix. A copy of this layout plan can be provided upon request.

PROPOSED SCHEME

The landowners' preference is for a party to progress a scheme in accordance with the layout plan prepared following the pre-application response. The proposed scheme comprises 36

dwellings, with the built form predominantly occupying the south eastern side of the site, with the open space positioned away from the settlement boundary as the site progresses northwards.

LEGAL

The site is registered under the Freehold Title GR310994.

Rights are to be retained over the track which runs along the northwestern boundary.

Should a planning consent be granted for development on the site, the landowners will terminate the use of the motorcross circuit, to the south west of the site.

VAT

The site is not currently registered for VAT; however, the landowner retains the right to opt to tax.

TERMS & OFFERS

Option Agreement terms are invited to include the following information:

- Percentage - discount of proceeds
- Premium payment(s) to landowner
- Term (s) of agreement/Longstop
- Any deductible costs and cost caps
- Minimum price
- Planning strategy
- Confirmation of payment of landowner's professional fees (agent & legal), plus an undertaking

Offers should be received by Bruton Knowles by Noon on **Thursday 30th July 2026** via email to Harry Breakwell – harry.breakwell@brutonknowles.co.uk

VIEWINGS

Viewings are strictly by prior appointment only with Bruton Knowles.

SUBJECT TO CONTRACT – JUNE 2026

Pre Application Proposed Scheme

Land adjoining the A417, Maisemore, Gloucestershire



KEY:

- House
- Existing Vegetation
- Proposed Vegetation
- Proposed Vegetation

HOUSING SCHEDULE:

Plot	Area	Units	Market
1	4	4	Open Market
2	4	4	Open Market
3	3	3	Open Market
4	3	3	Open Market
5	3	3	Open Market
6	3	3	Open Market
7	3	3	Open Market
8	3	3	Open Market
9	3	3	Open Market
10	3	3	Open Market
11	3	3	Open Market
12	3	3	Open Market
13	3	3	Open Market
14	3	3	Open Market
15	3	3	Open Market
16	3	3	Open Market
17	3	3	Open Market
18	3	3	Open Market
19	3	3	Open Market
20	3	3	Open Market
21	3	3	Open Market
22	3	3	Open Market
23	3	3	Open Market
24	3	3	Open Market
25	3	3	Open Market
26	3	3	Open Market
27	3	3	Open Market
28	3	3	Open Market
29	3	3	Open Market
30	3	3	Open Market
31	3	3	Open Market
32	3	3	Open Market
33	3	3	Open Market
34	3	3	Open Market
35	3	3	Open Market
36	3	3	Open Market

HOUSING MIX:

Units	Market	Qty
1	Open Market	12
2	Open Market	12
3	Open Market	12
4	Open Market	12
5	Open Market	12
6	Open Market	12
7	Open Market	12
8	Open Market	12
9	Open Market	12
10	Open Market	12
11	Open Market	12
12	Open Market	12
13	Open Market	12
14	Open Market	12
15	Open Market	12
16	Open Market	12
17	Open Market	12
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25	Open Market	12
26	Open Market	12
27	Open Market	12
28	Open Market	12
29	Open Market	12
30	Open Market	12
31	Open Market	12
32	Open Market	12
33	Open Market	12
34	Open Market	12
35	Open Market	12
36	Open Market	12

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STRATEGIC LAND

Land adjoining the A417, Maisemore, Gloucestershire



CONTACT:

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Regulatory Customer Due Diligence Checks - The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and registered address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Bruton Knowles employee, or certified copies be provided.

Disclaimer Bruton Knowles Chartered Surveyors are not authorised to make or give any representations or warranties in relation to the property. Bruton Knowles assumes no responsibility for any statement that may be made in these particulars. The particulars do not form part of any offer or contract and must not be relied upon as statements of fact. The text, photographs, measurements and any plans are for guidance only. Bruton Knowles have not tested any services, equipment or facilities. Purchasers or lessees must satisfy themselves by inspection or otherwise.

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