

Prominent Amenity Land

Land South off A4440, Broomhall, Worcester, WR5 2PE



**BRUTON
KNOWLES**



- Extending to 5.76 acres (2.33 ha)
- Guide Price £100,000
- No Uplift / Overage Clause
- Established Highways Access
- Former Car Boot Sale & Circus Site

Illustrative Only

For Sale by Informal Tender | Code 12453

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For Sale by Informal Tender – Road Fronting Amenity Land

Offers In Excess of £100,000 | Freehold



Introduction

Bruton Knowles are instructed to market For Sale a rarely available parcel of land extending to 5.76 acres, situated to the south of the main road. The subject parcel has been used historically as the 'Ketch Car Boot Sale' site, for visiting circus events and for amenity purposes. The land is surplus to the vendor's requirements, and their preference is to sell the parcel unconditionally.

Location

The land lies south of Worcester and adjacent to the A38 and A4440 dual carriageway. Transport links to the land are good with Junction 7 of the M5 Motorway in close proximity. The River Severn is nearby to the west.

- Worcester City Centre – 3 miles
- Worcestershire Parkway Railway Station – 2.9 miles
- M5 Junction 7 – 1.4 miles

Postcode: WR5 2PE



(Source Google Streetview)

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Offers In Excess of £100,000 **Freehold**



Description

The land comprises a single parcel of agricultural pasture and extends to an area of 5.76 acres (2.33 ha). The land is relatively level and bound to the north and south by mature hedgerows. The land is situated in an edge of settlement location, to the north of the Worcester South Urban Extension of 2204 dwellings and associated commercial development. Numerous schemes have progressed nearby and are under delivery. We are advised that the land is subject to a public right of way to the eastern boundary and the land benefits from an established highways access via the splay to the west of the site.

Planning History

The site is situated within the planning jurisdiction of Worcester City Council. As set out in the South Worcestershire Development Plan (SWDP) the land is identified on the allocations plan as a 'Local Green Network'.

The site is subject to a Refused planning application for: *Change of use of land to provide 10 permanent Travellers Pitches including the stationing of caravans for residential purposes with ancillary dayroom for each pitch plus associated access, parking, landscaping, engineering and infrastructure works* under 22/00751/FUL with a subsequent appeal having been dismissed in 2023. [Link](#)

The County Highways consultee response to the above application confirms that: *As part of the consideration of a proposed site allocation for the SWDP Review, the Highway Authority previously undertook a brief assessment of the allocation proposal. The Highway Authority was concerned about highway safety and, therefore, was not initially supportive of the proposed allocation. The landowner subsequently submitted further information and documents, which clarified the on-going activity of the site and demonstrated that regular use of the vehicular access via Broomhall Way had been established. On this basis, the Highway Authority accepted that a precedent had been set and, therefore, revised its opinion to offer no objection, in principle, to the proposed allocation.*

It advises that *the site currently comprises undeveloped land and has hosted The Ketch Car Boot Sale every Sunday and Bank Holiday Monday from Easter to October (weather permitting) for over 25 years with over 200 car boot pitches plus parking on a regular basis. The site has also been used by travelling fair grounds and circuses on Fridays and weekends. The response concludes no objection to the intensification of the use of access for that application.*

On land near to the site, Welbeck Strategic Land LLP have a resolution to grant outline permission (13/00656/OUT) for 2,204 dwellings and up to 14 hectares of employment land. Immediately to the south bordering the subject parcel is an outline consent owned by St Modwen for 255 Dwellings and Employment Land (13/01617/OUT on the Worcester City Planning Portal) and 81 units with Rooftop Housing Association (P14L0266 on the Malvern District Council Planning Portal).

The land is subject to historic landfill under licence, under reference 'EAHLD28106' from 1987 to 1992 for inert material, resulting in made ground and was called 'Borrow Pits A and B'. It is suspected this was in conjunction with the A4440 Worcester Southern Link Road construction.

Services

We are not aware of any services benefitting the site. Prospective purchasers are to make their own enquiries.

Tenure

The land is offered Freehold with Vacant Possession upon completion.

Legal Costs

Each party is responsible for its own legal and professional fees. A legal undertaking may be sought from a purchaser for abortive costs. A sale contract is being prepared and will be issued to a buyer on agreement of Heads of Terms. Exchange and completion will be required within 4 weeks of contracts being released.

VAT

The property is not elected for VAT.

Overage / Uplift

An overage/uplift clause is not to be sought for any future development.

Method of Sale & Terms - Guide Price £100,000.

The property is For Sale by way of Informal Tender (sealed bids) with Unconditional offers are sought. Offers should be submitted by Noon on **Wednesday 9th September 2026** to the sole selling agents, in the prescribed tender format and by email to bryn.evans@brutonknowles.co.uk and William.matthews@brutonknowles.co.uk

Data Room

A topographical survey and historic planning documents are available. Access is available from:

bryn.evans@brutonknowles.co.uk

Viewing

The land can be viewed from the gateway. Interested parties should not enter the site without prior notice to the agents. Arrangements can be made for the gate to be unlocked to permit access at an agreed time if required.

Health and Safety for Viewers - *Given the potential hazards of livestock and farm hazards, we ask you to be as vigilant as possible when making your inspection for your own personal safety. Please contact Bruton Knowles to arrange a viewing. Viewing without permission or unaccompanied is at your own risk.*

Subject to Contract – July 2026

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.



Masterplan Image Reproduced from John Thomson Partners Drawing 00454SK122D04s and Peter Brett Associates. Planning Application 13/00656/OUT.

For Sale by Informal Tender

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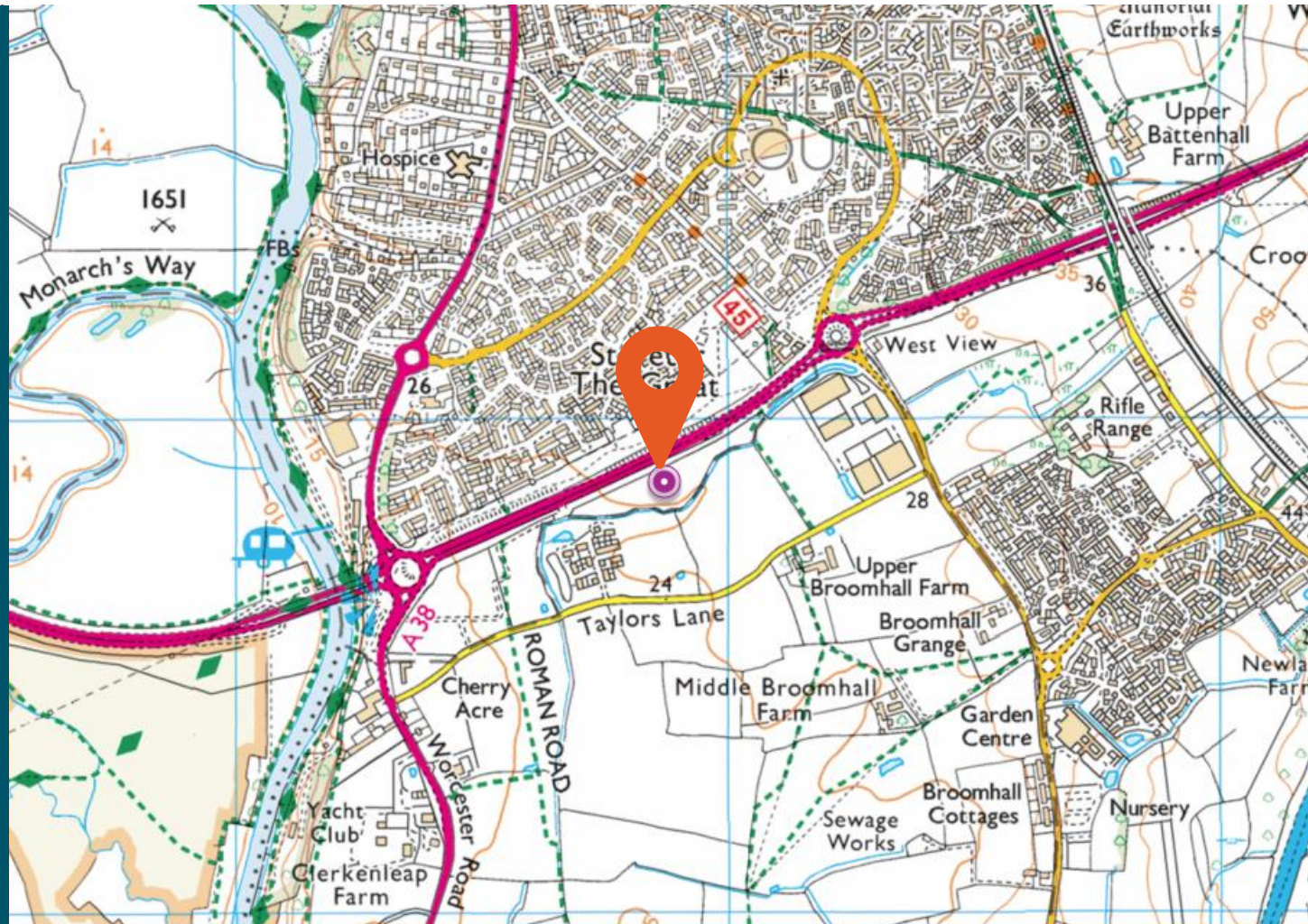
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Regulatory Customer Due Diligence Checks - The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been 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.

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