

STRATEGIC LAND

Land to the north of Swindon Village, Cheltenham – Approximately 21.99 acres



16/02000/OUT - Outline application for up to 4115 new homes, employment, retail and community facilities. Resolution to grant subject to S.106 Agreement

26/00466/OUT – 165-unit application pending decision

20/00759/FUL – Approved 260-unit application under construction

- Approximately 21.99 acres
- Adjacent to large mixed-use scheme with a resolution to grant planning
- Strategic allocation

This image is for indicative purposes

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LOCATION

The subject site is situated to the north of Swindon Village, which is to the northwestern edge of Cheltenham. The land is located just off Brockhampton Lane which runs from Swindon Village past the site and out towards Hyde Lane, Cheltenham Racecourse, and to the south of Bishops Cleeve. Swindon Village provides a range of facilities including a Primary School, the Village Park, Community Hall and Church. Other amenities to include shops, cafes and restaurants are located to the south of Swindon Village, along Tewksbury Road (A4019) and at the Gallagher and Kingsditch Retail Parks.

DESCRIPTION

The subject site, extending to c.21.99 acres, comprises predominantly equestrian paddocks together with a number of associated stable buildings and menages. The northern section of the site lies a small area of scrubland, which is located within Flood Zone 3. The remaining land falls outside the flood plain.

The site is bound to the east by Brockhampton Lane and the railway line. Immediately to the south is a pending outline planning application for up to 165 no. units (planning ref: 26/00466/OUT). To the west of the site lies arable land which extends out towards Elmstone Hardwicke which is subject to an outline application for up to 4,115 no. dwellings (planning ref: 16/02000/OUT). This application, known as Elms Park, has a resolution to grant outline planning permission, subject to the completion of the S.106.

PLANNING POLICY

The subject site is situated within the planning jurisdiction of Cheltenham Borough Council, with a small parcel to the north situated within Tewkesbury Borough Council. Planning Policy is governed by the Cheltenham Borough Council Local Plan 2011-2031 (adopted July 2020) and the Joint Core Strategy (JCS).

The Councils for Gloucester City, Cheltenham and Tewkesbury are now progressing a 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.

The site is not located within the Green Belt nor an Area of Outstanding Natural Beauty (AONB).

Strategic Allocation

The subject site forms part of the wider strategic allocation known as 'A4 Northwest Cheltenham Elms Park' which will be expected to deliver up to 4,285 homes, 10-hectare business park, three new schools, transport hub and vast areas of green infrastructure. The allocation is across land located to the north-western edge of Cheltenham, north of the A4019 Tewkesbury Road and west of the Gallagher Retail Park, Kingsditch Industrial Estate and Swindon Village.

Strategic Housing & Employment Land Availability Assessment (SHELAA)

The subject site was assessed as two separate parcels within the latest SLP HELAA:

- S172 Parsons Piece, Swindon Village (4.55 ha) – concluded that it is suitable for housing given it sits within JCS Policy A4 North-West allocation. Potentially suitable for employment if the need is identified, although not promoted for employment. Conclusive capacity was 115 units.
- S168 Maenan Stud, Brockhampton Lane (2.74 ha) – also concluded that that it is suitable for housing given it sits within the allocation and could be suitable for employment if the need is identified. Conclusive capacity was 69 units.

Surrounding Applications

There are several applications surrounding the subject site, including a pending outline application for up to 165 units immediately to the south, Ref: 26/00466/OUT and to the west, planning permission has been granted for up to 4,115 units, Ref: 16/02000/OUT and other uses, subject to completion of a S106 Agreement.

LEGAL

The site is registered under the Freehold Titles GR212928 (c. 6.77 acres) and GR208271 (c. 15.22 acres).

VAT

The site is not currently registered for VAT, however, the landowners retain the option to tax.

TERMS & OFFERS

Option and Promotion Agreement terms are invited to include the following information:

- Type of Agreement
- Percentage - discount of Market Value or promoter fee
- Premium payment(s) to landowner
- Term (s) of agreement/Longstop
- Any deductible costs and cost caps
- Minimum price per gross acre
- Planning strategy
- Confirmation of payment of landowner's professional fees (agent & legal)

Offers should be received by Bruton Knowles by Noon on **Wednesday 28th October 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 – SEPTEMBER 2026

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Cheltenham Plan Proposals Map

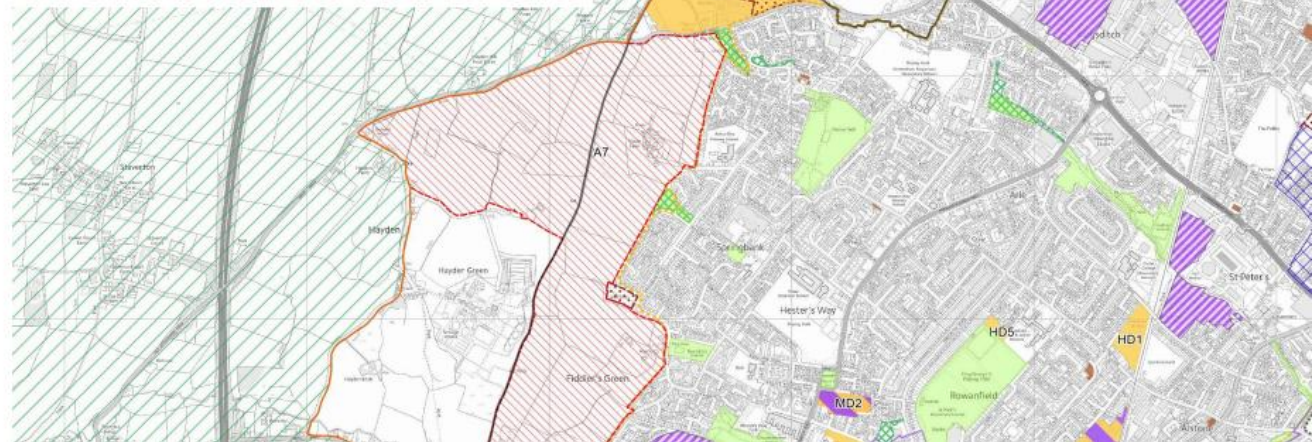
Adopted July 2020



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Key

- Cheltenham Borough Boundary
- The Cotswolds Area of Outstanding Natural Beauty (JCS SD5)
- Green Belt (JCS SD5)
- Strategic Allocations (JCS SA1, A4 and A7)
- Principal Urban Area (JCS SP2 & SD1)
- Employment Land (CP EM1)
- Conservation Areas (CP HE3)
- Housing allocations (CP H1)
- Mixed-Use Development (CP H2)
- Indicative area for Secondary School (CP MD4)
- HMO Restricted Area (CP HM5)
- Honeybourne Line (CP TN1)
- Local Green Space (CP GI1)
- Allotments (CP CI3)
- Public Green Space (LP2006 GE2)
- District Centres (LP2006 RT1 & RT4)



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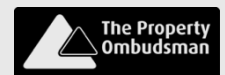
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