



For Sale

Land at Gunner Lane, Rubery, B45 9EX

Strategic Development Opportunity (STP) – 6.67 acres (2.70 hectares)

Joe Williams

Director
+44 (0)121 609 8820
+44 (0)7736 279930
joe.williams@avisonyoung.com

Toby Moran

Surveyor
+44 (0)121 609 8306
+44 (0)7442 384536
toby.moran@avisonyoung.com

**AVISON
YOUNG**

Highlights

We are pleased to present a strategic development opportunity extending to approximately 6.67 acres off Gunner Lane, Rubery. Occupying an edge-of-settlement location, the site presents an opportunity to deliver a high-quality housing scheme, subject to relevant planning permission.

Whilst the site is located within the Green Belt, the District currently has a housing land supply of c2.24 years, which represents a significant shortfall. National "Grey Belt" policy presents potential for the land to be promoted for residential development (STP) in the short term or via strategic allocation through the emerging or future Local Plan process.



Opportunity to acquire a strategic development site with residential development potential (STP)



Comprehensive site area extending circa 6.67 ac (2.70 ha) gross



Occupying an edge-of-settlement position on Gunner Lane, the site offers direct access to the A38, excellent connectivity, and nearby amenities.



A strategic development site, while also offering immediate prospects for a "Grey Belt" application (STP).

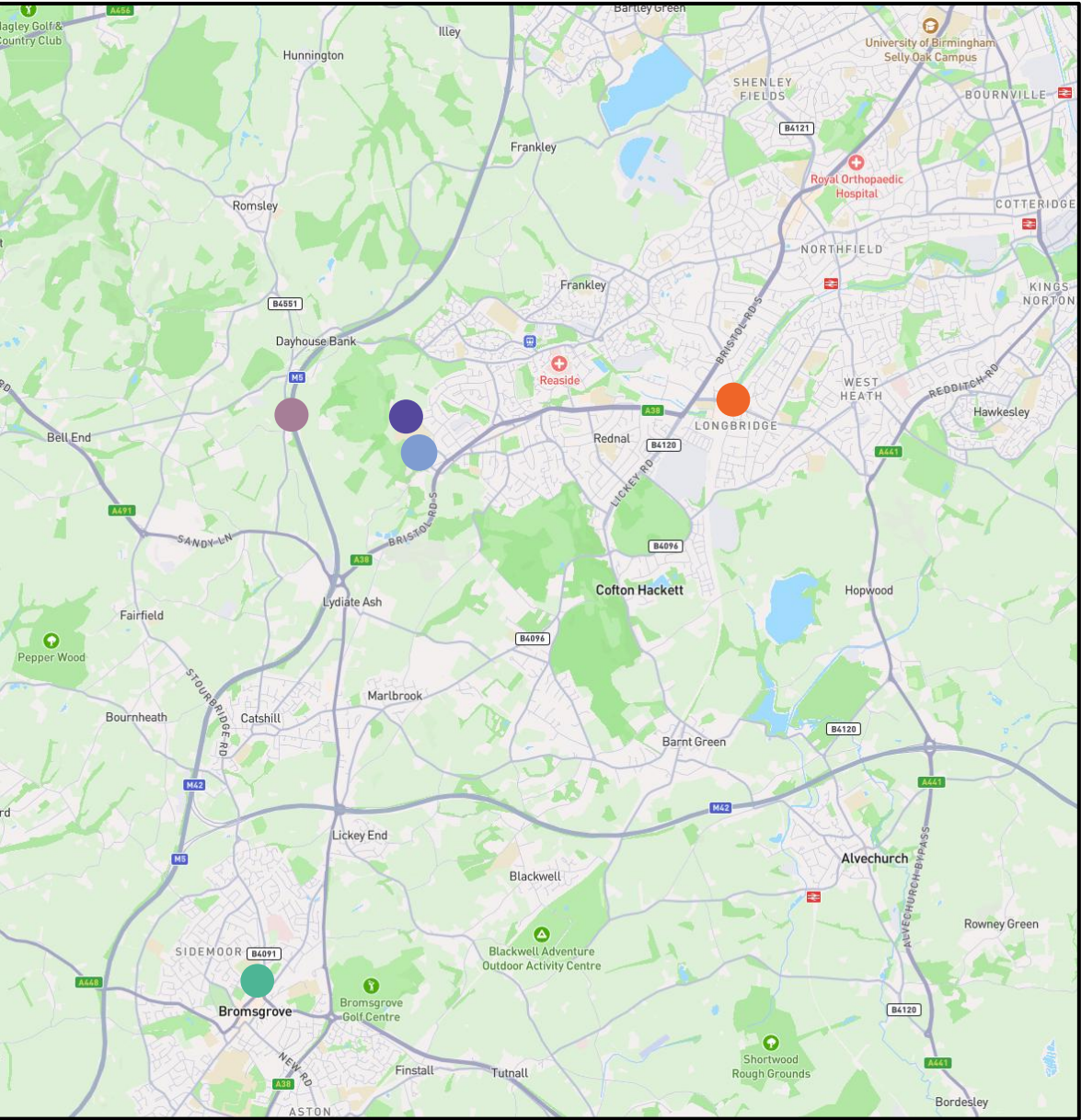


Promotion, Option, Conditional or 'Hybrid' offers invited for the freehold property in its entirety. Unconditional offers will also be considered.



Location

Map



Location

The property is located on the edge of Rubery, an established residential settlement within the district of Bromsgrove, Worcestershire. Positioned along Gunner Lane, the site benefits from road connectivity via the nearby A38 (Bristol Road South), providing direct access to Junction 4 of the M5 and Junction 1 of the M42, linking the location to the national motorway network.

Gunner Lane borders an established residential area, placing essential local amenities within walking distance. The immediate vicinity is well served by educational facilities including Holywell Primary School, Waseley Hills High School, and Colmers School and Sixth Form College, alongside community resources such as local medical practices and nearby community centres. Further retail options, services, and supermarkets are readily available along Rubery High Street and at the nearby Great Park commercial and leisure complex.

For broader commercial and recreational needs, Longbridge Town Centre sits just over 1.5 miles to the east, offering extensive shopping, dining, and major employment hubs. The site offers convenient public transport options, with regular bus routes along the main corridors and Longbridge Railway Station located approximately 2 miles away. The station provides frequent direct rail connections to Birmingham New Street in roughly 20 minutes and Redditch, opening up broader national connections across the UK rail network.

Key

Subject Property

Bromsgrove Town Centre

Longbridge Railway Station

M5 Motorway

Waseley Hills High School

Property Detail

Property Description

The land comprises a parcel of open greenfield land bordered by established residential boundaries, mature trees, and hedgerows along its margins, providing a naturally contained development area. The site has a gently sloping topography. The site benefits from vehicular access off Gunner Lane, with convenient proximity to primary road connections including the A38, offering connectivity to nearby neighbourhood amenities, Longbridge, and the wider transport network.

Tenure

The land is held under the freehold title number WR134174. The property is subject to a Farm Business Tenancy. The property is to be sold freehold and with vacant possession prior to completion.

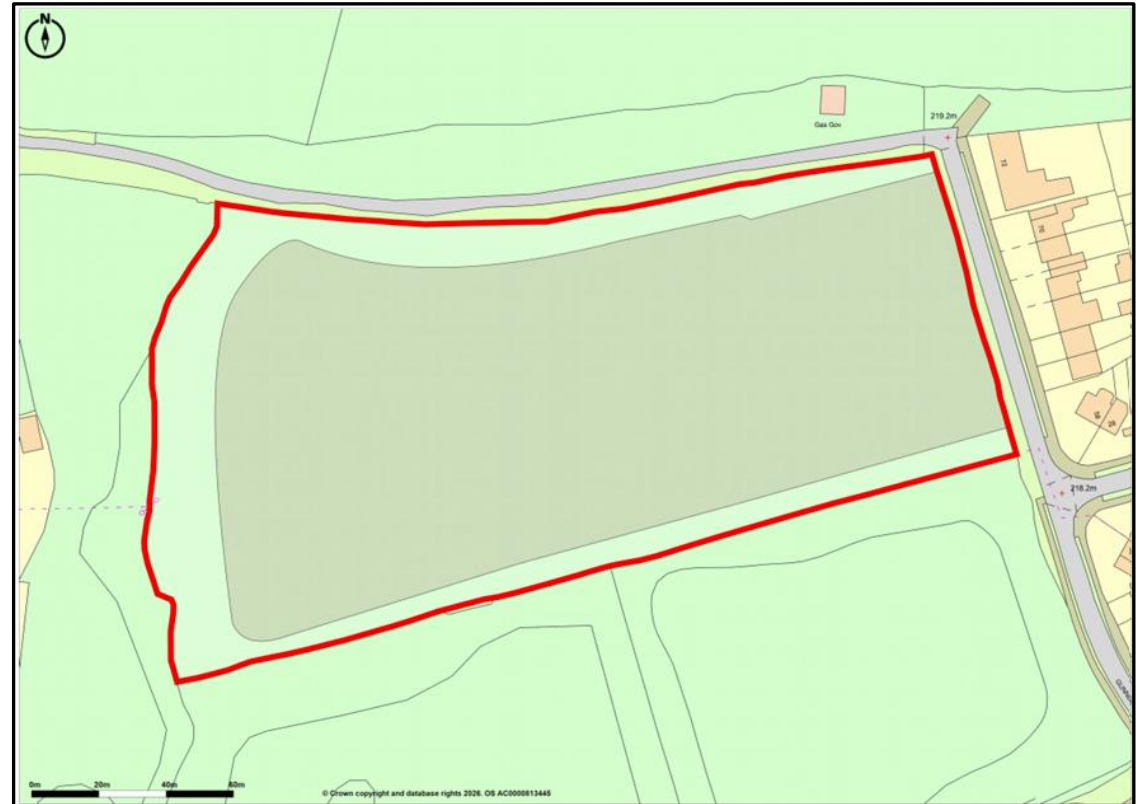
The property is sold subject to all third-party rights, easements and statutory designations currently passing. Prospective purchasers must make their own enquiries in this regard.

Viewings

All parties wishing to inspect the property are required to make prior arrangements with Avison Young.

VAT

All offers are to be exclusive of VAT which may apply.



Services and Highways

We understand there is a gas pipe running from the southwest corner to the north corner of the site. A Groundsure Utilities Premium Report and Cadent Gas Search information has been made available within the data room.

Prospective purchasers must satisfy themselves in respect of the provision, capacity and sustainability of all services and drainage and should rely on their own enquiries with the relevant statutory undertakers.

Technical information is available within the data room, provided on a non reliant, information only basis.

Property detail

Planning

The site is located within the jurisdiction of Bromsgrove District Council. Bromsgrove has started the preparation of a new Development Plan which will reflect its increased housing target. It expects to consult the public on the proposed content of the Local Plan in July 2027, undertake consultation on the strategy, policies and allocations of the draft Local Plan in March 2028 ahead of submitting the Plan for Examination in October 2028. This means that the Council is not going to have an adopted local plan in place until at least early 2029. This presents an opportunity, in principle, to promote the site through the Local Plan review.

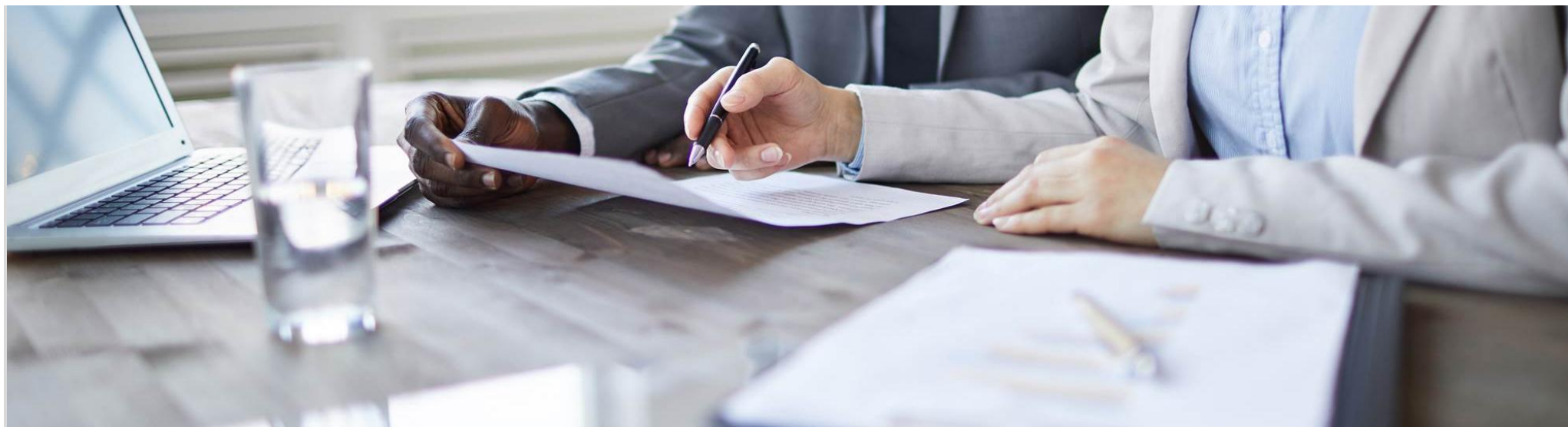
The Council's most recent calculation of its housing land supply, which was published in April 2025, demonstrates it has 2.24 year housing land supply when assessed against its Local Housing Need figure. Bromsgrove's housing target has increased significantly, from approximately 390 dwellings per annum to approximately 700 dwellings per annum.

Under current planning policies, the land off Gunner Lane is situated within the Green Belt and occupies an edge-of-settlement location immediately adjoining the existing residential envelope of Rubery. Council planning evidence from the 2022 Green Belt Review identifies that the site performs moderately against Green Belt purposes, noting that future development proposals will need to demonstrate strong landscape mitigation and establish robust, defensible boundary treatments along its edge.

Despite its current Green Belt status, the site represents a logical candidate parcel for residential development promotion in light of ongoing district housing targets, regional growth pressures, and national "Grey Belt" policy criteria.



Method of sale



Technical Data Room

Further information in respect of the property is available in the dedicated technical data site available via the Avison Young website: <https://portal.kato.app/data-room/1224/land-at-gunner-lane>.

The technical data room has been compiled by Avison Young in their capacity as advisers to the Vendors. This has been compiled from information supplied by the Vendors and information available in the public domain. The technical information is provided solely for use by recipients in considering their interest in submitting an offer for the acquisition of the Property.

Please be advised that plans, drawings and other information on the data site are protected by copyright, patent and warranty laws. The information provided should be used for consultations and illustrative purposes only. Therefore, no reliance should be placed on the information or further copies made without the permission of the copyright owner.

Basis of Offers

The property is being sold as seen in its current condition on an informal tender basis, with vacant possession provided on completion.

We are inviting offers on a **Promotion, Option, Conditional or 'Hybrid' basis. Alternative unconditional offers will be considered.**

Offers are to be submitted in writing, using the bid proforma available in the data room, by **12 noon on Monday 7th December 2026**, together with any supporting information to the selling agents:

joe.williams@avisonyoung.com
toby.moran@avisonyoung.com

Interested parties are permitted to submit an offer on more than one basis. Our client reserves the right not to accept the highest or any offer received.

**For more information
about this property,
please get in touch.**

Joe Williams

Director

+44 (0)121 609 8820

+44 (0)7736 279930

joe.williams@avisonyoung.com

Toby Moran

Surveyor

+44 (0)121 609 8306

+44(0)7442 384 536

toby.moran@avisonyoung.com



Avison Young hereby gives notice that the information provided either for itself, for any joint agents or for the vendors lessors of this property whose agent Avison Young is in this brochure is provided on the following conditions:

1. The particulars are set out as a general outline only, for the guidance of intending purchasers and/or lessees and do not constitute an offer or contract, or part of an offer or contract.
2. All descriptions, dimensions and references to this property's condition and any necessary permission for use and occupation, and any other relevant details, are given in good faith and are believed to be correct. However, any intending purchasers or tenants should not rely on them as statements or representations of fact but satisfy themselves of their correctness by inspection or otherwise.
3. No person in the employment of Avison Young, or any joint agents, has any authority to make or give any representation or warranty whatsoever in relation to the property or properties in this brochure.
4. All prices quoted are exclusive of VAT.
5. Avison Young shall have no liability whatsoever in relation to any documents contained within the brochure or any elements of the brochure which were prepared solely by third parties, and not by Avison Young.

Anti-Money Laundering: To comply with our legal responsibilities for Anti-Money Laundering, it will be necessary for the successful bidder to provide information necessary to complete these checks before the deal is completed. Information required will include:

1. Corporate structure and ownership details.
2. Identification and verification of ultimate beneficial owners.
3. Satisfactory proof of the source of funds for the Buyers / funders / lessee.