

For Sale



Land to the South of Redditch Road, Bromsgrove, B60 4JR

Strategic Development Opportunity (STP) – 2.18 acres (0.88 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

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Highlights

We are pleased to present this strategic development opportunity extending to approximately 2.18 acres in a prominent position off Redditch Road, Bromsgrove. Occupying an edge-of-settlement location with direct frontage onto Redditch Road, the site has promising development potential subject to planning.

Whilst the site is located within the Green Belt, the District currently has a housing land supply of 2.24 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 Local Plan process



Opportunity to acquire a site with development potential (STP) in a prominent location off Redditch Road (A38)



Comprehensive site area extending circa 2.18 acres (0.88 hectares) gross



Positioned within an established urban setting benefiting from direct frontage along the A38 corridor, strong transport connectivity, and access to local amenities



Potential for an immediate "Grey Belt" application (STP) or a longer term strategic approach.

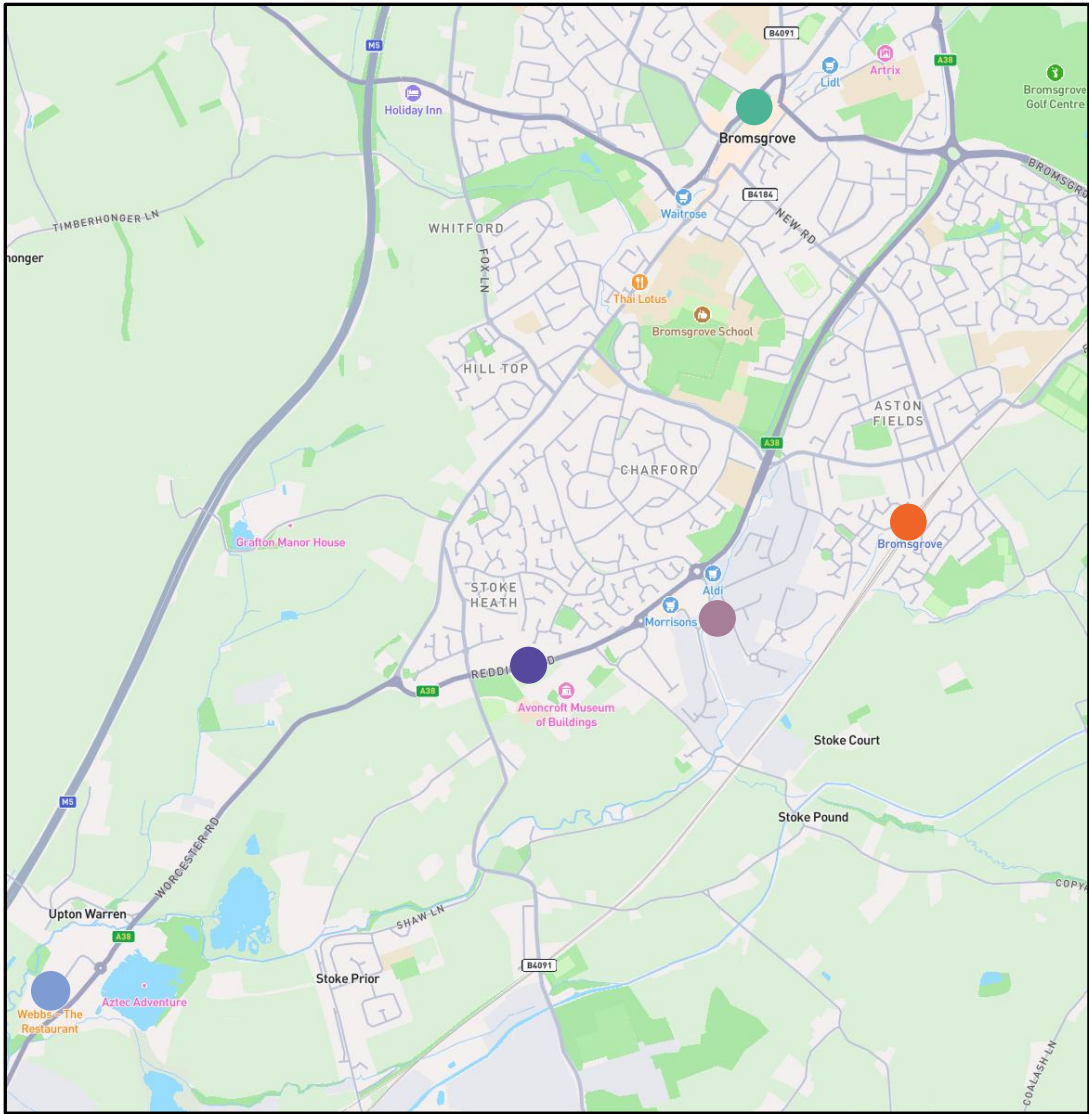


Promotion, Option, Conditional or 'Hybrid' offers invited for the freehold property in its entirety. Unconditional offers will also be considered.



Location

Map



Location

The property is located in Bromsgrove, a well-established town within Worcestershire. Bromsgrove benefits from excellent transport links, including convenient access to the A38 (Redditch Road), which connects directly to the M42 and M5 motorways, linking the site to national routes.

Redditch Road is set within a residential area and is within close proximity to key local amenities, including Avoncroft Pre-School Nursery, Bromsgrove Pre-Preparatory School, and Bromsgrove & District ARC, providing convenient services for the local population. Other nearby amenities include Avoncroft Museum of Historic Buildings, Sanders Park, Webb's Garden Centre and various local retail outlets.

The site is approximately 2km from Bromsgrove Town Centre and offers convenient access to major employment hubs and Bromsgrove Railway Station. Bromsgrove Railway Station provides direct services to Birmingham New Street (approximately 25 minutes) and Worcester, from which national rail connections are available to London Paddington, Manchester Piccadilly, and Bristol Temple Meads.

Key

Subject Property

Bromsgrove Town Centre

Bromsgrove Railway Station

Aston Fields Industrial Estate

Webb's Garden Centre

Property Detail

Property Description

The land extends to a parcel of open greenfield land, bordered by established residential boundaries, mature trees, and hedgerows along its margins, providing a naturally contained development area. Positioned prominently with extensive frontage onto Redditch Road (A448), the site represents a self-contained development opportunity within the sought-after residential enclave of Stoke Heath.

The site benefits from a largely level topography. Its positioning in relation to the existing surrounding residential properties and community facilities along Redditch Road, ensures integration with the surrounding settlement pattern while maintaining a green backdrop.

The site benefits from prominent vehicular access directly off the main arterial route (A448 Redditch Road), with excellent scope for proposed improvements to local pedestrian and cycle connectivity linking to nearby neighbourhood amenities and Bromsgrove town centre.

Tenure

The land is held under the freehold title number WR42456.

The property is to be sold freehold and with vacant possession.

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.



Services and Highways

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.

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

VAT

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

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.

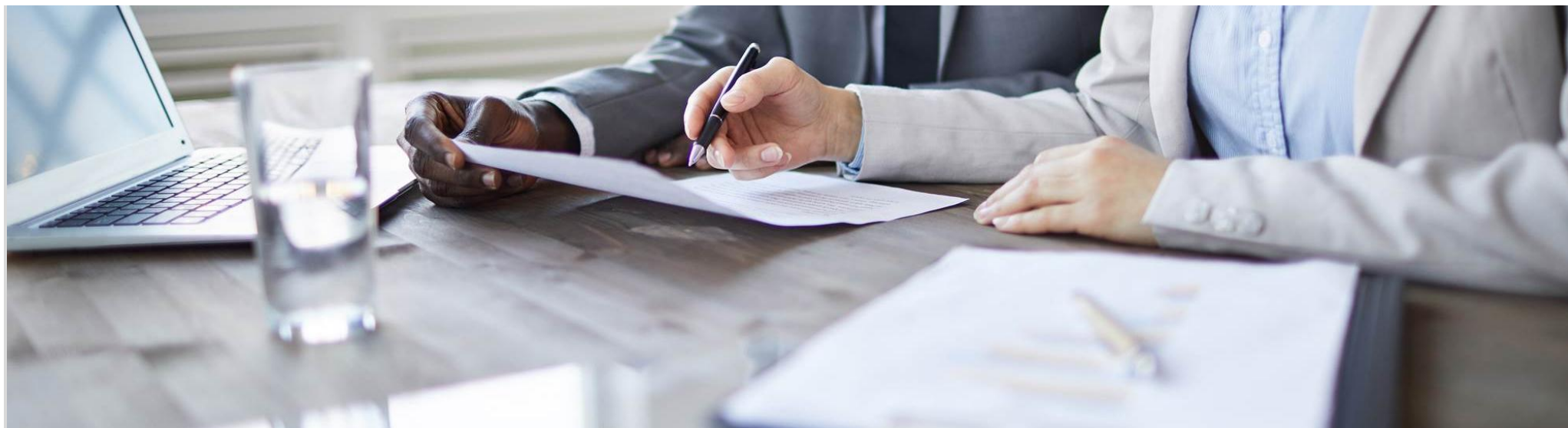
The Council's most recent calculation of its housing land supply, which was published in April 2025, demonstrates it has 2.24 year housing land supply when assessed against its Local Housing Need figure. Bromsgrove's housing target has increased significantly, from approximately 390 dwellings per annum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

The site itself lies on the southern edge of the settlement, to the south of Redditch Road. There is existing built development surrounding it, and the site relates well physically to the existing built development around the southern edge of the settlement.

We note also that there are a number of listed buildings / designated heritage assets immediately to the south of the site within the Avoncroft museum. A developer would need to undertake the necessary assessments to help it understand how the site could be developed for housing without giving rise to harm to the setting of these Assets. Demonstrating the ability to achieve this would be critical in terms of satisfying the NPPF Footnote 7 tests.



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/1244/land-to-the-south-of-redditch-road>.

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.

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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.**

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