



Land South of Stourbridge Road/A451, Kidderminster

Land Promotion Opportunity

- Land to the South of Stourbridge Road, Kidderminster to approx. 27 acres (11 hectares)
- Proposals sought for a Promotion Partner by way of a Promotion Agreement



HAWKSMOOR
ADDING VALUE

Land South of Stourbridge Road, Kidderminster

The Opportunity

On behalf of our Landowner client, Hawksmoor are instructed to seek a Promotion Partner to promote this strategic development opportunity, lying to the eastern edge of Kidderminster. The Freehold Title is WR158282. The Land subject to the Promotion extends to 27 acres. The opportunity excludes the adjacent land used for kennel and existing residential buildings land of circa 2.40 acres.

The northern boundary of the site abuts the Stourbridge Road/A551, and the western boundary adjoins a Miller Homes development site (now built out). The southern boundary abuts Hurcott Wood (in part) and along with the eastern boundary, existing agricultural fields. Access to the site is provided via Stourbridge Road/A451, to the north.

Location

Kidderminster is a market town in Worcestershire. 18 miles south-west of Birmingham and 15 miles north of Worcester.

Kidderminster is seen as the strategic centre for Wyre Forest District and its role in providing a focus for new housing, commercial, employment, retail, office, and leisure development. There are two main line railway stations in close proximity – Kidderminster to the West (2.5 miles) and Blakedown to the East (2.5 miles). Birmingham Moor Street is 45 mins away on a direct train from Kidderminster.

To the north of Stourbridge Road, is a progressing new village and development site named Lea Castle Hospital Site and Lea Castle Village. The site benefits from an existing Reserved Matters permission for 600 homes and is well under construction. The wider site has an outstanding outline application pending for a further 800 homes and extends south to Stourbridge Road.

Technical

The land falls within Flood Zone 1. There are two power lines (11 kv) which cross the southern and western edge of the site.

At the time of writing, no intrusive ground investigation works have been undertaken.

Planning

The land is located within the administrative district of Wyre Forest. It is currently the Wyre Forest Local Plan 2016 – 2036, adopted in April 2022 which provides the planning framework, strategic vision and sets the amount of housing and commercial development required. The site also lies within the Churchill and Blakedown Neighbourhood Plan Area. The Churchill and Blakedown Neighbourhood Plan was adopted In July 2017.

Following the publication of the new National Planning Policy Framework (NPPF), it is understood that Wyre Forest's local housing need under the new national standard method housing requirement is likely to increase to circa 584 homes per annum from 276 homes per annum (as set out in the Local Plan, adopted in April 2022).

In March 2025, Wyre Forest have published a Local Development Scheme which sets out a timetable for reviewing its Local Plan. It is now anticipated that evidence gathering (and potentially a call for sites) will take place from summer 2025, with an Issues and Options Consultation in summer 2026. Formal writing of the Plan will then take place over 2027 and 2028.

Immediately to the south western edge of the subject site is Hurcott Wood which has a statutory designation as a Local Nature Reserve (LNR). It is envisaged that future development proposals will need to take this into masterplanning consideration.

In summary, the land is a natural fit for taking on the growth of Kidderminster and Wyre Forest in future years.

Offers

If this opportunity is of interest, please ensure your submitted includes the following:

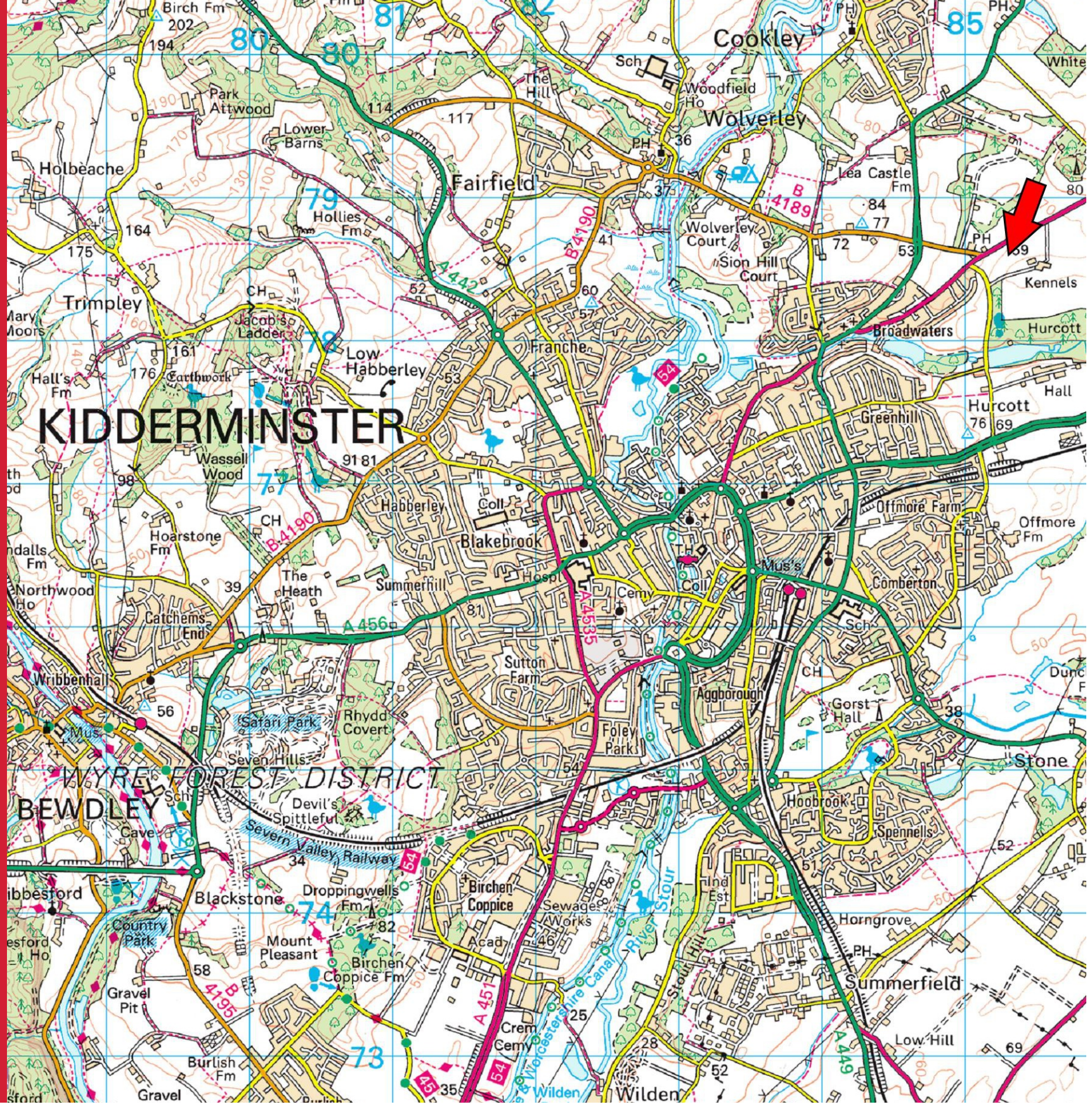
- i. Confirmation that you are content to proceed by way of a Planning Promotion Agreement (PPA).
- ii. Proposed length of agreement terms, clearly indicating extension periods.
- iii. Promotion Fee payable in consideration of the initial term and extension periods.
- iv. Level of percentage return required under the PPA.
- v. Planning promotion cost caps.
- vi. Confirmation that you are not promoting schemes elsewhere on the edge of Kidderminster and if so, a strategy as to how you propose to manage this.
- vii. An outline strategy of how you propose to promote the site.
- viii. Details of other sites you are promoting of a similar scale (within the Midlands region) to demonstrate your credentials in the promotion of strategic land to our client.
- ix. Confirmation of payment of landowners' professional fees (including agent and legal).
- x. Necessary Board Approval for any offer to be submitted.

Closing date for offers: Midday on Thursday 8th May 2025 via email to Jonathan Wood.

Aerial View



Red line boundary is approximate and for illustrative purposes only



KIDDERMINSTER

WYRE FOREST DISTRICT

BEWDLEY

Cookley

Wolverley

Fairfield

Broadwaters

Blakebrook

Mus's

Wribbenhall

BEWDLEY

Blackstone

Summerfield

Stone

Kennels

Hurcott

Offmore Fm

Dunc F

Spennells

Low Hill

69

80

80

76

76

50

52

52

52

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

69

B4190

B4189

B4190

A4535

A456

A4195

A451

A449

73

74

77

79

80

80

80

81

81

81

81

81

81

81

81

81

81

81

81

81

81

81

81

85

85

85

85

85

85

85

85

85

85

85

85

85

85

85

85

202

194

164

175

161

176

98

39

56

56

56

58

58

58

58

117

114

52

53

91

81

81

81

81

81

81

81

81

81

36

37

41

60

57

54

54

54

54

54

54

54

54

36

37

41

60

57

54

54

54

54

54

54

54

54

84

77

72

53

91

81

81

81

81

81

81

81

81

84

77

72

53

91

81

81

81

81

81

81

81

81

80

80

80

80

80

80

80

80

80

80

80

80

80

80

59

59

59

59

59

59

59

59

59

59

59

5

Contact information

If you would like to discuss this site in further detail, please do not hesitate to contact Jonathan Wood at Hawksmoor.

Telephone: **01543 266660**
Mobile: **07842 415022**
Email: **jwood@hawksmoorps.co.uk**
Website: **www.hawksmoorps.co.uk**

Important Note

Hawksmoor for themselves and for the vendors of properties whose agents they are, give notice that the particulars and information package are set out in general outline and do not constitute or form part of an offer or contract. They are not to be relied upon as statements of representation or fact.

All descriptions, dimensions (measured as a guide only), reference to condition and necessary planning permission for use and occupation are given without responsibility to any intending purchaser. Purchasers must satisfy themselves by inspection or otherwise as to the correctness of them. No person acting on behalf of the vendor or agent has authority to make or give representation or warranty on any property. Please contact Hawksmoor if you require additional information or clarification on any points. Any plans reproduced within these particulars and information pack are not to scale.



HAWKSMOOR
ADDING VALUE