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COMMERCIAL PROPERTY ADVICE



**SOUTH WORCESTERSHIRE DEVELOPMENT PLAN REVIEW  
STATEMENT OF COMMON GROUND**

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**Land at Bluebell Farm, Earls Croome  
Proposed Allocation SWDP NEW 112**

**On Behalf Of:**  
Barberry Developments  
and the South Worcestershire Councils

Job Ref: P8024

Date: 24<sup>th</sup> February 2025

**STATEMENT OF COMMON GROUND**

**LAND AT BLUEBELL FARM, EARLS CROOME**

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**Main Contributors**

**As below**

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**Issued By: John Pearce - Harris Lamb Planning Consultancy  
On behalf of Barberry**

**Signature**



**Print Name John Pearce.....**

**Date ...24<sup>th</sup> February 2025.....**

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**Issued By:**

**Ian Macleod, Director of Planning and Infrastructure, Malvern Hills  
District Council and Wychavon District Council**

**Signature:**

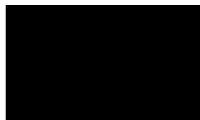


**Print Name: Ian Macleod**

**Date: 24.02.2025**

**Duncan Rudge, Head of Planning, Worcester City Council**

**Signature:**



**Print Name: Duncan Rudge**

**Date: 24.02.2025**

**On behalf of the South Worcestershire Councils**

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## 1.0 INTRODUCTION

- 1.1 This Statement of Common Ground (**SoCG**) has been prepared by the parties identified above (**'the parties'**) to document matters agreed with regard to the South Worcestershire Development Plan Review (**SWDPR**) and supporting documents to assist the Inspector during the examination of the Plan.
- 1.2 This SoCG relates to matters concerning the proposed employment allocation at Bluebell Farm, Earls Croome, WR8 0DJ (MHPE07) totalling 6.64 hectares (**'the Site'**). The Site is currently in use under a short-term license by the adjoining farm, with the fields used for the grazing of animals. The Site lies immediately adjacent to the A38 that provides a vehicular link to Worcester to the north and Tewkesbury and Gloucester to the south. A site location plan is attached at **Appendix 1**.
- 1.3 Immediately to the south is a further parcel of land that is also identified as a draft employment allocation in the Plan incorporated within reference MHPE07 (CFS0696) which is for a further 1.88 hectares of land. This is not subject to this SoCG.
- 1.4 The South Worcestershire Councils (SWCs) propose the Site as an employment allocation in the Plan having considered reasonable alternatives including assessing relevant evidence and following consultation with stakeholders and the public.
- 1.5 Barberry acquired the site in June 2023 following the Pre-Submission Draft Consultation which ended on 12<sup>th</sup> December 2022, which is why they did not submit representations to the Regulation 19 Plan. Notwithstanding this, Barberry have subsequently undertaken a number of surveys and investigations at the Site to demonstrate that the site is free from constraints and developable, and therefore deliverable. This SoCG sets out below a summary of the key findings.

- 1.6 In addition, we also set out why the site is suitable and attractive from a market and locational perspective and how Barberry, as a well-established developer of commercial property in the West Midlands market, will bring the site forward and deliver it.
  
- 1.7 The parties agree that the site is suitable, available and deliverable for employment development and that a market facing scheme can be brought forward that would be attractive to occupiers and increase the supply of good quality employment floorspace within the Plan.

## **2.0 MATTERS ON WHICH THE PARTIES AGREE**

2.1 The following matters are agreed between the parties.

### **Council's Assessment of the Development Potential of the Site**

2.2 The Council set out in Economic Development Needs Assessment (March 2022)(ECO1) their assessment of the development potential of the site which stated that:

**“A B2/B8 development on this site would seem appropriate given neighbouring uses and the good transport routes to serve a local/regional market. However, adjacent residential premises may object to development.”**

2.3 It concluded that the site was appropriate for small to mid B2/B8 uses to serve a local/regional market. The Economic Development Needs Assessment Addendum submitted to the Inspectors in October 2024 continues to reference the site (EXAM25).

2.4 The parties agree that the site is suitable for the intended uses (B2/B8) and that the site has good transport routes to serve local/regional markets with direct access onto the A38 and being a 5 minute drive to Junction 1 of the M50 and a 20 minute drive of Junction 8 of the M5 motorway.

### **Technical Site Constraints**

2.5 To inform the ongoing promotion of the site and to assist in the marketing of the site for development, Barberry have undertaken a number of initial technical investigations and surveys to help inform their understanding of the site and to confirm that there are not physical, technical or environmental reasons that would prevent the development of the site. A summary of the initial findings is set out below.

- a. Initial highway work has been undertaken to assess baseline conditions surrounding the site, which will inform the scope of a Transport Assessment to be agreed with the Highway Authority.
- b. Access to the A38 will be via a T-junction to the south west of the site.
- c. As part of the junction improvement at the A38/A4104 these have resulted in much improved pedestrian and cycleways around the new roundabout. These are now in place and capable of serving the development.
- d. The site is highly accessible to the Strategic Road Network via the A38 which leads to junction 1 of the M50, thus making the site suitable to be served by longer and heavier vehicles.
- e. An initial assessment of trips generated from the site indicates that the overall impact of the development on the local and strategic road network will be minimal.
- f. A PROW crosses the site which will need to be diverted.
- g. An Ecology Appraisal has been undertaken along with great crested newt surveys, which confirmed a small population of newts present in the pond on site. The pond will be protected from development and appropriate mitigation identified to ensure it is separated from new development. Any further assessment of this location to inform a future planning application should be undertaken in accordance with Natural England's 2022 'standing advice' for making planning decisions in respect to protected species.
- h. Further surveys are recommended in respect of bats and reptiles. Following the surveys appropriate mitigation will be provided to address the presence (if confirmed) of these species on site.
- i. A Phase 1 Ground Investigation has been undertaken which found no significant constraints with regard to geotechnical or contaminative issues.
- j. A review of existing conditions indicates that there are utilities available within the vicinity of the site and could be connected to although this will be confirmed in due course through the submission of the requisite developer enquiries.

k. The site is entirely located within Flood Zone 1 and therefore at low risk of flooding.

2.6 The proposed allocation is therefore considered to be wholly appropriate and free from insurmountable constraints that would prevent development of it for employment use.

### **Deliverability**

2.7 The freehold site is entirely owned by Barberry, a Midlands based development and investment company who have been undertaking commercial development across the Midlands and nationally for over 40 years. They have an enviable track record of bringing sites such as this forward for development.

2.8 The Site is currently being marketed by local agents and has attracted significant interest from potential occupiers both locally and from the wider West Midlands region. We can confirm that there is strong demand for employment use on the site ranging from occupiers looking for smaller units up to a single occupier for the whole site. A copy of the marketing particulars are attached at **Appendix 2**.

2.9 Barberry would be looking to secure planning permission, build out the development and bring it into operational use within the first 2 - 3 years of the plan period.

2.10 In light of the above, we conclude that the site is:

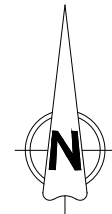
- Market facing and attractive to a range of occupiers both locally and regionally;
- Controlled by a competent and experienced developer who has a good track record of delivering schemes such as this;
- Free from technical, physical or environmental constraints;
- Free from any legal or ownership issues; and
- Owned by a single party.



### **3.0 CONCLUSION**

- 3.1 This SoCG has been prepared by the parties to help demonstrate to the Inspector that the proposed allocation of land at Bluebell Farm, Earls Croome will contribute to the supply of deliverable employment sites within the SWDPR area during the early part of the plan period.
- 3.2 The proposed allocation is therefore supported by both parties, who confirm that there are no technical or physical reasons that would prevent the development of the site.
- 3.3 Furthermore, both parties agree that the site is a suitable location for employment development that is attractive to the market and would be capable of accommodating a wide range of occupiers.
- 3.4 The parties agree that the site is accessible by a range of traffic modes and following the recent upgrades to the roundabout junction means that cyclists and pedestrians are well served.
- 3.5 Both Parties remain committed to working together to bring forward the draft allocation for new employment development to meet the identified employment needs set out in the submitted SWDPR.

**APPENDIX 1**  
**SITE LOCATION PLAN**



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# BARBERRY

project

Barberry Business Park  
 Earls Croome

drawing

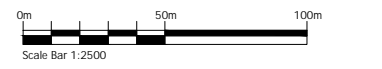
## Site Location Plan

scale 1:2500 @ a3 drawn mjl

checked mjl date 4/2/25

no

7224 - 21



## **APPENDIX 2**

# **MARKETING PARTICULARS**

Freehold / leasehold opportunities available  
**2,500 to 225,000 sq ft**

E(G), B2 and B8 uses



**BarberryBusinessPark.co.uk**

Earls Croome, Worcestershire WR8 9DJ

# Location

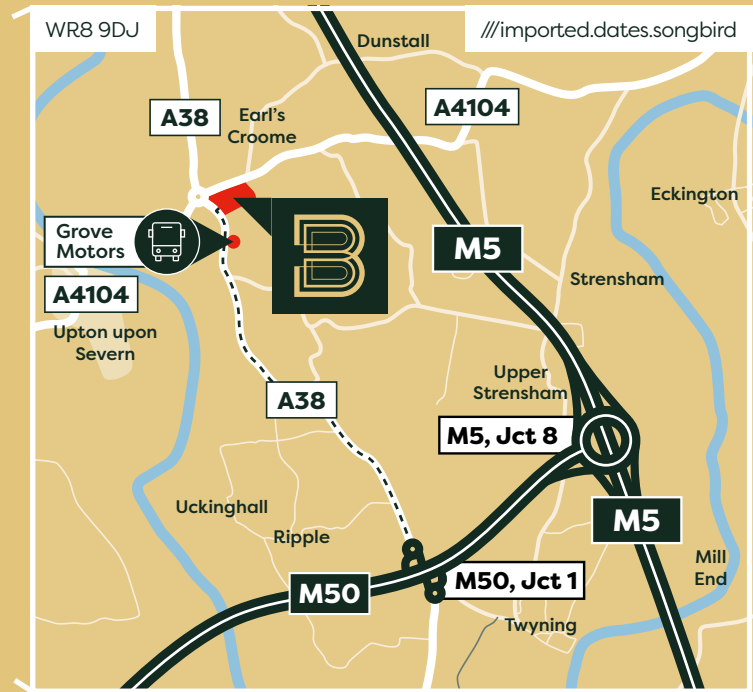
Barberry Business Park is located on the junction of the A38 and the A4104 on the outskirts of the attractive town of Upton on Severn. The A38 provides access to the city of Worcester and the M50, with wider connectivity to the Midlands and Southwest via the M5 and South Wales via the M50.

**Nearest train stations**  
 Ashchurch **8.6 miles**  
 Worcs. Parkway **9.7 miles**

**Nearest bus stop**  
 Grove Motors **0.3 miles**

**Nearest airports**  
 Birmingham Int **44 miles**  
 Bristol **65 miles**

**Nearest sea port**  
 Avonmouth **54 miles**



## Drive distance

M50 (J1)	<b>3.2 miles</b>	Pershore	<b>6.9 miles</b>
M5 (J8)	<b>4.9 miles</b>	Malvern	<b>8.0 miles</b>
Tewkesbury	<b>6.4 miles</b>	Worcester	<b>9.7 miles</b>

# Opportunity

**Barberry Business Park comprises 15 acres and is proposed for employment allocation in the South Worcestershire Development Plan Review.**


The new business park is to be developed by Barberry, a long established and successful privately owned development and investment company based in the West Midlands.  
[barberry.co.uk](http://barberry.co.uk)

The site can accommodate up to 225,000 sq ft (20,903 sq m) in a single unit or a range of buildings from 2,500 sq ft (232 sq m) upwards to suit individual occupier requirements.

# Employment demographics

 478,455 economically active residents within a 20km radius.

 85% Local machine manufacturing and engineering employment is 85% above the England average.

 9% Wages are more competitive and 9% below the national average.



# Accommodation

Unit	Warehouse		Offices		Total		Car Spaces
	Sq ft	Sq m	Sq ft	Sq m	Sq ft	Sq m	
1	80,000	7,432	4,000	372	84,000	7,804	130
2A - 2H	2,500	232	-	-	20,000	1,856	32
3A	10,000	929	1,000	93	11,000	1,022	14
3B	8,000	743	800	74	8,800	817	17
3C	15,000	1,394	1,500	139	16,500	1,533	26
4	30,000	2,787	1,500	139	31,500	2,926	48

Illustrative purposes only  
Bespoke plans available upon request



# Specification



Dock levellers



Level access loading doors



Car parking spaces



Gated and secure sites



50 kN/sq m floor slab



First floor offices



Upgraded roof structure to support PV cells



KVA capacities available upon request



Opportunity for E(G), B2 and B8 uses

# Occupier welfare



Natural & mechanical ventilation



Outdoor breakout areas

# Sustainability

All buildings are constructed to a market leading specification to benefit occupiers by reducing occupational costs and fulfilling environmental, social, and corporate governance ratings.

Barberry have worked hard to incorporate the latest environmentally friendly technology to minimise the dependency on fossil fuels, help reduce CO2 emissions and allow occupiers the opportunity to procure a zero-carbon operation.



EPC A rated buildings



High efficiency air source heat pumps



LED lighting



Reduced cooling, lighting, and heating demand



10% warehouse roof lights to increase natural lighting



Provision for EV charging



Optimum performance cladding

## BarberryBusinessPark.co.uk

Another development by

# BARBERRY

[www.barberry.co.uk](http://www.barberry.co.uk)

### Further information



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