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March 10, 2025

Mr. Ian MacLeod,

Director of Planning & Infrastructure,

Malvern and Wychavon District Councils

Subject: Letter of Support for Throckmorton Strategic Growth Area – South Worcestershire Development Plan (SWDP)

Dear Mr. MacLeod,

On behalf of SMAA Developments Limited, Pinnacle International Capital is pleased to submit this letter expressing our full support and commitment to the Throckmorton Strategic Growth Area (SGA) within the South Worcestershire Development Plan (SWDP). Having worked in close collaboration with the council since the project's inception, we remain steadfast in our efforts to deliver this important strategic development.

SMAA Developments, through Pinnacle International Capital, has actively contributed to the advancement of this project, including sponsoring and financing the work undertaken to establish a robust evidence base supporting the Throckmorton SGA. Our commitment has been unwavering, and we continue to engage constructively with all stakeholders to ensure the plan's successful implementation.

We acknowledge the importance of ensuring alignment amongst the landowners and have actively engaged with all parties and the SWCs over a number of years to advance this. To this end the SWCs are in the later stages of completing Statements of Common Ground and / or letters of commitment with all parties, including Pinnacle. This crucial step reflects our dedication to a coordinated and strategic approach to delivery of this project in line with the Council's vision for sustainable development.

The Throckmorton SGA represents a transformative opportunity for South Worcestershire, offering a carbon-neutral settlement that integrates 2,000 homes (with 40% designated as affordable housing), 20 hectares of employment land by 2041, and significant community infrastructure. Beyond 2041, the development is expected to expand further, with an additional 3,000 homes and 40 hectares of employment land. The plan also incorporates sustainable transport links, enhanced connectivity to Pershore Railway Station, and a focus on high environmental and energy efficiency standards.

SMAA Developments remains committed to supporting the council throughout the SWDP process, and we look forward to continuing our productive collaboration as the plan undergoes inspection and public consultation. We are confident that, with a shared commitment to excellence and sustainability, Throckmorton will serve as a benchmark for future strategic developments.

Please do not hesitate to contact us should you require any further information or discussion regarding our ongoing role in delivering this vital project.

Yours sincerely,



Mobain Shaikh
Head of Direct Investments
[Pinnacle International Capital](#)