



Land South Of Evesham Road, Pershore

Executive Summary

On behalf of a private client, JLL are pleased to offer the opportunity to acquire the Land South Of Evesham Road, Fladbury, Pershore with an outline planning permission for 31 residential units.

Offers invited by no later than Midday September 23rd 2026.

The opportunity

- Our client is looking to dispose of the freehold interest in the land at Evesham road, Pershore. The parcel benefits from an outline planning permission for 31 units. The scheme seeks to provide 19 private dwellings and 12 affordable dwellings.
- The existing site is a parcel of greenfield land which was previously used for agricultural uses. The site sits within Wychavon planning authority.
- The site extends to approximately 3.99 acres and combines two titles (WR91053 & HW131507) which are available in the dataroom.



The Location

- Land South Of Evesham Road, Pershore is located within the village of Lower Moor in Pershore. Located just south of the Evesham Road linking the site to neighbouring towns Pershore and Evesham along with the M5 motorway.
- The site offers excellent connectivity conveniently located for travel by both car and public transport. The A44 is in close proximity, providing a direct link to Worcester and Evesham. The M5 motorway is also easily accessible, offering wider connections to the national road network. There is a direct bus service which takes approximately 16 minutes to get into Pershore.
- The site is situated 14 minutes by car or 33 minutes on the bus from Worcester Parkway , which is serviced by Great Western Rail offering direct services to Birmingham including Birmingham New Street (28 minutes). London Paddington can be reached in 1 hr 57 minutes.
- The location offers access to established business parks in Pershore and Evesham. Alongside a number of local amenities with Tesco and ASDA being 12 minutes by car, there are also several local restaurants and pubs within Lower moor and the local surrounds.



C. 7 minutes from Pershore train station



C. 50 minutes from Birmingham airport

Local Attractions & amenities – Car Times

Pershore Town Centre – 7 mins

Worcester City Centre - 21 mins

Evesham Train Station – 11 mins

Worcester Royal Hospital – 18 mins

Pershore Abbey – 11 mins

Worcester Train station – 27 mins

Evesham Town Centre – 10 mins

Worcester Park way – 14 mins

Planning



Outline Planning Permission: The site has an outline planning permission for the construction of up-to 31 dwellings and associated infrastructure with all matters reserved (apart from access).



Green Infrastructure and Biodiversity:
In line with Policy SWDP 5, the project intends to use 40% of the land for Green Infrastructure. Plans include enhancing existing hedgerows, planting a small orchard, and incorporating new open spaces with native planting to significantly enhance the site's biodiversity.



Access and Parking: Access to the site will be from the A44 via a new priority junction. A supporting Transport Statement confirms that safe visibility is achievable. The plan includes secure on-plot cycle parking and car parking in accordance with the Highway Authority's guide.



Design Principles: The development will imitate the local character, which is dominated by semi-detached and detached buildings. Dwellings will be set back from the road and will be of a standard to small domestic scale, respecting the existing village's height and massing. A variety of dwelling types, including bungalows, is planned to foster a mixed community.



Access

- Currently vehicular access is via the track marked Blue which provides access from the A44. Our client plans to retain ownership however; they are willing to grant access for construction traffic for any prospective purchaser with a view that any damage will be repaired upon completion. The consent grants permission to create a new access directly off the A44.
- There is a footpath that runs from the northeastern corner to the south of the site (Marked in a dashed orange line below). However, pedestrians typically walk along the eastern flank and access the village via the land outlined green below. This is owned by Wychavon District Council (WDC). The vendor has rights over the land, but not “through” the land. If the purchaser wishes to run services through this access then a deal needs to be agreed with WDC or an alternative route identified.



Drainage

- The current drainage plan within the planning documents is for the purchaser to use the councils track to the southern side of the site. This is owned by Wychavon District Council. Our client has had initial conversations with Wychavon, but no deal has currently been agreed. There are other drainage options available near the roundabout on the A44 and on Cherry Orchard Land.

Further Information

Offers invited for the freehold interest

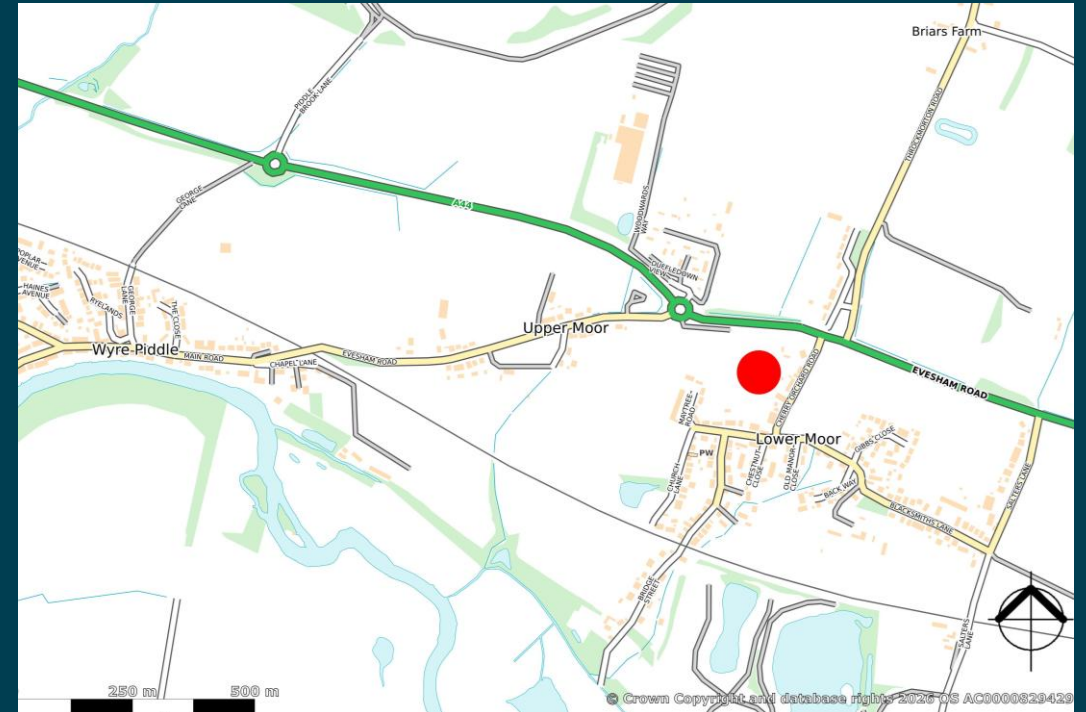
The site is offered for sale by way of informal tender. Offers are invited for the whole site on an unconditional basis or subject to planning basis.

All offers should be supported by confirmation of:

- Payment profile and proof of funds
- Proposed timescales for exchange and completion (if not simultaneous)
- Details of proposed development strategy
- Conditions associated with the offer
- Solicitor's details

Offers must be submitted by noon on Wednesday 23rd September 2026 by email to the following parties Will Richardson (william.richardson@jll.com) and Will Cox (william.cox@jll.com).

Please note that the Vendor is not obligated to accept the highest offer or indeed any bid submitted during the marketing process.



Tenure

The site is to be sold Freehold



Data Room

Please contact the sole selling agent JLL for access to the data room . Upon receipt of your expression of interest, JLL will provide access to the Data Room containing legal and technical information including title documents and other relevant information that may assist a purchaser.



VAT

The property has not been elected for VAT



Viewings

Any 'on-site' viewings are to be strictly by prior arrangement.



Contacts

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