

# Strategic Land For Option / Promotion Agreement

Land north of Kington Medical Practice, Kington, Herefordshire, HR5 3EA



- Extending up to Approx. 20.5 Acres (8.3 Ha)
- Adjoining Modern Medical Centre
- Close to the amenity of Kington
- Attractive Semi-rural Location

For Illustrative Purposes Only.

For Option, Promotion or Freehold Sale

[brutonknowles.co.uk](http://brutonknowles.co.uk)



# Strategic Land

Land at Kington, Herefordshire, HR5 3EA – Extending up to 20.5 Acres (8.3 ha)



## Location

The land is located in Kington, a historic market town and civil parish located in the county of Herefordshire, in the West Midlands region of England. Nestled just 2 miles (3.2 km) from the Welsh border, it lies on the western side of Offa's Dyke and is traversed by the River Arrow. The town is situated at the foot of Hergest Ridge and is crossed by the A44 road, placing it approximately 19 miles (31 km) northwest of Hereford, the county town. The current population of Kington is approximately 3,240 residents.

- **Recently constructed medical centre adjoining**
- **High levels of amenity nearby**
- **Attractive rural location**

## Description

The red edged land (part of the wider ownership outlined – 20.5 acres / 8.3ha) extends to 0.44 ha (1.1 acres) and comprises greenfield land which is currently in agricultural use. Current agricultural access is available from the A4111 (Eardisley Road) in the north-western corner of the Site. The Site is enclosed by urban development to the south and west, a block of mature trees to the north and a partial hedgerow to the east.

It is located on the south-eastern edge of Kington and in walking distance to its services and facilities, via the existing footpath along the Old Eardisley Road. The Site is generally flat, with a gentle gradient which slopes downwards to Kington Brook on the eastern boundary, an ordinary watercourse which forms a tributary of the River Arrow.

The Site is located in a partly developed area at the southern end of Kington. Kington Medical Practice is located to the south of the Site, whilst Kington Household Recycling Centre and a builders merchants (Arrow Plant & Tool Hire and Kington Farm Supplies) is located west of the A4111, which borders the Site. East of the Site is agricultural land, which slopes gently upwards. The residential area of Kington lies just north west of the north-western corner of the Site, located west of the A4111 and either side of Old Eardisley Road.

The Site is crossed by a public right of way (PROW ref. ZE20). Overhead power lines on timber poles cross the Site from south-west to north-east.

## Planning Policy

**Local Plan Review** – The Draft Herefordshire Local Plan (Regulation 18) Consultation (2024) and review is ongoing,

however, the council decided to cease further work on the Draft Regulation 18 Local Plan because a new spatial strategy is required to address the significant uplift in housing growth.

In the Reg 18 consultation (2024) and against the former housing requirement, Kington was identified with a target number of 150 dwellings. Already delivered are 22, providing a net target of 128 units. The new Standard Methodology is expected to increase this number significantly.

The larger landholding edged green is referenced by Herefordshire Council as P122-K18 in the Council's draft HELAA. There is no reference to site P122-K18 in the Draft Local Plan consultation; this is despite the Council's draft assessment, which considered site P122-K18 to be potentially suitable for residential development (subject to a landscape appraisal). A SHLAA was undertaken in 2012 of the wider parcel which was rejected on landscape grounds under ref. P122.

A representation to the Regulation 18 consultation was submitted in 2024. This insisted on an assessment of the site edged red, independent from the larger landholding and on its own merits.

The site could be considered as a site allocation in addition to the preferred draft allocated site in Kington. With a strategic site on Land to the east of Kingswood Road proposed to provide up to 50 houses (draft Policy KING2), this leaves a figure of 100 houses, a total of 71 of which are proposed to be met via:

- Completed developments (5 dwellings 2021-2023);
- Existing commitments (17 dwellings as at April 2023);
- Windfall (estimated as 49 dwellings); and
- Neighbourhood Development Plan (NDP) allocations (zero dwellings) – this plan has failed referendum.

As of May 2024, this left a residual housing figure of c.30 dwellings which had not been accounted for in Kington. This shortfall is now expected to be larger due to the increased Standard Method requirement for Herefordshire. Whilst there are five 'reasonable alternative sites' identified in the consultation's Appendices Document, which are stated to be suitable for housing, we understand that these sites would fall under 'windfall', given the absence of a made NDP. The housing shortfall is recognised in the Reg 18 consultation, where it is stated that the combination of the proposed strategic allocation at Kingswood Road along with the five identified 'reasonable alternative sites' are unlikely to achieve the housing target of 150 alone.

Preparatory work and evidence gathering for the new Local Plan is expected to be completed by October 2026, with a Visioning and Strategy consultation scheduled for March 2026.

**Constraints** - The site is located in Flood Zone 1. A Landscape and Visual Report has previously been prepared and is appended to representations.

**5 Year Housing Land Supply** - The Council published a document in December 2024 which stated 3.09 years against the revised standard method.

**Planning Representations** – Detailed planning representations were submitted in 2024 to the Draft Herefordshire Local Plan (Regulation 18) Consultation (2024). The wider site is assessed under site reference P122-K18 in the draft HELAA. Representations were also made by TT Planning in 2020. Copies are available in the information pack. A SHLAA assessment for the land edged in Red is awaited from the LPA.

**Potential Phase 1 Scheme** - It is expected that the Site could support a small-scale development of 10–15 dwellings.

## Legal / Access

An established access to the land is provided from the main road. A right of way reserved to the subject land via the Surgery site may be permitted subject to further legal confirmation and review of the title.

## Terms

The site is available for promotion via an Option or Promotion agreement and parties are invited to submit terms as follows:

- Type of agreement
- Percentage - discount/share of proceeds
- Premium payment(s) to landowner
- Term (s) of agreement/Longstop
- Any deductible costs and cost caps
- Minimum price per gross acre
- Planning strategy
- Confirmation of payment of landowner's professional fees (agent & legal)

Consideration may also be given to Freehold offers - subject to overage. Offers should be received by Bruton Knowles by Noon on **Thursday 24<sup>th</sup> July 2025** via email to William Matthews – [william.matthews@brutonknowles.co.uk](mailto:william.matthews@brutonknowles.co.uk)

## Viewing & Further Information

Viewings are strictly by prior appointment only with Bruton Knowles. **Subject to Contract – May 2025**

# Strategic Land

Land at, Kingon, Herefordshire, HR5 3EA – Extending up to 20.5 Acres (8.3 ha)



## Contact:

**William Matthews BSc (Hons) MRICS**

Senior Associate

**T:** 07841 920434

**E:** [William.matthews@brutonknowles.co.uk](mailto:William.matthews@brutonknowles.co.uk)

## Gloucester office:

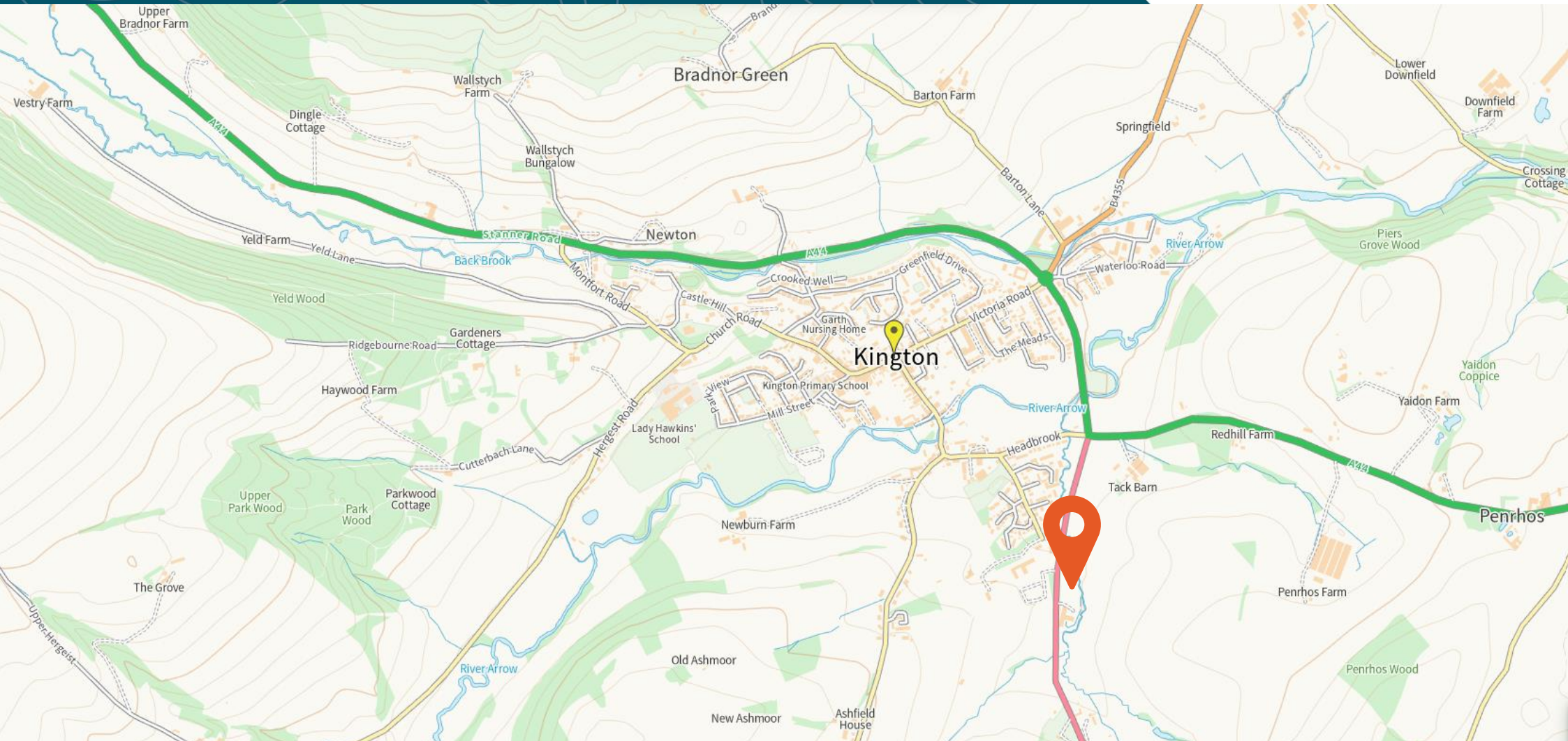
Olympus House, Olympus Park, Quedgeley,  
Gloucester, GL2 4NF

**T:** 01452 880000





# Location



**Regulatory** Customer Due Diligence Checks - The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended) require us to conduct due diligence checks upon all purchasers. When an offer has been accepted, the prospective purchaser(s) will need to provide, as a minimum, proof of identity and registered address; if the purchaser is a company or other legal entity, then any person owning more than 25% must provide the same. These documents must either be handled and copied by a Bruton Knowles employee, or certified copies be provided.

**Disclaimer** Bruton Knowles Chartered Surveyors are not authorised to make or give any representations or warranties in relation to the property. Bruton Knowles assumes no responsibility for any statement that may be made in these particulars. The particulars do not form part of any offer or contract and must not be relied upon as statements of fact. The text, photographs, measurements and any plans are for guidance only. Bruton Knowles have not tested any services, equipment or facilities. Purchasers or lessees must satisfy themselves by inspection or otherwise.

Bruton Knowles Limited registered in England and Wales with registered number 12481998. Registered Office Olympus House, Olympus Park, Quedgeley, Gloucester GL2 4NF



For Option or Promotion Agreement

[brutonknowles.co.uk](http://brutonknowles.co.uk)