

SWDP 54: Blackmore Park

- A. 5.1ha of land at Blackmore Park, as identified on the Policies Map, is allocated for B1, B2 and B8 employment uses.**
- B. Development should take full account of landscape issues and recognise the value of the existing woodland to the south.**

Reasoned Justification

1. There are a number of important employment sites within Malvern, with a particular concentration on technology and research at the Malvern Hills Science Park and the Malvern Technology Centre (QinetiQ). The South Worcestershire Employment Land Review (2011) identified the need for further employment land allocations within Malvern to facilitate the area's economic prosperity and job creation throughout the plan period.
2. Blackmore Park is an existing employment site and currently has permission for expansion for employment uses. It is a brownfield site located within 2.4 km of Malvern town centre and the landowners continue to promote and improve it for employment uses. It is proposed through the SWDP that the site is extended onto adjacent land that is part residual brownfield land and part greenfield land.
3. Access to the site and its infrastructure has been substantially improved in recent years. Planning permission was granted for approximately 84,000 square metres of mixed use business space and a 1,800 square metres high-technology workspace unit has now been completed.
4. The Employment Land Review supported the need for an additional 4.5ha of employment land at Blackmore Park. The area to the west of the current employment site that includes some of the existing (brownfield) elements of Blackmore Park. The allocation of 5.1 hectares for employment uses reflects physical features on the ground and establishes logical boundaries to the allocation and provides an important additional location for general employment uses.
5. It is considered that allocating further land for employment uses at this location will help to boost Malvern's employment offer through providing space for local companies. The area may also accommodate other B2 employment uses that would not be appropriately located on the high technology sector land at Malvern Technology Park.
6. The site is located near to the Malvern Hills Area of Outstanding Natural Beauty and landscape issues will be of particular importance. In particular, the edge of any new development will be controlled, to maintain the gap between Blackmore Park and the Three Counties Showground and protect Langdale Wood, an important Special Wildlife Site to the south.