

SWDP 53: Malvern Technology Centre (QinetiQ)

- A. Within the area identified on the Policies Map (26ha), a sustainable mixed-use development of 15.4ha (as identified as Area A on the Diagram for SWDP53 below) will be provided, including:**
- i. At least 4.5ha of B1(b) (or associated uses) employment land.**
 - ii. Provision of approximately 300 dwellings, of which up to 40% will be affordable housing in accordance with the requirements of policy SWDP 15.**
 - iii. Public open space and recreational facilities including children’s play facilities and informal open space, linking to green corridors, such as the common land to the south.**
 - iv. Proposals for the development of this site will address:**
 - **vehicular access to the site through existing residential areas;**
 - **existing congestion in the vicinity of the current site entrances; and**
 - **segregation of employment and housing land uses.**
- B. The remaining 10.6ha (as identified as Area B on the Diagram for SWDP53 below) will be safeguarded for B1 use class and associated development.**

Reasoned Justification

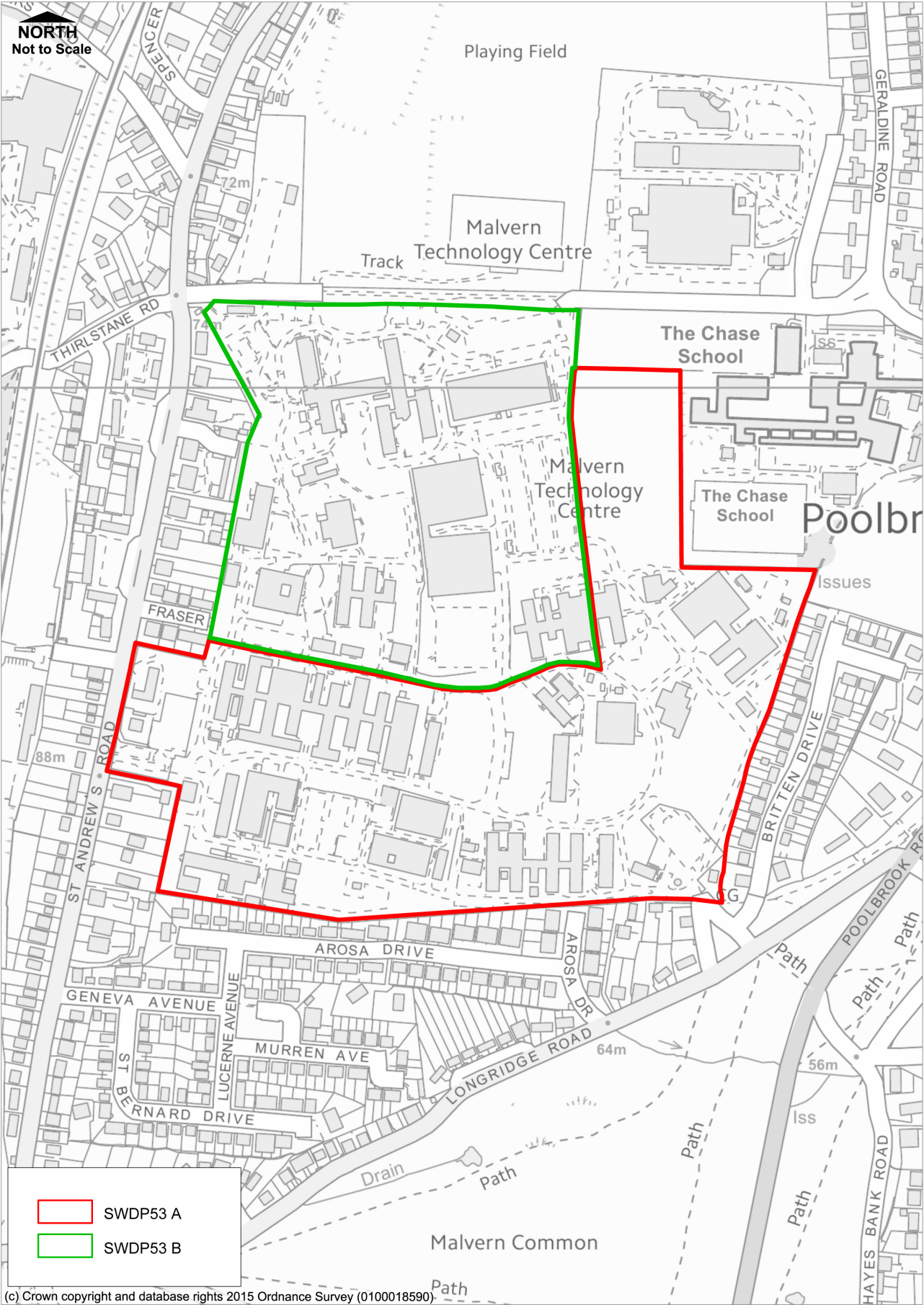
1. The site at Malvern Technology Centre (QinetiQ) is critical in terms of anchoring high technology industry at Malvern to meet the economic vision for south Worcestershire.
2. Land at the Malvern Technology Centre (QinetiQ) was allocated in the former Malvern Hills Local Plan for B1(b) use. The site is under-utilised, in part due to out-of-date premises that are occupied at a relatively low density. It is considered that these could yield greater job densities, thus helping to deliver greater economic prosperity on a smaller area of land and releasing part of the current site for additional employment uses and housing. The site owners have been pursuing a masterplan in order to rationalise the site.
3. To the north of the Malvern Technology Centre (QinetiQ) is the Malvern Hills Science Park, the potential and continued success of which is important to Malvern’s future. The limited space available for future expansion and growth and the need to provide longer-term capacity for new incubator space and grow-on capacity for existing companies seeking to develop their own purpose-built accommodation means that the land needs to be safeguarded for future business use. The partner authorities consider that

comprehensive consideration of proposals to rationalise the existing Malvern Technology Centre (QinetiQ) site, release surplus land for mixed use development and build on the success of the Malvern Hills Science Park offers a real opportunity to promote a Malvern innovation and technology park in association with the mixed use allocation and enable a comprehensive approach to future access and servicing arrangements to be adopted.

4. The allocation will be considered within the context of the adjacent areas, including the Malvern Hills Science Park to the north. Consideration should be given to enhancing access and connections between the two sites and rationalizing vehicular movements in the area.
5. That part of the allocation to which SWDP53 A relates (as identified on the Diagram for SWDP53 below) will be limited to B1(b) development and associated uses. It is anticipated that it will accommodate “grow on” space for businesses emerging from the adjacent Malvern Hills Science Park, or will provide land for new investment into the area from high technology businesses that complement the work of Malvern Technology Centre (QinetiQ) or the Science Park. It is crucial, therefore, that future development at the site continues to promote inward investment as a necessary part of the research and development focus for south Worcestershire.
6. The site will deliver a new sustainable community within the existing built-up area of Malvern. The development will also deliver the following through the redevelopment of part of the existing Malvern Technology Centre (QinetiQ) employment site:
 - a. 4.5ha of B1(b) employment land.
 - b. Approximately 300 dwellings, based on a mix of housing types.
 - c. Public transport and walking / cycling infrastructure.
 - d. Public Open Space.
7. Objectives and context:
 - a. The continued success of Malvern Hills Science Park in fostering and developing innovation and technology-based companies needs to be recognised and opportunities provided for those businesses to remain in the area and to grow and expand their premises. Additional employment land, mainly based on high technology industry associated with the existing Malvern Technology Centre (QinetiQ) site and Malvern Hills Science Park, needs to be safeguarded. This will be necessary to promote economic prosperity and bolster Malvern’s role within south Worcestershire as a location for high quality, high technology employment. The redevelopment of the proposed employment areas should also enhance potential for the sharing of facilities and facilitate improved pedestrian movement between this area and the Science Park to create a broader-based innovation campus.
 - b. To provide a highly sustainable brownfield site, allowing for more efficient use of the existing Malvern Technology Centre site and providing a mixed-use development that enables people to live near local services and community facilities in Barnards Green and Great Malvern town centre.

- c. Given the relatively constrained nature of the site within a primarily residential area, a comprehensive approach to the redevelopment of the new and retained employment site is required to consider the associated access and traffic issues, in order to minimise any adverse impact from future developments.
- d. To provide sustainable transport choices for walking and cycling to access nearby local facilities such as schools, health facilities and shops. Public transport to and from the site serves Great Malvern and Malvern Link stations as well as the surrounding urban area. A network of footpaths from the site allows access to the existing built up part of Malvern.
- e. To provide a development that is constructed to high design and energy efficiency standards.

Diagram 3 - SWDP 53 Malvern Technology Centre (QinetiQ)



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