



## South Worcestershire Hotel Study - introduction

In 2009, Malvern Hills and Wychavon District Councils together with Worcester City Council, Visit Worcester and Advantage West Midlands jointly commissioned a study to consider the potential for hotel development in South Worcestershire. We are aware that there is significant demand from local businesses and visitors for additional bed spaces in South Worcestershire and so consultants were commissioned to take a broad look at the locations for new hotels and the type of outlet most likely to thrive.

As part of a wide ranging approach to hotel provision, the brief included appraisals on a comprehensive range of sites for either information or comparison. We stress that the appraisals within the report reflect the opinion of the consultants; these views are neither endorsed nor objected to by the three councils.

The report is very much a snapshot in time. The work took place in summer 2009, and there have been developments since, for instance the Tudor House Hotel, featured in the site appraisals, experienced a fire in early 2010. The Foley Arms Hotel in Malvern closed in early 2010. Planning permission has since been granted on the Worcester County Cricket Club site. Anyone reading the report is advised to check for the latest position on the sites, including the details of any permissions, with the contacts named below.

In the course of consulting with land owners/agents on the inclusion of site appraisals, other sites were presented by interested parties for inclusion. This is not possible because of the 'snapshot' nature of the report. However, the additional sites are listed here, with no endorsement or objection from the three District Councils or Visit Worcester. The sites are:

- Land adjacent to Worcester Rugby Club north of Junction 6 of the M5
- Land south of the A449 and bordered by the Worcester to Birmingham Canal to the north east of Junction 6 of the M5
- Land to the west of Rushwick golf course bordered by Hams Way, Bransford Road and Laugherne Brook
- Land at Rose Farm, Guarlford Road, Malvern

This hotel study is published on the South Worcestershire Joint Core Strategy website, as background evidence that will have a bearing on potential hotel site allocations that will form part of the Site Allocations and Policies Development Plan Document.

For further information on the report, please contact one of the people named below. Ideally, please contact the person based in the same local authority area as your interest.

Malvern Hills District Council: Simon Smith, 01684 862199  
Wychavon District Council: Chris Brooks, 01386 565343  
Worcester City Council: Linda Allen, 01905 722536

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