

# Shrub Hill Quarter in Worcester

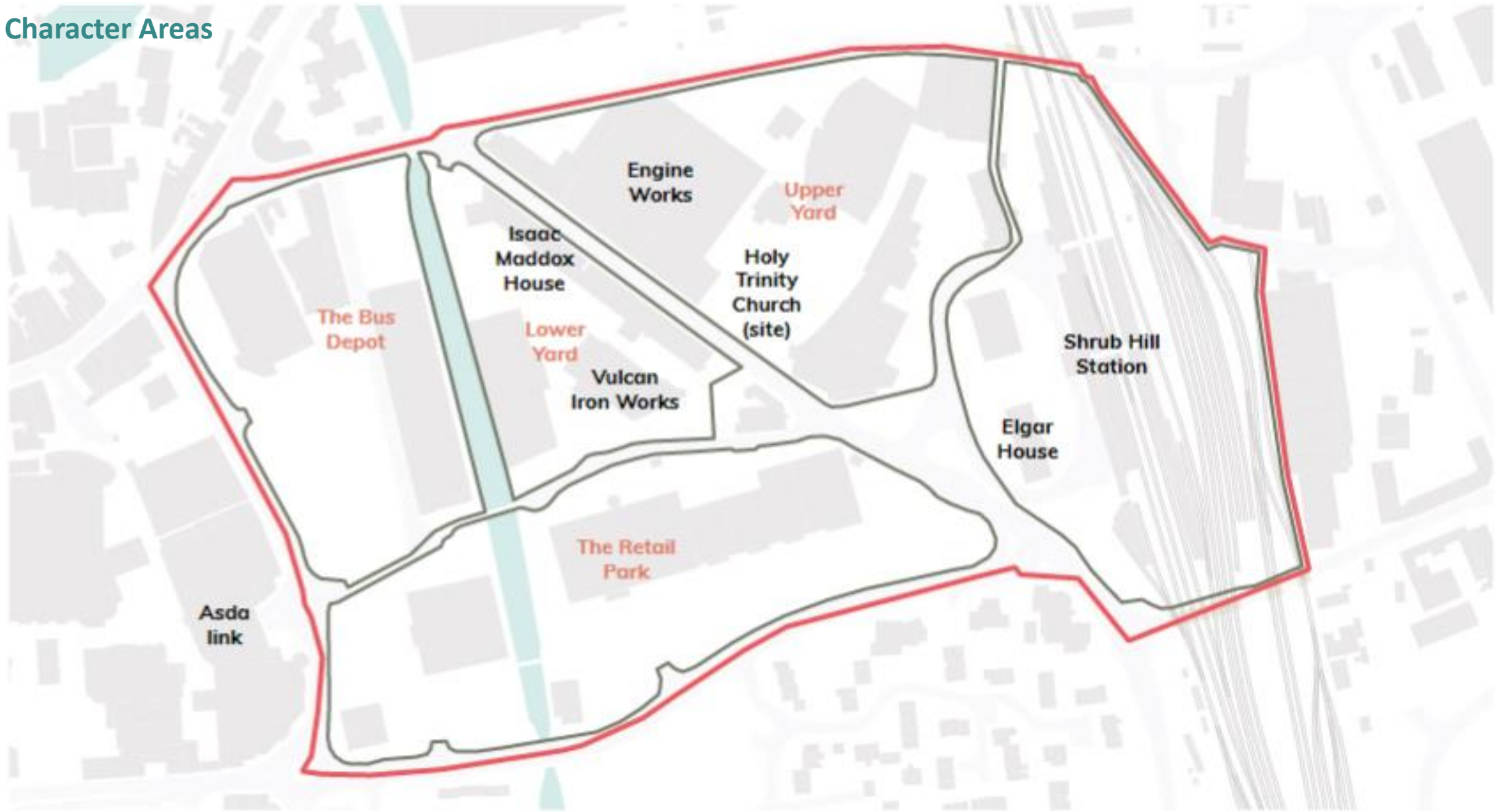
Presentation to WLEP Board  
November 2022

# THE SHRUB HILL QUARTER in WORCESTER



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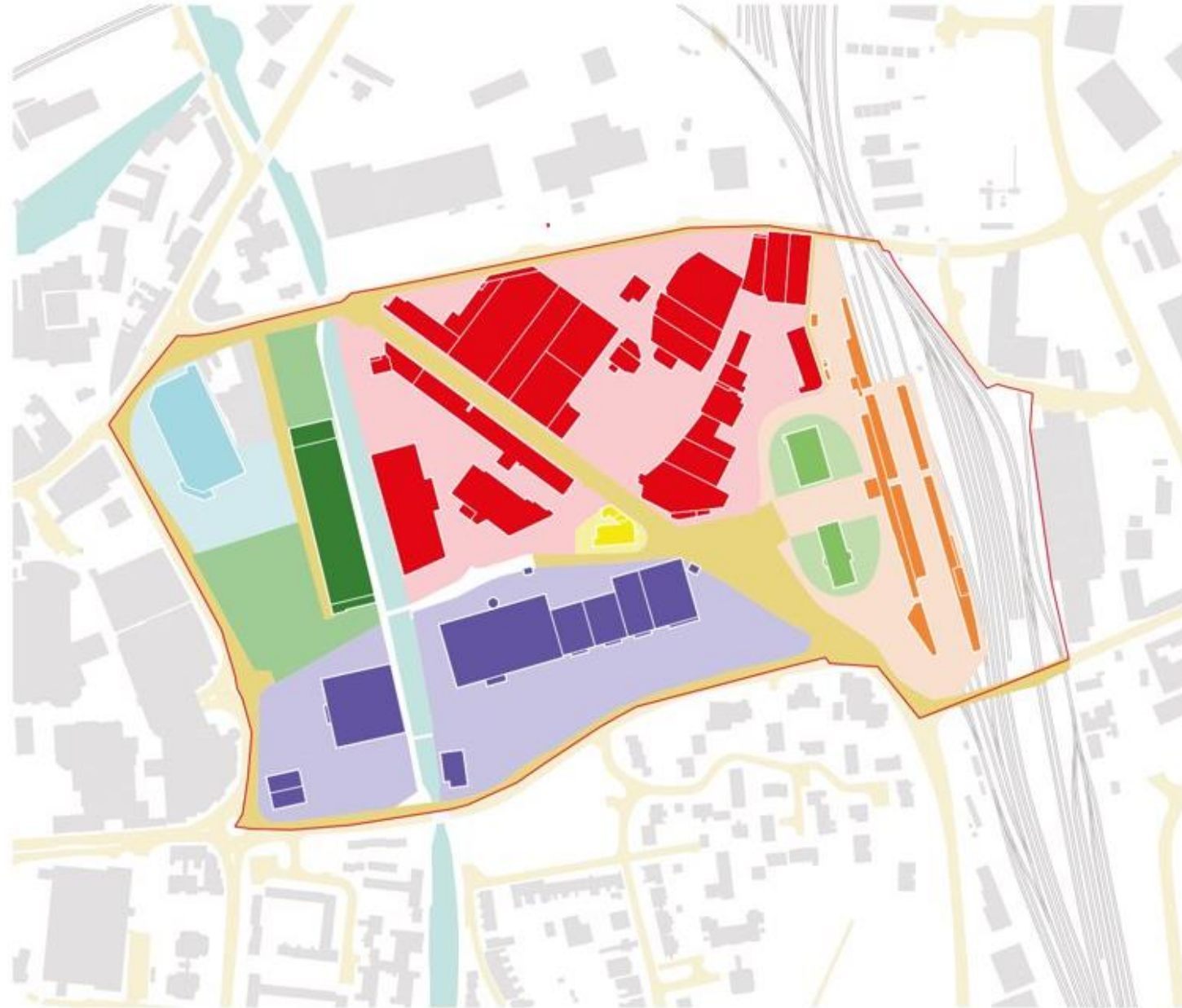
## Character Areas



# THE SHRUB HILL QUARTER in WORCESTER

## Site ownership

A large part of the site is in public ownership (shown in red on the map) which is beneficial for masterplan development and the immediate activation of the site.



# THE SHRUB HILL QUARTER in WORCESTER

Shrub Hill Quarter plans



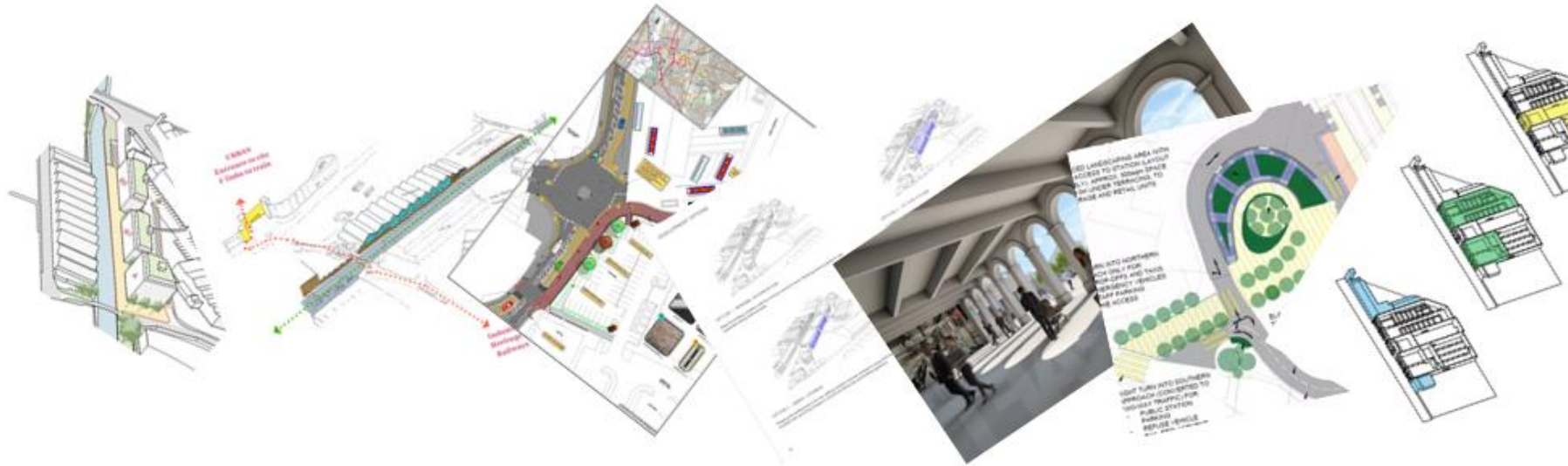
2021

2022

2023

GBF Grant secured

Project feasibilities and business cases

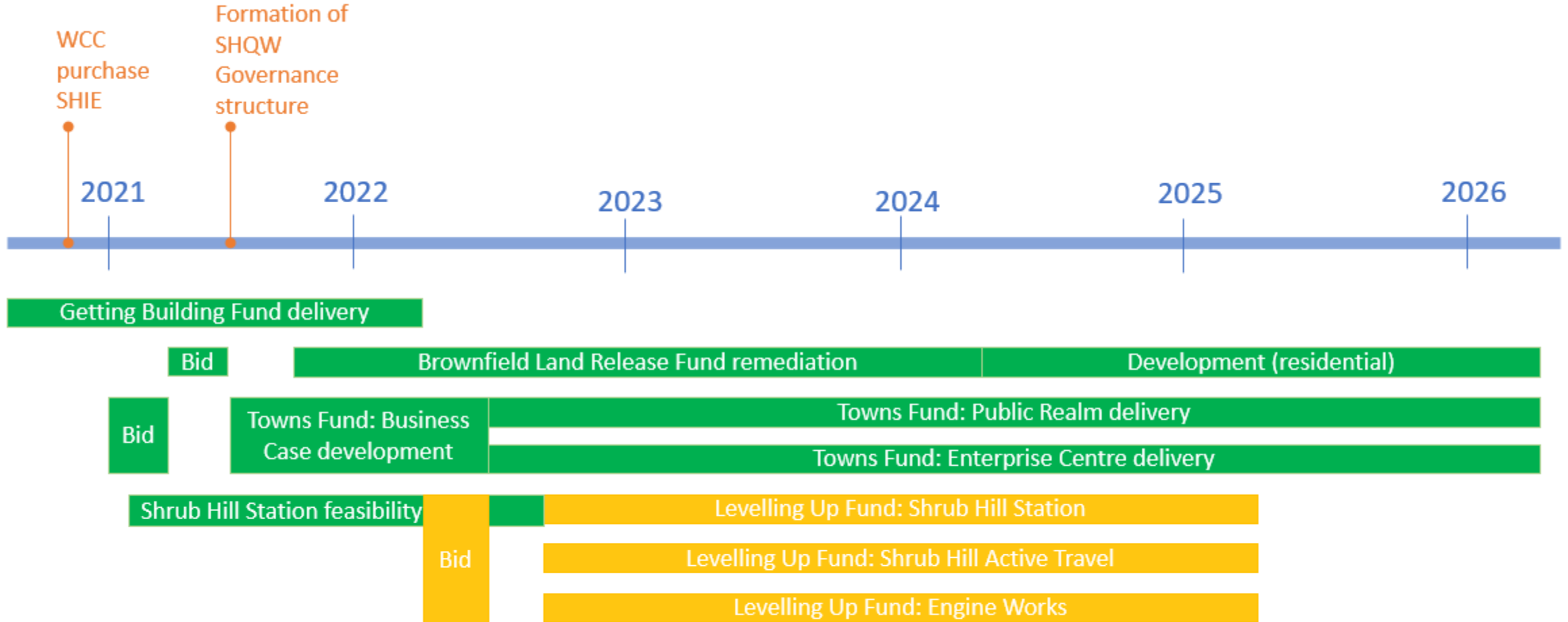


POLICY AND RESOURCES COMMITTEE

SUPPLEMENTARY AGENDA

Date: Tuesday, 24th May, 2022  
Time: 7.00 pm  
Venue: The Guildhall

## Shrub Hill Quarter Worcester timeline



# THE SHRUB HILL QUARTER in WORCESTER

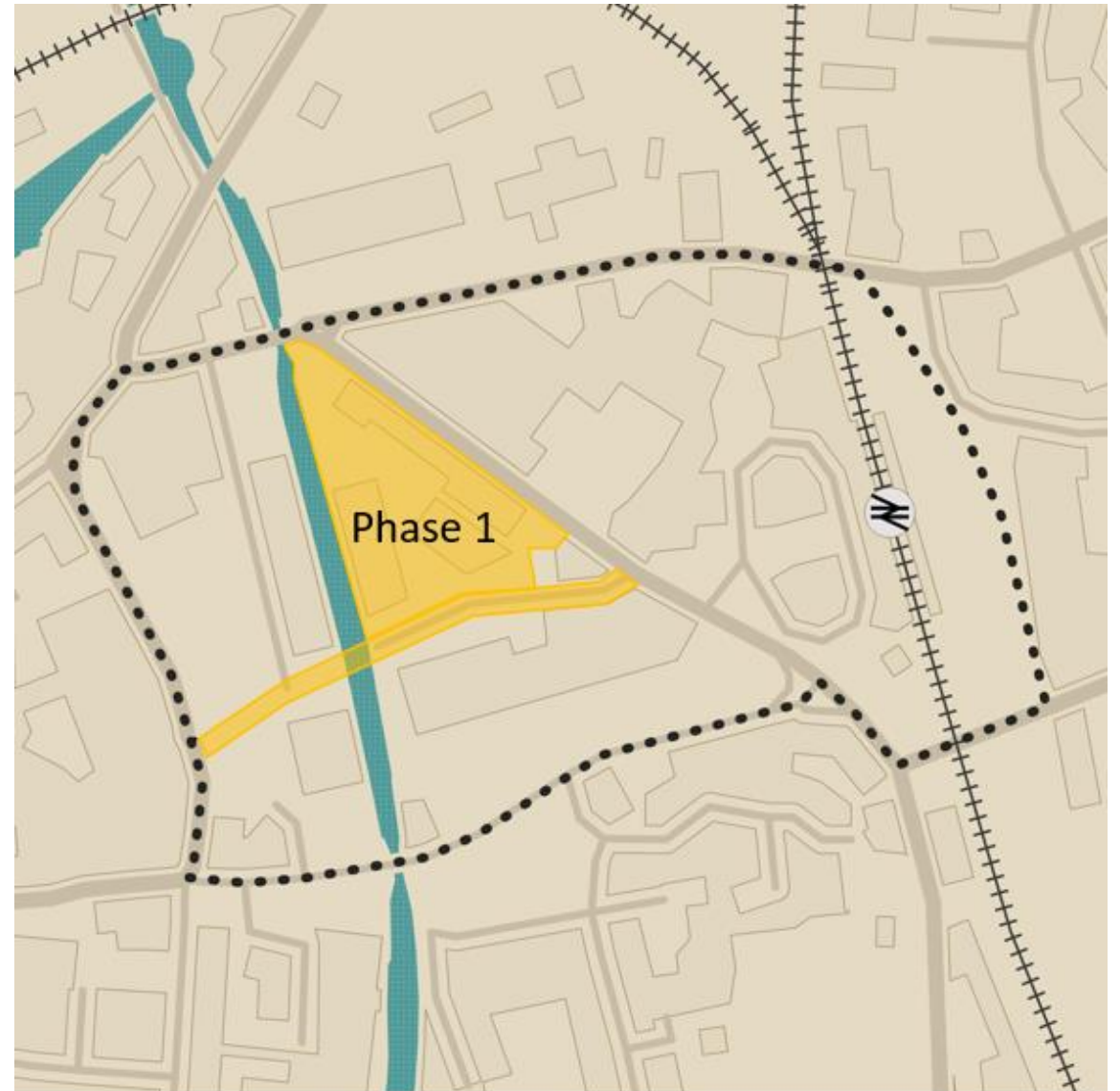
Funding Source	Scope	Bidding Authority	Bid Value	Funding Secured/ announcement expected	Time Constraints
Getting Building Fund	Business Case development and Land Acquisition	WCC	£850,000	Yes	31/03/2022
Brownfield Land Release Fund	Unit 16 - demolition and remediation and land released for residential development (76 units)	WCC	£985,000	Yes	31/03/2024
Towns Fund	i) Enterprise Centre (IMH) ii) Public Realm (Pheasant St to Shrub Hill Road)	WoCC	£10,000,000	Yes	31/03/2026
<b>TOTAL SECURED FUNDING</b>			<b>£11,835,000</b>		
Levelling Up Fund (Round 2)	Transport Bid: Shrub Hill Station Phase 1; Active Travel to Kempsey and Powick	WCC	£20,000,000	Autumn 2022	31/03/2026
Levelling Up Fund (Round 2)	culture/ regeneration bid: SHIE Engine Works	WoCC	£8,000,000	Autumn 2022	31/03/2026
<b>TOTAL BIDS IN PROGRESS/AWAITING OUTCOME</b>			<b>£28,000,000</b>		

## Phase 1

Phase 1 of Shrub Hill Quarter regeneration initially focuses on the main heritage assets on the Lower Yard and creating the new public realm link.

This is broken down into the following project proposals:

- a) **public realm** to provide a new connection between the Shrub Hill Railway Station and the city centre funded through the City Council's Towns Fund grant.
- b) **Residential development** alongside the canal supported by the BLRF grant
- c) Redevelopment of **Isaac Maddox House** supported by Worcester City's Towns Fund grant
- d) Associated **public realm** within and around the above projects
- e) Modest provision for **parking** will also be created to support the commercial and residential developments.





## Request for additional WLEP investment via Project Development Fund

- Getting Building Funding (GBF) investment from WLEP supported the development of a Blueprint for the Shrub Hill Quarter.
- The Blueprint builds on the public sector preparatory work to unlock the potential of the Shrub Hill Quarter. It is intended to progress the discussion on the future regeneration of the Quarter and its wider role in the city and the region.
- The vision for Shrub Hill is as Worcester's exemplary mixed-use urban Quarter. The Quarter will be a well-connected extension of the City Centre and will be endowed with excellent links at the local, regional and national levels. It will be a celebration of the City's great industrial and entrepreneurial spirit, and home to an exciting mix of makers, professionals and creative industries. Employment and leisure uses will complement new homes, all set around a re-energised water's edge along the canal.
- The intention is for this initial capacity study and visioning exercise for Shrub Hill to be followed by a stakeholder consultation process on the emerging ideas for Shrub Hill Quarter regeneration.
- The Project Team are seeking further WLEP investment via this bid to the Project Development Fund. The ask is for £35k and this funding will support the development of further market and public engagement on the Quarter based on the outcome of the work funded to date, and, subject to Worcester City Council, approval the development of a Supplementary Planning Document (SPD).