

# Shrub Hill Quarter

A Blueprint for Regeneration in Worcester

## Shrub Hill Today

Located in the heart of Worcester City Centre and covering an area of c.14 hectares, the Shrub Hill Quarter in Worcester is a long-undervalued area with significant untapped potential. Worcestershire County Council, Worcester City Council, and the Worcestershire LEP have been working together to start to unlock long-term opportunities.

Proposed train service enhancements could stimulate a step change in patronage with direct, regular and fast services to the key economies of London, Oxford, Thames Valley and Bristol. The new rail-based connectivity specific to Shrub Hill is forecast to generate £40.75m of new Gross Value Added (GVA) p.a. and will stimulate the creation of a high-quality, fully accessible railway station that will act as a vibrant and modern gateway into the City.

Due to its size, location, and strategic connectivity, Shrub Hill is a regionally significant regeneration opportunity which has the potential to underpin the long-term vitality, growth, and identity of Worcester as a place to both live and work.



**With transformed national connectivity, inspiring heritage and high quality spaces, Shrub Hill will evolve as a vibrant new neighbourhood for Worcester.**

**It will be a home in the city for new, high quality employment and enterprise and a desirable and inclusive place to live, work and spend time.**

**Supporting our wider investment and growth aspirations for Worcester and Worcestershire, Shrub Hill will become established as an exemplar for successful and inspiring public sector driven urban renewal and investment.**



An illustrative Vision showing a potential layout for Shrub Hill which celebrates the area's local character, industrial heritage and natural assets.

Preliminary studies suggest that in the next 20 years, the area could provide:

-  Up to 5,000 jobs
-  500+ homes
-  A new gateway to Worcester city centre
-  2 hectares of new public space



The vision is built around three ambitions, to be progressed in tandem. These are underpinned by 3 technical studies: the Shrub Hill Spatial Blueprint (by AR Urbanism), the Shrub Hill Economic Strategy Principles and the Shrub Hill Rail Station Masterplan.

**Ambition 1: Shrub Hill will be known as a high quality and distinctive neighbourhood, with new residents, new employment and new leisure activities.**

**Ambition 2: Shrub Hill will establish a diverse and productive economy, catalysing the growth of the city's future economy.**

**Ambition 3: Shrub Hill will transform its connections within Worcester and beyond, with the station establishing the new neighbourhood's gateway character.**

Delivering these ambitions requires long term commitment and adaptation to future changes. Significant momentum has already been achieved with acquisition of much of the site and leveraging of government funding. Building on this, future progress on the vision will be made:

**2027:** Shrub Hill is a new and recognised identity, with an exciting placemaking programme with transformed public realm, a growing enterprise community and enhanced rail connectivity.

**2032:** Shrub Hill is established as an attractive new neighbourhood within the City, with a new residential and business community and transformed national rail connectivity.

**2042:** Shrub Hill is home to a dynamic business mix and an integrated residential community. The area is renowned as a successful example of urban renewal.



Birdseye view of Shrub Hill Quarter regeneration looking north-east from above St Martin's Gate Car Park