



ainscough strategic land

ainscoughstrategicland.co.uk
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Wheelton Road, Farington, Lancashire

Project Status: Completed

Acres: 15

Number of units: 471

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[NAME], senior land manager for [NAME]

THE SITE

A 15 acre brownfield site in the popular town of Leyland, which sits just to the south of Preston.

Leyland benefits from outstanding motorway connectivity, located near the junction of the M6 and M61 motorways, as well as the M65. An established manufacturing centre, the town also offers outstanding commuting to all the main towns and cities of Lancashire, including Blackburn, Bolton, Manchester and Liverpool.

Leyland grew rapidly during a planned expansion of Central Lancashire during the 1980s and early nineties and enjoys excellent schools and public services.

THE OPPORTUNITY

The site was originally granted planning consent for 471 dwellings just before the crash in 2008 and, as a result, the planning permission was never implemented and subsequently expired.

A further application for 468 houses was submitted in 2012, with planning permission granted in August 2013.

The size of the consent meant that it made strategic sense to divide the site in two, with the first plot for 237 homes sold to Taylor Wimpey in 2013.

The second phase of the site was sold to Rowland Homes in 2018, marking the conclusion of a very successful process.

OUR
COMMITMENT
TO YOU:

An **expert** planning team
A **straightforward** approach
The **best market value** for your land



SALE AND MARKETING

Phase One of the scheme was marketed by Jones Lang Lasalle, who undertook a comprehensive programme of activities to engage major housebuilders. The Phase Two disposal was marketed and managed internally here at ASL.

The market had recovered considerably by the time Phase Two was available and there was much stronger interest as a consequence. The successful sales progress of the first phase development gave prospective purchasers considerable confidence.

THE LEGACY

The development delivered a significant legacy for the local area, including:

- New affordable homes in line with council policy
- Off-site highways and schools contributions
- Upgraded footpath links
- The remediation and regeneration of a dirty brownfield site that was blighting a pleasant suburban neighbourhood

WHY AINSCOUGH STRATEGIC LAND?

All **planning work is done** at our own cost and risk
We have a **proven track record** of success
Ainscough only gets **paid when your land is sold**

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