


**ainscough strategic land**

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# North of Campden Road, Shipston on Stour

**Project Status:** Completed

**Acres:** 23

**Scheme composition:** 143

“In all of my dealings with Ainscough Strategic Land, I have found them to be extremely diligent and driven to get results quickly. Rachael and the ASL team are professional, straight forward people with excellent attention to detail. The opportunities I have worked on with ASL have all been successfully promoted through the planning process and have been offered to the market with a robust suite of technical information, enabling maximum land value to be achieved.”

*Richard Roberts MRICS,  
Director – Residential Development,  
Jones Lang LaSalle Limited*

## THE SITE

An attractive site to west of Shipston, in between the settlement boundary and the Norgren factory which had been derelict and subject to a recent residential consent. A promotion agreement was signed with the landowner in January 2009.

## THE OPPORTUNITY

We identified a need for mixed use development and promoted the site through the emerging local plan. When national planning policy changed and created an opportunity to promote the land for residential use, we submitted a further application to twin track with the mixed-use scheme.

The consent was judicially reviewed due to a technical issue with the inspector’s wording of the planning consent, which would have set an unhelpful precedent for the NHS. Although the NHS took no issue with our scheme on a site-specific bases, it was important for them to argue their case from a wider perspective, and this debate took a considerable amount of time to get resolved between the NHS Trust, the council and in planning inspectorate. Once this was finally concluded we had two consents which were free from challenge and could be taken to market.

<p><b>OUR COMMITMENT TO YOU:</b></p>	<p>An <b>expert</b> planning team  A <b>straightforward</b> approach  The <b>best market value</b> for your land</p>
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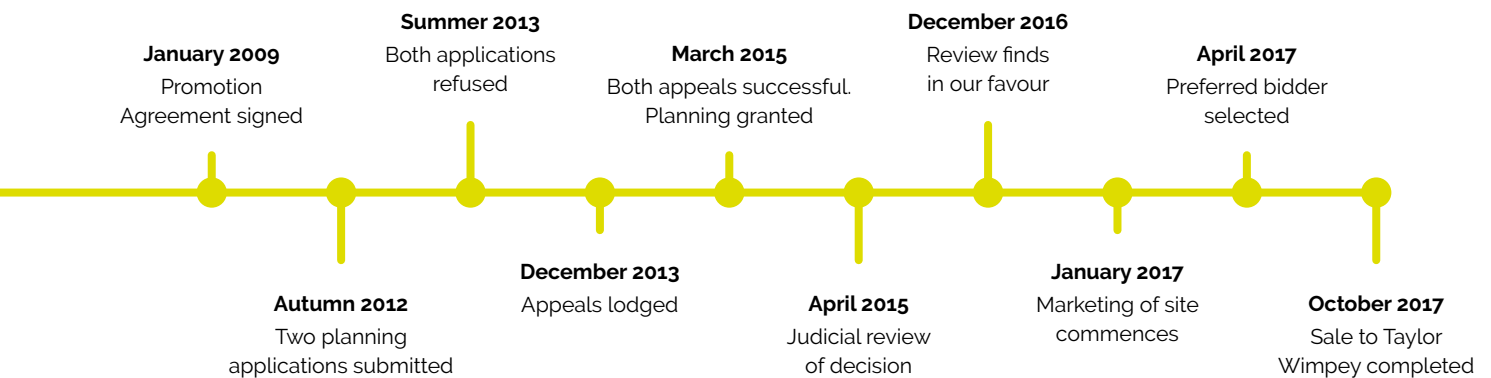


## THE LEGACY

The scheme provided onsite policy-compliant affordable housing delivery, substantial open space for play and recreation, financial contributions for health care, primary schools, extra care services, and local footpath upgrades.

## SALE AND MARKETING

We marketed the two consented schemes to see what would drive maximum value and it was clear that the purely residential scheme was most valuable and so we sold the site unconditionally to Taylor Wimpey in October 2017. The same company had also bought the southern land in January 2017. Richard Roberts of JLL acted on the land sale.



### 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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