



ainscough strategic land

[ainscoughstrategicland.co.uk](http://ainscoughstrategicland.co.uk)  
[enquiries@ainscoughstrategicland.co.uk](mailto:enquiries@ainscoughstrategicland.co.uk)

## Gloucester Road, Thornbury

**Project Status:** Completed

**Acres:** 17

**Number of units:** 130

"UK agriculture in the 21st century is diversifying as traditional farming continues to be a challenge. Land development (if applicable) is obviously an option. I had been bamboozled for nearly 20 years from various developers offering tempting opportunities. An introduction to Ainscough by a leading surveyor friend of mine was a marriage in waiting. We were immediately speaking the same language and importantly, we both had a community consciousness. I have found Ainscough to be forthright, honourable and efficient. We all want business satisfaction, but the real key is that Ainscough understands trust and integrity."

*John Cullimore,  
land owner at Thornbury*

### THE SITE

An attractive site to the north of Thornbury, sitting between a consented but not then built-out Linden Homes scheme and an allocated and consented Bloor scheme which was under construction. A promotion agreement was signed in September 2015.

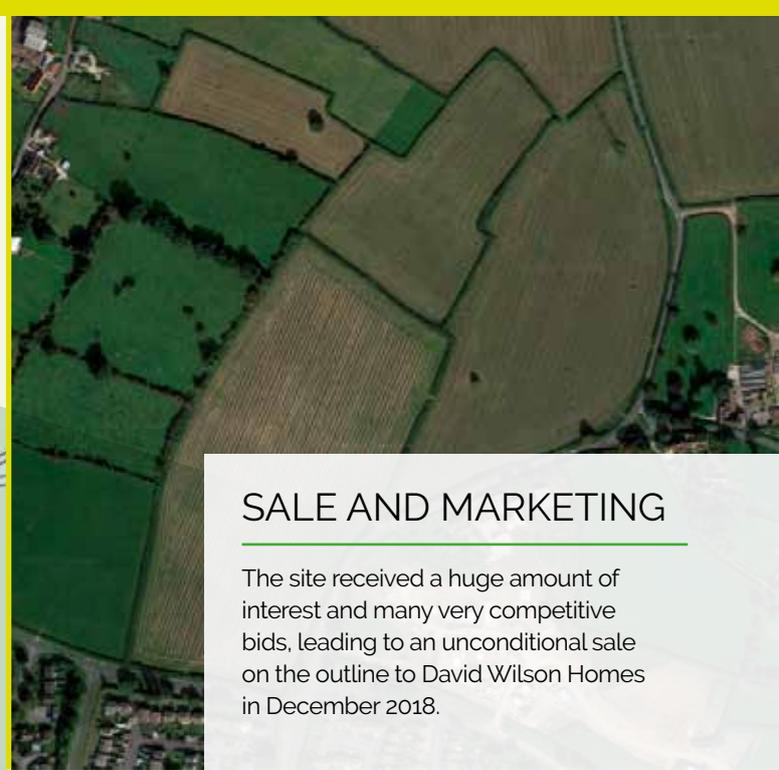
### THE OPPORTUNITY

The site wasn't allocated in the adopted local plan but sat neatly between two new developments so could be described as an 'infill' development that would round off the entrance into Thornbury. South Gloucestershire Council was not able to demonstrate a 5-year housing land supply, so we progressed straight to a planning application.

With lots of local consultation and political engagement we obtained a committee approval for 130 houses. Local opponents then threatened to have the consent judicially reviewed so we spent time working with the council to iron out some technical issues related to how the council had drafted its original committee report. We then took the scheme back to committee for councillors to consider again with an amended committee report, securing a second approval which then proceeded free from legal challenge.

OUR  
COMMITMENT  
TO YOU:

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



## SALE AND MARKETING

The site received a huge amount of interest and many very competitive bids, leading to an unconditional sale on the outline to David Wilson Homes in December 2018.

## THE LEGACY

We designed the masterplan to ensure there was sufficient standoff to the landowner's retained farmhouse so as not to compromise the rural feel of the house, as well as ensuring a high quality design for the scheme as it was the landowner's desire for the development to be an attractive addition to Thornbury. We were able to achieve this and satisfy the landowner's requirements without significantly impacting on the overall value of the scheme.

The scheme also provided the following key benefits:

- 130 new homes, including 46 affordable homes, in line with council policy
- Local allotments
- A new footpath link and pedestrian crossing point on Morton Way
- A new footpath link and pedestrian crossing point on Butt Lane
- Road improvements

- A contribution of circa £180,000 towards transport improvements on the A38
- A contribution of more than £300,000 for outdoor sports
- Provision of nearly five times the recommended amount of public open space
- Provision of 40% more play space than the council's policy requirement
- CIL contributions of approximately £800,000 for the council to spend on supporting local infrastructure

**September 2015**

Promotion Agreement signed

**August 2017**

Committee approval granted

**May 2018**

New committee report submitted

**September 2018**

Marketing commenced

**December 2018**

Site sold unconditionally to David Wilson Homes

**April 2016**

Planning application submitted

**September 2017**

Approval paused for re-examination of committee report

**June 2018**

Second approval granted, free from challenge

**October 2018**

Preferred bidder selected

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**

[ainscoughstrategicland.co.uk](http://ainscoughstrategicland.co.uk)  
[enquiries@ainscoughstrategicland.co.uk](mailto:enquiries@ainscoughstrategicland.co.uk)