



ainscough strategic land

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

## Mile Bank Road, Whitchurch, Shropshire

**Project Status:** Completed

**Acres:** 14

**Number of units:** 68

"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 Paul 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

A 14 acre site on the edge of the picturesque Georgian market town of Whitchurch in the Welsh Marches.

The town enjoys excellent connectivity by road to Chester and Liverpool to the north, Stoke-on-Trent and the Potteries to the east and Shrewsbury and the West Midlands southeast along the A41. The town's railway station provides regular services to Manchester, Birmingham and Cardiff.

### THE OPPORTUNITY

This was a derelict brownfield site encouraging anti-social behaviour in an otherwise quiet and stable area. Moreover, Shropshire was suffering from a housing shortage and so it made the site a natural choice for change of use to housing.

ASL obtained pre-application advice as to the development potential of the site in December 2012 before carrying out consultation with local stakeholders in summer of the following year. Following this, an outline planning application was submitted for residential development in August 2013 before being approved at committee in January 2014.

OUR  
COMMITMENT  
TO YOU:

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



## SALE AND MARKETING

The sale of this site proved tricky due to a combination of local market conditions and challenges posed by the site's levels and ground conditions. Together, they made the site unviable and Homes England bought it unconditionally to regenerate it so that much-needed new homes were provided in the town.

## THE LEGACY

Given the site's challenges, the legacy was a very positive one for Whitchurch:

- 13% of homes built were classed as 'affordable'
- A problematic brownfield site blighting the town was regenerated
- Much-needed new homes for Shropshire, which was struggling to meet its targets
- £1m in community infrastructure levy payments and new homes bonus for the council to invest in new local infrastructure
- New open space and upgrades to public footpaths
- Important new highway junction improvements

**October 2012**  
Site purchased

**January 2014**  
Resolution to approve

**March 2017**  
Successful site sale

**August 2013**  
Planning app submitted

**December 2014**  
Planning Decision

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)