




**ainscough strategic land**

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# Blunsdon Hill, Blunsdon, Wiltshire

**Project Status:** Completed

**Acres:** 10

**Number of units:** 100

“This was a very satisfying deal that demonstrated our ability to work within the planning system to deliver maximum value for the landowner despite a seemingly-impossible starting point: the non-allocation of the site in the adopted local plan and lack of support from the council.

The skills of our team and their knowledge and persuasiveness made for a compelling case which won us the planning appeal. Our understanding of the marketing process delivered a speedy conclusion which allowed the landowner to re-invest the funds into his core business.”

*Rachael Ainscough,  
Chief Executive,  
Ainscough Strategic Land*

## THE SITE

A 10 acre site in the commuter village of Blunsdon on the northern edge of Swindon. The land was formerly part of the amenity space of the Blunsdon House Hotel, owned by our landowner.

The 9 hole pitch and put golf facility was under-used and becoming a financial drain to the hotel, so the purpose of this scheme was to raise funds to reinvest into the hotel business. A promotion agreement was entered into in January 2017.

The land was designated as open countryside in the adopted local plan, although our view was that the site made a logical and sustainable extension to the village, not least due to a recent appeal decision on an adjacent site, which would provide further open market and affordable homes in an authority that desperately needed them.

## THE OPPORTUNITY

Although Swindon had an adopted local plan, we knew from our Wroughton appeal that it was out of date due to the absence of a five-year housing land supply. Further housing land was therefore still required.

Upon entering into a promotion agreement we immediately commenced the preparation of a planning application, ensuring that a full and robust suite of supporting documentation was ready for submission to the local authority within five months.

Through the application process a number of reasonable concerns raised by the council were addressed by our team, most importantly the access arrangements. The council eventually clarified its intention to refuse the application and did so via a delegated decision in November 2017.

We believed in the validity of our planning case and the soundness of our application and so an appeal was lodged in December 2017 with a four-day inquiry set for July 2018. It ran longer than scheduled and we had to sit for a further two days in September 2018. The outcome of the appeal was positive and the council's decision was overturned and outline planning consent granted for up to 100 residential units one month later, in October 2018, without further challenge.

**OUR  
COMMITMENT  
TO YOU:**

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



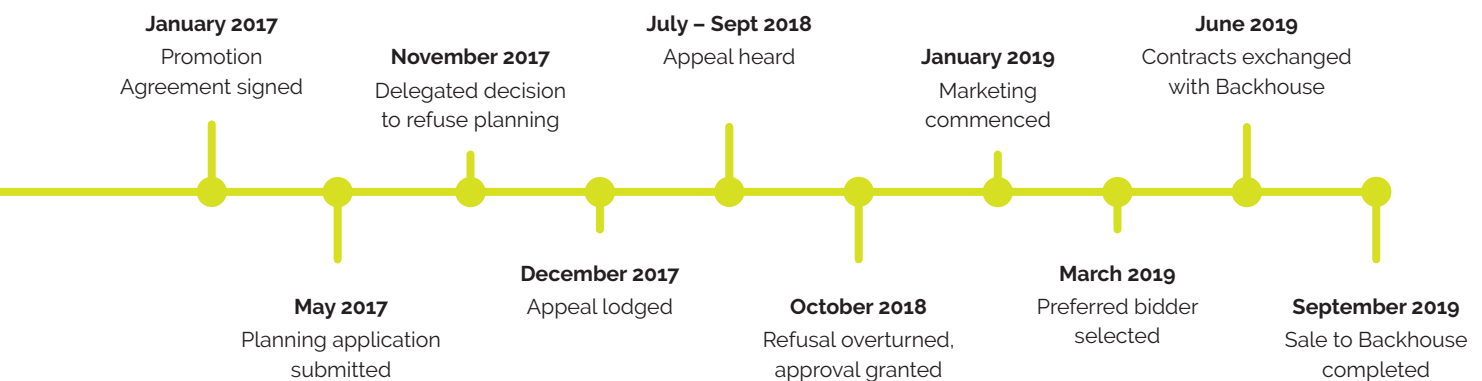
## THE LEGACY

The scheme provided the following key benefits:

- Substantial funds for reinvestment into the family's hotel business;
- Up to 100 new homes, including 30 Affordable Homes – which is in line with the Council's policy requirement;
- A contribution of £51,715 towards outdoor offsite- sports facilities;
- Over and above the policy requirement of Public Open Space; and
- CIL contributions of approximately £550,000 for the Council to spend on supporting local infrastructure.

## SALE AND MARKETING

Marketing of the consented land began in January 2019, with a preferred bidder selected in March. Contracts were exchanged with Backhouse on an unconditional sale in June, with a deferred completion in September 2019. Avison Young Bristol acted as sole agent on this 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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