



ainscough strategic land

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

## High Street, Carlton, North Yorkshire

**Project Status:** Completed

**Acres:** 16

**Number of units:** 133

"We are thrilled to have worked alongside the team at Ainscough Strategic Land to secure a development of 133 high-quality homes for families in Carlton, North Yorkshire.

We aim to build on the success of our Manor Farm development in nearby Snaith by addressing the housing shortage on a local scale, and hope that our partnership with Ainscough will continue to help local people get a foot onto or up the property ladder."

*Traci Moore,  
Senior Land Manager  
for Harron Homes*

### THE SITE

The site offered a logical greenfield extension to an existing village, as well a logical follow-on from ASL's neighbouring site which it had successfully promoted through to a sale to Barratt Homes.

### THE OPPORTUNITY

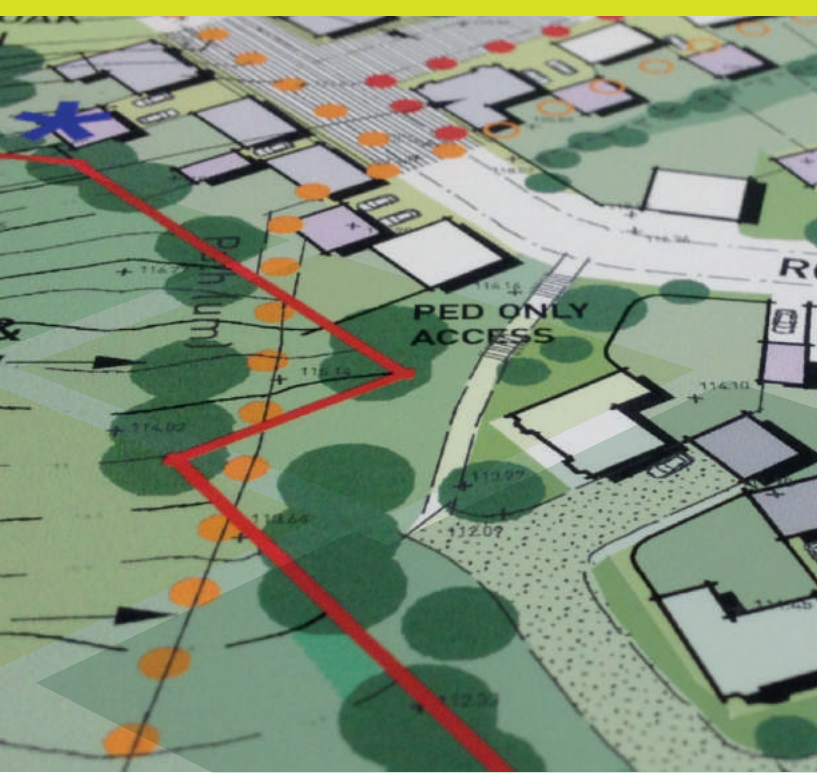
ASL successfully won its appeal on the neighbouring site in Carlton which demonstrated that Selby had no 5-year housing land supply and were therefore in clear need of new homes. We were able to show that this site was sustainably located and would offer a sensible extension to Carlton now that our other scheme had been granted permission.

Full public consultations with stakeholders were held prior to the planning submission and a series of Section 106 and affordable homes conditions were agreed for the benefit of local people.

OUR  
COMMITMENT  
TO YOU:

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





## SALE AND MARKETING

There was significant competitive interest for the site amongst house-builders, with Harron Homes ultimately chosen as preferred bidder.

Carlton is a relatively quiet, though well-located, rural area from where residents commute via the excellent road network to a number of towns and cities.

Our strategy was to allow the other consented ASL site to sell prior to taking this to market in order to prove the appeal of the village as a place to live and demonstrate a strong number of unit sales.

As a result there was keen interest amongst housebuilders which enabled us to enhance the market value of the site considerably for the land-owner. We negotiated a strong subject-to-planning agreement and sold the site to Harron Homes in September 2019 following receipt of their Reserved Matters consents.

The landowner was delighted with the way the process was handled, given the importance of his relationship with his neighbours and fellow villagers. He was particularly pleased with the quality of houses brought forward by Harron Homes.

## THE LEGACY

The legacy of a well-handled process and a high quality scheme has left an enduring positive impact on the community. Benefits included:

- Much-needed new homes in this popular village
- Affordable housing
- New open space for local residents and improved footpath links



### 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)