



ainscough strategic land

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Warrington Road, Cuddington

Project Status: Completed

Acres: 17

Number of units: 156

“This project is a great demonstration of how our team will go the extra mile to add value. Not only did we negotiate a tricky planning environment and execute an extensive marketing campaign to drive best value, we also undertook the factory demolition ourselves, as this was deemed as a risk to the purchaser, and thus could have had a detrimental impact on the land value. We used our construction background to oversee the demolition project, keeping costs to a minimum and allowing us to then sell on the land at the very best price.”

*Rachael Ainscough,
Chief Executive,
Ainscough Strategic Land*

THE SITE

Ainscough Strategic Land purchased this 17-acre former Nestlé yoghurt factory in November 2008. The land, located on the northern edge of the attractive Cheshire village of Cuddington, had been vacant since 2007.

At the time of purchase the site was recognised in the Local Plan as an employment allocation within the Green Belt, but it was clear to us that, as a bespoke factory complex, the site had no future use as an employment facility.

THE OPPORTUNITY

Our planning experience and expertise allowed us to spot an opportunity that other developers had missed: the strong development potential of this former industrial brownfield as a prime residential site.

It's likely that other developers were put off by the potential complexities involved in demolishing the old factory buildings. However, with our background in construction, we were confident our team could keep costs to a minimum by overseeing the demolition ourselves.

Within three months of agreeing heads of terms we had acquired the freehold of the site. Our team quickly set to work to establish new planning, design and sustainable development principles. In collaboration with Cheshire West and Chester Council, we prepared a comprehensive development brief which was approved in late 2009.

We were able to submit an outline planning application for 156 houses in September 2010. Planning was approved in February 2011. The final phase of the project was to oversee the demolition of the factory buildings prior to the site's unconditional sale to Taylor Wimpey.

OUR
COMMITMENT
TO YOU:

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



BUILDING A SUSTAINABLE LEGACY

As part of the planning process, we engaged in significant public consultation with the community, local authority and other stakeholder groups to ensure a scheme was developed to suit local preferences and needs.

In addition to 156 high quality new houses, our scheme delivered new landscaped open spaces, wildflower meadows, allotments, a new pedestrian crossing over the A49 and a financial contribution towards local parish facilities. It also provided 47 new affordable homes.

MARKETING AND SALE

The site attracted a huge amount of interest when we brought it to market. We pushed hard with a comprehensive marketing campaign and the result was an unconditional sale of the outline planning permission to Taylor Wimpey. The sale completed following the demolition of the old factory buildings, also undertaken by us. We achieved around 30% above expected market value for the land in a sale that was regarded at the time as one of the best post-recession sales in the North West.

November 2008

Site acquired from Nestlé

November 2009

Development brief approved by Cheshire West & Chester

February 2011

Planning application approved

January 2012

Factory on site is demolished by ASL

January – October 2009

ASL manages creation of development brief

September 2010

Outline planning application submitted

June 2011

Section 106 agreed

September 2012

Sale to Taylor Wimpey completed

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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