



ainscough strategic land

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Hollands Road, Northwich, Cheshire

Project Status: Completed

Acres: 242

Number of units: 227

"We worked in close partnership with Ainscough to negotiate this sensitive scheme through the planning system, and we were delighted to obtain reserved matters approval. We are very much looking forward to delivering a high-quality development in a unique and attractive setting, and we are confident that demand from potential customers will be strong."

*John Webster,
land director at
Bellway North West*

THE SITE

A stunning development opportunity adjacent to the beautiful River Dane to the south east of Northwich town centre. Along with the residential element of the scheme, 100 acres of maintained 'meadowland' have been opened up to existing and new residents to provide a unique and attractive place to live.

Northwich is a thriving mid-Cheshire market town and traditionally the centre of the region's salt mining and associated industries. It enjoys great road and rail accessibility via the M6 and M56 and sits mid-way between Liverpool and Manchester airports.

Set in the Cheshire Plain, it is a popular base for commuters and was voted by the Sunday Times as one of the best places to live in the UK.

THE OPPORTUNITY

The site represented an opportunity to develop a large number of spacious family homes suited to a thriving and accessible town like Northwich. The site was surrounded by a flood plain, within a picturesque river valley, making some aspects of the planning process contentious.

Ainscough successfully navigated a complex and long-winded planning process that included two appeals and three reserved matters submissions before arriving at the final consented development.

The overall process demonstrated our team's resilience and perseverance, sustaining valid arguments in the face of obstacles and hurdles placed in its way.

As part of the process ASL purchases a house fronting the main road to provide a more desirable access to the scheme and significantly enhancing the value of the site. ASL funded and managed the whole process on behalf of the landowner.

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 significant amount of interest and a number of very competitive bids. Bellway Homes was chosen as the preferred bidder and the land was sold to them following receipt of their reserved matters planning consent.

THE LEGACY

The sale included a significant Section 106 financial contribution towards education services of circa £800,000 for the council to invest at its discretion.

The overall development was of a very high quality, negotiated with the council to ensure it contributed positively to Northwich's built environment.

More than 90 acres of meadowland was gifted to the local authority for public use, with new footpaths and play spaces included.

On-site affordable homes were included within the overall scheme.

March 2013
Promotion agreement signed

March 2017
Sale contracts exchanged

May 2018
Reserved Matters refused

May 2019
Sale completed

July 2014
Outline consent granted

June 2017
Reserved Matters lodged

March 2019
Reserved Matters appeal allowed

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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