

South of Campden Road, Shipston on Stour

Project Status: Completed

Acres: 9

Number of units: 95

"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 the ASL team 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 promotion agreement was signed in June 2014. This site was opposite land owned by the same landowner which we were also promoting.

THE OPPORTUNITY

ASL immediately began work to prepare an outline planning application for submission to Stratford upon Avon District Council, to take advantage of the council's housing land supply deficit at that time.

ASL submitted the outline application in September 2014 and began engaging with council officers and members to guide the application through the planning system. Extensive liaison with the local community and stakeholders to understand the needs in the area was undertaken and commitments to provide land for a new medical centre made. As a result, the scheme for 95 units was strongly supported locally and was approved at committee in April 2015.

The complications with the medical centre meant the legal drafting of the S106 agreements were complex and protracted. These negotiations were finally concluded and permission was granted in April 2016.

OUR
COMMITMENT
TO YOU:

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

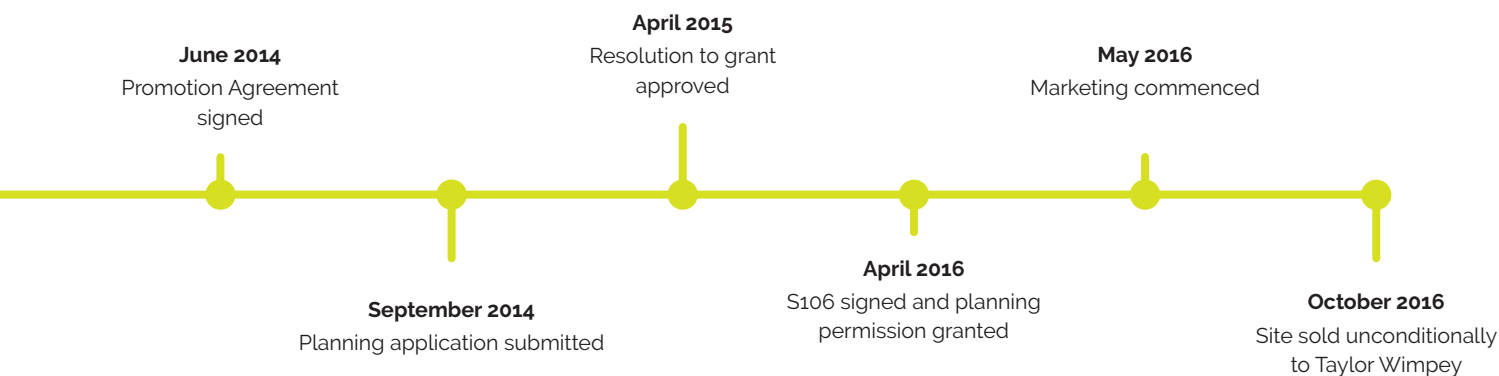


THE LEGACY

As well as policy-compliant affordable housing provision and other typical s106 contributions for improvements to local infrastructure, we also gifted a parcel of land for the local medical centre to build a new surgery as its existing premises was at full capacity and not fit for purpose.

SALE AND MARKETING

The site was marketed for sale and sold unconditionally to Taylor Wimpey in October 2016. Richard Roberts of JLL Birmingham acted on the land 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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