



ainscough strategic land

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## Swindon Road, Wroughton

**Project Status:** Completed

**Acres:** 15

**Number of units:** 100

"The team at Ainscough Strategic Land helped me release the value of a portion of my agricultural land which I was then able to invest into my dairy business.

It was clear that ASL's interests were fully aligned with mine as landowner and they worked diligently to first obtain planning permission and secondly to ensure that the very best value was achieved on the disposal to the housebuilder. I was kept fully briefed throughout the process and felt part of the exciting journey. I couldn't be happier with the service received from such a dedicated team of experts. I have and will continue to recommend Ainscough Strategic Land as the ideal promotion partner for any landowner."

*Nick Gosling,  
land owner at Wroughton*

### THE SITE

Sitting to the north east of the attractive south Swindon village of Wroughton, the land wraps around Berkeley Farm Dairy, owned by our landowners. The purpose of this scheme was to raise funds to reinvest into the dairy business and a promotion agreement was entered into in February 2014.

The land was designated as open countryside in the recently adopted local plan, although it was clear the site could make a logical and sustainable extension to Wroughton and provide much needed new homes for Swindon.

### THE OPPORTUNITY

Although Swindon had a recently adopted Local Plan it was clear that some of their very large strategic allocations were not delivering in line with the plan's projections and that they were therefore not able to demonstrate and 5 year housing land supply. Further land for housing in the short term would therefore be required.

ASL immediately commenced the preparation of a planning application which was submitted in June 2014. With the assistance of its technical consultancy team ASL managed the application to planning committee in November 2014, where members voted in favour of the officer's recommendation to refuse the application, as it was not in accordance with the adopted Local Plan. ASL firmly believed in its planning case and thus subsequently lodged an appeal against the council's decision, which was heard in November 2015.

The outcome of the appeal was positive, the council's decision overturned and outline planning consent granted for up to 100 residential units in January 2016. The council subsequently challenged our consent, as not to do so would mean that the absence of a five-year housing land supply would be confirmed. The high court refused leave to appeal on the grounds that the challenge had no merit and a saleable consent was then secured.

OUR  
COMMITMENT  
TO YOU:

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



## THE LEGACY

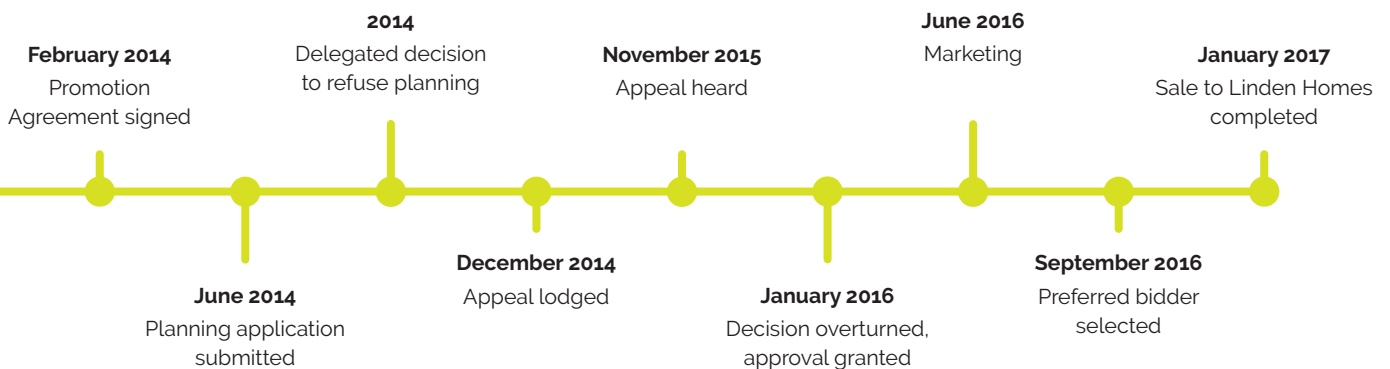
The sale raised very substantial funds for reinvestment into the family's dairy farm and we also delivered a large swathe of open space to the east of the development as a buffer to the adjacent Area of Outstanding Natural Beauty.

The scheme also provided the following key benefits:

- Up to 100 new homes, including 30 affordable homes, in line with council policy;
- £46,200 towards roundabout improvements;
- £44,297.50 towards playing pitches;
- £35,000 to provide a new pedestrian crossing point on Swindon Road;
- £20,790 for off-site open space; and
- CIL contributions of approximately £650,000 for investment in local infrastructure.

## SALE AND MARKETING

The delays caused by the legal challenge resulted in us marketing the land in summer 2016 not long after the Brexit referendum. Despite a slightly nervous market at that time the site's inherent appeal resulted in a large number of highly competitive bids and we successfully concluded an unconditional sale of the land to Linden Homes in Jan 2017. Strutt and Parker Oxford acted as 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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