

ainscough strategic land

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Lotmead Farm, Swindon New East Villages extension

Project Status: Completed

Acres: 365

Number of units: up to 2,500

“ASL acted for our family in the disposal of a significant acreage of strategic land in SW England. Anyone familiar with the planning process will acknowledge the trials of this immensely time consuming, frustrating, and staggeringly expensive process. It proved all three. Nothing of this scale was going to be without ups and downs – but ASL stuck professionally to the goal and delivered an excellent result that required stamina and dedication. These were vital qualities given the circumstances. We chose ASL, in preference to many other contenders, due in part to their independence and business model.

A heartfelt thanks to
the whole team at ASL.”

Client, Lotmead

THE SITE

Part of Swindon Eastern Villages, one of the largest greenfield sustainable urban extensions in the country, our 365-acre parcel was granted planning permission for 2,500 new homes in autumn 2020 along with two new primary schools, local centres, nurseries, and retail and commercial space. The neighbourhoods will also feature 17ha of woodland, ten individual play areas, a 10ha sports hub and pavilion, allotments and an additional 62ha of biodiversity and green space.

THE OPPORTUNITY

The local authority had designated the area as appropriate for an urban extension to the growing Wiltshire town of Swindon. Our opportunity was to design a carefully conceived scheme which was intuitively led by the green infrastructure assets of the site, including hedgerows and grassland. Different proposed character areas were designed providing tailored responses to particular opportunities afforded by each part of the site.

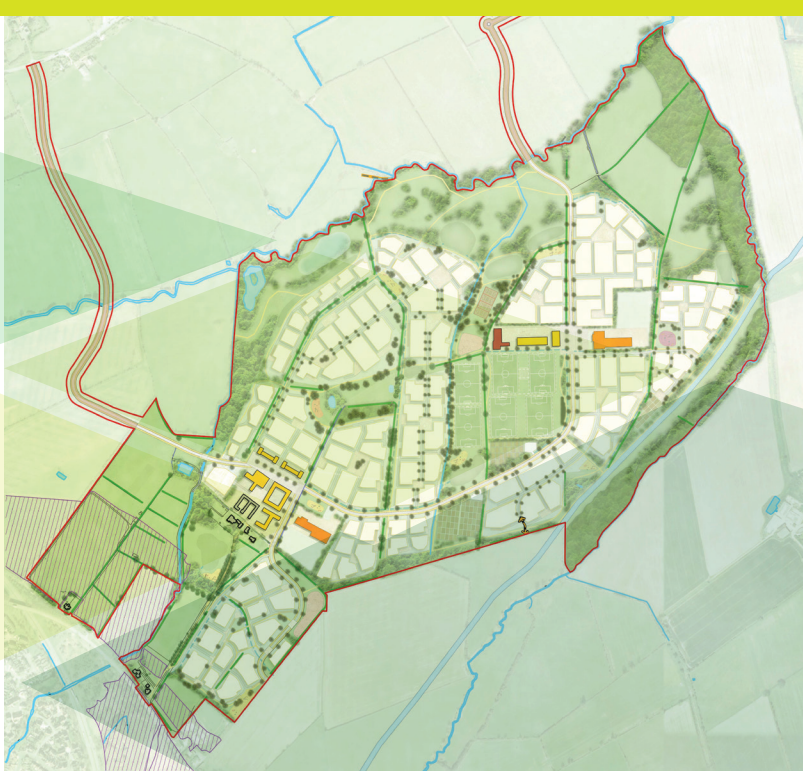
The council's own response to our proposals noted: “The Illustrative Masterplan and accompanying Design & Access Statement set out a strong, legible urban design strategy for the site. The fundamental principles are structured according to a robust relationship between the future development and landscape character and Green Infrastructure of the site”

The provision of clear and attractive pedestrian and cycle routes through the development were key to ensuring easy access to the facilities we are providing. A New Eastern Villages travel plan has been implemented by the council and benefited from our financial contribution. A New South Connector Ring Road is being constructed, providing a crucial link to the A420 and allowing the wider eastern extension of the town to function properly.

We produced an exemplary strategic design code for the proposals to ensure that there was a clear strategy for how this development can be successfully delivered and this has been embraced by the purchasers.

OUR
COMMITMENT
TO YOU:

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



THE LEGACY

The scheme provides the following key benefits:

- A strong and legible design philosophy that will make this one of the country's flagship urban extensions
- Up to 2,500 new homes, of which 500 are affordable including 250 for private rent
- A total contribution of over £50m of S106 contributions, allowing for off site strategic highway upgrades, bus service provision, park and ride, local traffic calming works and education facilities including nursery, primary and secondary provision
- Over and above the policy requirement of Public Open Space, with 17ha of woodland, ten play areas, allotments and 62ha of biodiversity and green space
- Creation of true mixed use sustainable and linked communities providing a full range of housing and incorporating local centre retail, commercial and community space set within ample formal and informal greenspace

SALE AND MARKETING

Marketing of the consented land began in June 2021, with a preferred bidder selected in the autumn and the sale concluded early December 2021. The quality of our masterplan, the site's location and the planning consent secured ensured highly competitive bidding amongst major house-builders, such that a number bid to acquire the entire permission in one acquisition. The site was sold in its entirety, unconditionally to a JV consisting of Countryside Properties and Sovereign Housing, making it one of the largest land sales ever in the South West of England.



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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