



ainscough strategic land

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## Station Road, Carlton, North Yorkshire

Project Status: Completed

Acres: 6

Number of units: 75

"We did everything we could to secure a local consent but in the end we had no choice but to resolve the matter through an appeal.

We were sure of our case and we could see the clear benefits of delivering much needed family and affordable housing in a sustainable village location. We put together a comprehensive barrister-led, professional case which clearly demonstrated why permission should be granted. The Inspector agreed and we were able to secure a valuable planning consent for our landowner. We look forward to the site coming forward."

*John Brooks,  
Planning Director,  
Ainscough Strategic Land*

### THE SITE

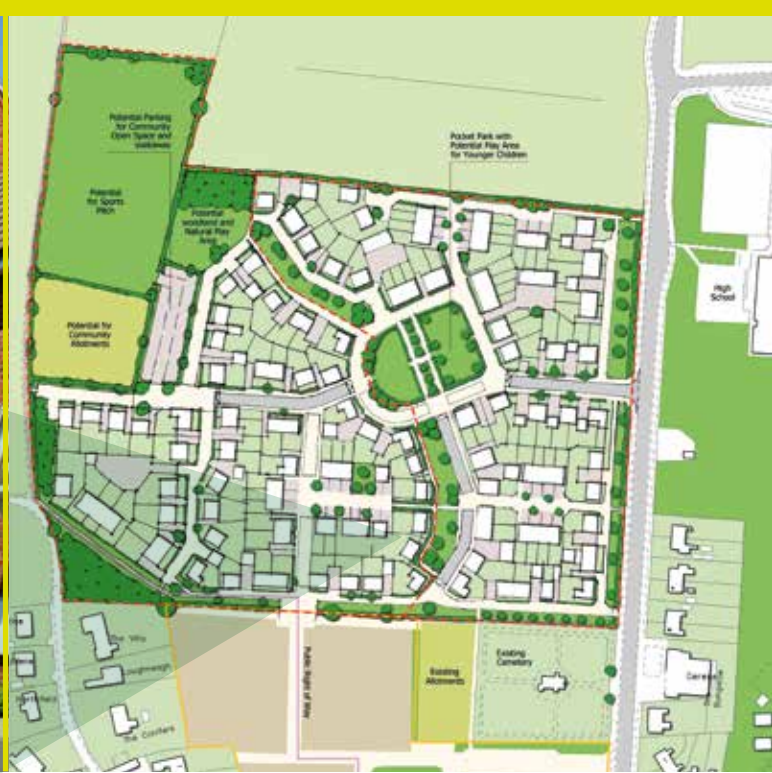
This was a logical greenfield extension to the pretty North Yorkshire commuter village of Carlton, as well as a logical follow-on from ASL's successful promotion and sale of neighbouring site to Harron Homes.

### THE OPPORTUNITY

Selby District Council was in need of more housing but unfortunately, despite the logical and sustainable nature of this site, politically it was not supported. ASL successfully challenged the council's housing land supply and as a result was awarded planning consent at appeal in September 2014.

OUR  
COMMITMENT  
TO YOU:

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



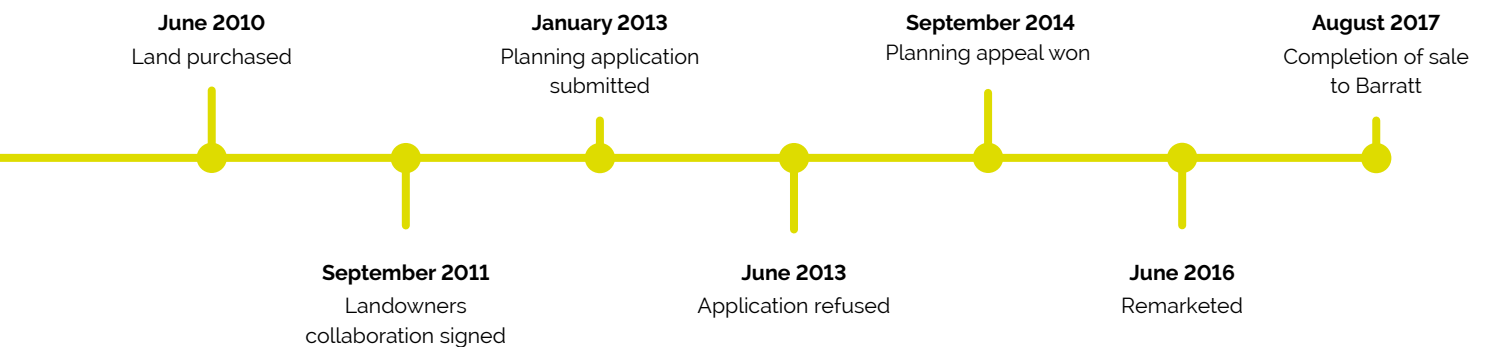
## BUILDING A SUSTAINABLE LEGACY

ASL prepared a full suite of documents and marketed the land for sale in 2015. Unfortunately, at that point in time the housing market was slow to recover in the area, and the bids received were not acceptable to us and our landowner partners. We collectively agreed to hold off on the land sale and remarket the sale once the land market had improved.

In 2016 ASL remarketed the land and values had significantly improved, enabling a sale to Barratt Homes to conclude in 2017.

## SALE AND MARKETING

The scheme has provided much needed new homes for the area, including affordable homes and also provided substantial financial contributions towards education provision and both on-site and off-site recreational open space.



### 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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