



CASE STUDIES

DELIVERING A BESPOKE SERVICE
UNLOCKING MAXIMUM VALUE ON YOUR LAND

We are passionate
about creating
sustainable communities

At Rosconn , we understand that selling your land is potentially a life changing decision and when you embark on this journey and with our experience, **we will be there with you every step of the way.**

Sharnbrook, Bedfordshire Bedford Borough Council 500 Homes	4	Weedon Bec West Northamptonshire Council 47 Homes	22
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A development for up to 500 dwellings, a new primary school and associated retail and community facilities on this 96.9 acre site located to the east of Sharnbrook, Bedfordshire.

The site comprises an existing agricultural holding and following an introduction by the landowner's agent, we exchanged the Promotion Agreement in April 2020. At the time, Bedford Borough Council were preparing a new Local Plan that intended to direct 500 dwellings to the village, albeit the allocation of a specific site or sites to meet the requirement was to be undertaken through the subsequent Sharnbrook Neighbourhood Plan.



Number of Homes:

 **500**

Site Size:

 **96.9 Acres**

Local Authority:

 **Bedford Borough Council**

Purchaser:

 **Bellway Homes**

Difference between highest and lowest bid:

 **25.4%**

Promotion Agreement Exchanged:

 **April 2020**

Neighbourhood Plan 'made'

 **November 2021**

Sale Contracts Exchanged:

 **March 2022**



Rosconn recognised the need to act quickly to raise the profile of the site through both the emerging Local and Neighbourhood Plans, so initiated work immediately to gather a comprehensive evidence base and develop a Concept Masterplan to demonstrate the site's suitability to both the Borough and Parish Councils.

Following adoption of the Bedford Local Plan, Rosconn fully engaged with the Parish Council and other key local stakeholders and through an on-going and collaborative relationship, refined its draft proposals to ensure it fully aligned with local community aspirations. This culminated in the site being allocated within the Draft Neighbourhood Plan to meet the full housing requirement for the village in August 2020, and subsequently retained in the final version of the Plan published in January 2021.

The Neighbourhood Plan Examination took place during the summer with the independent Examiner confirming the Plan, including the proposed allocation, had met the 'basic conditions' test and was able to proceed to referendum, subject to minor modifications.

The referendum took place in October 2021 with 84.4% of the local community voting in favour of making the Neighbourhood Plan. The Sharnbrook Neighbourhood Plan was subsequently formally made by the Borough Council at its Executive meeting on 24th November.

Rosconn carried out extensive pre-application engagement with the Borough Planning and Highway Departments,

alongside public consultation with the local community, in order to develop the Illustrative Masterplan which demonstrates high quality, sustainable, landscape-led development to secure a comprehensive, mixed-use scheme providing a full range of house types and tenures (including up to 150 affordable dwellings) centred around a community hub providing a new primary school, and retail and community floorspace. Extensive new woodland planting will also be provided throughout the site, alongside approximately 35 acres of open space comprising parkland, sports pitches, ecology park, allotments and children's play space. A new roundabout from the A6 will provide direct access to the site, whilst a comprehensive network of pedestrian and cycle routes will connect the development to the nearby village centre.

Rosconn engaged with the landowners and their agent Bletsoes and agreed to market the site to a list of housebuilders. After a competitive marketing process, the successful party chosen to take the project forward was Bellway Homes, whereby an exchange and simultaneous completion of the site sale took place within 7 weeks of their selection as the preferred purchaser of the site. This successful marketing process was made possible by Rosconn's effective promotion of the site, working closely with the local community to achieve a housing allocation for up to 500 homes in the 'made' Neighbourhood Plan alongside preparing an extensive technical package ready for an Outline Planning Application.



A development of 165 dwellings on this 43.8 acre site is located on the northern edge of the town of Bedford, Bedfordshire.

The site comprises arable farmland subdivided into three fields. Having been recommended by a Rosconn customer, the landowner got in touch with Rosconn in March 2018 to discuss the possibility of becoming a development partner for their land.



Number of Homes:  165	
Site Size:  43.8 Acres	Local Authority:  Bedford Borough Council
Purchaser:  Mulberry Homes	Difference between highest and lowest bid:  56.4%
Promotion Agreement Exchanged:  November 2018	Neighbourhood Plan 'made':  March 2019
Planning Permission Granted:  November 2020	Sale Contracts Exchanged:  December 2020
	
	

The site was identified as a proposed allocation for approximately 100 dwellings and an extension to Brickhill Country Park within the emerging Bedford Local Plan 2030. A promotion agreement with the landowner was completed in November 2018 and an Outline Planning Application was submitted on 18th March 2019 to Bedford Borough Council (BBC). This had followed a comprehensive pre-application submission to the Council and early engagement with the local community and key stakeholders in order to demonstrate how a greater quantum of development could be accommodated on the site whilst respecting the landscape constraints of the area. Conversations with BBC continued during the life of the application, and we were ultimately able to satisfy officer's that a scheme for 165 dwellings was appropriate for the location, delivering a substantial increase in the number of homes initially identified on the site by the council.

The application was originally reported to planning committee on 25th November 2019 where members deferred a decision to enable a site visit. However, at the subsequent planning committee on 16th December 2019, members resolved to grant planning permission subject to signing of the Section 106 agreement. The accompanying Planning Agreement secured a range of community benefits including up to 50 much needed affordable homes, a 10-hectare extension to Brickhill Country Park, contributions to improve pedestrian and cycle connectivity and on-site play facilities.



Post achieving a resolution to grant planning permission for 165 houses, Rosconn engaged with the landowners and their agent Fisher German in relation to the marketing strategy. It was agreed that the site would be put to a list of housebuilders, while waiting for the s106 agreement to be signed.

After an extremely competitive marketing process, the successful party was Mulberry Homes. This effective marketing process was accomplished during the early stages of the Covid 19 lockdown.

Due to a combination of resourcing issues at the Borough Council and the global pandemic, significant delays were subsequently experienced in progressing negotiations in respect of the various planning obligations, but the perseverance of Rosconn and its Consultant Team was ultimately rewarded with the planning agreement and decision notice finally being issued in November 2020.



The site consists of a single 20 acre arable field adjoining the Warwickshire village of Long Itchington.

Immediately following exchange of the agreement the Rosconn team began work on an outline planning application for the site, undertaking the various technical survey work, meeting the Parish Council and holding a public consultation event at the adjoining school.



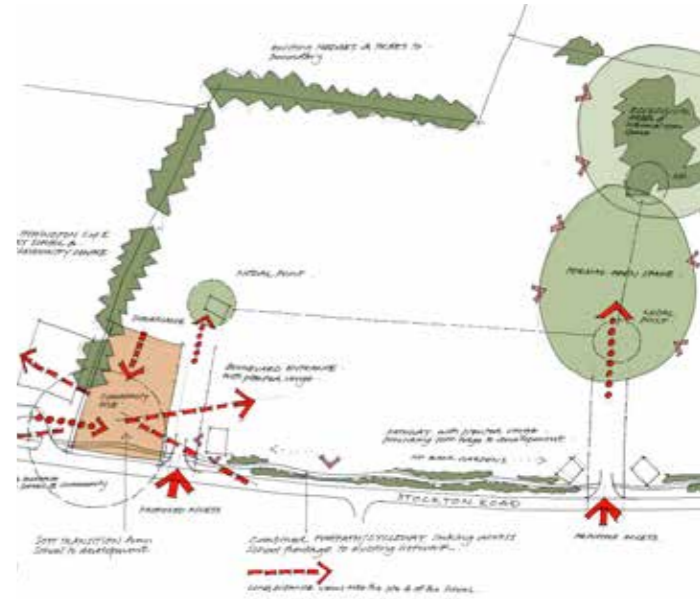
Number of Homes:  150	
Site Size:  20.7 Acres	Local Authority:  Stratford on Avon District Council
Purchaser:  Barratt David Wilson Homes	Difference between highest and lowest bid:  29.3%
Promotion Agreement Exchanged:  September 2013	Planning Application Submitted:  December 2013
Planning Permission Granted:  March 2015	Sale Contracts Exchanged:  August 2015



Central to the planning strategy on this site was the submission of two applications, one for 75 dwellings on part of the site, and 150 on the entirety.

The logic for 75 dwellings with careful nurturing stood a good chance at local level but the site as a whole could take more and there was a closing window of opportunity for when such a scheme would be acceptable in planning terms.

The 150 unit scheme was refused in March 2014 and the appeal was immediately lodged. The 75 unit scheme was granted planning consent by Stratford-on-Avon District Council in October 2014. With consent secured on part of the site, we proceeded to a Public Inquiry for the 150 unit scheme. The Inquiry took place in January 2015 and appeal was allowed in March. Following marketing of the site David Wilson Homes were selected as site purchaser and contracts were swiftly exchanged that August.





A development of 95 homes on this 13.5 acre site is located to the north west of the village of Langford, Bedfordshire.

This broadly rectangular shaped 5.45 hectare site is located to the north west of the village of Langford, Bedfordshire.

Having initially written to the landowners expressing our keen interest in promoting the land for residential development and post subsequent meetings, Rosconn were selected as the preferred land promotion partner in Oct 2017.



Number of Homes:  95	
Site Size:  13.5 Acres	Local Authority:  Central Bedfordshire Council
Purchaser:  Bloor Homes	Difference between highest and lowest bid:  52.4%
Promotion Agreement Exchanged:  June 2018	Planning Application Submitted:  June 2018
Planning Permission Granted:  October 2019	Sale Contracts Exchanged:  July 2020



Rosconn were prepared to progress with an immediate planning application with a view to securing a favourable decision at local level. Simultaneously, it was also prudent to engage in the emerging Local Plan, both by making representations to the Pre-Submission Draft Plan and attending the subsequent Examination with a view to promoting the allocation of the site should additional sites be required.

An Outline planning application for 95 dwellings and associated public open space was submitted to Central Bedfordshire Council on 25th June 2018. Having resolved some technical issues following conversations with the appointed case officer, the application was recommended for approval by officers and first attended Planning Committee in December 2018, where members resolved to defer the application to receive further evidence relating to construction and exploration of an alternative access.

The application was then reconsidered in February 2019 again having been recommended for approval by officers. Frustratingly, the application was refused with members identifying reasons related to the effect on the access and scale of the proposal on the living conditions of residents in Tithe Farm Close, the road where access was being taken.

As such, Rosconn swiftly went to work on preparing a planning appeal, with a Written Representations appeal submitted in March 2019. This appeal was allowed by the Planning Inspector on 7th October 2019. The accompanying planning agreement secured benefits for both the local and wider community including provision of 35% affordable housing and over £1.5 million of financial contributions to local infrastructure such as education provision and healthcare.

The transparent marketing process, in conjunction with the Cambridge Office of Strutt & Parker, resulted in Bloor Homes being selected as the purchaser. The sale was concluded in July 2020, during the early stages of Covid 19's 'New World' which created a high degree of tension and risk aversion in the residential land market. Rosconn persevered and delivered the sale for the landowners, who are delighted with the outcome.





An 8.5 acre agricultural, greenfield site on the edge of the village of Desford, Leicestershire.

Rosconn were recommended to Mr & Mrs Cooper by a planning consultant, Mark Rose of Define, who was advising the landowner. They wanted to work with a company that had experience of engaging with local communities and key local stakeholders. Part of the attraction to the landowner was the highly tenacious team, private ownership and self financing structure.



Number of Homes:  80	
Site Size:  8.55 Acres	Local Authority:  Hinckley and Bosworth Borough Council
Purchaser:  Miller Homes	Difference between highest and lowest bid:  74.4%
Promotion Agreement Exchanged:  May 2018	Planning Application Submitted:  February 2019
Planning Permission Granted:  October 2019	Sale Contracts Exchanged:  November 2019



Following early engagement with Desford Parish Council, the site received support from the Parish Council and the local community as demonstrated by the site's inclusion as an allocation for around 70 units in the draft Pre-Submission version of the Desford Neighbourhood Plan. This reaffirmed to the landowner why they had chosen Rosconn's team to work closely with the local community stakeholders to ensure that the site was delivered successfully.

The decision was made easier for the local community to select our land parcel due to the excellent vision document and design and access statement that was put together by the team at Define. A Rosconn promise is that we only use the best external consultants to complement our talented internal team.

Following a plethora of surveys and reports, an outline planning application for the development of up to 80 dwellings, of which 40% were affordable, and associated works was submitted to Hinckley & Bosworth Council in February 2019. The additional 10 plots over the 70 unit draft allocation in the NDP, demonstrates the added value that Rosconn incessantly strive to deliver.

During the course of the determination of the application, several meetings were held, and correspondence was maintained, with the case officer throughout, via which several technical issues were resolved. This led the case officer to recommend approval of the planning application at planning committee.

The application was originally heard at the 25th June 2019 Planning Committee where members were minded to refuse the application against the officer's recommendation for approval. Although we were shocked, in hindsight it was understandable when taking account of the fact the planning committee were in the main new to the process post local elections. The application was subsequently heard

again at the 23rd July Planning Committee where members granted planning permission subject to the completion of the S106 agreement.

Working positively with the local authority and key local stakeholders was essential, as there were competing sites that could have been selected by the Parish Council and Neighbourhood Plan working party. One such competing site was refused planning and has had to go to planning appeal.

Following our success at planning committee the land parcel was marketed via informal tender to a list of housebuilders, agreed by the landowner and their advisers. The site proved very popular and upon receiving bids, we interviewed the top three parties. Miller Homes were selected as the party that the landowner wanted to proceed with. A simultaneous exchange and completion followed six weeks thereafter. The legal process is rarely straight forward and that is why another Rosconn commitment is to use a solicitor on the sale documentation that not only has the work capacity to deal with the matter in a timely fashion, but also the intellectual dexterity with which to deliver a successful result for our client.

Mr & Mrs Cooper are delighted with their result and can highly recommend the land value maximisation service that Rosconn offers.



A 9.1 acre site, consisting of a former market garden, arable field and residential property in the Leicestershire town of Shepshed.

Rosconn assembled the three parcels which had been in three different ownerships into a single site for a comprehensive residential development.



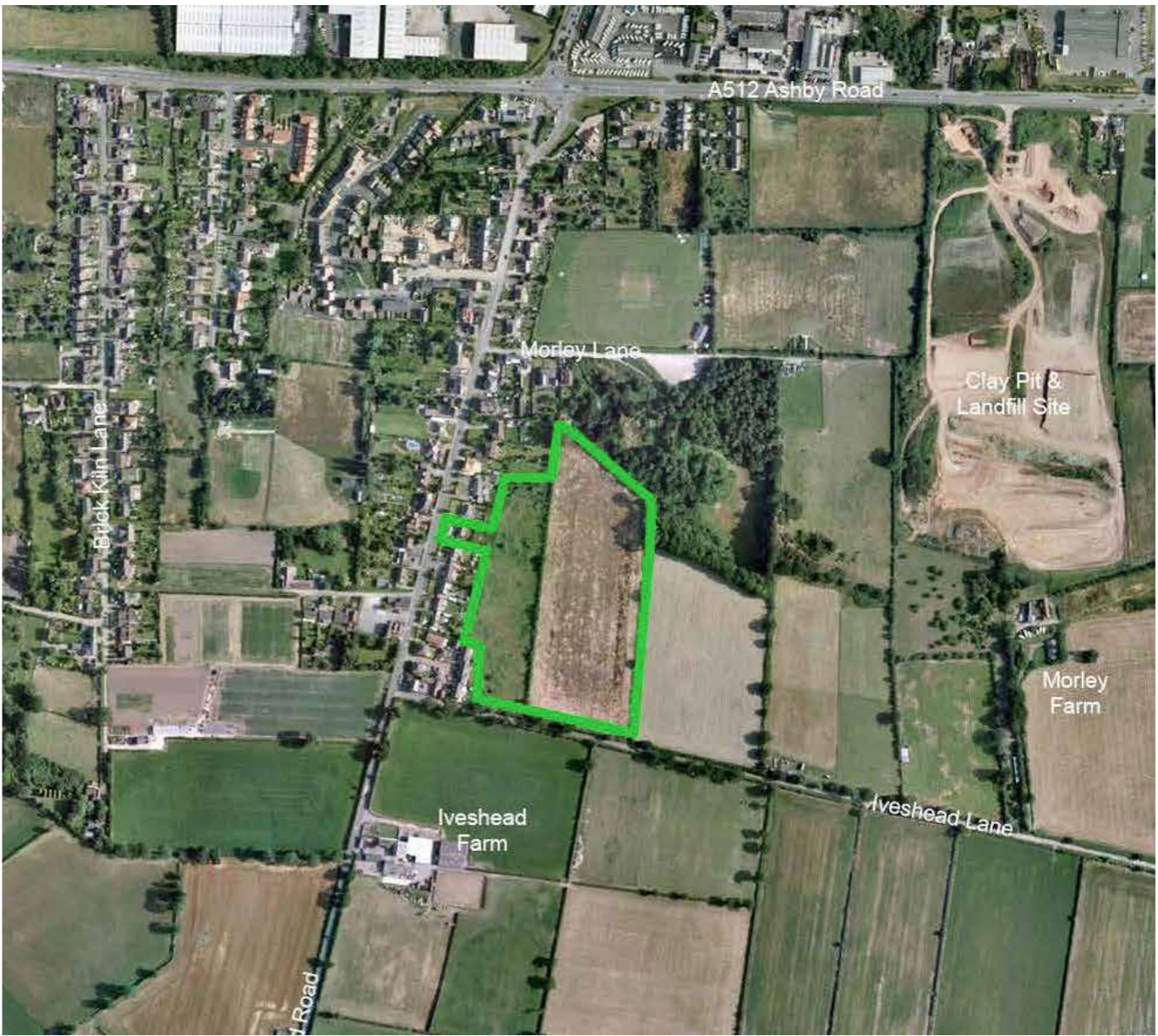
Number of Homes: 77	
Site Size: 9.1 Acres	Local Authority: Charnwood Borough Council
Purchaser: Strata Homes	Difference between highest and lowest bid: 41.2%
Promotion Agreement Exchanged: June 2014	Planning Application Submitted: May 2014
Planning Permission Granted: February 2016	Sale Contracts Exchanged: December 2016



Rosconn submitted an appeal, though the odds were stacked against us with the Local Authority recently having adopted their Local Plan and demonstrating a 5 Year Housing Land Supply.

Undeterred Rosconn assembled a team of industry leading consultants and a top rated barrister to argue our case at a planning inquiry, whilst also initiating a High Court challenge of the District's Local Plan.

The Inquiry was held in December 2015 and the appeal was allowed February 2016. Rosconn then marketed the site and Strata Homes were chosen as the site purchaser, with the site being sold later that year.





The site comprises a 8.18 acre agricultural field located on the eastern edge of the village of Honeybourne, close to a range of local facilities including the village's train station.

Rosconn were selected by the Trustees and their agent Tayler & Fletcher as development partner in view of our local knowledge and proven track record in delivering high quality, sustainable developments that leave a positive legacy. A further key factor was the fact the village had initiated the preparation of a Neighbourhood Development Plan (NDP) and Rosconn were able to demonstrate their vast experience in successfully promoting sites through this process.



Number of Homes:  65	
Site Size:  8.18 Acres	Local Authority:  Wychavon District Council
Purchaser:  Owl Homes	Difference between highest and lowest bid:  64.2%
Promotion Agreement Exchanged:  March 2018	Planning Application Submitted:  June 2020
Planning Permission Granted:  December 2020	Sale Contracts Exchanged:  December 2020



Rosconn's proven track record for working with landowners in a trusted, transparent and innovative way that enables maximisation of land value was also a key consideration for the owners in selecting the most appropriate land promotion partner.

Having entered into a Promotion Agreement with the landowners in Spring 2018, Rosconn immediately engaged with the NDP Group to demonstrate the suitability of the site to help meet the specific housing needs of the local community. An open and on-going dialogue with the local community representatives ensued, supplemented with an iterative approach to the Concept Design to ensure the emerging scheme met local aspirations, backed up by a comprehensive evidence base.

The early engagement with the NDP Group helped establish a positive working relationship and when the various potential sites were presented to the local community, the site was by far the most popular and subsequently selected as the preferred site when the Draft NDP was published in March 2019. Notwithstanding the site's draft allocation, the Draft NDP sought to restrict the scale of development and prevent its delivery until 2024. Whilst it was therefore necessary to formally object to the plan, the planning justification was carefully explained to maintain the site's status in the emerging plan. Whilst the NDP Group ultimately retained their approach in the final draft NDP when it was submitted to Wychavon District Council (WDC), the subsequent independent Examiner agreed with Rosconn, recognising the site's capacity to accommodate a higher level of development and that there were no justifiable reason to delay its delivery.

The Honeybourne NDP, as amended by the Examiner, was subsequently subject to referendum and formally made in April 2020, allowing an Outline Planning Application for up to 65 dwellings (including 40% Affordable) to be submitted in June 2020. Whilst issues regarding highways and drainage were raised during the determination period, these were quickly resolved by Rosconn's experienced technical consultants, enabling the application to be reported to Planning Committee in October where a resolution to grant permission, subject to the completion of a S106 Agreement, was secured. This was progressed rapidly to enable planning permission to be finally issued in December 2020.

Rosconn had agreed with the landowners' agent to commence the marketing process while waiting for the planning process to conclude. A very detailed tender pack was prepared by our internal technical team with input from external consultants. The in-depth nature of the information provided enabled a highly competitive tendering process. Rosconn's approach massively de-risks technical issues that housebuilders assess in a cautious manner. We pride ourselves on this, as it's one of our key promises at the start of the journey with landowners.



The tendering process resulted in ten offers being put forward by a selection of PLC housebuilders but just as importantly some Small Medium Enterprise (SME) housebuilders as well. One of these SME builders, Owl Homes, was on a growth drive and put forward the most competitive terms. The legal process for the sale ran in tandem with the final stages of the planning process which enabled the unconditional exchange of sale contracts to actualise four days after the planning decision notice had been received.

It's fair to say that our customers were delighted with the maximized return they received. The eventual sale price resulted in a price differential on bids received of 64.2%.





A development of 62 dwellings on this 8.3 acre site located to the south west of the market town of Oakham, in Rutland.

The site was identified as a proposed allocation for approximately 61 dwellings in the emerging Rutland Local Plan. A promotion agreement with the landowner was completed in May 2019 and an Outline Planning Application was submitted to Rutland County Council (RCC) in December 2020, shortly after the final consultation on the emerging local plan.



Number of Homes:  62	
Site Size:  8.3 Acres	Local Authority:  Rutland County Council
Purchaser:  Bellway Homes	Difference between highest and lowest bid:  34.6%
Promotion Agreement Exchanged:  May 2019	Planning Application Submitted:  December 2020
Planning Permission Granted:  October 2021	Sale Contracts Exchanged:  October 2021
	
	

Submission of the Outline Planning Application followed extensive technical work to de-risk the site thereby demonstrating the scheme's impacts were acceptable and adding value through reducing uncertainty for the eventual purchaser. The robustness of the scheme meant that it was subject to only quite minor amendments following feedback from technical consultees and was recommended for approval by planning officers.

Upon learning of officers' intention to recommend the scheme for approval Rosconn engaged with the landowners and their agent Savills in relation to the marketing strategy. It was agreed that the site would be put to a list of housebuilders whilst the rest of the planning process took its course.

The planning application was reported to planning committee on 29th June 2021. Subject to Section 106 agreement, the planning committee resolved to approve the scheme by 6 votes to 4.

After obtaining resolution to grant, Rosconn and its lawyers immediately commenced work on the Section 106 agreement which was almost complete when RCC announced that it was withdrawing its local plan from examination. Since the site was proposed for an allocation in the local plan, Rosconn was advised by RCC that this was a material change of circumstances that meant the application needed to be referred back to planning committee, thereby endangering all the progress made to date and risking a refusal.

Whereas many of our competitors may have simply accepted this outcome, Rosconn used its extensive in-house planning expertise to instruct a leading QC in the matter who concluded that despite withdrawal of the local plan, there was no legal basis to report the application back to committee. The planning committee had originally granted approval principally on the basis that without our site, the Council's five-year housing land supply would be in danger. This situation had not changed with withdrawal of the local plan from examination. On the contrary without the emerging local plan the five-year housing land supply situation would deteriorate quite considerably. As such, the main reason for approving the scheme had not changed.

The Council having considered the position carefully agreed with Rosconn's analysis, completed the Section 106 agreement and issued the planning permission shortly thereafter in October 2021. Thanks to Rosconn's early marketing of the site it was sold to Bellway Homes within five working days of receiving the decision notice after an extremely competitive bidding process.

The planning system is unpredictable at the best of times. Braunston Road, Oakham is an example of how Rosconn used its tenacity, in-house planning expertise and extensive network (including one of the country's top planning barristers) to navigate the complexities of the system and to achieve a timely and deliverable planning permission for the landowners followed by an extremely competitive and rapid sale.





A residential development of 48 homes on a 5.4 acre site in the Warwickshire village of Wolston providing a reconfigured 6.4 acre allotment site.

Wolston is a large village inset from the West Midlands Green Belt within Rugby Borough Council. The site itself was part of a larger allotment gardens, that had been in cultivation since the turn of the twentieth century and were let by our client a Trust to the Parish Council.

5.4 acres of the site was bounded by built form on three sides and was in the settlement boundary for the village with the remaining allotments located within the green belt.



Number of Homes:

 48

Site Size:

 5.4 Acres

Local Authority:



Purchaser:

 Spitfire Homes

Difference between highest and lowest bid:

 60.1 %

Promotion Agreement Exchanged:

 October 2019

Planning Application Submitted:

 August 2019

Planning Permission Granted:

 July 2021

Sale Contracts Exchanged:

 February 2022



The entirety of the allotments constituted Public Open Space and as per Rugby Borough Council's adopted local plan, they could only be redeveloped if the proposal met very strict criteria. In addition, the site was designated as an Asset of Community Value (ACV).

The overall allotment gardens were proportionately very large in comparison to Wolston, with a number of uncultivated plots. Numerically based on the council's own Open Space, Playing Pitch and Sports Facilities study, the 5.4 acre site could be redeveloped and still leave a surplus of allotment provision within the village. The allotments were let on a rolling one year lease making access to any grant funding challenging and despite the best efforts of the Parish Council and a very active Allotment Association, the allotments were showing signs of their age and there were long term viability concerns about the site continuing as an allotment garden into the future.

This background created the opportunity for a redevelopment of part of the site for new homes that would not only provide much needed new homes for the community, including 30% affordable but also to secure the future of the allotments within the village.

Given the existing use of the site and the obvious sensitivities of its redevelopment. Community engagement and in particular engagement with the Parish and Allotment Association were front and centre for our planning strategy.

In the run up to a planning application we met regularly with the Parish Council and Allotment Association as well as holding a formal Public Consultation Event. These meetings helped to shape our proposals for the site and continued throughout the life of the application. Initially alongside the housing development an alternative allotment site was proposed elsewhere within the village. There were understandable concerns about this from the Parish Council and Association as it would result in fragmented allotment provision in the village. As dialogue with these bodies continued, it became evident that their preference was to see the remaining allotments redeveloped with all plot holders relocated to the reconfigured site. Plans for this were developed with the Parish and Association including the detailed specification of the allotments and a new management and community building on the site.

The dialogue with the Parish Council went beyond just the new allotments with detailed discussions held about the housing mix, drainage, public open space among other subjects. The culmination was a high quality residential development for 48 homes and a reconfigured allotment site with a long list of benefits including:

- 30% affordable housing
- 50% of open market housing to be offered exclusively to residents of Wolston in the first instance;
- A high quality 76 plot reconfigured allotment site with central management and community building and store;
- A new 35 year lease for the allotments with minimum 20 year term;



The establishment of a £100,000 Community Benefit Fund.

This proposal secured the support of the Case Officer at Rugby Borough Council and attended Planning Committee in November 2020 where the Parish Council spoke in support of the application with the Allotment Association providing support in writing. Despite this, members disappointingly voted to refuse planning permission for the housing site whilst somewhat ironically permitting the allotment reconfiguration. Although members did acknowledge the delivery of the reconfigured allotments were inextricably linked to the new housing.

Unperturbed by this Rosconn launched an appeal the following month. The appeal was conducted by way of virtual hearing in May 2021. Engagement with the Parish and Association continued throughout the appeal process and we were able to develop a factual Statement of Common Ground with both parties providing helpful background for the Inspector and also agreeing that there is an over provision of allotments in Wolston and that in policy terms, the appeal site was effectively "surplus to requirements". Confident in the merits of our case, we also submitted a full costs claim against the decision taken by Rugby Borough Council. The appeal was subsequently allowed in July 2020 with our full costs claim also being successful.

Rosconn in conjunction with the Trust's agent jointly marketed the site and swiftly identified Spitfire Homes as the preferred purchaser following an extremely competitive bidding process. Given the sites ACV status, an opportunity also had to be given to local community groups to purchase the site. We continued to work very closely with the Parish Council, Spitfire and the Trust though the sale process as a raft of legal documents needed to be settled to secure the new allotments, surrender the existing lease and grant a new lease. This included a licence being granted to the Parish Council to occupy the majority of the housing site for allotment storage whilst the new allotments are delivered minimising inconvenience for plot holders.

The site is a shining example of the tenacity of the Rosconn team and our ability to engage constructively with local communities on complex sites.



A development of 47 homes on this 6.1 acre site is located to the north of Weedon Bec, Northamptonshire.

This 2.48 hectare site is located to the north of Weedon Bec, Northamptonshire. The land was used for agricultural purposes, containing several farm buildings, pasture land and agricultural haulage.



Number of Homes:  47	
Site Size:  6.1 Acres	Local Authority:  West Northamptonshire Council
Purchaser:  Water Meadow Homes	Difference between highest and lowest bid:  54.2%
Promotion Agreement Exchanged:  April 2018	Planning Application Submitted:  May 2018
Planning Permission Granted:  December 2019	Sale Contracts Exchanged:  April 2020



Having been selected as the landowner's preferred promotion partner in June 2017, Rosconn began work on promoting the land with an initial outline planning application submitted for 47 dwellings in May 2018.

The site was historically a draft allocation within Weedon Bec's Neighbourhood Development Plan (NDP), however the NDP was ultimately withdrawn. The Parish Council did not wish to restart the process of preparing an NDP again, but were willing to engage constructively with Rosconn during the preparation of the planning application. They were particularly supportive of the type of housing being offered as part of the scheme, specifically the opportunity to deliver affordable housing and bungalows for the village. The Parish Council subsequently agreed to speak in support of our development at the planning committee.

Unfortunately, planning was refused at the planning committee in November 2018 due to a perceived planning policy conflict. Following our discussions with an officer it was established that with an updated Housing Needs Survey and further weight being attributed to the Emerging Local Plan Part 2, the scheme could be considered more favourably.

After further consultation with the Parish Council, a Housing Needs Survey was undertaken and published, the results of which supported the need for further development within the village. As such, Rosconn resubmitted an application which was subsequently registered on 9th April 2019.

The application was considered at the 4th September 2019 planning committee where members unanimously resolved to grant planning permission subject to completion of a S106 agreement. A planning agreement was negotiated following the resolution to grant planning permission which secured

benefits such as 40% affordable dwellings and over £250,000 of financial contributions to local infrastructure in addition to Community Infrastructure Levy.

The land was marketed via the landowner's agent, Strutt & Parkers' Oxford office, and resulted in Water Meadow Homes being selected. The land sale was transacted during the month of April 2020, right in the teeth of the Covid 19 Lockdown. Even with this level of market turbulence Rosconn with the help of Strutt & Parker managed to contract the sale. This is testament to the tenacious approach that we take on each and every site.





This 3 acre site consisted of a private residence with an extensive garden, within the Warwickshire market town of Coleshill.

Rosconn made representations to both the emerging Local Plan where the site was draft allocated for 27 dwellings and Coleshill's Neighbourhood Development Plan where it was identified as a preferred site.

The draft allocation for 27 dwellings was made on the basis of its sensitive location partly within the Coleshill Conservation Area and within the wider setting of a number of listed buildings.



Number of Homes:  40	
Site Size:  3.0 Acres	Local Authority:  North Warwickshire Borough Council
Purchaser:  Crest Homes	Difference between highest and lowest bid:  77.8%
Promotion Agreement Exchanged:  December 2016	Planning Application Submitted:  March 2017
Planning Permission Granted:  October 2017	Sale Contracts Exchanged:  October 2017



We knew that with a sensitive approach the site could accommodate a higher number of homes. A sensitive layout was then developed following a well received public consultation, Council pre-application discussions and a number of further meetings with Councillor's.

Rosconn took a detailed approach to layout, fixing the siting of units, providing a Design Principles Document and Boundary Landscape Strategies.

Following a number of iterations of the site layout plan and indicative street scenes, our efforts culminated in a layout that was pleasing to both Coleshill Town council, the Local Authority and achieved 13 more dwellings than the draft allocation. The fact that the site layout was fixed as part of the outline planning application meant that the eventual housebuilder purchased a de-risked parcel of land whereby they could pay a premium price.

The value Rosconn added was travelling the journey of nine versions of the plans to satisfy all Key Local Stakeholders, to ensure that the land was more saleable than a basic outline permission would have offered.

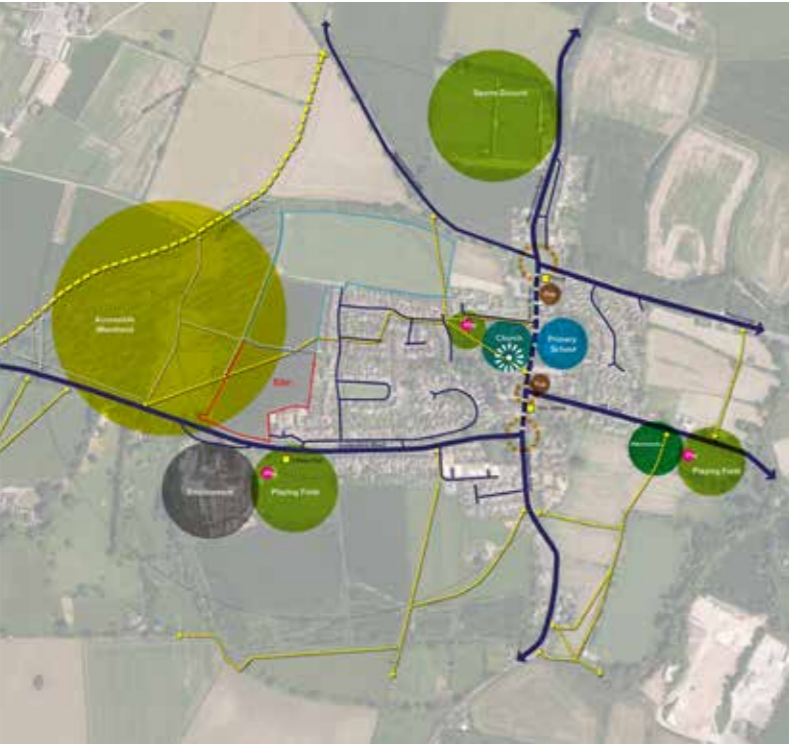




The site is located adjacent to the Leicestershire village of Heather consisting of a 4.7 acre arable field.

The journey was an interesting one; following the preparation and submission of an application for 36 dwellings we achieved an officer recommendation for approval to grant planning permission.

Despite this the recommendation was overturned at planning committee by chairman's casting vote.



Number of Homes:

36

Site Size:

4.7 Acres

Local Authority:

North West Leicestershire District Council

Purchaser:

Bellway

Difference between highest and lowest bid:

49.9%

Promotion Agreement Exchanged:

November 2015

Planning Application Submitted:

July 2016

Planning Permission Granted:

July 2017

Sale Contracts Exchanged:

November 2017



Undeterred, Rosconn took the application to appeal and assembled a team of expert witnesses to provide evidence. Following a hard fought planning inquiry, we emerged victorious and the appeal was allowed. A decision was then taken to submit a reserved matters application to increase the saleability of the site to prospective purchasers.

Rosconn prepared a robust application that was received positively by the Parish Council, which again reinforces the lengths that Rosconn travel in order to consult meaningfully with Key Local Stakeholders, to ensure that the planning process is as smooth as possible.





A 4.9 acre former pastoral field adjoining a Warwickshire village.

The site on first glance was a logical location for development within the village but a number of technical hurdles had to be overcome, including the site being located near to a High Pressure Gas Pipeline and needing a complex drainage strategy.

Extensive technical work was undertaken to overcome these constraints. After effective and positive engagement with the council the scheme secured an officer recommendation for approval.



Number of Homes:  30	
Site Size:  4.89 Acres	Local Authority:  Stratford on Avon District Council
Purchaser:  Cameron Homes	Difference between highest and lowest bid:  36.0 %
Promotion Agreement Exchanged:  October 2014	Planning Application Submitted:  April 2015
Planning Permission Granted:  March 2016	Sale Contracts Exchanged:  December 2016



The application was approved by the District's Planning Committee, however whilst finalising the S106 legal agreement the Local Authority considered there was a material change in circumstances and they could now demonstrate a five year housing land supply, so took this application back to committee.

Rosconn, who were represented by one of the Country's leading QC's, attended the District's Local Plan Examination ensuring the application was not unfairly prejudiced. The application was subsequently approved again at committee. After a period of marketing, Cameron Homes were chosen as the site purchaser and contracts were exchanged that year.






This 4.23 acre site consisted of underused agricultural land on the edge of Enstone village in West Oxfordshire.


Rosconn were selected to promote the land parcel by a large family that owned it, post a meeting with our team and following advice from their land agent. The decision was made on their alignment with Rosconn's core beliefs of being Trusted, Transparent and Innovative. We felt very lucky to have been chosen to work in partnership with a wonderful family who wanted a helping hand along the land promotion journey and to maximise their financial return.




Number of Homes:

 29


Site Size:

 4.23 Acres


Local Authority:

 West Oxfordshire District Council


Purchaser:

 Grevayne Properties Limited


Promotion Agreement Exchanged:

 November 2016


Planning Application Submitted:

 February 2017


Planning Permission Granted:

 April 2018


Planning Permission high Court Challenge

 June 2018

High Court Decision:

 November 2018

Sale Contracts Exchanged:

 November 2019



Having resolved a number of technical issues, all seemed well, until our Planning Director, Dan Hatcher was informed by the planning officer that the application was going to be refused.

It's fair to say, we were in shock as discussions had appeared to be travelling smoothly until that juncture.

At all stages our landowner clients were kept calm and relaxed, reassured by Rosconn's dedicated team that we would succeed. We took the planning refusal in our stride and immediately started reviewing the decision notice in preparation for the planning appeal. Selection of the team for the Public Inquiry was made easy by having long-standing relationships with high calibre consultants with vast experience in expert witness work.

A new addition to the team this time around was Thea Osmund-Smith from Number 5 Chambers, as our Planning Barrister. The tenacity and innovation that Thea brought to the project over the next few months was excellent. This assisted Rosconn to focus on the key issue of heritage and landscape harm. These two highly subjective matters were dealt with by Andy Williams of Define handling landscape, and Gail Stoten of Pegasus shouldering heritage harm. Both dealt with these matters in their usual intellectually dexterous manner. This enabled our planning witness Peter Frampton, of Framptons Planning, to articulate the relevant weighting of both landscape and heritage harm when juxtaposed to the acute housing need in the area. Peter, who enjoys working with Rosconn's Planning Team, always comes into his own when in this arena and makes the Planning Inspector comfortable in their decision making, which is crucially important.

The Rosconn team go the extra mile on each and every occasion.

A four day Planning Inquiry took place next, which is a massive operation, but one that our team are very well versed in. John Breese is Rosconn's link man for the entire team when we're in a planning appeal, taking the strain like a true Rosconnite. We felt that the appeal had gone well but now had to wait some six weeks for the planning decision to be issued, and were delighted when the appeal was allowed. With planning permission granted for 29 houses in a popular Oxfordshire village, all was well in the world of Rosconn. Roll forward 5 weeks and a legal challenge had been issued by West Oxfordshire District Council against the Secretary of State for Housing Communities and Local Government.

Put simply, a legal challenge against the Inspector for having allegedly erred in his decision making by not giving sufficient weight to an emerging Local Plan.. Once again, Rosconn stood tall and defended the case, as second claimant to the challenge. Our planning litigator for this case was Emily Williams of Addleshaw Goddard, who is vastly experienced in matters of The High Court and once again, Thea acted for us as Barrister. The case was won and the planning challenge quashed at long last, leaving in place a planning permission.

The land parcel was then marketed and purchased by a private housebuilder, Grevayne Properties. These houses will provide much needed market and affordable housing to the area. Our landowner clients were over the moon with the result and can certainly testify to the fact that Rosconn go the extra mile on each and every occasion.





A 5.6 acre former arable field adjoining a Warwickshire Village.

Rosconn promoted this site adjoining the Warwickshire village of Alderminster, on behalf of the landowners who with longstanding ties to the village wanted to leave a positive legacy.

The site had many issues that required detailed analysis. The two key points here were the impacts on landscape sensitivity and the setting of nearby heritage assets.



Number of Homes:

 25

Site Size:

 5.6 Acres

Local Authority:

 Stratford on Avon District Council

Purchaser:

 Barwood Homes

Difference between highest and lowest bid:

 36.2%

Promotion Agreement Exchanged:

 May 2014

Planning Application Submitted:

 August 2014

Planning Permission Granted:

 August 2015

Sale Contracts Exchanged:

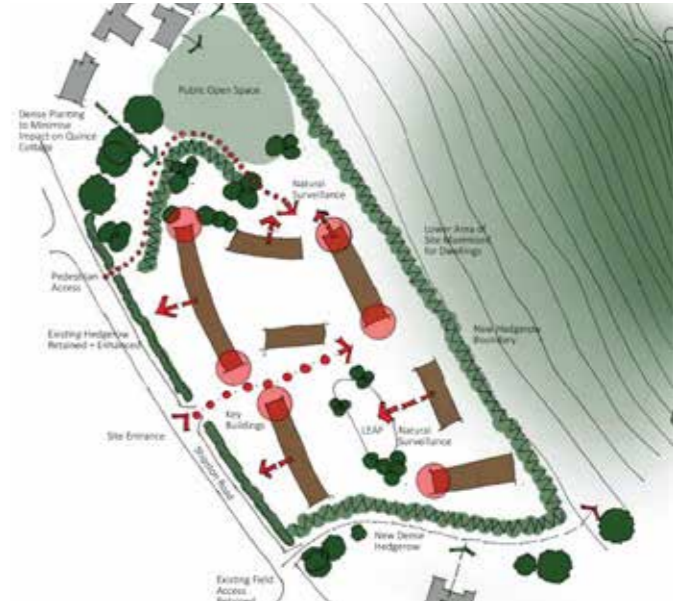
 November 2015



Following extensive public consultation and input from our expert consultants, we arrived at a scheme that we felt addressed the key constraints.

Key view points to nearby listed buildings including the Grade II* Church were preserved, a new extensive area of public open space was created including a much sought after village play space and the scheme included badly needed affordable housing.

The planning application was put ‘under the microscope’, as four different planning officers were assigned to the case due to resource issues at the local authority. Despite this Rosconn secured an officer recommendation to grant, which was followed by the planning committee. After this positive determination we were delighted to share the news with the landowners and get busy preparing a marketing strategy to maximise the sale price of the land. After the marketing period the site was then sold to Barwood Homes.





The site consists of a circa 2 acre arable field adjoining the village of Radford Semele, Warwickshire.

A swift submission of the planning application was key to securing planning permission on this site as the planning policy context meant there was a limited window of opportunity to obtain planning consent.

Accordingly an application was submitted the month after exchanging contracts.



Number of Homes:  25	
Site Size:  2.22 Acres	Local Authority:  Warwick District Council
Purchaser:  Kendrick Homes	Difference between highest and lowest bid:  42.0%
Promotion Agreement Exchanged:  September 2015	Planning Application Submitted:  October 2015
Planning Permission Granted:  May 2016	Sale Contracts Exchanged:  September 2016



Nevertheless the site required a sensitive approach, being designated as an Area of Restraint within the adopted Local Plan, so Rosconn prepared a carefully designed, landscape led scheme to ensure its robustness.

The application was granted at local level having been recommended for approval by the planning officer, despite a number of local objectors attending the planning committee. The site was subsequently marketed and sold to Kendrick Homes.





The site consisted of a single detached residential property and grazing land located within the Built-up Area Boundary of the village.

Rosconn were selected by the Trustee and their agent to promote the 3.8 acre site located within the village of Welford on Avon, in Stratford-upon-Avon District (SDC). Due to the nature of the estate that the Trustee represented it was very important that the transaction was treated in a an open and transparent way.

Rosconn's proven track record for dealing with landowners in a trusted, transparent and innovative manner was a huge deciding factor.

The site consisted of a single detached residential property and grazing land located within the Built-up Area Boundary of the village. Welford on Avon is classified as a Local Service Village by SDC, meaning it is considered to be a sustainable location for new housing development.



Number of Homes:

 24

Site Size:

 3.8 Acres

Local Authority:

 Stratford on Avon District Council

Purchaser:

 Kendrick Homes LTD

Difference between highest and lowest bid:

 27.5 %

Promotion Agreement Exchanged:

 June 2019

Planning Application Submitted:

 November 2019

Planning Permission Granted:

 November 2020

Sale Contracts Exchanged:

 November 2020



A Promotion Agreement with the landowner was completed in July 2019 and subsequently, a full planning application was prepared and later submitted on the site in November 2019 for the demolition of the existing dwelling and construction of 24 new houses (including 35% affordable units). During the four months of the planning application's preparation, Rosconn's team engaged with Key Local Stakeholders to ensure that we were planning a residential development that would not only maximise the land value for the landowners, but also provide a high quality scheme that delivered genuine benefits to the local community.

Our Planning Director Dan Hatcher led the project, engaging early with the Parish Council to develop a concept that reflected local needs and aspirations. Liz Nicholson of Stratford-based Stansgate Planning was instructed to progress the planning application due to her excellent knowledge of the local area, acting as the point of contact for Rosconn with the planning officer and all Statutory Consultees.

During the planning process, many technical surveys were instructed and Rosconn's technical team, led by Operations Director Nick Carr, diligently worked through areas such as ground conditions, utility provision and highway matters. All of this detailed work resulted in a technical suite of information that could be inserted into the sale pack to ensure that the eventual housebuilder was purchasing the land in the knowledge that technical risks on site would be significantly reduced. This reduction in risk gives the housebuilder confidence to offer a higher price for the land. Another example of Rosconn's team working tirelessly to maximise value for our clients.





A 1.8 acre Green Belt site on the northern edge of a village in Warwickshire.

This broadly rectangular 1.8 acre Green Belt site on the northern edge of Cubbington, a village in Warwickshire, consisted of numerous buildings associated with equestrian use.

Given the site's location within the Green Belt, Rosconn proceeded to engage with Warwick District Council and subsequently submitted a formal pre-application enquiry in September 2017, following the exchange of the legal agreement with the landowner.



Number of Homes:  17	
Site Size:  1.8 Acres	Local Authority:  Warwick District Council
Purchaser:  Warwick District Housing	Difference between highest and lowest bid:  55.4%
Promotion Agreement Exchanged:  September 2017	Planning Application Submitted:  March 2018
Planning Permission Granted:  October 2019	Sale Contracts Exchanged:  August 2020



A planning application was subsequently prepared and submitted in March 2018 for the demolition and redevelopment of the existing equestrian buildings to provide 16 new dwellings. However, this application was refused by the planning committee on 19th October 2018 despite the officer's recommendation for approval. Rosconn went to work preparing evidence to support a robust planning appeal, which was lodged in December 2018. During the life of the appeal, a Wheatcroft amendment (changes to an application during an appeal with comprehensive re-consultation) was made to amend the application to 17 dwellings. On 21st October 2019, planning permission was granted via appeal.

The marketing process began in earnest in conjunction with the landowner's agent David Holt. Warwick District Housing were selected as the purchaser and duly completed on the transaction in August 2020. The residential land market was far from settled at this stage due to ongoing uncertainty in the marketplace. Rosconn's unrelenting approach was most certainly called for and paid dividends for the landowners who are delighted with the result.





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