

# Barton Fields, Welford on Avon

Stratford-on-Avon District Council



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 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.



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**



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Stratford-on-Avon District Council



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.

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.



We are **passionate** about achieving **the maximum return**

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