

Client: Private Landowner

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Land: Brownfield Land

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Site Area: 11 acres

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Number of Dwellings: 125

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Local Authority: North Tynside Council

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Sold to: National Housebuilder



## DIRECTORS COMMENTS

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*“Brownfield, industrial sites like this can be complex and often a compelling case needs to be made to regenerate with a residential use as Local Planning Authorities are often wary of losing employment land. Our consultant team presented a fantastic case and attractive scheme to the planning officers who bought into the vision for the site and were able to support the plans and recommend approval to the planning committee.”*

*“The landowner was thrilled with the outcome which took less than 18 months from our initial involvement to completion of the sale to the housebuilder.”*

**Ben Wilkinson** MRICS  
Managing Director  
Beck Strategic Land



## THE SITE

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The Palmersville site in North Tyneside was a former industrial site that had been left vacant following the departure of its long-standing tenant. With large buildings standing empty and no clear future use, the landowner turned to Beck Strategic Land to explore how the site could be transformed and brought back into productive use.

Although situated in a predominantly industrial area, the site offered a number of advantages. It benefitted from excellent transport links, close proximity to local services, and its position within an established community. These sustainable characteristics meant the land was not only suitable for regeneration, but also capable of supporting a vibrant new residential neighbourhood.

By unlocking its potential for housing, the site provided the opportunity to deliver much-needed new homes, enhance the surrounding environment, and contribute to the long-term vitality of the wider area. Beck Strategic Land's role was to guide the project through the planning process, creating a vision that balanced the landowner's aspirations with community needs and local authority objectives.

## THE PROCESS

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We began with a detailed assessment of the site's planning prospects, housing potential and local market context. Our consultant team prepared a robust case to demonstrate that the regeneration of this brownfield site would bring greater long-term value than retaining it for employment. The argument focused on addressing North Tyneside's identified housing needs, improving the local environment, and ensuring the land was put back into productive use. Through close and proactive engagement with planning officers, we were able to secure outline consent for 125 dwellings. The strength of the case presented, combined with the sustainable nature of the site, gave the Local Planning Authority confidence to support the proposals despite its industrial context. With planning permission secured, we ran a targeted marketing campaign that generated strong interest from several national housebuilders. A competitive process followed, resulting in a successful agreement for sale that maximised the value achieved for the landowner.

## THE OUTCOME

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The Palmersville project highlights how redundant industrial land can be successfully repositioned to meet modern housing needs. The approved scheme will deliver 125 much-needed homes in a sustainable location, providing new housing choice while helping to relieve pressure on greenfield land elsewhere in the borough. The regeneration of this previously underutilised site will also improve the character of the area and bring new life into the local community. For the landowner, the outcome was equally positive. Within less than 18 months of Beck Strategic Land's involvement, the site had moved from a vacant and unproductive asset to one with planning permission in place and a completed sale to a leading national housebuilder. This outcome demonstrated both speed and strong value, making the project a clear success for all parties involved.