



Client: Local Landowner

Land: Open Countryside

Site Area: 15 Acres

Number of Dwellings: 237

Local Authority: Ribble Valley

Sold to: National Housebuilder



DIRECTORS COMMENTS

"Primrose Village is a fine example of a project where patience and persistence in assembling land from a number of different landowners can result in the regeneration of run- down brownfield and industrial areas of a town. We had strong developer appetite for the schemes at the marketing stage and 237 new build homes were promptly delivered in a very sustainable location.

Furthermore, the S106 open space contributions from this project (which totaled over £350,000) contributed to the regeneration of Primrose Lodge from a neglected, overgrown former mill lodge, littered with shopping trolleys and rubbish, into a fully restored local nature reserve and public space which now benefits the residents of Clitheroe and is a sanctuary for local wildlife."

Ben Wilkinson MRICS
Managing Director
Beck Strategic Land



THE SITE

This land promotion project involved a complex land assembly dealing with several different landowners. Comprising approximately 15 acres on the edge of Clitheroe Town Centre, over half the site was brownfield land - the site of the former Primrose Mill and various other industrial buildings and yards. The balance of the site comprised agricultural land in the open countryside. Its location, close to the town centre yet with a mix of industrial and open land, provided an opportunity for both regeneration and much-needed new housing. The site's combination of brownfield and greenfield elements presented planning, ownership, and marketing challenges that required careful management from the outset.



THE PROCESS

The project came forward in two phases. The first phase comprised a planning permission for 148 dwellings on the former mill site, which was subsequently sold to a national housebuilder.

The second phase involved securing a hard-fought planning permission for a further 89 dwellings on land outside the settlement boundary of the town. This stage required persistence and a robust approach to address planning policy constraints. Following the grant of planning permission, the site was marketed and sold to a regional housebuilder.

Throughout the process, the team demonstrated patience and determination in bringing multiple landowners together, overcoming technical and planning hurdles, and ensuring the sites were prepared for successful sale and delivery.

THE OUTCOME

Primrose Village is a clear example of how patience and persistence in assembling land from multiple owners can deliver real regeneration benefits. The schemes attracted strong developer interest from the outset, and a total of 237 high-quality new homes were promptly delivered in a highly sustainable location close to Clitheroe town centre.

Beyond housing delivery, the project generated over £350,000 in Section 106 open space contributions, which played a key role in transforming Primrose Lodge. Once a neglected, overgrown former mill pond filled with debris, it has now been restored into a thriving local nature reserve and welcoming public space. This transformation has created lasting benefits for the community, improved local biodiversity, and provided a sanctuary for wildlife for generations to come.