

Client: Local Landowner

Land: Open Countryside

Site Area: 13 Acres

Number of Dwellings: 66

Local Authority: North Hertfordshire

Sold to: Regional Housebuilder



DIRECTORS COMMENTS

"This project really demonstrates our resilience, perseverance and ability to deliver exceptional results for landowners. Our investment in this project was significant having funded two planning applications and two appeals to the Planning Inspectorate – an investment at high risk to us.

A start on site was made within 12 months of receipt of the planning permission being granted and this stunning development was delivered to a very high standard, helping to contribute towards North Hertfordshire's housing numbers and the vitality of this lovely village."

Ben Wilkinson MRICS
Managing Director
Beck Strategic Land



THE SITE

A 13-acre parcel of agricultural land on the edge of the village of Ashwell in North Hertfordshire was identified as having potential for a low-density, edge-of-village residential development. The site sits adjacent to the settlement boundary of this sustainable village, providing an opportunity for housing that complements the village setting.

Initially, a 6-acre parcel of the land, designated at the time as open countryside, was promoted. The site's location required careful planning to respect the village character and minimise landscape impact, making it essential to take a sensitive, landscape-led approach.



THE PROCESS

Over several years, our consultant team worked creatively and persistently to develop a scheme that balanced the delivery of new homes with the need to respect the village character and minimise landscape impact. This involved extensive site analysis, careful planning, and ongoing engagement with the Local Planning Authority and statutory consultees to ensure all design and heritage considerations were addressed.

Planning permission for 28 dwellings on the first phase of the site, including 40% affordable housing, was ultimately granted following two planning applications and two appeals, reflecting the complexity of promoting land outside the settlement boundary and the high level of scrutiny applied to the site.

The initial phase of the site was sold to a well-established regional housebuilder, who delivered the landscape-led, bespoke development promptly and to a very high standard. Work is now ongoing on a further 7-acre parcel, promoted with the same careful, landscape-led approach, to deliver an additional 38 dwellings that integrate seamlessly with the wider village setting and

THE OUTCOME

This project demonstrates our resilience, perseverance, and ability to deliver exceptional results for landowners, even in challenging circumstances. Our significant investment in two planning applications and two appeals to the Planning Inspectorate - a high-risk commitment - ultimately delivered a successful and highly regarded development.

Construction started within 12 months of planning permission being granted, and the resulting development was delivered to a very high standard. The scheme has made a meaningful contribution to North Hertfordshire's housing supply, supported the vitality of Ashwell, and created homes that sit harmoniously within the landscape. It exemplifies how careful planning, strategic investment, and a landscape-led approach can create high-quality, sustainable developments that benefit both landowners and the wider community.