

Client: Local Landowner

Land: Open Countryside

Site Area: 8 Acres

Number of Dwellings: 79

Local Authority: Pendle

Sold to: Regional Housebuilder



DIRECTORS COMMENTS

“Early engagement with the planning officers at the local planning authority to explore promotion of sustainable and credible sites is essential and made a priority on all our projects. This project is a perfect example of how early feedback from the local planning authority and statutory consultees can help shape a masterplan and allow the team to take on board any opportunities or concerns raised.

Our team went on to design a scheme that was sympathetic to local heritage and identified conservation area constraints. Retention and enhancement of the landscape infrastructure throughout the scheme resulted in a development that blends comfortably in its setting and delivered 79 new homes in a borough that has struggled with housing delivery in recent years.”

Ben Wilkinson MRICS
Managing Director
Beck Strategic Land



THE SITE

We identified an 8-acre agricultural field in the open countryside and engaged early with the Local Planning Authority to explore a sensitively designed residential development. Part of the site fell within a conservation area, adding an extra layer of consideration for heritage and landscape impact.

Although the land was outside the settlement boundary and not allocated for development, we recognised an opportunity to promote it through a planning application, given the Local Authority's need to deliver more housing across the borough. The site's location and context required a careful balance between delivering homes and preserving the character of the surrounding area.



THE PROCESS

Our architects and consultant team developed a design that was respectful of both heritage and landscape. The planning application for 79 dwellings was recommended for approval by the planning officers.

Despite the Planning Committee initially refusing the application, we pursued a planning appeal, which was subsequently allowed, with costs awarded in our favour. Early engagement with planning officers and statutory consultees was critical throughout, allowing us to address concerns and shape a scheme that was both sustainable and credible.

The project demonstrates the importance of prioritising early dialogue with the Local Authority to guide site promotion and ensure a design that meets both planning requirements and local expectations.

THE OUTCOME

The site was sold to a regional developer active elsewhere in the borough, and the delivery of 79 homes made a meaningful contribution to Pendle's housing supply in an area that has historically struggled with housing delivery.

The final scheme retained and enhanced key landscape features, ensuring the development blended comfortably with its surroundings. By designing a development sympathetic to local heritage and conservation constraints, the project delivered homes that respect the environment while meeting local housing needs.

This project highlights the value of early planning engagement, thoughtful design, and persistence in delivering high-quality housing in sensitive locations.