



ROSCONN  
STRATEGIC LAND



We **care** about what **you** think...

*Trusted Transparent Innovative*

## Radford Semele

Warwick District Council

A 2.5 Acre site on the edge of Radford Semele, Warwick DC. As a solicitor acting on behalf of one of our other owners, the landowner approached us directly to see if Rosconn would be interested in promoting their land for development. After a careful review of the site's constraints, including its location within an Area of Restraint, we said yes.

Following exchange of contracts in July 2015 an application was lodged in October of that year for 25 homes. Consent was granted at local level in May 2016. After marketing the site, Kendrick Homes were selected as the purchaser with contracts exchanged for a Post Brexit unconditional sale in August 2016.



### How did you rate us?

*I would advise that Rosconn have acted as promoters in connection with the successful promotion of land to achieve residential planning permission owned by members of my family. I am pleased to report that their advice and professionalism in obtaining planning permission and assisting with achieving a successful sale were excellent.*

*From a professional point of view I have also acted for a client in the successful promotion of land for residential development. I found all dealings with Rosconn and their solicitors straightforward and transparent in keeping the landowner regularly informed of developments.*

Rob Davies  
LAND OWNER



## Heather

North West Leicestershire District Council

This site is located adjacent to the Leicestershire village of Heather consisting of a 4.7 acre arable field. Following the preparation and submission of an application for 36 dwellings we achieved an officer recommendation for approval to grant planning permission. Despite this the recommendation was overturned at planning committee by chairman's casting vote. Undeterred, Rosconn took the application to appeal and

assembled a team of expert witnesses to provide evidence. Following a hard fought planning inquiry, we emerged victorious and the appeal was allowed. A decision was then taken to submit a reserved matters application to increase the saleability of the site to prospective purchasers.

Rosconn prepared a robust application that was received positively by the Parish Council, which again reinforces the lengths that Rosconn travel in order to consult meaningfully with Key Local Stakeholders, to ensure that the planning process is as smooth as possible.



### Did we go the extra mile?

*Acting on behalf of a landowner, I have recently been involved with Rosconn Strategic Land using them as promoters for a parcel of land at Heather, Leicestershire.*

*From the outset, Dan and his team were efficient and approachable, in both completing the promotion agreement and during the planning process.*

*Rosconn's attention to detail and willingness to use specialist consultants and barristers were instrumental in achieving a planning consent. The same attention to detail and timelines was also shown during the marketing process and ultimately resulted in a successful outcome for all concerned.*

Martin Sansom MRICS FAAV  
CHARTERED SURVEYOR  
PARTNER, SANSOM HAMILTON & CO



### Would you use us again?

*We embarked on a journey with Rosconn Strategic Land that was made to feel very comfortable with the support of all the team at Rosconn. There were many bumps along the road due to the complexities of planning policy both national and local, but when the going got tough Rosconn always rallied to the cause.*

*My family and I are thankful that Rosconn saw our project through from start to finish with the upmost professionalism and high quality of service. Whenever we wanted an update meeting or just to talk through issues, the team would always point us in the right direction.*

*The Spencer family can highly recommend Rosconn Strategic Land to any landowner, they will not be disappointed.*

Antony Spencer  
LAND OWNER



## Lower Quinton

Stratford-on-Avon District Council

Rosconn successfully promoted phase one of this development site in Stratford on Avon District, with Outline Planning Consent secured for 30 houses in April 2016.



## Coleshill

North Warwickshire Borough Council

This 3 acre site consisted of a private residence with an extensive garden, within the Warwickshire market town of Coleshill. We knew that with a sensitive approach the site could accommodate a higher number of homes. A sensitive layout was then developed following a well received public consultation.



### Did we maximise value?

*"We selected Rosconn Strategic Land as our Land Promoter for a family house in coleshill with 3 acres. The company was highly professional and extremely commercially focussed throughout the planning process. They were able to take us through the entire planning process to completion (with money in the bank!) in just over 12months which was fantastic. They presented their planning proposals and engaged extremely well with the Planning Authority, making appropriate changes to the plans that allowed it to go through the planning process and achieve permission first time. They ran an extremely successful tender process that led to us achieving a significantly higher return that we had originally anticipated which was very gratefully received by our family."*

MORAG  
LAND OWNER



## Enstone

West Oxfordshire District Council

This 4.23 acre site consisted of underused agricultural land on the edge of Enstone village in West Oxfordshire.

A planning application was submitted in February 2017 and having resolved a number of technical issues, all seemed well, until we were unexpectedly informed by the planning officer that the application was going to be refused. Our carefully selected team for the Public Inquiry focussed on the key issues of heritage and landscape harm. After a four day inquiry and then a six week wait for the planning decision to be issued, the appeal was allowed. However, five weeks later a legal challenge had been issued by West Oxfordshire District Council against the decision of the Inspector. Rosconn's tenacity was called upon, once more, and yet again their highly experienced team successfully defended the case and the planning challenge was quashed. The result was a planning permission granted for 29 homes, which after successful marketing, was then sold to a private house builder and sale contracts were exchanged in April 2019.



### Did we deliver outstanding customer service?

*What a journey this has been. Without Rosconn we would never have attained such a positive outcome in obtaining planning permission. Their professionalism, expertise and customer care were outstanding throughout the whole process. The family are so grateful to Rosconn and all those who were involved in helping us achieve our goal.*

*Thank you all so much for everything.*

Liz Vennell  
LAND OWNER



## Long Itchington

Stratford-on-Avon District Council

Rosconn successfully promoted a strategic residential development site at Long Itchington, Stratford on Avon District. The greenfield site lies adjacent to this mid-size village, a twin pronged strategy was adopted for the site, with an outline application submitted for 75 dwellings on part and 150 dwellings on the totality of the site in December 2013.

The 75 achieved planning consent at local level in October 2014, with the 150 achieving consent via a Public Inquiry in March 2015. The site was sold on an unconditional basis to Barratt David Wilson Homes who achieved Reserved Matters Consent in March 2016.



### Did we deliver the goods?

*We chose Rosconn as they were an up and coming young vibrant company who were hungry for success and wanted to prove themselves within their own field.*

*Rosconn were very patient in their dealings and communications with us, as we had never experienced the world of property development and occasionally could not understand the jargon. Daniel and Nick were always available to either visit in our homes, or on the telephone, whether it be within the working week, or after hours in their own time.*

*We felt Rosconn were different, as a small friendly company that was striving for the end goal of success and we had a lot of faith in them at all times.*

*Rosconn work as a team with each member having their individual input into every project and they have a marvellous network of experts to back up and support them.*

*Rosconn can be highly recommended. During the process we felt Rosconn became an extended family member and we are still in contact with them.*

Shirley Smith and Sandra Campion  
LAND OWNERS



### What did the solicitor think?

*Although I was consulted by my clients at a very early stage of this deal, I take no credit for locating Rosconn. After our initial meeting, I was asked if the promotional agreement route offered by Rosconn seemed to represent a reasonable way forward and my answer was 'yes' provided that the original document reflected the terms that had been agreed during my clients' initial meetings with them and overall was fair and reasonable to both parties.*

*I am pleased to say that after a little tweaking, the document was quickly agreed, signed and completed.*

*Much to everyone's surprise (certainly on our side of the fence) permission was granted extremely quickly and although we had some false starts in finding a reliable purchaser, terms were eventually agreed and the matter proceeded to a successful conclusion.*

*Although this was a business transaction, with both Rosconn and my client having their own criteria, it was in fact more akin to a partnership, in particular acting as a team in the same way that our respected clients, who remained in constant contact throughout the transaction, formed decisions that all parties were happy with.*

*One of the features of the deal as a whole, was that at times it was very quick moving but almost invariably my clients had been made aware of any information which I forwarded to them by Rosconn, often personally and usually well in advance of the emails. Rosconn's attention to detail was quite extraordinary and although this came at a cost in terms of counsel's opinions, indemnity policies and third party solicitor's fees and the like, overall it enabled the transaction to proceed at a pace with answers always being available to questions and a Plan B always sitting on the shelf waiting to be activated.*

*I know that at the end of the day, this was a good deal for both parties but at no time did my clients harbour any thoughts whatsoever either in relation to Rosconn's fees (which were of course agreed at the outset) or the disbursements. Their comments were 'they have done the work' and that was an end to it.*

*This transaction has literally been a life changer for my clients and I know that Rosconn have already been approached by another landowner on my clients' recommendations.*

Keith Harvey  
SOLICITOR  
Keith Harvey & Company



## What did the surveyor think?

Rosconn have a very impressive dedicated professional team who are focussed both on providing genuine personal service and obtaining very successful results for clients. The experienced team have delivered valuable planning consents and joint sales with me on various strategic residential development sites and I am regularly recommending them to retained clients securing flexible promotion agreements to take other sites forward under the planning process.

The team are honest, approachable and I have great faith in the product they offer to deliver results in a challenging planning system.

Marcus Faulkner MRICS  
DIRECTOR, SHELDON BOSLEY KNIGHT



## Marks out of 10?

My brother and I had occasion to use the services of Rosconn of Stratford-upon-Avon to obtain Planning Permission for and to negotiate the sale of land in Alderminster. The Planning Permission obtained was for twenty-five houses and this was granted in the main because of the professional way in which Rosconn dealt with all aspects of the application, and the subsequent sale to the developers.

I would have no hesitation in recommending Rosconn. They are extremely efficient, straight forward, approachable and easily contactable. As far as we were concerned, being local to us, was a great asset but I would suggest that anyone, from whatever distance, would be equally satisfied with the service offered.

Rosconn and their team always took the trouble to handle any issue with care. No question, however small, was overlooked. We were kept informed during every step of the presentation and I applaud them for an excellent service.

Bill Meadows  
LAND OWNER

Jim Meadows  
LAND OWNER



## Alderminster Stratford-on-Avon District Council

Rosconn began promoting this site in Alderminster, Stratford District in mid 2014.

Consent was achieved at local level for 25 houses on this greenfield site in June 2015. After marketing the site, a sale to Barwood Homes completed in November 2015.

## How was the journey?

In all my dealings with Rosconn I found them to be open and honest with a strong understanding of commercial realities and the development process. They kept me informed at every stage through the complex planning process and about their dealings with third parties.

They were open about their costs. The negotiations leading to my final agreement to engage Rosconn were all conducted in a business like but approachable manner with both parties prepared to consider the other's position.

Once a planning permission had been secured, Rosconn conducted the negotiations with prospective developers in a skilful and expert way. With Daniel O'Donnell, I came to know that I could trust him to stick to a position once it was agreed and that if he promised to do or provide anything he would always deliver. His team also provided information and updates on a regular basis without prompt. For a private land owner that was to me a hugely important consideration.

Malcolm Freckleton  
LAND OWNER



## Shepshed

Charnwood Borough Council

A greenfield site totalling 9 acres on the edge of Shepshed Town in Charnwood Borough.

After the exchange of a promotion agreement in early 2014, work commenced on an outline planning application on the site. Having resolved a standing objection from the Highways Agency to all proposed schemes in Shepshed, the scheme attended Planning Committee and was recommended for approval in November 2014. Members overturned their officer's recommendation and refused the scheme.

Following the careful advice of our Barrister Chris Young, the 4 day inquiry for the 77 home scheme took place in December 2015 just weeks after the adoption of Charnwood's new Core Strategy. After nearly 3 months of waiting, the Planning Inspectorate issued 4 appeal decisions on the same day in February 2016. Our site was the only appeal allowed.

Post agreeing a marketing strategy with the vendor, competitive tendering of the site was undertaken and after a detailed interview process with prospective purchasers in May 2016, Strata Homes were selected as the purchasers for the site. Contracts exchanged for an unconditional sale of the site in September 2016.

## What did the planning advisor think?

Securing a planning permission on an unallocated site can be a challenging and frustrating process, and this site was no exception. From the start, Rosconn demonstrated a good grasp of the local issues and sensitivities and developed a good relationship with the planning officers.

The planning team, ably led by Nick Carr, brought in all the necessary expertise to put forward a well-supported and documented application. This was successful in getting an officer recommendation for approval but a Committee refusal meant a planning appeal and Inquiry. Rosconn assembled and briefed a top team of legal and technical advisers who put together a thorough, comprehensive and compelling planning case resulting in a successful appeal and planning permission.

Jonathan Hale  
LAND OWNER ADVISOR



Feedback is good  
**spread the word**



**ROSCONN**  
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