



Ashby-de-la-Zouch Leicestershire

Case Study: Residential Sector

The Project

Under one Joint-Promotion Agreement in the summer of 2014, Richborough Estates assembled three parcels of land off Burton Road and Moira Road in Ashby-de-le-Zouch. Although the site had been under Option to a major housebuilder for over a decade, it had never been successfully promoted for housing.

The site is in a highly sustainable position and perfect location for development. The proposals were designed to meet an urgent housing need as North West Leicestershire District Council did not have a five-year housing land supply.

The Approach

- A public consultation process was held with local stakeholders to address public concerns and help shape the plans
- An application was submitted for 275 dwellings with extensive public open space and new National Forest planting
- Richborough Estates committed to providing 30% affordable housing, significant contributions towards libraries, schools and other public services, as well as the provision of a new bus route

The Result

- North West Leicestershire District Council granted planning permission for the site at a meeting of the Council's Planning Committee
- The site was sold to Bellway Homes in September 2015, representing a 13-month process



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Key Benefits

- A high-quality development delivering 275 much needed new homes
- A new country park with National Forest planting
- 30% affordable housing
- Significant funding for public services, including schools and libraries
- Provision of a new bus service, giving access to and from the new development

