Promoting suitable and sustainable land

Founded in 2003 we are one of the UK’s most successful strategic land promotion businesses.

We work in partnership with a multitude of landowners and local stakeholders to bring forward land for housing in the shortest time possible.

We’re proud of our unrivalled track record in achieving planning permissions, which involves a range of challenging sites within green gaps, conservation areas, contaminated brownfield land and Green Belt.

We ensure we take the time to carefully select the right opportunities and allow our skilled team to manage each project from inception to completion – just one of the reasons why our business successfully delivers for landowners.

Richborough always put us at ease and took a lot of the stress out of the process.”

Helen Dean, Landowner

Total Section 106 infrastructure contributions made from our sites

£35 million

Currently working on over 100 sites across the country

Capable of delivering over 30,000 new homes - 10% of national annual target

4,000 acres in total
Enabling the delivery of high quality homes

Their hands-on approach, expedient nature and diligence in achieving a permission has always come across well to us and our clients as land owners.”

Ben Marshalsay, Fisher German
Work with us

Paul Campbell
Chief Executive
- Degree in Quantity Surveying, formerly at Faithful+Gould and Tarmac.
- Formerly at Faithful+Gould and Tarmac.

James Bradshaw
Managing Director, Eastern Division
- MSc Surveying, Reading University.
- Formerly at Taylor Wimpey, the Homes and Communities Agency and Westbury Homes.

Jonathan Bloor
Managing Director, Western Division
- First Class Honours degree - Master of Planning, Chartered Member of RTPI.
- Formerly at How Planning and Staffordshire County Council.

Steve Louth
Regional Director
- BA (Hons) & Post Graduate Diploma in Town & Country Planning, Chartered Member of RTPI.
- Formerly at BNP Paribas Real Estate and Turley Associates.

Charlotte Lewis
Design Director
- BA (Hons) Arch, PG Dip Arch, RIBA Chartered Architect.
- Formerly at Nicol Thomas and Pegasus Planning.

Nick Jones
Regional Director
- BSc (Hons) Land Management, Dr Westport University, Chartered Member of RTPI.
- Company at Ashfield Land.

Dean Knight
Technical Director
- HNC in Civil Engineering and MCIOB both from University of Wolverhampton.
- Formerly at Lioncourt Homes.

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Technical Director
- HNC in Civil Engineering and MCIOB both from University of Wolverhampton.
- Formerly at Lioncourt Homes.
Hadyn Jones  
Planning Director  
BA (Hons) Urban Planning (First Class), Advanced Diploma in Environmental Planning (Distinction), Chartered Member of RTPI. Formerly at Pegasus Planning and DPDS Consulting Group.

Jon Dunman  
IPOA Director  
FHEA Teaching Certificate, Member of ITPA, Fellow of RTPI, Member of the Inst. of Highway Eng., Chartered Member of IRW

Marc Wilson  
Regional Director  
MSc International Real Estate and Planning, University of Portsmouth. 
Formerly at Stoneleigh Homes.

Harry Jackson  
Regional Manager  
BSc (Hons) Degree in Planning and Development, Masters in Planning Real Estates. Formerly at Rushton Hickman Ltd.

Jon Banks  
Regional Director  
BSc (Hons) Degree in Planning and Development, Chartered Member of IRW, Formerly at Taylor Wimpey.

Bhavesh Patel  
Regional Director  
MEng in Civil Engineering, University of Manchester. Formerly at Taylor Wimpey.

Matt Monks  
Finance Director  
BSc in Financial Accounting, University of Manchester. Formerly at Taylor Wimpey.

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Bhavesh Patel  
Regional Director  
MEng in Civil Engineering, University of Manchester. Formerly at Taylor Wimpey.
We employ planners, former housebuilders, surveyors and architects and this mix of skills and expertise really helps us to maximise the value of sites.”

James Bradshaw, Managing Director Eastern Division

We're always thinking about the bigger picture.

Our approach is about more than just housing; we focus on the local community and how our proposed developments will complement and enhance existing infrastructure.

It’s important that our schemes deliver sufficient levels of affordable housing, contributions to local education, highway improvements and other appropriate commuted payments, whilst meeting both regional and national housing targets.

We work hard to promote the positive benefits that new residential schemes can bring by engaging with local residents and achieving planning permissions that respect their needs.
Our professional process

1. Create a winning team
   - We attract highly qualified industry professionals with site relevant experience.
   - Project managers manage the work and devise a winning strategy.

2. The Local Authority
   - We consider the context of the Local Plan and the Local Authority’s five year housing land supply position.
   - We take a proactive consultative approach during the pre-application stage.

3. Transport
   - One of the most technical, complex and often controversial aspects of the planning process.
   - We devise the most suitable solutions to reduce the impact to the highway network. Ongoing monitoring of residual impacts and the implementation of mitigation strategies are essential.

4. Landscape & urban design
   - We undertake a strategic Landscape Appraisal (SLA) or Landscape and Visual Impact Assessment (LVIA) to inform the:
     - Masterplan.
     - A supporting 3D model.
     - Design and Access Statement (DAS).

5. Ecological
   - Phase 1 Habitat Survey determines which habitats or species need to be considered and/or surveyed.
   - If local Ecological Networks are present, an Ecological Network Assessment (ENA) is also undertaken.
   - Assessments are undertaken in accordance with the Local Authority.

6. Topographical survey
   - A topographic survey is undertaken in order to:
     - Assist with the preparation of the site.
     - Support proposals for the drainage strategy.

7. Agricultural land quality
   - Assessing the quality of agricultural land in accordance with the NPPF and demonstrating sustainability.

8. Environmental assessment, which covers heritage, noise, air and soil assessments
   - The impact heritage assets is considered early in the planning process.
   - Incorporate mitigation into the masterplan.

9. Drainage
   - We consider:
     - How surface water will be collected and drained from the site.
     - Connections to the local foul sewer.
     - Seek agreement with the Council, Environment Agency and utility companies.

10. Ground investigation
    - A Phase 1 Site Investigation (SI) is undertaken following site trials where testing has been completed.
    - An appropriate intrusive borehole strategy is established if ground conditions, soil contamination or other site issues are established.

11. Arboricultural surveys
    - To determine the position and quality of the trees on site and to establish the presence of any protected tree species.

12. Stakeholder & public consultation
    - Essential to successful site completion.
    - A public consultation is held with the local community.
    - Opinions and comments are taken into account and where necessary, adjustments to the master plan can be made.

13. Affordable housing
    - Factors influencing the affordable housing percentage are assessed and we determine:
      - Whether a case can be made to reduce the obligation.
      - Use some of the value to deliver local benefits.

14. Appointment of a delivery partner/ developer
    - Open Market Value (OMV) is best achieved through a competitive tender process. Together we carry out the entire planning and sales process in return for a modest percentage of the onward sale.
Taking a different approach to land promotion
We take a different approach to other land promoters and developers. Our consultative approach reflects our responsive, open nature. We always go the extra mile to obtain buy-in from stakeholders whilst achieving maximum value. Once consent has been secured, our technical work continues through post-planning to ensure the sales process runs as smoothly as possible.

The Richborough difference

We are currently promoting more than 100 sites across England and Wales with a potential to deliver more than 30,000 dwellings. We are promoting over 100 active sites across the country with a Gross Development Value of £2 billion for our portfolio. Our approach is distinct, ensuring that we have a consistent point of contact for the landowner from the very first day until completion of the sale.

Paul Campbell, Chief Executive

“Over 100 active sites across the country
£2 billion Gross Development Value for portfolio
30,000 new homes capable of being delivered (10% of the government’s national target)”
Some of our projects...

We’ve acquired a number of sites from Richborough Estates and they understand what information we need to develop a site and provide a comprehensive information pack at day one which is a great help.”

Jason Corner, Barratt David Wilson Homes
We began promoting Green Belt land to the east of Warwick Road in Kenilworth in 2014.

A comprehensive vision document was submitted to Warwickshire District Council to consider the merits of the site being included in the emerging Warwick District Local Plan. Our detailed masterplan established the potential capacity of the site to accommodate new homes, while considering the outcome of a range of technical and environment surveys and assessments. It was also important that the proposals included the provision of new sports facilities and landscaping that was sympathetic to the creation of a new Green Belt boundary.

Throughout the process, we worked with planning officers at Warwick District Council, as well as consulting with Kenilworth Town Council, Kenilworth Cricket Club, Sports England and the local community to deliver a scheme that fully maximised the land’s potential. The site was successfully allocated for 100 new homes and an outline planning application was submitted in late 2017.

Outline planning permission was granted in 2018 for 125 new homes - 25 more dwellings than initially allocated - including 40% affordable properties. In 2018, Bovis Homes was appointed as the development partner for the site.
We were contracted by Staffordshire County Council to promote one of its strategic sites for residential development.

The Council had already identified the 18.9 acre Greenfield site as a suitable location for development, given its location in the historic village of Codsall. New cycle paths and footpaths with green spaces and children’s play areas were included in the submitted Masterplan.

The Richborough team knew it had to achieve maximum value for Staffordshire County Council, given the provisions contained within Section 123 of the Local Government Act.

Following a positive consultation strategy, a planning application for 180 residential units, including 40% affordable housing, was submitted and subsequently granted. Taylor Wimpey was the chosen development partner in May 2016 with an expected Gross Development Value of approximately £38 million.

Codsall
Great Bowden

We secured permission for 50 new homes for this historic village in 2016.

Located on a 22 acre site, Harborough District Council approved the plans which offered family homes set alongside a new country park and allotments.

The scheme had to be sensitive to the needs of the community which live in this sought-after village, most of which is located in a Conservation Area.

Mulberry was successful in their bid to become the development partner for the site in 2016.
We were appointed to promote a 9.46 acre site in Eccleshall in early 2014.

The site comprised four fields of grassland and arable land with a woodland belt and ponds.

Stafford Borough Council adopted a 20 year local plan in June 2014, with the site later identified in the Council’s Strategic Housing Land Availability Assessment as developable.

We created a masterplan that detailed a sustainable development comprising family homes, public open spaces and children’s play areas that will enhance the appeal of Eccleshall as a desirable place to live. The plans also incorporated a wildlife corridor along the eastern boundary, retention ponds, trees and woodland.

Throughout the process, we engaged with planning officers at Stafford Borough Council and Eccleshall Parish Council, as well as consulting with the local community. There were also a number of highways, heritage and drainage challenges that needed to be overcome.

In September 2014, we submitted a planning application for up to 130 dwellings. The plans were approved less than six months after our appointment, with the site later allocated in the Parish Council’s draft Neighbourhood Plan.

In May 2015, Bovis Homes was selected as the preferred development partner. The entire promotion and sale of this site was undertaken by our team in just over 12 months.

Throughout the process, we engaged with planning officers at Stafford Borough Council and Eccleshall Parish Council, as well as consulting with the local community. There were also a number of highways, heritage and drainage challenges that needed to be overcome.

In September 2014, we submitted a planning application for up to 130 dwellings. The plans were approved less than six months after our appointment, with the site later allocated in the Parish Council’s draft Neighbourhood Plan.

In May 2015, Bovis Homes was selected as the preferred development partner. The entire promotion and sale of this site was undertaken by our team in just over 12 months.
We were appointed to promote a 28-acre site north-east of Nuneaton in July 2017.

Our team was aware that Nuneaton and Bedworth Borough Council was in the process of developing a new Local Plan, which would play a key role in shaping the future of the borough up to 2031.

With the existing Local Plan expired, we decided to immediately create a planning application strategy that demonstrated the site’s potential to aid the Council’s dwindling residential land supply.

We were keen to highlight the site’s sustainability credentials, including its close proximity to a wide range of facilities such as shops, schools, open spaces and public transport.

An outline planning application was submitted in December 2017 for the development of up to 200 dwellings (25% of which are affordable), public open green space and children’s play areas.

The proposals were informed by pre-application meetings with Nuneaton and Bedworth Borough Council, County Highways and a comprehensive public consultation event. In addition to this, our team also attended the new Local Plan Examination sessions, where we successfully argued that the site should not be afforded protection as an important landscape buffer along the A5.

Planning permission was granted in August 2018 – a turnaround of just 13 months to achieve. In November 2018, Redrow Homes was chosen to develop the site.
We began promoting a 113 acre Green Belt site north of Merley in 2016. The land, which abuts the River Stour, was previously used for agriculture with conservation areas situated on its eastern and western boundaries.

We created a compelling promotion document, which combined key technical studies to demonstrate the site’s suitability for Green Belt release and the provision of 575 dwellings. In particular, we emphasised that the site’s borders to the A31 and an existing historic tree-lined carriage driveway could form a new boundary for the redefined Green Belt.

In order to maximise the development potential of the site, we implemented a strategy to acquire third party land at a competitive price on a freehold basis.

A development strategy was submitted to Poole Borough Council in August 2016, followed by a consultation identifying the site for release of Green Belt land. The Masterplan included up to 600 new homes, 40% of which are affordable. It also comprised an area designated for a new 62 bedroom care home, landscaped public open space, community allotment and orchard, children’s play areas and extensive SANG (Suitable Alternative Natural Greenspace).

The site’s draft allocation was approved by the Council in July 2017. The site was allocated for a minimum of 500 homes, minimum 60 bed care home and a small scale incubator for start-ups.
What our clients say...

“"It’s the attention to detail that really makes them stand out. They put a lot of effort into the technical work which helps to drive the best value out of the sites.”

Trevor Wells, Wells McFarlane

“"They were very professional and advised us all the way along the line and are our preferred promoter for some more land we’ll be bringing to market.”

Howard Jones, Landowner

“"Richborough always kept us informed. There was always someone on the end of the phone and they were happy to pop over and see us if we needed them to which was a great comfort.”

Helen Dean, Landowner
Get in touch

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