

Optimising Strategic Land Value



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Rowland

A trusted and proven track record

Established in 1993 by our founder and current CEO Paul Rowley, Rowland is a privately owned family business that has successfully expanded to become one of the North West's leading privately owned residential developers.



Today, following in his father's footsteps, our Managing Director George Rowley oversees a thriving housing business with an annual turnover of circa £100 million and building around 400 plots per annum.

Operating from our headquarters at Farington House in Leyland, Rowland has developed a skilled and loyal supply chain including a network of specialist consultants and engineers, local business partners, high quality suppliers and skilled sub-contractors.

The importance of Strategic Land and how to unlock its value

Strategic Land is critically important in underpinning long-term development planning, particularly for delivering much needed housing, by ensuring a steady pipeline of future development opportunities.

Strategic Land is usually located on the outskirts of existing towns and cities. It doesn't currently have planning permission, but it does have the potential for planning approval in the future. It can be strategic for many reasons, for example, its location, proximity to infrastructure, or potential to be developed for housing or commercial use, or to access or unlock larger areas for development.

KEY ASPECTS OF STRATEGIC LAND:

- It addresses the current and ongoing housing shortage.
- Provides a pipeline for future development and benefits the local economy and infrastructure.
- Facilitates long term planning for new communities and supports sustainability.
- Provides value for landowners to unlock their land's potential.



Why choose Rowland?

If you have land to sell,
we have the know how to
unlock its true potential.



At Rowland, our specialist Strategic Land team has extensive experience assessing and promoting land opportunities across the north west, with over **90% planning approval success rate*** that gives you the confidence your land is in expert hands.

As a business, our focus is on Strategic Land and our experience enables us to help you realise the true commercial value of your greatest potential asset. Our track record speaks for itself and our ability to deliver a successful outcome is down to our proven experience, entrepreneurial spirit and innovative approach to solving complex planning issues.

*Over the period 2015-25.



At Rowland, we make what can be a complex process as straightforward as possible for landowners.

**Any type
of land
considered**

**Over 90%
planning
approval
success rate***

**Fast no
nonsense
decisions
with rapid
turnaround**

**Results
driven track
record**

**Personal
'one-to-one'
approach**

**Substantial
funds immediately
available**

**Flexible &
tailor-made
deals**

Our people all have the necessary specialist and technical expertise to identify potential land opportunities, promote and navigate it through the planning process and deliver a successful and profitable solution for landowners.

If you have land to sell and you want a company that's flexible, reliable and you can trust, let's start a conversation.

Call Tom Snape on 01772 621166 or 07718 578280 today.



Rowland Case Studies

Strategic Land in Action



DEVELOPMENT NAME
Levens View



LOCATION
Ulverston, Cumbria



CURRENT STATUS
Ongoing



NUMBER OF PLOTS
235



COMMUNITY CONTRIBUTION
In excess of £1 million*

Rowland has promoted residential development in South Lakeland by securing an allocation in the Local Plan and obtaining planning permission. The team negotiated appropriate Section 106 contributions, established a strong supply chain, and delivered residential dwellings in line with the masterplan, including 60 affordable homes, green infrastructure, and funding for off-site highway improvements. The development incorporates large areas of greenspace, supports a sustainable expansion of Ulverston, and has established a strong sales market for future phases.



DEVELOPMENT NAME
Elworth Hall Farm



LOCATION
Sandbach, Cheshire



CURRENT STATUS
Complete



NUMBER OF PLOTS
121



COMMUNITY CONTRIBUTION
In excess of £700,000*

Rowland pursued an aggressive planning strategy and successfully obtained planning consent via planning appeal on the basis that Cheshire East Council were not able to demonstrate a five year supply of housing land and the benefits of the scheme outweighed the impacts. The scheme had to be sensitive to the ecological and landscape constraints and included delivery of significant habitat enhancement in areas of the site that could not be built on, particularly around the pond and stream, maximising the efficiency of the development parcel.

Testimonial

"I recently worked with Rowland Homes on a land transaction, and the experience was seamless from start to finish. Their team showed deep understanding of the planning process, clear communication, and consistent professionalism. They handled challenges effectively, always acting in the best interests of all parties and maintaining strong relationships with the landowner.

The transaction progressed efficiently, reflecting their expertise and commitment to high standards. I would confidently recommend Rowland Homes to landowners and agents and look forward to working with them again."

Adam Westwell
Turner Westwell



DEVELOPMENT NAME
Heritage Park



LOCATION
Garstang, Lancashire



CURRENT STATUS
Complete



NUMBER OF PLOTS
70



COMMUNITY CONTRIBUTION
In excess of £265,000*

Following agreement of terms with the landowners, Rowland promoted the site for residential development through the Local Plan process and subsequently secured a housing allocation in the Wyre Local Plan in February 2019. Rowland then obtained Full Planning Permission for 70 homes, public open space and 30% affordable housing in 2021 and have since completed the development.



DEVELOPMENT NAME
Bagganley Lane



LOCATION
Chorley, Lancashire



CURRENT STATUS
Future development



NUMBER OF PLOTS
174



COMMUNITY CONTRIBUTION
TBC

Rowland has worked with the landowners since 2023 to promote the site for development, submitting a vision document to Chorley Borough Council to support its inclusion in the emerging Central Lancashire Local Plan. A detailed masterplan informed by technical and environmental assessments demonstrated the site's capacity for up to 200 homes while addressing landscape impacts. A full planning application was submitted in September 2025, and Rowland is continuing to work with the Council and stakeholders to secure planning permission.

Unlocking true land value

across the North West since 1993

124 - MAY 2026



Denotes operating area and land deals agreed from January 2021 to December 2025

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