

Company Review





Looking back approaching four decades since my wife and fellow Director, Lorraine and I incorporated Yorkshire Land together, we take great pride in presenting you with this review of our company.

Our projects have ranged in size, from one-off detached properties to the regeneration of large tracts of previously developed land; not least our reclamation during the lates 1990's of what was then seen as '*an almost impossible task*' at the 14 acre former Cammell Laird Steel Foundry in Penistone – something I still frequently have nightmares about today!

We very much hope this brochure provides you with an insight into our character, namely a gritty determination and tenacity to succeed and if you are reading it as a potential customer, that having done so, you will be left in no doubt that we are the partners for you, safe in the knowledge that we will leave no stone unturned in seeking the end result of obtaining planning permission for your land.

From small beginnings we are proud to have grown into the regional company we are today, having enabled the construction of over 1200 homes and tens of millions of pounds of investment across Yorkshire to date. However, whilst regional in nature, we remain rural at heart and pride ourselves on our family-values.

I am confident that the company will continue to prosper in the coming decades under the stewardship of the next generation of our family, as Lorraine and I begin to take more of a back-seat role from the day to day running of the company and leave this in the capable hands our son, Samuel Green.

The values of candour and integrity are at the heart of all we do as a family run company and this is demonstrated by the lasting relationships we have formed with the many landowners we have done business with.

Over the years we have seen the competition grow, but yet we have prospered in the knowledge that the difference between the ordinary and the extra-ordinary is just that little bit "extra" – that special ingredient - and with a planning success rate of in excess of 90% and particular fortune with numerous Green Belt sites, where the national statistic of success stands at just 2% - our track record speaks for itself.

Whilst we could never promise that we will always be successful with every scheme we pursue. We do promise that we will always provide our 100% efforts and attention to each of the projects we take on and that you will not find anyone or any company that will try harder for the desired result.

Yours sincerely

Steven & Lorraine Green

Directors Yorkshire Land Limited

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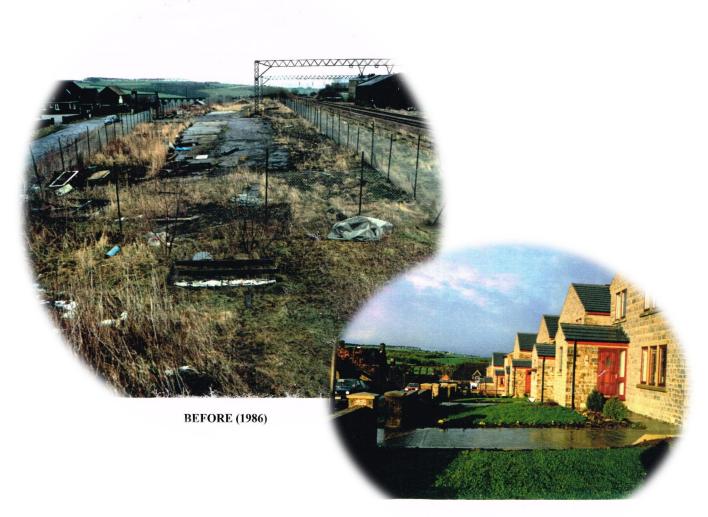
Land at Talbot Road, Penistone

| Site Area | - | 1.4 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 15 detached homes |

This former rail sidings site in the heart of the market town of Penistone was to be our first foray into the world of development, following our incorporation during October 1987.

Having purchased the site from British Rail and subsequently obtained planning permission for the development of 15 detached dwellings, we decided to build out the scheme, which first involved the reclamation of the site utilising our civil engineering expertise.

The homes still stand strong today, some 35 years later.



AFTER (1989)

Land at Wellthorne Lane, Ingbirchworth

| Site Area | - | 1.6 Acres |
|-------------|---|-----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 10 detached Bungalows |

This previously developed site in the Pennine village of Ingbirchworth formed our second development.

Having obtained planning permission for the development of 10 bungalows, we set about building out the scheme, for which we received a commendation from the National Housebuilding Council for our High Standard of Site Supervision.



Mill Farm, Oxspring

| Site Area | - | 3 Acres |
|-------------|---|-----------------------------|
| Site Nature | - | Previously Developed |
| Development | - | 16 detached Executive Homes |

We purchased this former Corn Mill site during the mid-1990's and set about obtaining planning permission for its development, which was no mean feat as the land was allocated as Green Belt within the Local Development Framework for the area. However, having remained resolute and with our in-depth knowledge of the local area and planning policies, we successfully obtained planning permission for the development of 16 detached executive homes.

This site marked a turning point in our main business, with the decision to sell the site for another company to develop, leading to us specialising in promoting land through the intricacies of local development plan processes.

This site was sold to David Wilson Homes, who built what remains to this day, the well-regarded 'Millstones' development.



Former Cammell Laird Steel Foundry, Penistone

| Site Area | - | 14 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 150 family homes |



A detailed History of the Cammell Laird Penistone Works is available to those interested by scanning this QR Code

We acquired this 14 Acre derelict site in 1994 and immediately set about its regeneration for residential development.

Due to the nature of the site's historical use, it's regeneration was arduous to say the least. Over 10 metres of contaminated ground had to be removed, screened and recompacted over the entire site area to prepare it to a sufficient standard for residential development. These works alone took 3 years to complete due to the hard-going nature of the ground, with the company encountering steel slag and reinforced concrete foundations on a daily basis during the first year of works, often jamming the crushers and screens and damaging the heavy machinery which was brought in to do the job, causing costly delays.

On one occasion, an officer of Barnsley Council commented at an on-site meeting, whilst looking across the site from the raised embankment of the adjacent former Woodhead Railway Line that:

"What Yorkshire Land are undertaking as a small local company is just unbelievable; it would be a mammoth undertaking even for the worldwide contractor, Wimpey"

Following completion of the preparation of the site for development, Yorkshire Land agreed a deal with David Wilson Homes to sell the site for residential development (a development which is today known locally as Greenacres) which was at that time only David Wilson Homes' second development in the Penistone area, with the market seemingly untapped, although proving successful with the company going on to develop a strong relationship with Yorkshire Land, purchasing several more sites from the company for new homes in the area over a period of several years.

For its work on this development, Yorkshire Land Limited was presented with an award from the Town Mayor of Penistone, Cllr Maureen Harrison, acknowledging with gratitude the valuable contribution made by the company towards the Town and its Inhabitants in regenerating the site, which up until that point, had lain dormant and derelict as an eyesore in the local landscape for many years.

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BARNSLEY CHRONICLE (PENISTONE EDITION) 30 OCTOBER 1998

Cammell Laird site: outlook will continue to improve

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Hornthwaite Farm, Thurlstone

| Site Area | - | 2.4 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 15 detached homes |

We were approached by the landowner of this property, who after having approached the planning department about the prospect of re-developing their farm with housing, had been informed that the chances were almost non-existent.

Having agreed a deal to purchase the site, subject to receiving planning permission for its development with residential housing, we pursued a planning application and with our detailed knowledge of planning policy, put forward a case which the Council were unable to refuse. Planning permission was therefore forthcoming and we subsequently sold the site to David Wilson Homes who developed the approved scheme for 15 detached homes.



Hoyland Fox Umbrella Factory, Millhouse Green

| Site Area | - | 14 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 141 family homes |

During 2005 we were approached by the owner of the 18 acre former Hoyland Umbrella Factory, Chapelthorpe Plc, who recognised the company's planning and development expertise and following negotiations, agreed a deal to take the Brownfield site forward for redevelopment.

Whilst the planning application for the redevelopment of the site was submitted in the name of CALA Homes. Yorkshire Land Limited was the driving force behind the scenes and, following much hard work and persistence, the application for 141 homes was ultimately approved in 2006 and the site was subsequently re-developed into the attractive residential estate that it is today.



Former Rail Sidings, Oxspring

| Site Area | - | 7 Acres |
|-------------|---|---------------------------------|
| Site Nature | - | Previously Developed |
| Development | - | Mixed Use Employment & 55 homes |

We purchased this former rail-sidings site in 2001 and having obtained planning permission for a mixed-use development of employment and residential, sold the site to Barratt Developments, who constructed the residential element of the scheme, now known locally as Longley-Ings. The adjoining Employment site was later sold to Frank Marshall Estates.



Fields End, Oxspring

| Site Area | - | 7 Acres |
|-------------|---|------------|
| Site Nature | - | Greenfield |
| Development | - | 56 homes |

We agreed an Option Agreement to purchase this site from the landowner, a local farmer, subject to achieving the allocation of the land in the Barnsley Unitary Development Plan.

Having successfully promoted the land, against the odds, the site was identified as a housing allocation for development upon the adoption of the Barnsley Unitary Development Plan in December 2000 and following a grant of planning permission for the development of 56 homes, we sold the site to David Wilson Homes, who then developed the approved scheme.



Former Chambler & Illingworth Goods Yard, Thurgoland

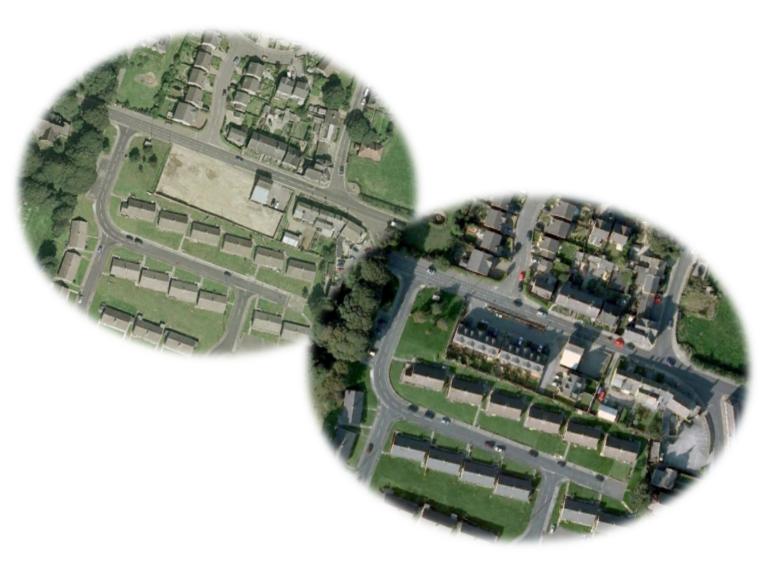
| Site Area | - | 0.6 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 10 homes |

This site was the former goods yard for a long established haulage contractor, Chambler & Illingworth. However, following the decline of the company the premises were surplus to use.

We agreed an Option to purchase the site, subject to obtaining planning permission, which was complicated by the site's planning history, with various previous proposals having been refused by the Local Authority.

Notwithstanding this, we could see the potential for the site and with our substantial planning expertise, subsequently obtained planning permission for the development of 10 town houses on the site.

We subsequently sold the site, ready for development, to a local developer.



Nether Royd View, Silkstone Common

| Site Area | - | 2.5 Acres |
|-------------|---|------------|
| Site Nature | - | Greenfield |
| Development | - | 19 homes |

Having spotted the potential of this site for residential development, being situated between existing residential development and the Dove Trail, we agreed a deal with the landowner to purchase the land, subject to obtaining the necessary planning consent.

A planning application for 19 homes was submitted to the Local Authority and was subsequently granted permission. We then sold the site to Barratt Developments, who developed the approved scheme.



Lockwood Gardens, Hoylandswaine

| Site Area | - | 3.2 Acres |
|-------------|---|------------|
| Site Nature | - | Greenfield |
| Development | - | 29 homes |

Having spotted the development potential of the site, surrounded by existing development in the centre of the village of Hoylandswaine, we agreed an Option to purchase this site from the local family that owned it and diligently pursued a planning application for 29 homes through the planning process.

Having achieved the necessary planning permission, we then sold the land to David Wilson Homes who developed the approved scheme.

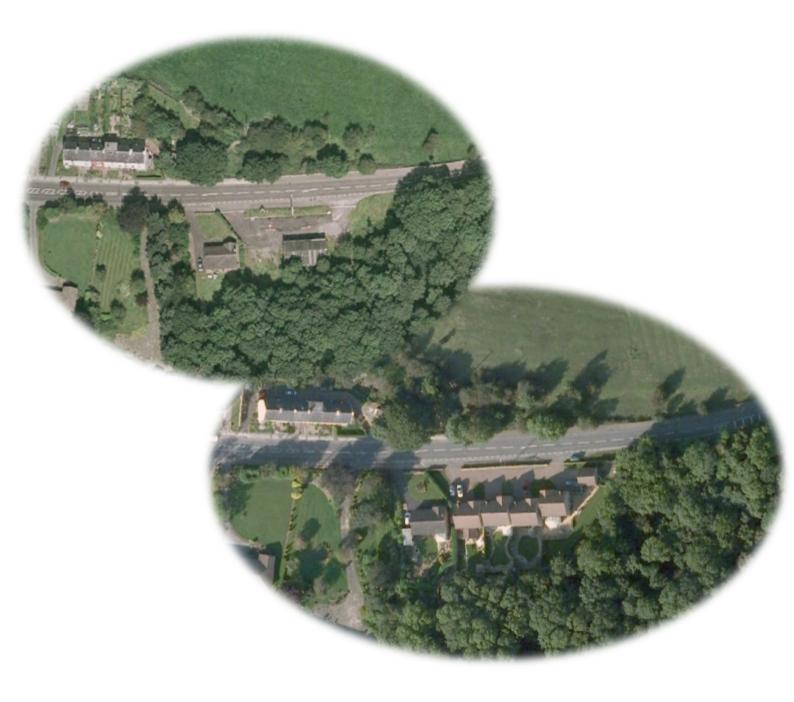


Former Scrap Yard, Ben Bank Road, Silkstone Common

| Site Area | - | 0.50 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 4 detached homes |

Having been approached by the landowner, a well-known and respected local scrap merchant, who was aware of our planning and development expertise, we agreed a deal for the re-development of this former scrap yard in the attractive village of Silkstone Common.

Having obtained planning permission for 4 detached homes, the site was sold to a local developer who built out the approved scheme.



Wood Cottages, Oxspring

| Site Area | - | 0.75 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 7 homes |

The company obtained planning permission for the re-development of this former petrol filling station and garage site in the centre of the South Yorkshire village of Oxspring.

Once planning permission was obtained, the land was sold to a small developer who built out the approved scheme for 7 terraced/semi-detached dwellings.



Cumberworth Road Allotments, Skelmanthorpe

| Site Area | - | 2 Acres |
|-------------|---|----------------------|
| Site Nature | - | Previously Developed |
| Development | - | 41 homes |

Having by chance noticed that this Council owned allotment site was due be sold at Auction in London the following day, the Directors booked train tickets to the venue and travelled down first thing that next morning and as the highest bidder, secured the site.

The planning process was complicated by the fact that the site was utilised for allotments. However, through negotiation and having secured alternative land for new state of the art allotments and facilities elsewhere in Skelmanthorpe, which was funded by the proposed development, the application for 41 homes was unanimously approved by Kirklees Council.

Once planning permission was granted, we sold the site to Bovis homes who developed the approved scheme.



Providence, Tivydale Drive, Cawthorne

| Site Area | - | 0.15 Acres |
|-------------|---|------------------------|
| Site Nature | - | Previously Developed |
| Development | - | 1 detached family home |

The Directors purchased this site, which was occupied by a tired bungalow and submitted a planning application for its re-development which a larger, modern replacement.

The application was successful and the trend was then set for the re-development of similar properties along the length of the street, which has become a sought after enclave in the popular village of Cawthorne.



Former Norcroft Plant Nursery, Cawthorne

| Site Area | - | 3.7 Acres |
|-------------|---|----------------------------|
| Site Nature | - | Previously Developed |
| Development | - | 1 exceptional country home |

Having purchased this former plant nursery site outright, the Directors set about obtaining planning permission for an exceptional country home named 'Norcroft Hall' which was designed to meet the aims of Planning Policy Guidance Note 7, to allow each generation the opportunity to add to the tradition of the country house, which has done so much to enhance the English Countryside.

The first 75 years of the last Century saw the destruction of more than 1,000 country houses.

Norcroft Hall was influenced by Georgian architecture. However, reproduction of such a dwelling with an authentic Georgian Plan form would have been inappropriate for today's lifestyles. Therefore, the design reflected the re-imagining of the Georgian house, encompassing up to date technology and standards which meet this generations living requirements.

The planning process in obtaining permission for this country home was particularly arduous, with multiple appeals and planning Inquiries having taken place.

Ultimately, due to our relocation out of the area, we decided not to build the approved scheme and instead sold the site to a local Businessman, achieving a record sum for a single building plot in the Borough - which stands unbeaten to date – who was able to progress plans for his own country home on the site, on the back of the principle of our approved planning application.



Jermyn Croft, Dodworth

| Site Area | - | 0.6 Acres |
|-------------|---|---------------|
| Site Nature | - | Greenfield |
| Development | - | 16 Apartments |

We were approached about the opportunity of the land by a business acquaintance and having structured a deal with the landowner, agreed to buy the land subject to obtaining a satisfactory planning permission.

Following grant of planning permission, we sold the site to a local developer, who built out the approved development.



Building Plot at Ben Bank Road, Silkstone Common

| Site Area | - | 0.4 Acres |
|-------------|---|---------------------------|
| Site Nature | - | Greenfield |
| Development | - | 1 detached executive home |

The owner of this site was the same owner of the Scrap Merchants Yard on Ben Bank Road, where we were previously successful in achieving planning permission. Following that success and in the knowledge of our track record with difficult sites, the landowner again approached us to obtain planning permission for his son to build a detached executive home on this plot of land which they owned within the village of Silkstone Common.

The planning process was complicated by the fact that the plot of land was identified as 'Green Space' within the Council's adopted development plan, which is land usually protected for community use. However, with our detailed understand of Planning Policy, we were able to demonstrate that this particular area of Greenspace was not of value and planning permission was ultimately granted for the development of the detached home proposed.



Land at Huthwaite Lane, Huthwaite

| Site Area | - | 1 Acre |
|-------------|---|----------------------------|
| Site Nature | - | Greenfield |
| Development | - | 4 detached executive homes |

We were approached by the owners of this Greenfield site in the village of Huthwaite during 2014, after they had been advised by a former officer of the Council (who had gone into private practice as a planning consultant) that obtaining planning permission for the site would be very difficult, due to its Green Belt designation in the Council's Development Plan.

We submitted a planning application for the development of 4 homes on the site and the Council sought every opportunity to refuse this, with the Planning Regulatory Board subsequently citing the umbrella term of 'Sustainability' as its sole reason for refusal.

Despite the refusal, we knew our case was sound and remained resolute, having submitted a Planning Appeal, along with an application for full recovery of associated costs.

The Planning Inspector appointed to deal with the Appeal subsequently ruled against the Council and awarded our planning permission, together with a full award for our costs, running into the tens of thousands of pounds, which the Council were required to reimburse.

Following grant of planning permission, the site was subsequently sold to Baile Homes, who developed the approved scheme.



Land at Hollinberry Lane, Howbrook

| Site Area | - | 1 Acre |
|-------------|---|----------------------------|
| Site Nature | - | Greenfield |
| Development | - | 4 detached executive homes |

Following our success with the infill site within the Green Belt in the village of Huthwaite, we approached the owner of this paddock in the village of Howbrook.

Having searched the planning file, we were aware that the land had been the subject of at least two planning applications for residential development previously, which had both been refused by the Local Authority.

At first glance, to many companies the site would not have presented any opportunity for development, both in terms of its appearance, forming a parcel of steep and undulating outcropped scrub land, and in terms of its planning history. However, with our knowledge and expertise we felt strongly that a planning application for its development could be won, provided the correct case was presented and that this would be a sought after location for new homes, being situated on the boundary of both Barnsley and Sheffield Districts.

Having agreed a deal with the landowner to purchase the site subject to receiving planning permission (whom until that point had given up any hope of seeing the land approved for development) we submitted a planning application for residential development, providing a comprehensive case as to why the site represented a suitable infill site in the Green Belt, in accordance with National Planning Policy.

In light of our previous approval on the site at Huthwaite and on the basis that the Council were unable to demonstrate a 5-year supply of deliverable housing sites, the Council were unable to refuse the scheme and planning approval was granted.

We subsequently sold the site with planning permission to a local developer, Penistone Developments, who then built out the approved scheme.



Land at Keresforth Road, Barnsley

| Site Area | - | 1.1 Acres |
|-------------|---|-------------------------|
| Site Nature | - | Greenfield |
| Development | - | 5 detached family homes |

We approached the owners of this Greenfield site, which was allocated as Green Space within the Council's adopted Local Plan.

Given the complications surrounding the site's Policy allocation in the Local Plan, the landowner wasn't aware of the sites potential for development and was pleasantly surprised by our approach and offer to purchase the land for residential development, subject to receiving planning permission.

A deal was agreed and we subsequently submitted a planning application for the development of the land with a scheme of 5 detached family homes.

The planning application was complicated by a number of drainage issues. However, utilising our expertise, these matters were dealt with to the satisfaction of the Local Authority and planning permission was subsequently granted.

We then sold the land with the benefit of the planning permission to a local developer, Earledge Developments.



Land at Well House Lane, Penistone

| Site Area | - | 50 Acres |
|-------------|---|------------|
| Site Nature | - | Greenfield |
| Development | - | 500+ homes |

During 2012, Barnsley Metropolitan Borough Council was in the early stages of preparing its new development framework for the Borough which would direct the use of all land in the District from 2014-2033.

In the knowledge that the Council would need to identify new sites to meet its objectively assessed housing needs, we approached the owner of this 50 acre site to ascertain whether they would consider selling the land for housing development.

The landowner was interested by our approach and having spoken to various established land agencies (including Strutt and Parker and Savills etc) and having been informed that the chances of success were almost non-existent, we were able to agree a deal to purchase the land subject to achieving planning permission for its development.

The Plan preparation process was arduous to say the least and involved a great deal of time and money, with a requirement to demonstrate from all relevant considerations, including highways, drainage, landscape, ecology etc, that the site was the most suitable option for development in Penistone, when compared with the many competing sites.

Following several delays and setbacks what was to be the 'Barnsley Local Plan' subsequently emerged and within this document, the site was finally confirmed as a housing allocation (Site references HS74 & HS75) to meet the housing needs of the Penistone Principal Town.

However, some eight years on, the process did not end there.

Following the allocation of the site, we then agreed to sell the land to Barratt & David Wilson Homes (Yorkshire West) who submitted a planning application, which given the large size of the site was required to address a myriad of matters to address site/scheme specific concerns raised by the planning department.

This process involved ongoing input from Yorkshire Land Limited, who understood the Local Planning Policy and Political background which was instrumental to the success of the Planning Application.

Finally, during June 2021, some 10 years since we first approached the landowner, the Planning Application for the development of the site was approved at Planning Regulatory Board and the site was sold to Barratt & David Wilson Homes to commence their first phase development of 400 homes, including 120 affordable homes to help meet the needs of those struggling to take the first step onto the housing ladder, not least young and first time buyers.

A further phase of development in respect of the remaining allocation (Site reference HS74) for approximately 100+ new homes will be brought forward in due course.

This site represents the company's largest project to date in terms of the number of homes delivered. However, we don't intend on stopping here...





What the Professionals say...



"We have advised Yorkshire Land on a number of applications and also equally promoted a number of allocations through the Development Plan Process. Throughout that time, I can confirm that Yorkshire Land have single-mindedly (and perhaps tenaciously) pursued development proposals which one would not immediately consider to be obvious 'winners'. In particular, I know that permission has been gained for several Green Belt sites. A national statistic for such success is some 2%, which would put them well within that bracket... In summary, I would put Yorkshire Land into a category of client about which I can say that if anyone could do it, it would be them!"

Mr David Walton

Director – Walton & Co (Planning Lawyers) Limited Ranked as a Top 25 Leading Firm (Planning Magazine) & Chambers UK



"Yorkshire Land has a proven track record in securing planning approvals 'against the odds' by their thoroughness and active promotion of the sites they have an interest in... whether it be allotment to housing land, green field to housing land, industrial to housing land or indeed 'mixed use' Yorkshire Land has successfully delivered all of these scenarios to the market place – including on more than one occasion when my in-house Planning Directors have said they would never succeed!"

Mr Jim Cropper

Formerly Managing Director of David Wilson Homes (Yorkshire), Cala Homes (Yorkshire), Redrow Homes (Yorkshire) and Duchy Homes Limited,



"I have dealt firsthand with Yorkshire Land on numerous occasions over the last 20 years... on each occasion I have been impressed by the resolve and ability they have demonstrated... whether it be a planning application for a small scheme of properties or the promotion of a strategic land site for several hunded homes, their commitment and attention to detail in respect of each of the schemes they are involved with is an invaluable asset in achieving the desired results."

Mr David Jones

Managing Director – Southview Developments Limited Formerly Managing Director & Regional Chairman of David Wilson Homes (Yorkshire), Managing Director of Bellway Homes (Yorkshire) and Chief Executive of Duchy Homes

What our Clients say...



I have been involved in business dealings with Yorkshire Land and Steven and Sam Green for over a decade. Throughout this time, and despite serious impediments, delays and frustrations caused by other parties and through no fault of their own, Steven and Sam have demonstrated a tenacious and admirable talent for the most difficult of land development projects culminating in a successful outcome.

Their assiduous and patient approach to land development means that you are left in no doubt that they will achieve their goals through diligence and hard work and unrivalled knowledge of planning criteria and requirements.

I would not hesitate to recommend this team for any land planning; if you are looking for individuals who are discerning, perspicuous and determined, look no further than Yorkshire Land.

Mrs Rebecca Scott Landowner



We approached Yorkshire Land regarding a small piece of land that we had owned for some years. Following their advice and realising it would not be straight forward, we decided to engage them to go ahead with the application. They took care of all aspects including planning, legal and environmental.

Although the application involved only four houses the entire process, including an appeal, took nearly three years, due to several complications and objections by the local planning authority. During this time both Steven and Sam approached each setback with dogged determination and conviction and, eventually, won the planning appeal leading to a successful outcome for all.

Mr & Mrs Rollinson Landowners



Will your land be next?

Landowner

Summary...

We hope this review has provided you with an interesting insight into our varied work.

The sites we have detailed are just some of the main projects we have been involved with to date. However, there are many more where we have worked diligently as the driving force, behind the scenes, or have enabled, via introductions between our wide-ranging contact base.

Whilst we focus on results over publicity, Yorkshire Land has been recognised for its work with a variety of nominations and awards over the years, including *Commendations* by the National House Building Council and as Finalists for *Best Strategic Land Promoter* Award (2019) and *Deal of the Year* Award (2021) at the Yorkshire Residential Property Awards.

As we look forward to the future, with the same level of passion and commitment as we have always demonstrated, we welcome all opportunities from sites for one detached property to new master-planned settlements and anything in between and our current projects are truly spread across the length and breadth of Yorkshire.

To maximise our reach and effectiveness we operate our own company aircraft, which we also utilise to undertake aerial photography work. This business tool is invaluable in that regard to progressing our projects through the planning process, with the ability to demonstrate, from the air, how our sites relate well to the settlements and facilities where they are located and also in spotting future development opportunities... which, when looking from above, can present themselves like obvious pieces of a jigsaw puzzle!

Whilst we are a small company in scale compared with the national housebuilders, we are nonetheless a multi-million pound organisation, achieving a record turnover of $\pounds 20$ million in our 2021/22 financial year and moreover, we do not have any financial liabilities.

We view our small size and structure, being a family run business, as a strong positive, providing us with the ability to make and execute decisions promptly, unlike many of our larger competitors

In dealing with us, as a family run company, we can also guarantee that you will have a constant relationship throughout the planning process. However long it takes, we will be fully invested in achieving the end goal as we are only rewarded when planning permission is obtained and a site sold for development. This contrasts with more corporate companies and many of our competitors, where staff have no financial interest in the projects they are working on and often come and go at the opportunity of a better paid job!

Your land is our speciality and we look forward to working with you.

Yours sincerely

Samuel S. Green Yorkshire Land Limited



Company Accounts Summary

We are proud to be entirely self-funded, with no liabilities other than our corporation tax obligations.

Our financial strength affords us the ability to act entirely at our discretion on financial decisions in respect of potential deals and acquisitions. Together, with our streamlined decision making process, as a family owned and operated company, we are able to arrive at and execute decisions quickly, unlike many of our larger corporate competitors who are very often required to follow time consuming board processes, involving individuals or outside financial backers who you have had no contact with or knowledge of.



Contact Us

Postal Address

Yorkshire Land Limited PO Box 785 HARROGATE HG1 9RT

Registered Office Address

Yorkshire Land Limited Tattersall House East Parade HARROGATE, HG1 5LT

Office Telephone: +44 (0)1423 770 335 Office Email: office@yorkshireland-ltd.com

Steven Green

Managing Director T: +44 (0)1423 770 335 E: office@yorkshireland-ltd.com

Samuel S. Green

Business Manager M: +44 (0)7748 793 487 T: +44 (0)1423 770 335 E: office@yorkshireland-ltd.com

Company Website



www.yorkshireland-ltd.com

Social Media



@yorkshire_land_limited



@yorkshirelandlimited



Yorkshire Land Limited

Lorraine Green Director & Company Secretary T: +44 (0)1423 770 335 E: office@yorkshireland-ltd.com



