

STRATEGIC LAND

OPPORTUNITIES



CONTENTS

03 WHAT IS STRATEGIC LAND?

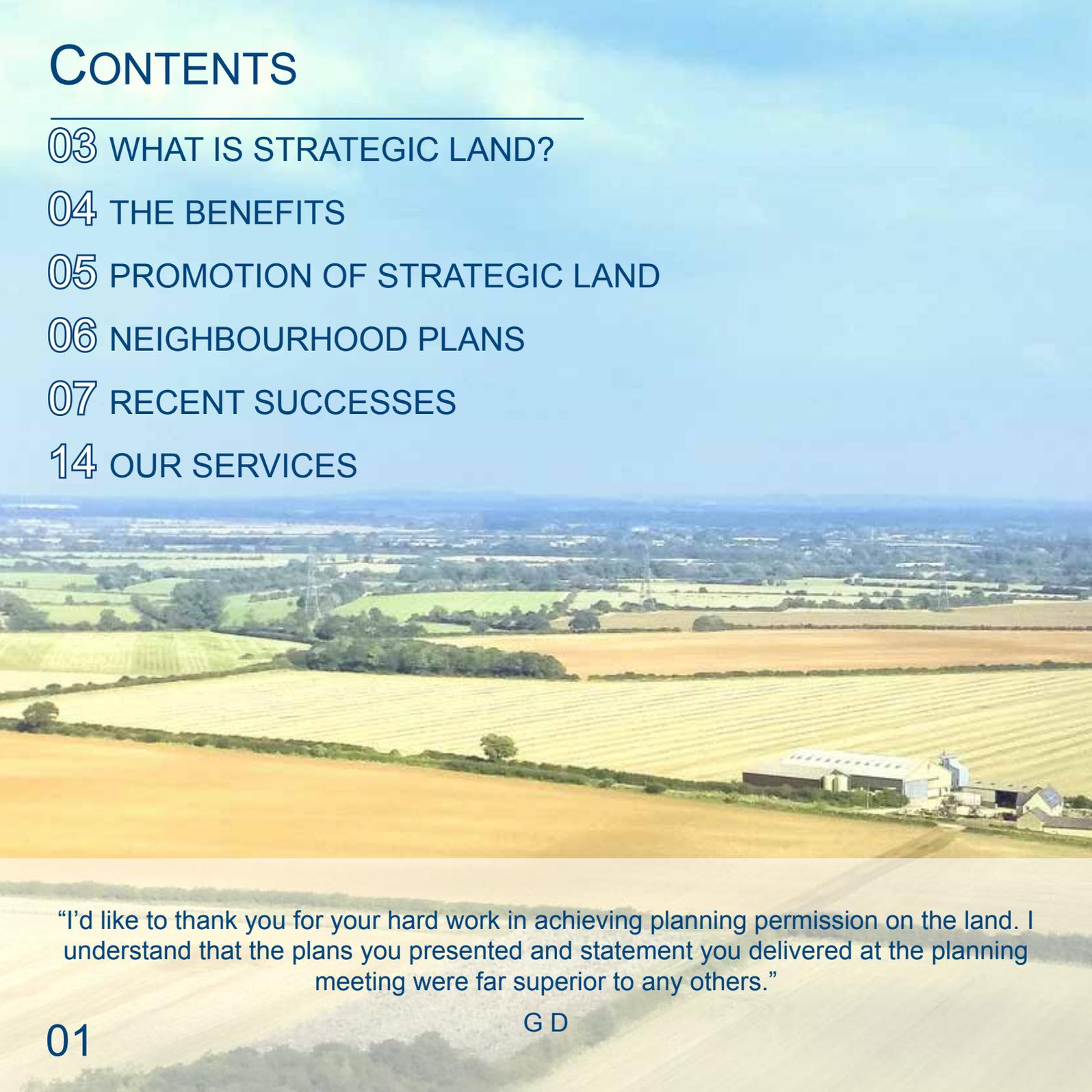
04 THE BENEFITS

05 PROMOTION OF STRATEGIC LAND

06 NEIGHBOURHOOD PLANS

07 RECENT SUCCESSES

14 OUR SERVICES



“I’d like to thank you for your hard work in achieving planning permission on the land. I understand that the plans you presented and statement you delivered at the planning meeting were far superior to any others.”

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WELCOME...

Andrew Barr, Head of Planning & Development



Government frequently tells us that as a country we need more houses to be built to address the large shortfall between supply and demand. Local authorities are required to demonstrate adequate housing and employment land supply in their Local Plan.

These two facts combined highlight the importance of taking a strategic view of your land which often means investment today to maximise the prospects of unlocking value tomorrow.

In an age where development of land often depends upon its status in the Local Plan it is vital to take every opportunity to ensure that it is fully promoted if its potential development value is to be realised.

Our Planning and Development team at Robinson & Hall is well placed to monitor the production of a large number of Local Plans across the region and to advise on the options available to you. Whether you instruct us to promote the land on your behalf or whether you ask us to find a development partner to work with, our aim is to make a highly technical and sometimes lengthy process as easy as possible for you.

I hope this booklet will give you a flavour of the type of work involved in the land promotion process. We can provide an initial appraisal of your land to assess its development potential with a view to it being allocated in the Local Plan.

“We would like to say how much we appreciate all the hard work and professionalism you have shown throughout negotiations. We would recommend your services to everyone.”

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WHAT IS STRATEGIC LAND?

At Robinson & Hall we are experts at helping our clients realise the value of their land.

You may have good reason to suspect that your land has strategic development potential. Perhaps your ownership adjoins an existing, expanding settlement; maybe you have received an approach from a developer; you may be aware that a Neighbourhood Plan is being prepared or that the Local Plan is under review?

Sometimes, the potential for your land is less obvious. We have been involved in schemes for new satellite settlements in the open countryside. The government is promoting the concept of Garden Villages in sustainable locations on important transport corridors. Old airfields or industrial complexes may form the core for a new residential development.

‘Strategic sites’ need not be large tracts of land. We are actively promoting, managing the delivery and negotiating the sale of a range of sites, from small plots of up to five dwellings on the edge of existing villages through to land forming part of sustainable urban extensions on the edges of large settlements. The common theme is that we have taken a long-term approach to their delivery to remove risk and enhance value for our clients.

Give our team a call for a preliminary assessment of your land.

THE BENEFITS

It is no secret that the sale of strategic land can raise substantial sums for landowners. Such capital injections can enable you to:

- + Pay out business partners or family members
- + Allow the next generation to continue in the business
- + Fund a diversification project
- + Facilitate business growth
- + Survive in an increasingly competitive market
- + Pay off core debt
- + Make a comfortable retirement a reality

PROMOTION OF STRATEGIC LAND

The first stage of the strategic land planning process is to promote your site to the Local Planning Authority. A typical scenario might be as follows:

Step 1. Submit a representation for your site to the Local Plan.

As part of the process of adopting a new Local Plan, councils will invite potential sites for development to come forward. Through this “Call for Sites” process they will discover the constraints and opportunities of sites together with an indication of ‘deliverability’ i.e when realistically the site is likely to be developed.

Step 2. Landowner enters into a short-term Option or Planning Promotion Agreement with a developer or promoter.

We can facilitate the introduction of a developer/promoter who will pay the landowner a fee to be allowed to promote the land through the planning system within the period of the agreement. We know which developers have a proven track record and can recommend accordingly to maximise your chances of success. We can also advise on the advantages and disadvantages of the Option versus Planning Promotion route. A contribution of your professional costs can often be negotiated from the developer/promoter.

Step 3. When planning consent is received, specialist advice is essential.

When the Promotion Agreement is triggered, usually on receipt of satisfactory planning consent, the land is sold with proceeds split in accordance with the agreed terms. This stage requires careful advice to ensure the landowner receives full value for the land.

We have years of experience in successfully gaining strategic planning permission and have the added benefit of all our in-house services to manage your project from start to finish.

NEIGHBOURHOOD PLANS

As an alternative to, or sometimes complementary to, Local Plan representation the promotion of a site can be pursued through an emerging Neighbourhood Plan.

Neighbourhood Plans are prepared by local communities and will eventually form part of the development plan. Any land allocation in an adopted Neighbourhood Plan will carry the same, sometimes more, weight than an allocation in a Local Plan.

Neighbourhood Plans will often allocate sites based on entirely locally devised criteria. It is therefore important that a keen understanding of the needs and aspirations of the host community is reflected during the course of your land's promotion period. New residential development in particular can often contribute towards new local facilities such as allotments, recreation space or even an extension to the local school. It can also be tailored in such a way that it can deliver the homes that local people want.

Working with Parish Councils and local residents and gaining local support, even where an emerging Neighbourhood Plan is not present, is now a critical step in unlocking the development potential of your land. We are experts in the neighbourhood planning process and are adept at engaging with communities on behalf of our clients.



REDEVELOPMENT OF FORMER POULTRY FARM

We thrive off challenges and when we were instructed to explore the potential for the redevelopment of a former poultry farm in a sensitive rural setting, we knew that there may be a few hurdles along the way.

The site extended to 1.2 hectares and comprised a series of redundant and dilapidated poultry houses. Our planning team engaged early with the local planning authority through a pre-application enquiry. Although the planning officers were broadly supportive as to the principle of redevelopment, it was made clear that design and layout of any scheme was critical given the attractive rural location and setting of the former farmyard site within the Green Belt.



RECENT SUCCESSES



Early discussions took place with local residents and the feedback received was taken into account in the design process.

Working closely with both local residents and Council planning officers, we produced several designs for the proposed dwellings and layouts for consideration, eventually achieving a design which reflected the site's agrarian heritage as a former farmyard but with a modern twist.

A full planning application was then submitted accompanied by a comprehensive design and access statement explaining how the scheme had evolved. Building on the good working relationship established with Council officers, planning permission was granted under a year later.

We were subsequently instructed to market the site with the benefit of planning permission and there was an impressive level of interest from developers.

A sale of the site was completed within four months of achieving planning consent at 30% over the guide price. The construction of the six executive dwellings has now completed.



CREATING A SUSTAINABLE FUTURE

An existing farming client owned a small farm, located on the edge of a local expanding town.

On his behalf we entered into discussions with a number of developers and assisted the client in choosing the developer who fitted best with his motivations.

Having negotiated heads of terms for an Option agreement, we monitored the progress of the land promotion over a period of ten years, leading to the allocation of the land in the emerging local plan.

The developer in this instance managed to secure the land as part of a much larger major urban expansion for 5,500 houses. Once satisfactory planning permission was achieved, we negotiated the sale price of the site, following which the Option was exercised at a price of many millions of pounds.

The sale of the land enabled the farmer to build a brand new farmhouse and farmstead elsewhere on the holding and buy a second farm. This has given security for the next generation to enter the business.



IMPROVING FINANCIAL STABILITY

We had acted for this farming family for many years who owned land adjoining a large village.

We submitted several representations to the emerging Local Plan over a period of many years, working closely with planning officers and the Parish Council.

Ultimately we were able to secure outline planning consent for a residential development scheme of approximately 1.5 hectares. The scheme included a range of community matters, such as an extension of local sporting facilities, a new car park for village use and open space provision.

We marketed the site under a formal tender process and more than doubled our clients' expectations of disposal value. The family was able to move the business forward to the benefit of all.

PLANNING GAINED FOR 74 DWELLINGS



We submitted a representation to Huntingdonshire District Council's Issues & Options Consultation as part of the Council's emerging Local Plan. The Council's draft Plan identified the site as suitable for residential development and further discussions took place with a view to securing appropriate consent.

We were then instructed to prepare an outline planning application for up to 74 dwellings. Our planning team engaged early with local residents and representatives at Parish Council level. This also involved a number of meetings with the Council's Urban Design team to ensure compliance with design codes.

The designs evolved and we successfully received planning permission, subject to compliance with a number of conditions and completion of a Section 106 Agreement.







PLANNING OBTAINED FOR A CURTILAGE BUILDING AND ALLOCATED SITE

We were instructed to prepare an application for full planning permission on land allocated in the current adopted local plan in a small Bedfordshire village. The site extends to 0.26 hectares and comprises a building of local character value along with its curtilage.

Once we became involved we immediately appreciated the constrained nature of the allocation: in terms of size; orientation; shape; and the importance of retaining the existing building, an issue most likely not considered at the point of the site's allocation. This involved a creative design solution and a planning application that sought to extend the site past the boundaries of the initial allocation. All of the relevant planning, drawing and project management work was undertaken in-house by Robinson & Hall.

One of the most important factors in the delivery of the scheme was the initial allocation of the core of the site. We were then able to achieve permission for a scheme comprising 8 dwellings in total (a figure in advance of the allocated allowance) through the advancement of a strong sustainability argument for an enlarged site. The proposal received a resolution to grant subject to the completion of a Section 106 Agreement.

OUR SERVICES

Our focus is to add value to your land or property, so over the years the level of services we provide have evolved to ensure that we can do just that. We want to cut out the need to deal with several companies to achieve your goal and therefore the range of property services we provide means that we can cater for virtually any land or property requirement.

Planning & Development Services

- + Pre-application enquiries
- + Permitted Development Rights
- + Local Plan Reviews & Site Promotion
- + Neighbourhood Planning
- + Planning applications & Appeals
- + Site appraisals
- + Strategic Planning & Option / Planning Production Agreements
- + Architectural Design Services
- + Renewable Energy

Our other departments include:

**Residential Lettings Auctions Commercial Rural Property & Business
Architecture & Building Surveying Renewable Energy**



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