



Strategic Land Company

Delivering Sustainable Development



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Frequently Asked Questions

How do I obtain planning permission for my land?

Planning permission is usually obtained in two ways:

1. Local Plan Process

A local council regularly reviews its Local Plan which sets out where new homes should be located. If land is included in a Local Plan, the council accepts that it is suitable for future development. A formal planning application is then submitted to the council. This route provides the strongest and safest way of securing planning permission.

The Strategic Land Company has a strong track record of having sites included in Local Plans. Once the site has been included in a Local Plan, we would then deal with the formal planning process under a Promotion Agreement (*see below*).

2. Outline Planning Application

An outline planning application can be used where land is not yet included in a Local Plan but has good planning potential.

The Strategic Land Company will fully assess your land to establish whether an outline planning application is appropriate in the circumstances. This route is high risk, and so a detailed assessment of the land would need to be undertaken before any planning application is made.

How much could my land be worth?

Where possible, we will provide you with an estimate of what your land could be worth with the benefit of planning permission.

The average price for an acre of land in England is £11,000.00. In contrast, an acre of land with planning permission could be worth as much as £1.25 million.

The exact value will depend on the location of the land, the number of houses permitted to be built, market conditions and infrastructure costs.

What are the costs to the landowner?

We fund the entire planning process at our own cost and risk. This means that you will benefit from the uplift in value of your land without having to pay any costs in the process or take on any of the risk. If we are unsuccessful in obtaining planning permission, all of our costs are written off and it won't cost you a penny.

Our fees are charged on a pre-agreed percentage of the sale proceeds of your land when it is sold. Our fees are fully negotiated and agreed upfront before any formal planning works are undertaken.

As we are paid on a percentage of your land (typically 15%), it is in our own interests to obtain maximum value. As such, our interests are fully aligned with yours.

Following the sale of your land, the sale proceeds are applied in the following order (i) repayment of third-party costs (surveys, specialist consultants and planning fees). All costs will be agreed with you upfront before they are incurred / paid (ii) payment of our agreed fees (typically 15% of net sale proceeds) (iii) the balance is then paid to you.

Is there any risk to the landowner?

There is no risk to the landowner. We take on all the risk and use our own capital to fund the planning process.

What happens if planning permission is refused?

If planning permission is refused, we will review the reasons for refusal and find solutions to overcome the issues. This may result in our team submitting a formal planning appeal.

What is a Promotion Agreement?

A Promotion Agreement is essentially a joint venture arrangement between us and the landowner. The agreement enables the landowner to have access to our experience, expertise and financial resources to obtain planning permission. The Promotion Agreement will fully set out the likely timescales involved, the extent of the works we agree to undertake and details of our agreed fees.

Why are Promotion Agreements so popular?

Promotion Agreements have become increasingly popular as they allow landowners to maximise the value of their land without taking on any of the risk.

Promotion Agreements are often preferred to Option Agreements as both parties will seek to obtain the highest possible price for the land. Under an Option Agreement, a developer will often seek to buy the land at the lowest possible price. Unlike Option Agreements which have a fixed or discounted purchase price, Promotion Agreements require the land to be sold on the open market to the highest bidder, which typically results in a higher sale price.

Retain ownership and control

The landowner retains full ownership and control of their land throughout the planning process and can continue to use it (e.g. for farming).

Why work with us?

- ✓ We fund the entire planning process on your behalf. Planning and legal costs can be significant.
- ✓ We take on all the risk. Obtaining planning permission is incredibly complex and high risk. If we are unsuccessful in obtaining planning permission, all of our costs are completely written off and it won't cost you a penny.
- ✓ Our interests are completely aligned with yours. As we are paid on a pre-agreed percentage of the sale proceeds of your land when it is sold, it is in our own interests to obtain maximum value.
- ✓ Our experienced team of experts will give you the best opportunity of securing planning consent for your land and maximise its value.
- ✓ You retain full ownership and control of your land throughout the planning process. This will enable you to generate income from your land until such time as it is sold.
- ✓ We will always listen to your needs and will keep you fully updated throughout the whole process.



Landowners choose to work with us due to our track record of securing planning consents and our ability to maximise land value.

“Now that matters have completed, I would like to thank you for all your efforts and for keeping me informed throughout the entire process. SLC did extremely well in gaining planning permission in the circumstances.”

Malcolm Jones, Solihull



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