



# Strategic Land Company

**Delivering Sustainable Development**



The Strategic Land Company  
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# We partner with landowners to maximise the value of their land.

## Our experience covers:

- Identification of development potential
- Strategic planning and development advice
- Land promotion
- Land assembly
- Option and promotional agreements



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

The Strategic Land Company is a market leading strategic land promotion business. We partner with landowners to promote their land through the planning process with the aim of securing future planning consent.

We fund the entire planning process at our own cost and risk. Our fees are charged on a pre-agreed percentage of the land when it is sold. All fees are negotiated and agreed prior to us accepting an assignment. If we are unsuccessful, it does not cost the landowner anything.

As we are remunerated on a percentage of the land, it is in our own interests to obtain maximum value. As such, our interests are completely aligned with the landowner.



**Strategic  
Land Company**

*"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 | Land Owner, Solihull**

*It is very important to us that we retain a strong relationship with our landowner partners, agents and stakeholders throughout the whole process. We believe that communication is key to a successful outcome. As such, all parties are kept fully informed and involved at all times. Landowners can partner with us with confidence.*

*We are confident to say that our strategies have resulted in our exceptional track record and notable success. Our enthusiastic approach to each individual site sets us apart from the rest. Our ethos is very much 'hands on' and guarantees that we can deliver realistic, viable and sustainable schemes.*



## Why work with us?

- ✓ We fund the entire planning process. Legal and planning costs are likely to be significant due to the extent of the work required to obtain planning consent.
- ✓ We undertake all of the work at our own risk. Obtaining planning is incredibly complex and high risk. If we are unsuccessful with obtaining planning, all of our costs are completely written off. No costs are payable by the landowner whatsoever.
- ✓ Our interests are completely aligned with the landowner. As we are remunerated on a percentage of the land, 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 control over your land during the planning process. This will enable you to generate income from the land until such time it is sold.
- ✓ We will always listen to your needs and will keep you fully updated throughout the whole process.



# How it Works

## 1. Site Visit

We meet with the landowner to fully understand their expectations and requirements. We will then undertake a site visit to fully assess the land's development potential.

## 2. Appraisal

Our in-house team of land and planning experts will undertake an appraisal of the land.

## 3. Agreement

If we believe your land has development potential, we will prepare a promotion strategy for your consideration. If you are happy with the proposed strategy, we will enter into a formal Promotion Agreement with you which will enable us to promote your land through the planning system, with the aim of obtaining planning permission. The Promotion Agreement will fully set out the likely timescales involved, the extent of the works we agree to undertake and how we are to be remunerated. We cover the costs to formalise the Promotion Agreement to the satisfaction of both parties.

## 4. Site Promotion

The Promotion Agreement will fully set out the agreed promotion strategy. Some sites may be required to be promoted through a Local Plan with a view to obtaining an allocation for development before a planning application is made. In other cases, it may be appropriate to submit a policy compliant planning application. We will also consider alternatives to obtain planning consent, such as the five-year housing land supply. Our promotion strategy is individually tailored to each site to ensure we achieve the best outcome.

## 5. Planning Application

We will prepare and submit a planning application and deal with any appeal process, if applicable.

## 6. Sale of the Land

The land is sold on the open market once planning permission has been obtained.

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