Maximising Returns for Landowners

How Value My Land Works With Landowners

A Practical Guide for Landowners

From a free initial review through funded planning promotion, competitive developer marketing and the successful sale of development land.

Value My Land
13 Ensign Business Centre | Westwood Way | Coventry | CV4 8JA
Email: info@valuemyland.com | Telephone: 0800 061 4006 | www.valuemyland.com

How Value My Land Works With Landowners

Value My Land helps landowners understand development potential and, where a suitable opportunity is agreed, manages the planning and promotion process from initial strategy through to sale.

The process begins with a free review of the location, planning policy, access, constraints, infrastructure and likely development route. Under our usual promotion model, the landowner retains ownership while we fund and manage the agreed planning and consultant work at our own cost and risk.

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Why use a structured promotion process?

Development land normally needs coordinated planning, technical, legal and commercial work. A clear process allows the most important risks to be tested in the right order, avoids unnecessary expenditure and keeps the planning objective, landowner protections and eventual sale strategy aligned.

- **Start with a free, no-obligation review of the land and planning context**
- **Agree a realistic development strategy before substantial expenditure begins**
- **Use a promotion agreement to record funding, responsibilities and protections**
- **Appoint and coordinate the consultants needed for the agreed planning route**
- **Convert planning success into a well-prepared, competitively marketed opportunity**

Where does it sit in the development process?

Free review → development strategy → promotion agreement → consultant team → planning promotion → planning outcome → marketing and sale

Read the full online How Value My Land Works Guide

A Clear Process Built Around the Landowner’s Site

Every site is different. The planning route may involve an immediate application, a Call for Sites submission, HELAA or SHLAA assessment, Local Plan representations or a combination of these stages. The process is therefore designed around the land, the planning authority and the landowner’s objectives rather than a fixed package.

The first review identifies the principal opportunity and risks without requiring the landowner to commission a complete survey file. Where the site appears suitable and both parties wish to proceed, the planning and commercial strategy is discussed before an agreement is signed or substantial work begins.

You retain ownership of the land

A promotion agreement transfers the agreed work and financial risk, not ownership of the property. The landowner remains involved in the important decisions identified in the agreement, including major changes to strategy, planning outcomes, marketing, purchaser selection and completion terms.

No upfront planning or consultant costs under our usual model

Value My Land funds and manages the agreed consultant, Local Plan and planning work at its own cost and risk. Budgets, reporting, recoverable expenditure and the promotion fee are documented so the landowner can understand how the eventual net sale proceeds will be calculated.

Our interests are aligned with a successful sale

Following an agreed planning success, the land is prepared for competitive marketing to suitable developers. Our remuneration is linked to the sale proceeds, so the objective is to secure a deliverable planning outcome and the strongest overall sale terms available rather than acquire the land at the lowest possible price.

Promotion transfers the agreed work and financial risk, not the landowner’s ownership or right to be involved in key decisions.

Start Your Free Land Review

The Main Stages of Working With Value My Land

An enquiry can progress through several distinct stages. The detail and timescale vary by site, but the overall purpose is consistent: understand the land, agree the route, fund and manage proportionate work, secure the strongest realistic planning outcome and convert that outcome into a saleable development opportunity.

Free Initial Review We identify the site, planning authority, policy position, settlement relationship and principal visible planning and technical constraints.	**Development Strategy** We explain the realistic routes, likely evidence, broad programme and whether an application, Call for Sites or Local Plan promotion may be appropriate.
Promotion Agreement The parties document responsibilities, protections, funding, decision-making, fee, marketing and sale provisions before substantial work begins.	**Consultant Team & Funding** We appoint, brief, coordinate and fund the agreed planning, technical, design, valuation and legal expertise needed for the strategy.
Planning Promotion & Outcome We prepare submissions, evidence and applications, engage with councils and consultees and pursue the strongest realistic planning outcome.	**Competitive Marketing & Sale** The planning package is prepared for the market, suitable developers compete and offers are assessed on price, certainty and deliverability.

What does the initial review consider?

- **The correct planning authority, adopted Local Plan and emerging plan position**
- **Relationship to settlements, services, employment and public transport**
- **Safe access, site boundaries and control of land needed for improvements**
- **Flood risk, drainage, ecology, landscape, heritage and ground conditions**
- **Utilities, infrastructure, development capacity, costs and market demand**
- **Ownership, tenancies, third-party rights and genuine availability**
- **Whether an application, Call for Sites or Local Plan strategy is most credible**

The review is a practical screening exercise rather than a guarantee of planning permission. It identifies whether further investigation appears justified and which planning or technical issues should be prioritised.

The Free Initial Review and Development Strategy

The free review and development strategy establish the foundation for everything that follows. The objective is to understand the site well enough to select a credible route, identify the key risks and avoid committing time and money to a planning strategy that does not reflect the land's real circumstances.

1. Identify the land clearly — Provide a postcode, map pin, what3words reference or plan showing the approximate boundary, access and any adjoining land that may be relevant.

2. Review the planning context — Check the Local Plan, settlement boundaries, allocations, designations, planning history, housing or employment need and current plan-making opportunities.

3. Screen the principal constraints — Consider access, flood risk, drainage, ecology, landscape, heritage, utilities, ground conditions, ownership and indicative development capacity together.

4. Select the planning route — Decide whether an immediate application, Call for Sites submission, HELAA or SHLAA assessment or longer-term Local Plan promotion appears most appropriate.

5. Prioritise proportionate evidence — Test the issues capable of changing the route, layout, capacity, cost or deliverability before commissioning a complete technical package.

6. Agree the objective and programme — Define the proposed use, broad planning outcome, responsibilities, approvals, likely timescale and circumstances in which the strategy should be reviewed.

The strongest strategy tests the issues that can change the planning route, development capacity, cost or deliverability before more detailed expenditure is committed.

Start Your Free Land Review

The Consultant Team and Technical Evidence

Where further work is justified, Value My Land appoints and coordinates a consultant team matched to the site and planning route. Not every discipline is required at the outset. Expenditure is staged so that fundamental risks are investigated before more detailed design and application work proceeds.

Planning & Policy

Planning advice identifies the development plan, national policy, housing or employment evidence, plan-making route and application strategy.

Access & Highways

Highway specialists test frontage, visibility, junction design, pedestrian links, traffic effects and any third-party land needed for access.

Flood Risk & Drainage

Engineers assess flood risk, surface water, foul drainage, SuDS, outfalls, adoption and the land needed for a workable drainage strategy.

Ecology & Biodiversity

Ecologists identify habitats, protected species, survey timing, retention, mitigation, enhancement and biodiversity net gain requirements.

Landscape & Heritage

Specialists assess sensitive views, settlement-edge effects, landscape capacity, heritage significance, setting and the design response required.

Utilities, Ground & Infrastructure

Enquiries and investigations consider services, network capacity, apparatus, contamination, ground conditions and abnormal infrastructure costs.

Masterplanning & Design

The development concept brings access, capacity, drainage, open space, landscape, biodiversity and infrastructure into one coordinated framework.

Viability, Valuation & Legal

Commercial and legal advice tests deliverability, obligations, title, landowner protections, sale preparation and the likely net financial outcome.

Technical reports must support one another. The access solution, development capacity, drainage, ecology, landscape, infrastructure and viability assumptions should form one coherent planning and delivery case.

The Promotion Agreement and Funded Planning Process

The promotion agreement converts the agreed strategy into a legal and commercial framework. It identifies what Value My Land will fund and manage, what the landowner retains control over and how planning success, marketing, costs, fees and sale proceeds will be dealt with.

1. Strategy documented — The agreement records the land, planning objective, promotion route, term, review points and any defined extension events.

2. Ownership retained — The landowner keeps legal ownership while granting the access and promotion rights reasonably required to investigate and pursue the agreed strategy.

3. Funding and budgets agreed — Consultant, planning and promotion expenditure is managed under the agreed budget, reporting and approval provisions.

4. Consultant team appointed — Planning, technical, design, valuation and legal specialists are selected and briefed according to the risks and stage of the project.

5. Promotion progressed — Calls for Sites, Local Plan representations, masterplanning, surveys and planning applications are prepared and coordinated as appropriate.

6. Landowner kept involved — Progress is reported and the approvals or consultation rights set out in the agreement apply to major strategy, expenditure and sale decisions.

7. Planning success marketed — Once the agreed outcome has created a saleable opportunity, the planning and technical information is organised and the land is exposed competitively to suitable developers.

The precise commercial terms are site-specific and must be set out in the signed promotion agreement. This guide is a general explanation, not legal, valuation or tax advice.

Read: Land Promotion Agreements

Read: Promotion Agreement vs Option Agreement

Promoting Land Through Local Plans and Planning Applications

Strategic land may need sustained Local Plan promotion while the council decides how much growth is required, where it should be located and which sites are suitable, available and achievable. Other land may justify an earlier outline, full or Permission in Principle application, depending on policy and site circumstances.

Value My Land manages the agreed route and coordinates the evidence so that the site boundary, proposed capacity, access, drainage, ecology, landscape, heritage, infrastructure and viability case remain consistent. Responses to officers and consultees are considered as part of the continuing strategy rather than as isolated reports.

A focused promotion strategy can include:

- **Preparing a Call for Sites submission and supporting site information**
- **Responding to HELAA or SHLAA assessments and Local Plan consultations**
- **Developing a concept masterplan and proportionate technical evidence**
- **Preparing and managing an outline, full or other planning application**
- **Coordinating responses to consultees, amendments, committee and appeal stages**
- **Engaging with infrastructure providers, adjoining owners and other stakeholders**

Timescale and uncertainty should remain purposeful

Planning programmes can extend because the council controls plan timetables, surveys may be seasonal and applications can require consultation, negotiation, legal obligations or appeals. Clear milestones, regular reporting and review points help ensure that the strategy remains focused and that an alternative route is considered where circumstances materially change.

Planning promotion is rarely one isolated submission. It is a coordinated and reviewable strategy supported by consistent policy, technical and delivery evidence.

From Planning Success to Competitive Marketing and Sale

An allocation or planning permission can increase value, but it must still be converted into a clear and implementable opportunity. Purchasers need to understand the decision notice, approved plans, conditions, Section 106 obligations, CIL, infrastructure, technical reports, title, access and the practical route to development.

The sale material should present consistent information about capacity, planning history, surveys, ownership and constraints. A structured information room allows developers to price the same opportunity and reduces the risk of late uncertainty, reduced competition or attempts to renegotiate after an offer has been selected.

The highest headline offer is not always the strongest

Offers are compared on price, funding, deposit, conditions, timetable, purchaser experience and the probability of completion. A slightly lower fully funded and unconditional bid may produce a better result than a larger figure subject to extensive due diligence, finance or retrading rights.

How costs, fees and payment are handled

Under the usual promotion model, agreed planning and promotion expenditure is funded by Value My Land and recovered only from a successful sale in accordance with the agreement. The agreed promotion fee is also paid from the sale proceeds. If the agreed promotion is unsuccessful, the planning expenditure risk is carried by Value My Land rather than invoiced to the landowner.

Planning success creates opportunity; careful preparation, developer competition and clear offer assessment convert that opportunity into the strongest available landowner outcome.

Read the Selling Land for Development Guide

The Landowner’s Role and How Value My Land Can Help

The landowner remains central to the process. Value My Land manages the day-to-day planning, consultant and promotion work, while the landowner provides accurate site information, permits agreed access, receives progress reporting and participates in the important decisions protected by the promotion agreement.

Provide Site & Title Information
The landowner explains ownership, occupation, access, covenants, mortgages, prior agreements and known site issues so the strategy starts from the correct position.

Retain Ownership & Existing Use
Ownership remains with the landowner and the current use can often continue during promotion, subject to agreed access and availability requirements.

Approve Key Decisions
The agreement identifies the strategy, expenditure, planning, marketing, purchaser and completion matters requiring consent or consultation.

Receive Regular Reporting
Value My Land coordinates day-to-day work and keeps the landowner informed about progress, expenditure, technical findings and next steps.

Use Independent Advisers
The landowner appoints their own solicitor and obtains tax and valuation advice appropriate to the ownership, agreement and eventual transaction.

Benefit From Competitive Sale
Following planning success, suitable developers are invited to compete and offers are compared on price, funding, conditions, timetable and certainty.

Our Usual Promotion Model

The landowner retains ownership and can often continue the existing agricultural, grazing, commercial or other use while promotion proceeds, subject to agreed survey access and the need to preserve availability. New tenancies, buildings, rights or disposals should be discussed where they may affect planning or vacant possession.

The landowner should appoint an independent solicitor experienced in development land and obtain tax and valuation advice where appropriate. Following planning success and competitive marketing, the selected transaction completes, the landowner receives the net sale proceeds and our agreed fee and recoverable costs are settled in accordance with the agreement.

Request a Free Development Potential Review

Could Your Land Be Suitable for Promotion?

Send us a postcode, map pin, what3words reference or site plan for a free, no-obligation initial review of the planning position, principal site characteristics and the most credible route forward.

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www.valuemyland.com

Value My Land

Delivering Sustainable Development

Further reading: How Value My Land Works | Land Wanted for Development | Land Promotion Agreements | Selling Land for Development

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