



Value My Land

Maximising Returns for Landowners

Land Wanted for Development

A Practical Guide for Landowners

How to submit agricultural, brownfield, settlement-edge, commercial or mixed-use land for a free development-potential review.



Value My Land

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What Does “Land Wanted for Development” Mean?

Value My Land reviews land that may be capable of residential, commercial, employment or mixed-use development now or through a longer-term planning strategy.

The land does not need planning permission, a Local Plan allocation or a complete technical file. The first review considers the location, policy position, access, constraints, infrastructure, ownership and realistic route before deciding whether further work may be worthwhile.

Your land does not need planning permission, a Local Plan allocation or a complete technical file before it can be reviewed.

Why submit land for an initial review?

An early review can distinguish an immediate development opportunity from a longer-term promotion opportunity and from land where further work is not presently justified. It can also help a landowner understand what information is genuinely needed before spending money or agreeing terms with another party.

- Identify the correct planning authority and current policy position
- Test whether residential, commercial, employment or mixed use may be realistic
- Understand the principal access, environmental and infrastructure constraints
- Identify whether an application, Call for Sites or Local Plan route may be appropriate
- Avoid selling or granting rights before the land’s potential has been considered

Where does it sit in the development process?

Land submission → initial review → planning route → targeted evidence → promotion or application
→ marketing and sale

[Read the full online Land Wanted for Development Guide](#)

Why Landowners Should Submit Land Early

Many landowners assume that land must already be allocated, have planning permission or be supported by a developer before it can be reviewed. In practice, opportunities often begin with an unallocated field, paddock, garden, redundant building or underused commercial site whose potential has never been tested.

Submitting the location early allows the planning context and obvious constraints to be checked before valuable rights are granted, a first offer is accepted or unnecessary reports are commissioned. A postcode, map pin, what3words reference or marked site plan is normally sufficient for the initial assessment.

You do not need to wait for a developer

A landowner can request an assessment directly. The review can consider whether the site appears capable of an immediate planning application, whether it should be submitted through a Call for Sites or whether a longer-term Local Plan promotion strategy deserves further investigation.

Early review can protect your negotiating position

Understanding the likely planning route, indicative capacity and principal constraints can make it easier to assess an unsolicited approach, compare different commercial structures and avoid transferring valuable future planning potential without first understanding what may realistically be achievable.

A free review creates no obligation

Contacting Value My Land and receiving an initial assessment does not require the landowner to sell, stop the existing use or enter into a promotion agreement. Any further planning, promotion or sale arrangement is considered separately and documented only after the proposed strategy and terms have been agreed.

The best time to understand development potential is before valuable rights are granted or the land is sold.

[Submit Your Land for a Free Review](#)

What Types of Land Can Be Reviewed?

Development opportunities arise from many ownerships and existing uses. The current use is only one factor: the more important questions are how the land relates to its surroundings, whether access and infrastructure can be provided and whether identified constraints can be addressed.

Agricultural & Greenfield Land Fields, paddocks and farmland may have development potential where they relate suitably to a settlement, employment location or wider growth strategy.	Settlement-Edge Land Land forming a logical extension to a town or village may benefit from nearby services, transport and infrastructure, subject to policy and site constraints.
Brownfield & Previously Developed Land Former industrial, commercial, institutional or other developed sites may support redevelopment where access, contamination, heritage and viability can be addressed.	Gardens & Backland Large gardens, side land and land behind existing properties can sometimes accommodate development where access, privacy, character and layout are acceptable.
Redundant Buildings & Premises Disused agricultural, commercial or community buildings may provide conversion, redevelopment or more comprehensive site opportunities.	Commercial, Employment & Mixed-Use Land Land may support industrial, logistics, office, housing or mixed uses where planning policy, access, utilities, neighbouring uses and market demand align.

What will the initial review consider?

- Relationship to an existing town, village, services and public transport
- Adopted and emerging planning policy, allocations and settlement boundaries
- Safe highway access, visibility and control of any required land
- Flood risk, drainage, ecology, landscape, heritage and ground conditions
- Utilities, infrastructure, neighbouring uses and the development market
- Ownership, tenancies, third-party rights and genuine availability
- Realistic development capacity, costs, viability and likely timescale

Land should not be accepted or rejected because of its current label alone. Agricultural, brownfield, Green Belt or constrained land must be assessed against its own planning, physical and commercial circumstances.

What Makes Land Worth Reviewing?

Land is worth reviewing where there is enough information to identify a credible planning question. The site does not need to be perfect, but its location, boundary, potential use and principal constraints should be capable of being understood and tested.

1. **Clear location and boundary** — Provide a postcode, map pin, what3words reference or plan identifying the land and any access or adjoining parcel that may be relevant.
2. **Credible relationship with a place or market** — Explain how the land relates to a settlement, strategic road, employment area, workforce or other development context.
3. **Potential for suitable access** — Identify existing frontage, entrances and any third-party land or rights that may be needed for vehicles, pedestrians or infrastructure.
4. **Manageable constraints** — Establish whether flood risk, drainage, ecology, landscape, heritage, contamination or utilities affect all or only part of the site.
5. **Realistic use and capacity** — Allow for roads, drainage, open space, buffers, habitat, utilities and other infrastructure before assuming how much development can be accommodated.
6. **Availability and achievability** — Confirm that the landowner is willing to consider development and that ownership, tenancies, costs and timescale do not make delivery unrealistic.

A credible opportunity combines a clear site, a realistic planning route and constraints that can be understood, managed or reflected in the development concept.

Is My Land Suitable for Development?

Evidence That Can Strengthen a Site

The level of evidence should be proportionate to the land and the planning stage. A free initial review does not require every possible report, but targeted information can strengthen the assessment where a particular issue may materially affect capacity, cost or deliverability.

Site Plan & Title Information A clear boundary, ownership plan and access information help establish exactly what land and rights are available for assessment.	Access & Highways An access appraisal can test frontage, visibility, junction feasibility, pedestrian links and any third-party land needed for improvements.
Flood Risk & Drainage Early work can identify flood zones, surface-water issues, foul drainage options and whether development can be focused on lower-risk land.	Ecology & Biodiversity Initial ecological work can identify habitats, protected species considerations and opportunities for retention, mitigation and enhancement.
Landscape & Heritage Proportionate assessment can identify sensitive views, settlement-edge effects, heritage relationships and the buffers or design response required.	Utilities & Infrastructure Early enquiries can identify servicing options, existing apparatus, network capacity, reinforcement needs and abnormal infrastructure costs.
Concept Masterplan A concept plan can combine access, development areas, drainage, open space, landscape, biodiversity and infrastructure into a realistic framework.	Viability & Deliverability High-level appraisal can test whether the proposed use remains achievable after planning obligations, infrastructure, mitigation and abnormal costs.

The strongest evidence is targeted: it answers the questions that could change the planning route, development capacity or commercial outcome.

What Happens After You Submit Land?

After land is submitted, the first task is to understand the site and identify the most credible route. Further work is recommended only where the initial planning and site review indicates that a genuine opportunity may exist.

1. **Location and boundary recorded** — The site is identified using the postcode, map pin, what3words reference, aerial image or plan supplied by the landowner.
2. **Planning context reviewed** — The relevant authority, Local Plan, settlement strategy, designations, planning history and current submission opportunities are checked.
3. **Suitability and constraints screened** — Access, flood risk, drainage, ecology, landscape, heritage, utilities, ownership and indicative capacity are considered together.
4. **Planning route identified** — The review considers whether an immediate application, Call for Sites submission, HELAA or SHLAA assessment or Local Plan promotion may be appropriate.
5. **Targeted evidence commissioned** — Where justified, specialist work can test the issues most likely to affect the council's assessment or the development concept.
6. **Promotion or application progressed** — The agreed planning strategy is managed, updated and supported through the relevant consultation or application stages.
7. **Marketing and sale** — Following an agreed planning success, the land can be marketed competitively so that developers can assess the opportunity and submit offers.

An initial review is not a planning allocation or permission. It identifies whether a credible route exists and what further work, if any, is justified.

[Read: Call for Sites Guide](#)

[Read: How Value My Land Works With Landowners](#)

What If the Land Has Constraints?

A site may be affected by Green Belt, flood risk, ecology, landscape, heritage, contamination, mining, topography, utilities, poor access or another apparent constraint. The presence of one issue does not establish whether the whole ownership is unsuitable.

The important questions are whether the constraint affects all or only part of the land, whether development can avoid the most sensitive area, what mitigation or infrastructure may be needed and whether the remaining development is viable and well related to its location.

A focused response can include:

- Checking whether the constraint or mapped designation has been interpreted correctly
- Testing whether development can be directed to a less sensitive part of the land
- Commissioning targeted evidence on access, drainage, ecology, landscape or heritage
- Revising the development concept to retain buffers, open space or infrastructure
- Comparing the likely mitigation cost with the remaining development capacity
- Identifying whether a planning application or plan-promotion route remains realistic

Constraints can affect only part of the ownership

A mapped feature may cross one boundary, require a stand-off distance or reduce the net developable area without preventing development elsewhere. A site-wide conclusion should therefore be based on evidence and a realistic layout rather than a single desktop layer.

A constraint may reduce capacity or change the planning route without making the whole site unsuitable.

How Can an Initial Land Review Affect Value?

Submitting land for review does not itself create development value. Its importance lies in identifying whether a credible planning pathway exists and what progress might realistically be achieved before a sale or other agreement is concluded.

Land without planning support will often be valued principally by reference to its existing use. As planning evidence, allocation prospects or permission become clearer, purchasers may attach greater weight to future development potential, although costs, obligations, timing and risk must still be reflected.

The value outcome is site-specific

Location, development capacity, access, infrastructure, affordable housing, Section 106 obligations, CIL, abnormal costs, market conditions and planning risk can all influence value. A headline price per acre should not be assumed to apply automatically to an individual site.

Understand the planning position before agreeing terms

Selling too early or granting a long option without proper review can transfer the benefit of future planning progress to another party. Before committing, establish whether the land is affected by a Local Plan review, Call for Sites, housing or employment need, planning application opportunity or wider land assembly.

For many landowners, the key question is not only what the land is worth today, but what planning progress could realistically be achieved before terms are agreed.

Find Out What Your Land May Be Worth

How Value My Land Can Help

Value My Land can provide a free initial assessment of the land's location, planning context, settlement relationship, access and visible constraints. Where a site appears suitable for further work, we can help establish and manage an appropriate planning and promotion strategy.

Initial Development Potential Review We identify the relevant authority, planning context, settlement relationship and principal opportunities and constraints.	Planning Route Assessment We consider whether an application, Call for Sites, HELAA or SHLAA assessment or Local Plan promotion is the most credible route.
Technical Team Management Where evidence is justified, we can coordinate access, drainage, landscape, ecology, heritage, utilities, masterplanning and other specialist work.	Local Plan & Call for Sites Promotion We can prepare submissions and representations, respond to council assessments and continue to promote the site as the plan evolves.
Funded Planning Promotion Under an agreed promotion model, we fund and manage the approved planning strategy at our own cost and risk while the landowner retains ownership.	Competitive Marketing & Sale Following an agreed planning success, the land can be marketed to create purchaser competition and establish the best available sale terms.

Promotion Agreements

Where we enter into a Promotion Agreement, we fund and manage the agreed planning process at our own cost and risk. This can include planning advice, technical surveys, masterplanning, Local Plan representations and planning applications required by the approved strategy.

The landowner retains ownership and control of the land throughout the promotion process. If the agreed promotion is unsuccessful, the promotion expenditure is written off. Following planning success, the land is normally marketed competitively and our agreed fee and recoverable costs are paid from the sale proceeds.

[Request a Free Development Potential Review](#)



Could Your Land Be Suitable for Development?

If you own agricultural, brownfield, settlement-edge, commercial, employment or mixed-use land in England, send us the location for a free, no-obligation initial development-potential review.

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www.valuemyland.com



Value My Land

Delivering Sustainable Development

Further reading: [Land Wanted for Development](#) | [Is My Land Suitable?](#) | [Call for Sites Guide](#) | [Local Plan Allocation Guide](#)

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