



Value My Land

Maximising Returns for Landowners



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Frequently Asked Questions

How do I obtain planning permission for my land?

There are two primary routes to securing planning permission:

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. This route provides the strongest and safest way of securing planning permission.

In order to have land assessed favourably by the council through the Local Plan process, it is important that a robust and well-prepared submission is made, supported by appropriate technical evidence. This is our speciality. We have a proven track record of successfully promoting sites through the Local Plan process.

Once the site has been included in a Local Plan, we then deal with the formal planning application 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.

Value My Land will fully assess your land to establish whether an outline planning application is appropriate in the circumstances. This route is high risk and requires a detailed assessment of the land prior to the submission of a planning application.

How much could my land be worth?

Where possible, we will provide you with an estimate of what your land could be worth with 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 £3m.

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 my options as a landowner?

As landowner, you typically have the following options:

- Do nothing and continue using the land in its current form.
- Sell the land without obtaining planning permission. In most cases, the land will attract a price in line with agricultural or existing use value, with no development premium.
- Partner with us to secure planning permission for your land and maximise its value.

Some landowners choose to sell in the short term to receive immediate cash. Others take a longer-term view by pursuing planning permission, which can significantly increase the value of their land.

The most appropriate route will depend on the landowner's individual circumstances, objectives and timescales.

We will always listen to your needs and work with you to find the best solution.

Value My Land is recognised as one of the UK's leading land promotion specialists. We promote land through the planning process with a clear objective: to secure planning permission and unlock its full development potential.

We fund the entire planning process at our own cost and risk. This enables you to increase your land's value without incurring any upfront costs or taking on any risk. If planning permission is not secured, we write off all costs, ensuring there is no cost or financial risk to you.

If you would like to explore the development potential of your land, we would be pleased to provide an initial assessment and advise on the most effective strategy to maximise its value.

Our services explained

What are the fees and costs?

We fund the entire planning process at our own cost and risk. This enables you to increase the value of your land without paying any upfront costs or taking on any risk.

If we are unsuccessful in obtaining planning permission, all costs are written off and it won't cost you a penny.

Our fees are charged on a pre-agreed share of the sale proceeds.

Our agreed fees and costs only become payable when your land is sold with the benefit of planning permission.

As we are paid a pre-agreed split of the sale proceeds (typically 15% - 20%), it is in our own interests to obtain maximum value for your land. 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 are agreed with you before they are incurred (ii) payment of our agreed fees (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 on your behalf.

Retain ownership and control

As landowner, you retain full ownership and control of your land throughout the planning process.

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.

The agreement is typically entered into prior to the submission of a planning application.

Why are Promotion Agreements so popular?

Promotion Agreements have become increasingly popular as they allow landowners to maximise the value of their land without paying any costs or taking on any 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 attempt 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 overall sale price.

On average, Promotion Agreements typically achieve 20% - 30% higher land values than Option Agreements.

Why work with us?

- ✓ We fully fund and manage the planning process on your behalf
- ✓ We assume all planning and financial risk
- ✓ Our interests are completely aligned with yours
- ✓ Our experienced team of experts will give you the best possible chance of securing planning permission
- ✓ You retain full ownership and control of your land throughout the planning process
- ✓ A Promotion Agreement will enable you to have access to our experience, expertise and financial resources to obtain planning permission
- ✓ We will always listen to your needs and will keep you fully updated throughout the whole process

If you would like an initial assessment of your land, please contact us for a confidential discussion.

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

As one of the leading names in the land promotion sector, housebuilders and local authorities have confidence that a planning application obtained by us is deliverable



**Value
My Land**

Delivering Sustainable Development