

Realise Your Land's Potential

MAC MIC
GROUP

STRATEGIC LAND





OUR COMPANY

Mac Mic Group is a fourth-generation, family-owned and run company, established in 1925.

Custodians of Land

We use our wealth of experience to help landowners across the UK make strategic development decisions. Our team are experts in the delivery and promotion of Strategic Land and planning.

We are committed to maximising land value for landowners by shaping communities through healthy design, creating places where people want to live, leaving a legacy we can all be proud of.

Mac Mic Group is an award-winning, fourth-generation family-owned property and investment group. Established in 1925, it provides high-quality homes and helps build desirable communities through its Strategic Land, Private Rental and niche development businesses. It also supports innovative start-up and growth companies through its investment and private-equity businesses.

Since 1925

Custodians of landholdings across the UK, we fully understand the pressures and commitment needed to be a responsible landowner.

£250m

LAND SALES

75%

SUCCESS RATE

54

PROJECTS IN
THE UK

8,000

PLOTS IDENTIFIED IN
EMERGING ALLOCATIONS

4,015

ACRES OF PROJECTS
IN DEVELOPMENT



"I've been approached by lots of developers over the last 15 years and Mac Mic Group have been the only ones with a workable solution. They are professional, fair and persistent and that's what got this across the line!"

Richard Edwards
Farmer, Hampshire

MEET OUR TEAM

We are a strong, close team of individuals across the Group, based in London, Bristol and Glasgow.



ANDREW MICKEL

Group Director

After cutting his teeth at a planning and surveying consultancy in London, Andrew joined the family business in 2000 and is fourth generation. He was formerly chairman of Homes for Scotland and a director of a community development project in Glasgow.



KEN HOPKINS

Head of Strategic Land

With over 30 years' experience in Strategic Land, Ken has a UK-wide portfolio of over 4,000 acres across 54 projects.



CONOR ROBERTS

Regional Manager
South East

From purchasing sites for individual developments to parcelling large-scale sites and progressing them through to Local Plan allocations, Conor has over 15 years' experience in land and property.



TOM HARRIS

Senior Strategic Land Manager
South West

Based in Bristol, Tom offers expert knowledge of the development market in the West and South West, and is highly skilled in identifying strategic land opportunities.



MICHAEL GOOCH

Strategic Land Manager
South West

With 10 years' experience and a Masters in Planning, Practice and Research, Michael is responsible for significantly broadening our reach in the South West.



NICHOLAS RENNIE

Strategic Land Manager
South East

Nick aims to create lasting relationships with landowners through a collaborative and detailed approach to the planning system. He joined us in 2021.



KARI BURTON

Senior Planning Manager
South East

Joining in 2023, Kari has 10 years' experience and is a specialist in unlocking development sites and community-led consultations. She is both a Chartered Surveyor and Chartered Town Planner.



OUR PROCESS

We guide our clients through the ever-changing planning process.

Our main objectives are to unlock the hidden value in our clients' land and deliver fantastic new communities that we can all be proud of.

We take this holistic approach to health and wellness into every scheme and site that we work on, ensuring we achieve and surpass biodiversity, decarbonisation, and climate change targets. We genuinely believe health starts at home and our goal is to create communities that are landscape and green infrastructure led, enriching the environment by increasing the habitats for wildlife on site.

We have the expertise to plan new settlements to maximum efficiency, harnessing energy from renewables where possible, with the aim of ensuring lower running costs for the residents.

What we do

1. Promotion Agreement

We use promotion agreements to apply for planning permission for a development on your land. We act in a promotional capacity because we are in partnership with landowners. Our primary aim is to maximise value of the land for our clients by securing planning permission and then taking the land to the open market through formal marketing process and selling it to the selected housebuilder. We do this by securing planning permission before taking Strategic Land to housebuilders in the marketplace. Since 2010, we have promoted sites with capacity of over 2500 homes.

2. Assess the land

Our teams experience and expertise enables landowners to make key strategic development decisions. As experts in delivery and promotion of strategic land, green belt or brownfield, large or small, our Strategic Land team ensures clients get the most out of their land and realise its full potential. We will assess the residential market locally to gauge the lands potential. By doing this we will uncover potential constraints that may affect a development and advise on the best strategy and likely timescales to achieve Planning Permission.

3. Community Engagement

Our approach enables the whole of the community to view and discuss proposals in full. Meaningful public consultation is a vital part of the planning process. We work with politicians, residents and planners highlighting the benefits to local communities, and promoting suitable and sustainable land to help them evolve.

4. Planning Strategy

We work with you to develop the best strategy for your land. One that simplifies your journey through the planning process and helps secure the permission you need to unlock the full potential of your land. Covering the residential, retail and commercial sectors, our team of specialists have a comprehensive knowledge of the ever-changing planning systems. We work with landowners with the aim of securing support from local authorities that will unlock the potential of their sites.

5. Permission and Sale

We take the risk out of land development by promoting your land to local authorities on your behalf. We work with you every step of the way, leading your project through the decision stage of the planning process before bringing your land to the marketplace. Our groundwork and strategic approach are very thorough and we are proud to have a planning success rate of over 75%.

By working quickly and effectively, we ensure that you have no up-front costs. This efficient process allows us to operate a success-based fee arrangement whereby we only receive payment once consent is granted and your site sold.



OUR RELATIONSHIPS

Being a fourth-generation family-owned property company, we are a values-led business. Building strong relationships and leaving a lasting legacy are central to our ethos.

Legacy and Control

Consequently, we see each development and land opportunity as a unique relationship with the landowner. The chemistry created will be fostered over the coming years, providing a focus that helps realise your wishes and your ambitions for your site.

Working with rural businesses and local communities

Although we have considerable experience of acting in an agency capacity for landowners, we have also been a major owner of arable, pastoral and mixed farmland since our formation in 1925.

As a result, we understand the challenges posed by the seasonal nature and cycles of the market. We help local farming businesses to take on both long and short-term land leases. We work closely with tenants to ensure that their occupation of land is regulated, giving landowners the flexibility to change its future use when appropriate. We also protect your land's value by ensuring that tenant farmers follow good agricultural and environmental practices.

"They don't have a lengthy board approval process to go through like other promoters do. They are just really easy to deal with and straightforward communicators. I couldn't recommend them enough!"

Chris Newman

Planning and Development

Our approach is not a "one size fits all", but is tailored to your site-specific requirements. It sets out your objectives for the promotion and marketing of your property with a qualifying planning permission and it gives you control by committing us to agreeing the planning strategy with you in advance.

We agree the various stages of the planning process, submissions documents and related project information with landowners. The Planning Agreements and Technical Agreements are discussed, reviewed and agreed with both you and your advisers. Throughout the promotion and planning process we are committed to inclusivity. We undertake extensive public consultation and communications with interested parties to develop a project masterplan and, ultimately, a planning consent that is both marketable and market facing.

When you receive planning permission, we prepare and agree the marketing strategy with you and your advisers. Transparency between all parties is the key to this journey.

For every site, there is a fine balance between planning and land value objectives. Through our transparent and inclusive approach, we aim to deliver a high-value residentially led development that leaves a lasting positive legacy for landowners, the local environment and the wider community.





OUR RESPONSIBILITY

For almost a century Mac Mic Group has acted responsibly towards our communities, partners, and people, all in the pursuit of delivering positive change and sustainable value.

Positive Change

Environmental, Social and Governance

As a property and land company, we are committed to supporting local communities and being considerate of the environment we all live in. And this is not simply a tick box exercise for us, or just to keep up with the latest business trends. We believe that Environmental, Social and Governance (ESG) principles are essential for fulfilling our goal of providing desirable homes and new communities that will endure over the long term. These principles run deep in the company and are embedded in our roots and our culture.

Mac Mic Group
has a track record
of delivering social
as well as financial
value to local
communities.



Sustainable Placemaking

Working in collaboration with our partners the landowner, Local Authorities and local residents we promote suitable and sustainable land to help communities evolve, protecting and enhancing the environment.

Key drivers for placemaking strategy, in relation to the benefits new development can bring to the lifestyle of future residents, include wellbeing, protecting wildlife, access to nature and connectivity to existing amenities and beyond.

The green infrastructure at our Keynsham site in Somerset received a Building with Nature Design Award.

Our proposals include improvements to social infrastructure depending on the local needs, e.g., purpose-built healthcare and community facilities, schools and early years centres and sports facilities.

Mac Mic Foundation

We are committed to helping communities flourish and drive positive change for generations to come. The Mac Mic Foundation supports causes and projects that will have a long-lasting impact on local communities - such as funding towards environmental projects, sports-play infrastructure, new cycle paths or equipment for schools.

Our regional Strategic Land teams will be working closely with our partners who know the local communities the best, to ensure that donations from the Mac Mic Foundation leave a legacy for generations to come.

The Mac Mic Foundation will also provide Group employees with opportunities to give back to their own local communities or chosen charities. The Foundation includes-matching of employee fundraising, an employee volunteering programme, and an annual staff nominated charity.

For more information, contact us



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