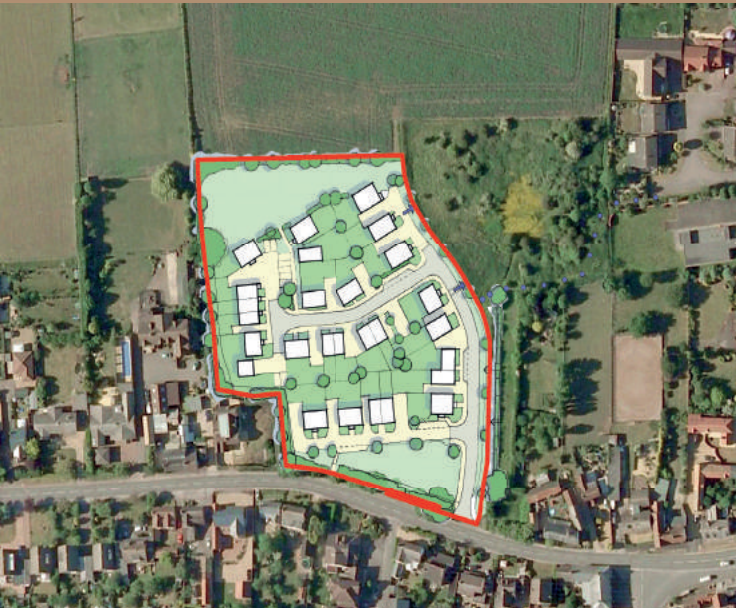


*Working openly and honestly with our landowners, we strive to deliver the best result for our clients. The case studies below are some examples of how we have successfully funded and promoted land.*



## AT A GLANCE

- 26 Homes
- 3.7 Acres (1.5 ha)
- Outline Planning Granted

## BLUNHAM, BEDFORDSHIRE

### Central Bedfordshire Council

In 2017, we negotiated terms and signed a ten year agreement with the landowner. The local plan did not identify the land as a potential development site at the time of acquisition. Through working closely with our team of planning consultants, the local community and Central Bedfordshire Council, we designed a residential layout which was sympathetic to the neighbouring properties and the conservation area. In 2019, outline planning permission was granted for 26 homes to the landowners satisfaction. This type of development opportunity is highly attractive to developers and will achieve the highest land value.

*"We are very grateful to Orchestra Land for their efforts in helping to achieve this successful outcome."*

**Timothy Sills - Landowner**

## NAZEING, ESSEX

### Epping Forest District Council

We worked with two sets of landowners on a wider draft site allocation which included a third party landowner and their developer. For this project, we negotiated a complex collaboration agreement between three landowners and the developer to agree a footbridge, vehicular access and further technical details. Working closely with Epping District Council and the neighbouring landowners, we established a concept master-plan for 93 homes taking into consideration constraints of ecology, flood zones and housing mix. The resulting designs were submitted to the planning department and we await the outcome.

*"In our experience, Orchestra Land have been knowledgeable, realistic and delivered on all of their promises."*

**Paul W - Landowners Advisor**

## AT A GLANCE

- 93 Homes
- 8.2 Acres (3.3 ha)
- Draft Site Allocation





# LAND PROMOTION | How It Works



## How does Land Promotion work?

Land Promotion requires an agreement between the landowner and the promoter, whereby the promoter commits to using their funding, experience and expertise at their own risk, to secure planning permission. The landowner is not expected to provide any funding and in return, the landowner commits to selling the site once planning permission is granted. The promoter is paid a share of the land sale price for their service which is agreed at the outset and included in the agreement.

As the promoter is only paid their agreed share when the land is sold, the promoter is incentivised to ensure that the highest land value is achieved as soon as possible. Whilst the promoter is trying to secure planning permission, the landowner can continue using the land and can also sell the land with the promotion agreement. We have found selling land with a promotion agreement before planning is granted can increase the land value.

## Why choose a specialist land promoter such as Orchestra Land?

Once planning permission is granted, we will put together a detailed information pack and market the site for sale to local and nationwide developers and sell to the highest bidder. Alternatively, the landowner may choose a developer to promote their site who is not incentivised to maximise the land value, as they are obliged to purchase the land. In summary, a specialist land promoter is incentivised to maximise the land value whilst the developer is not.

**Get in touch with Orchestra Land to arrange a free consultation.**