

UNIQUE

PLANNING | LAND | PROPERTY

INTRODUCTION

Your Land is a Valuable Asset

We partner with landowners to deliver planning permission entirely at our cost. The planning system can be extremely complicated and expensive which means it can feel inaccessible to most people, the domain solely of developers and housebuilders. Unique believes every landowner should be able to benefit from promoting land through the planning process.

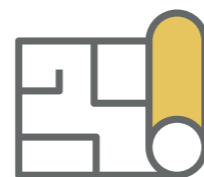
Using our knowledge, experience, and financial strength we work on your behalf to secure planning permission for your site, before managing its sale in the open market. All we ask in return is a share of the land value once the site is sold. That means you can be certain that our objective is the same as yours – to maximise the value of your land.



Planning permission
secured at our cost & risk



Working together towards
a common goal



Maximise the
land value



A need for new homes

The worsening of the UK housing crisis is well publicised, with the Government promising to deliver 300,000 new homes every year.

The pressure on the housing market is significant with the demand for homes outstripping supply. For many first-time buyers and young people, house prices are out of reach, with ever-increasing deposits and monthly payments reducing the number of owner-occupiers.

Unique is committed to helping to deliver new homes across the UK, through our strategic land promotion model.

WHAT WE DO

Unique is a specialist land promotion and property company

We work with landowners to secure planning permission on their sites at our cost and risk – our return is a share of the value of the site once it is sold. If we don't succeed, it doesn't cost you anything. By working together, it means that we both have the same aim from the start: to maximise the value of your land working together as a team creating a Win-Win.

We know that the planning system can be complicated and daunting, our personal service aims to make sure the whole process is simple, straightforward, and easy to understand. From our first meeting to discuss your requirements and explain our proposed strategy, to our written proposal document and throughout the planning process, our Managing Directors will always be available to keep you up-to-date and answer your questions.

Working with a hand-picked team of experienced consultants, we will promote your site through the planning system to secure the best possible planning permission to maximise the land value. Once that planning permission is secured, we will widely market the site to identify the house builder or developer who is prepared to make the best offer.

This is the Unique 'Win-Win' strategy.

Unlock your land's potential

It is never too early to start thinking about whether your land has development potential and putting together a strategy for your land.

Your land is an important asset. Whether you have surplus farmland, brownfield site, large garden, grazing paddocks, or defunct rural business land.

As land specialists, we are well placed to assess your land, whether it has immediate short-term potential or requires a strategic longer-term view.

We can talk you through possible development potential, and how to maximise the return from your land.

YOUR OPTIONS

Promotion Agreement

Land Promotion Agreements, sometimes known as Planning Promotion Agreements, are an increasingly common way for landowners to get the expertise and financial support they need to secure planning permission for development on land they own.

As the land promoter, Unique will commit to using our funding, experience, and expertise to secure planning permission on your parcel of land – which is at Unique’s risk as you as the landowner are not expected to provide any of the funding needed to progress planning.

In return, you as the landowner will commit to selling the site once planning permission is secured, with Unique receiving a share of the maximised sale price for the site. The exact figure will always be agreed upon at outset and written into the agreement.

Option Agreement

If you as the landowner would prefer the comfort of having a fixed figure for your land from the outset, then an Option Agreement may be more suitable. Option Agreements give Unique a fixed amount of time in which to secure planning permission and buy the site.

Option Agreements are entered into between landowners and Unique and essentially grant an option to purchase the land by exercising the right at any time during an agreed ‘option period’ in return for an ‘option fee’.



Development or Joint Venture Agreement

Unique is happy to collaborate with you, the landowner, to share in the upside of the development profits. It is a common scenario that the landowner will supply the land and allow Unique to obtain planning and build out the development. Unique will contribute to the initial planning and build costs along with their relevant expertise. At the end of the build, the development will be sold, and the profits split between the two parties.

A PERSONNEL SERVICE

We offer a unique approach, tailor-made to your personal needs.

When we first meet, we will discuss any specific requirements you may have and clearly explain our strategy for securing planning permission. We'll provide you with a written report confirming our approach, clearly setting out our financial proposal to you. If you are happy with our proposal and decide to partner with us, we will start working on the project right away.

We will meet with you regularly to discuss progress and provide you with written updates. We're always available if you want to get in touch to ask questions or discuss anything too.

Choosing an advisor or partner to help you realise the value of your land is a big step and may seem daunting. If you decide to work with Unique, you can be assured that your project will be treated with care and attention.

01
**Agree
Strategy**

02
Proposal

03
**Regular
Progress
Meetings**



Unique will first assess if your land is suitable for development.

While the UK has a major housing shortage, Unique will find out if more new homes are needed in your area. Unique will research your Local Authority's Local Plan and five-year housing land supply position.

The areas taken into consideration is your sites location, its sustainability with amenities nearby that new homeowners could use. Unique will need to facilitate infrastructure improvements, these include vehicle access, suitable drainage, and broadband connectivity. Reports on ground conditions, ecology, arboricultural, air quality and rights of way will also be required.



• How we get planning permission for your land

Securing residential planning permission will maximise the best value for your land. Developers want this to be in place as it removes the risk on the site, so they are ready to build.

The planning process includes

We will first assess if your land is viable before entering into a Promotion Agreement –

Our team will:

- ✓ design a masterplan for the proposed development
- ✓ commission technical and environmental assessments
- ✓ consultation with your local community & neighbours
- ✓ provide the supporting consultant reports
- ✓ submitting a planning application to your local authority for consideration
- ✓ progress the scheme through the planning process
- ✓ prepare the site to be competitively marketed to developers for the best price

Unique are committed to helping deliver new homes across the UK, through our strategic land promotion model.

THE WIN-WIN

The Unique way we can help you

1. Unique funds the whole process

It doesn't cost you, the landowner, anything. Unique will fund the whole process, even covering your legal costs for entering into the agreement in the first place. This means that, if for some reason the promotion is ultimately unsuccessful, you as the landowner aren't out of pocket. Unique's return is paid out of the selling price for the site when it is eventually sold.

2. Unique will take the hassle away from you

Unique will run the whole process. We will develop the planning strategy, appoint and manage a consultant team, liaise with the council throughout the planning journey, and negotiate the eventual sale of the site to a developer.

3. The price of the site is determined via a competitive bidding process

Once planning permission is secured, Unique will put together a detailed sales pack, making sure the site is ready for sale. As so much risk has been removed through Unique's expertise, construction can start on-site quickly, and

developers are prepared to pay a premium. Marketing sites in this way helps to secure the best possible value for the landowner.

4. You'll be kept informed

Unique will be open and transparent with you throughout the process. We will keep you informed on progress and be available to discuss the site from beginning to end.

5. You retain the use of your land

The land is still yours – while Unique is working to try to secure planning permission, you can carry on using it for whatever you are using it for. You'll be asked not to do anything that would increase the costs of development, or to sell it without letting Unique know.

6. Our interests are aligned – 'Win-Win'

As Unique's return is a share of the selling price for the site, our motivation is the same as yours, the landowner, to maximise the value of the land. As Unique only makes a return if we succeed, you can be certain that we will work hard to secure planning permission.



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