

Strategic Land Services



“Our strategic land offering gets behind the mantra that there is ‘no such thing as a bad site, only bad timing’. We provide positive planning strategies based on the genuine prospects for the sustainable development of land either now or at a likely future point in time. We are ideally placed with a proven track record in answering the questions of identifying the optimal mix, scale and type of uses on site, demonstrating how development can be achieved and the principle of this secured in adopted policy (where possible and appropriate), and what other critical factors might affect delivery such as infrastructure provision or stakeholder and political engagement.”

Jon Goodall BA (Hons) MA MRTPI,
Director, DLP Research & Analysis



DLP Consulting Group Ltd (DLP) is one of the UK's largest independent planning and development consultancies and has been providing expert advice to a range of private, public and community clients from our offices across England for over 30 years.

We understand the importance of high-quality bespoke planning and design strategies which take account of a site's characteristics and the surrounding context and the importance of integrating new development with existing communities.

We are involved at all stages of the development process, from site identification, feasibility and capacity studies through to the co-ordination, submission and negotiation of planning applications and the implementation of schemes. We advise on residential and mixed-use projects of all scales, from small scale site development to large regeneration projects and strategic sites including new settlements. As part of our strategic land promotion offer, we work with landowners, developers and other partners to unlock the development potential of strategic land through its promotion through the Local Plan system.

Due to the range of services on offer through the DLP Group, we have the expertise to demonstrate the suitability of sites for development and demonstrate there are no technical obstacles to development. This includes demonstrating there are no access, highways, drainage or ecological issues. We can prepare technical assessments and evidence to demonstrate need for development and create masterplan and vision documents that visually summarise the site's potential and help "sell" the vision for the site.

We have a proven track record of securing allocations for development and identifying circumstances and timeframes that are optimal for the submission of planning applications for allocated or unallocated strategic opportunities. We work closely with our clients to establish the brief, identify key opportunities and potential risks, and to establish clear lines of communication. To date DLP has represented over 540 sites through the local plan process.

If you want to find out how we can assist in promoting your interests or developing a strategy for your land please email us via strategicland@dlpconsultants.co.uk

we deliver planning strategies for future growth



Our Services

Page

Introduction	3
Our Strategic Land Services	5
Planning Services	6
Bishopton Community Growth Area, Renfrewshire	7
Onward Masterplan, Ackworth	9
Transport and Infrastructure Services	10
South Staffordshire Local Plan	10
Architecture and Masterplanning Services	11
North East Blackburn Strategic Urban Expansion	12
Research & Analysis Services	13
J16 – Employment Land	14
Bedford Local Plan 2030 and Local Plan 2040 Site Promotion	15
Existing Clients	18



Our Strategic Land Services



Planning Services

Our Planning Team advises clients on planning applications, appraisals and appeals, regeneration, strategy, community & stakeholder engagement and planning policy.

We are also widely experienced in advising on the promotion of land and buildings through the development plan process. We provide tactical advice on how best to proceed and maximise chances of securing allocations in development plans. We have an established track record in advising a range of housebuilders, landowners and developer clients who regularly look to the practice for advice on how best to proceed with their land interests and maximise value through the development plan process.

Working closely with our colleagues in our Research & Analysis, Architecture and Masterplanning, and Transport and Infrastructure Teams, we are able to provide informed strategies for strategic sites and provide a range of evidence-based documents to support the promotion of strategic land through the development plan and planning application process.

Our services include:

- Site Searches;
- Planning Input into Bids for Land;
- Planning Appraisals / Risk Assessments and Strategy Advice;
- Green Belt and Grey Belt Assessments;
- Call for Sites Submissions;
- Development Plan Representations;
- Attendance at Local Plan Examinations;
- Public and other Stakeholder Consultation;
- Planning Application Submissions;
- Environmental Impact Assessments, including Screening and Scoping Submissions;
- Planning Appeals;
- Expert Witness; and
- Section 106 and CIL Advice;



Bishopton Community Growth Area, Renfrewshire

We are appointed by BAE Systems as lead consultant to support the comprehensive regeneration and masterplanning of the Bishopton Community Growth Area (CGA). The CGA is focused on the former Royal Ordnance site at Bishopton, which was once one of the largest munitions sites in Europe. The site covers an area of 1,000 ha and the planned development includes over 4,300 homes together with commercial and community uses and extensive areas of public open space, including a 500 ha Community Woodland Park.

DLP's involvement has included the delivery of planning, masterplanning, landscape design and ecology services, together with the management of co-consultants to address matters such as transportation, drainage, utilities and ecology. We have taken a primary role in the dialogue with Renfrewshire Council and other statutory authorities, and we have organised and led programmes of community engagement.

Our role has embraced a wide range of responsibilities over a considerable period of time, including:

- Overall planning project management with responsibility for co-ordination of an extensive professional team at the planning application stage of the project.
- Preliminary feasibility and capacity study on behalf of the Scottish Government, Renfrewshire Council, Scottish Enterprise and BAE Systems.
- Subsequent promotion of the development opportunity through the statutory plan-making process (Glasgow and the Clyde Valley Joint Structure Plan and Renfrewshire Local Plan), including attendance at the Structure Plan Examination in Public.
- Research, survey, evidence gathering, masterplanning and design to support planning applications for the mixed-use development as a whole, a new motorway junction onto the M8, remediation of the whole site and associated bulk earthworks, the construction of a specialist landfill facility, and multiple applications for structural landscape and infrastructure.
- The preparation of Design Codes for each phase of development, to set layout and design parameters for housebuilders and developers.
- A strategy for the design and delivery of the Community Woodland Park.



For each of the major planning applications a separate and individual EIA process has been followed. We have managed and co-ordinated all of the Environmental Statements.

This is a challenging project which revolves around the cost-effective regeneration of one of the largest brownfield sites in Scotland. Environmental, design, planning and community issues have been considered in parallel to arrive at a masterplan framework that will be sustainable for over 20 years or more. Access to the site by all modes of travel has been a particularly challenging issue, but the solutions are well-balanced, giving prominence to public transport, walking and cycling whilst accommodating road traffic in a way that minimises impacts on the existing community.

Another complex matter has been the integration of remediation, biodiversity, surface water drainage and development. These issues have been addressed through an approach to masterplanning which extends well beyond land use designations to demonstrate that environmental and engineering constraints can be addressed through a holistic approach.



Onward Masterplan, Ackworth

DLP Planning was instructed to promote the redevelopment of Onward Business Park at Ackworth, West Yorkshire. The brownfield site comprised of existing warehouses, storage, offices and distribution centres.

The development proposal included commercial and residential uses, live/work units, senior living accommodation, community facilities, creche, public open space, football pitch and sports changing rooms across a 16ha site. Issues around public footpaths through the site, contamination and the relocation of existing businesses were key considerations in the promotion of the site. Appropriate works to the highway in terms of changes in the profile of vehicle movements were essential at an early stage, as was a robust drainage strategy.

DLP Planning successfully promoted the site through the Local Plan process to secure a Special Policy Area designation in the Site-Specific Policies Map. This involved removal of much of the land from a previous employment designation and the revision of the settlement boundary to allow development to come forward. The development was a logical extension to the northern part of Ackworth and is reflected as part of the settlement in the Wakefield District Local Plan (adopted January 2024).

Alongside the strategic land promotion, DLP worked with Strata Homes as the development partner to prepare an outline application for the site. Planning permission was subsequently granted (subject to Legal Agreement). DLP were retained by Onward Holdings to prepare reserved matters submissions, successfully securing permission for 131 dwellings in Phase 1 and 280 dwellings, public open space, a football pitch and sports changing rooms/community facility in Phase 2 of the development.

Planning permission was secured and the site is now well established with further community facilities to be delivered in future.



Transport & Infrastructure Services

The Transport & Infrastructure Team provide technical advice in relation to pre-planning services. This includes the preparation of Site Access Appraisals to inform initial feasibility studies, to Local Plan Representations and masterplan input. Our skillset provides the fundamental early stages of technical review, to identify the suitability of a site from the outset. Our work also allows us to identify any key highway constraints and likely mitigation required to deliver a site going forward.

Our services include:

- Site Access Appraisal;
- Feasibility Study;
- Local Plan Representations; and
- Masterplan input;

South Staffordshire Local Plan

We were appointed by Boningale Homes Ltd to review the suitability of promoting land at Codsall in South Staffordshire for circa 450 dwellings, extra care facility and educational facilities as part of the Regulation 19 Review. Our work involved an initial Site Access Appraisal to determine whether a geometrically-compliant access strategy could be provided to serve the site. This included identifying the likely number of access points required, geometric form of access, and any constraints to delivering such access.

This initial element of work also identified the likely level of traffic that could be generated by the site and the potential off-site impact. This enabled us to identify the likely off-site mitigation works that the developer may have to contribute towards in the form of junction improvements.

The Transport & Infrastructure Team are involved in the promotion of several sites through Local Plans across the UK. This work ranges from initial Site Access Appraisal studies and Feasibility Studies, through to speculative applications.



Design & Architectural Services

As a RIBA and Landscape Institute Registered Practice, DLP has experience of providing Architectural, Landscape and Masterplanning Design services. Our work covers all aspects of development design from site assessment through to detailed construction design and supporting contractors during delivery.

Our team can support throughout the RIBA Workstages, assisting in preparing the brief and developing the concept through to the preparation of detailed drawings, tendering packages and working alongside contractors during the delivery. Our experienced team will support officers through the process to deliver projects which exceed expectations.

Our broad areas of service include:

- Brief writing
- Measured and Condition Surveys
- Site Evaluation and Character Assessments
- Feasibility, Options and Capacity studies
- Concept Design
- Site Masterplanning, Frameworks and Layouts
- Landscape Impact Assessments
- Hard and Soft Landscape Design and Specification
- Design Code Preparation
- Streetscape Design
- Building Regulations Applications
- Construction Drawings and Specification
- Demolition and Clearance Advice
- Lead Consultant & Design Team management
- Tendering and Contractor Selection
- Full Contract Administration
- Novated Architect (Design and Build)
- Principal Designer Services
- Interior Design
- Visualisations
- Planning and Listed Building Applications



North East Blackburn Strategic Urban Expansion

This is a major strategic urban expansion area allocated in Blackburn with Darwen's Local Plan. It is a site of 100 ha with a capacity for around 1,500 homes.

DLP and CASS were instructed to provide planning, masterplanning and landscape design input into a development framework document that supports the allocation of the site in the Local Plan by showing that new housing is deliverable and that the site is developable. This has considered heritage, topographical, drainage, and ecological constraints. The framework shows how the distribution of housing, strategic open space, an access strategy and site drainage can overcome these constraints. It also shows how engineering, design, and environmental matters have been considered as a whole in creating a masterplan for the site.

A key challenge with this project was tackling the site's steep slopes. The development framework worked with the grain of the land to ensure that the new development will be placed on platforms with open space in between. Along with topography heritage (including listed buildings), ecological assets and power lines have had a bearing on the approach to creating a new sustainable neighbourhood. The phased construction of infrastructure allows the development to be delivered in logical stages.

Following the adoption of the Local Plan and the allocation of the site for strategic housing development, we have been retained by Blackburn with Darwen Council to support them, advising on masterplanning and design coding, leading to an outline planning application.



Research & Analysis Services

DLP's Research & Analysis team provides expert technical evidence on population, demographic, housing need and housing land supply matters to a wide range of public and private sector clients. We have a thorough understanding of the strategic land process and can provide both specialist technical reporting and more generic strategic land services. This team's work can add value from a strategic land perspective by helping take a leading role in representing the site and illustrating technical evidence as to why our client's site should be taken forward.

We advise clients on a wide range of issues including:

- Housing Need Assessments; including for older persons, student and affordable housing;
- Housing Mix and Tenure Assessments;
- Socio-Economic Benefits of housing (including Health Impact Assessment and Economic Impact Assessments);
- 5 Year Housing Land Supply;
- Housing Delivery Test;
- Strategic Housing Land Availability Assessments;
- Strategic Site Promotion; and
- Expert witness at local plan examinations and public inquiries;



J16 – Employment Land

On behalf our client Hampton Brook, DLP's Planning and Research & Analysis team successfully promoted land allocated for strategic employment uses at Junction 16 of the M1 in Northamptonshire. The site has subsequently been built-out as the successful 120-acre Panattoni Park providing over 1.6million square feet of industrial and logistics floorspace, together with highway infrastructure and enabling works and a state-of-the-art truck stop facility within the allocation boundary.

DLP promoted the site throughout preparation of the West Northamptonshire Joint Core Strategy, identifying the location as one supported by the Regional Spatial Strategy to provide further opportunities for strategic distribution. Ongoing engagement with commercial agents and monitoring patterns of supply and take-up, including the rapid delivery of previous commitments at Pineham and Swan Valley, was presented to illustrate the need for further land on the strategic road network.

The Council initially sought to omit the land from its draft Plan but in preparing Modifications to the submitted strategy and providing for an extension to the Plan Period, engaged with DLP to identify the land for allocation. Justification for the proposals drew upon DLP's case of the need to provide choice and flexibility in supply and complement rail-based provision at the Daventry International Rail Freight Terminal. DLP worked with the Council to inform proposed policy criteria for the allocation and parameters for future development in terms of scale and use. DLP successfully argued for a relaxation of floorspace thresholds and occupancy restrictions as part of this process, broadening future opportunities for delivery of the scheme.



Bedford Local Plan 2030 and Local Plan 2040 Site Promotion

DLP's Research & Analysis team continues to act on behalf of Bedfordia Developments to promote its land interests as part of the plan-making process in Bedford Borough. The current adopted Local Plan 2030 commenced preparation in January 2014 but was not adopted until January 2021.

Throughout this period our representations to the development plan process confirmed the suitability and availability of Bedfordia's sites to inform the local planning authority's site selection process. Bedfordia's interests were identified in several iterations of the Council's preferred options for growth at sustainable locations within the settlement hierarchy.

Key challenges for representing the client's interests arose from the local planning authority's decisions regarding the scale and distribution of housing need, assessment of housing land supply and deferral of site allocations in Neighbourhood Plans to be prepared subsequently. Using transitional arrangements to the 2018 version of the National Planning Policy Framework the local planning authority also opted to prepare policies that would not address full housing needs identified by current Government policy.

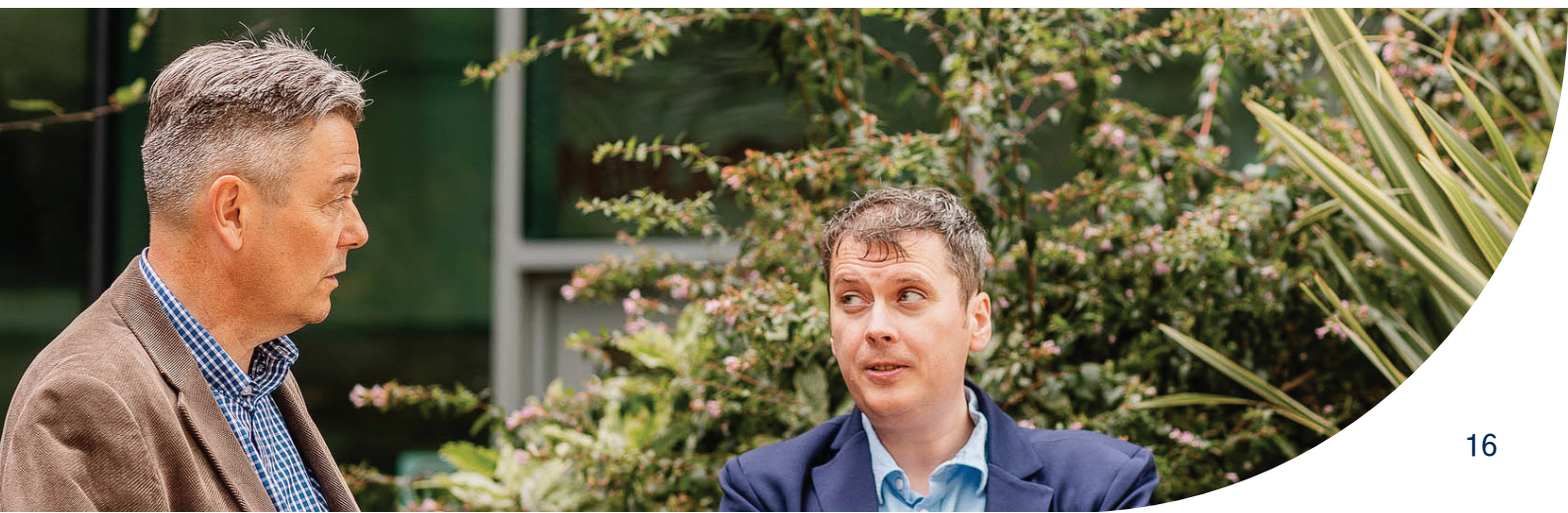
Acting alongside leading Counsel, DLP's representations in response to these challenges were instrumental in ensuring that the Local Plan 2030 was only adopted with provision for an immediate review. DLP proposed Modifications resulting in the deadline for submission of a replacement Plan providing for local housing need being set out in adopted policies. SPRU also ensured that the distribution of future requirements to be addressed in allocations at Rural Service Centres were minimum starting points that could be exceeded.

Successful continued promotion of Bedfordia Developments' interests has secured allocations in Neighbourhood Plans at Oakley and Milton Ernest. DLP Planning has subsequently successfully led the application process for these allocations.



DLP's Research & Analysis team has subsequently acted for Bedfordia Developments in respect of further land interests in the context of the replacement Bedford Local Plan 2040, which remains under preparation. DLP's representations to-date have been reflected in fundamental soundness concerns expressed in the Inspector's Initial Findings. These findings highlight where the lack of a more refined approach to the scale and distribution of growth across individual rural settlements appears to implant an unjustified restriction on opportunities for sustainable development and alternatives to addressing barriers to supply.

DLP continues to make representations related to the substantial amount of additional work the local planning authority is now required to undertake, with the objective of maximising the benefits that Bedfordia Developments' interests can provide as part of overall allocations within the Local Plan 2040, if adopted.





Existing Clients

BAE Systems

Bedfordia

Blackburn with Darwen Council

Hallam Land

Hampton Brook

Persimmon Homes

Redrow Homes

United Utilities

Welbeck Land



For more information please email the Strat Land Team:

strategicland@dlpconsultants.co.uk or visit www.dlpconsultants.co.uk



A close-up, slightly blurred photograph of a person's hands typing on a black keyboard. The person is wearing a light-colored, long-sleeved shirt. The keyboard is on a light-colored wooden desk. To the right of the keyboard is a black and silver computer mouse on a black mousepad. The mousepad has the text "NEW HORIZON" in white, curved letters. A dark blue circular graphic is overlaid on the top right of the image, containing white text.

"At DLP, our Strategic Land approach combines expert advice, strategic insight, and comprehensive knowledge of viability considerations to help bring our clients' visions to life. With extensive experience across the UK and a deep understanding of strategic planning processes, we provide the guidance needed to unlock the full potential of every site."

**Abigail Upton BA (Hons) MSc MRTPI,
Associate Planner, DLP Planning Limited**



**Planning Research & Analysis
Transport & Infrastructure
Architecture & Masterplanning
Energy & Sustainability Services**

Bedford

bedford@dlpconsultants.co.uk

Bristol

bristol@dlpconsultants.co.uk

Liverpool

liverpool@dlpconsultants.co.uk

London

london@dlpconsultants.co.uk

Nottingham

nottingham@dlpconsultants.co.uk

Rugby

rugby.enquiries@dlpconsultants.co.uk

Sheffield

sheffield@dlpconsultants.co.uk



If you would like to contact our Strat Land Team, please email:
strategicland@dlpconsultants.co.uk or visit www.dlpconsultants.co.uk

A plain text version is available on request