



An insight into **Lovell Strategic Land**

**LOVELL**  
STRATEGIC LAND

A MORGAN SINDALL GROUP COMPANY

# Contents

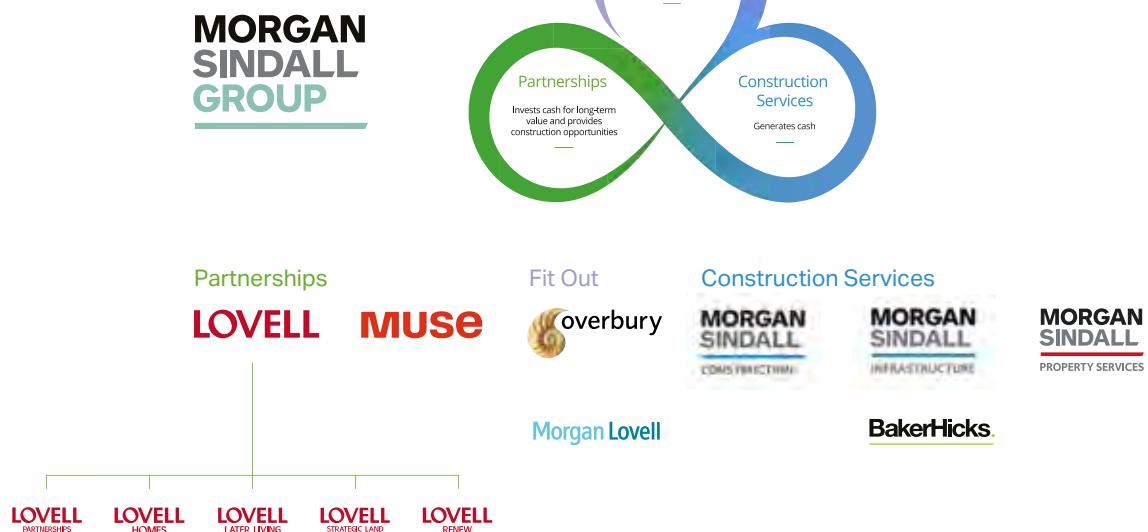
- 3** An introduction to Lovell Strategic Land
- 4** Morgan Sindall Group
- 7** Lovell
- 8** Lovell Strategic Land
- 10** Our approach
- 12** What opportunities are we seeking?
- 15** Why choose Lovell Strategic Land?
- 16** A responsible business
- 18** The team



**Wensum Grange, Fakenham**

# An introduction to **Lovell Strategic Land**

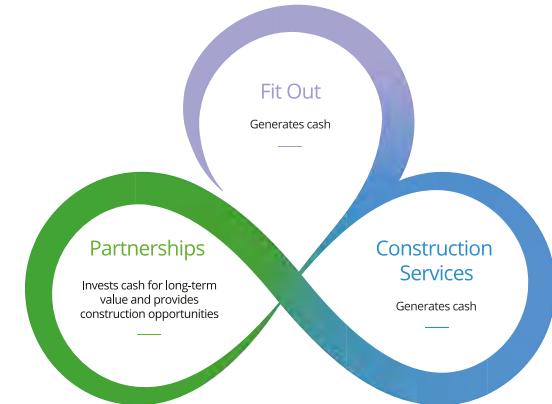
Lovell Strategic Land is the specialist land and planning division of Lovell, part of Morgan Sindall Group. Our objective is to unlock the development potential of residential-led sites. These may require promotion through an emerging local plan or need a little more lateral thinking to secure an allocation and subsequently obtain planning permission. We work in partnership with landowners, local communities and stakeholders to achieve successful outcomes.



# Morgan Sindall Group

Morgan Sindall Group is a FTSE 250 company which comprises businesses across construction, fitout and partnerships. As a result of the financial strength of Morgan Sindall Group as its parent company, Lovell Strategic Land has the ability to act decisively.

As part of Morgan Sindall Group, Lovell Strategic Land is able to deliver both the housing and the infrastructure required to support housing growth, such as schools, highways, and utilities infrastructure. The ability to lean on the expertise of Morgan Sindall Group ensures we take an holistic approach to development. As a developer, we continuously assess the viability of proposals as they progress through planning. This ensures technical challenges are considered and understood with optimal solutions sought.



## Financial Overview (Full Year 2024)

£4.5bn

Group revenue

£162.6m

Adjusting operating profit

£172.5m

Adjusting profit before tax

278.8p

Adjusted EPS

£492m

Period end cash

£374m

Average daily net cash



Parsons Tunnel upgrade under South West Rail Resilience Programme



Britannia Leisure Centre, Secondary School and Sixth Form,  
City of London Academy, Hackney



Refurbishment of the Grade II Listed Lambeth Town Hall



A12, Essex Reconstruction Works



One City Park new office space, Bradford



Eden Net Zero Carbon Workspace, Salford



Barbara Hepworth Building, School of Art & Design, Huddersfield University



Marleigh Primary School, Cambridge



East Anglia Region, Lapwing Court, Peterborough



Scotland Region, Mayfield Park, Hamilton

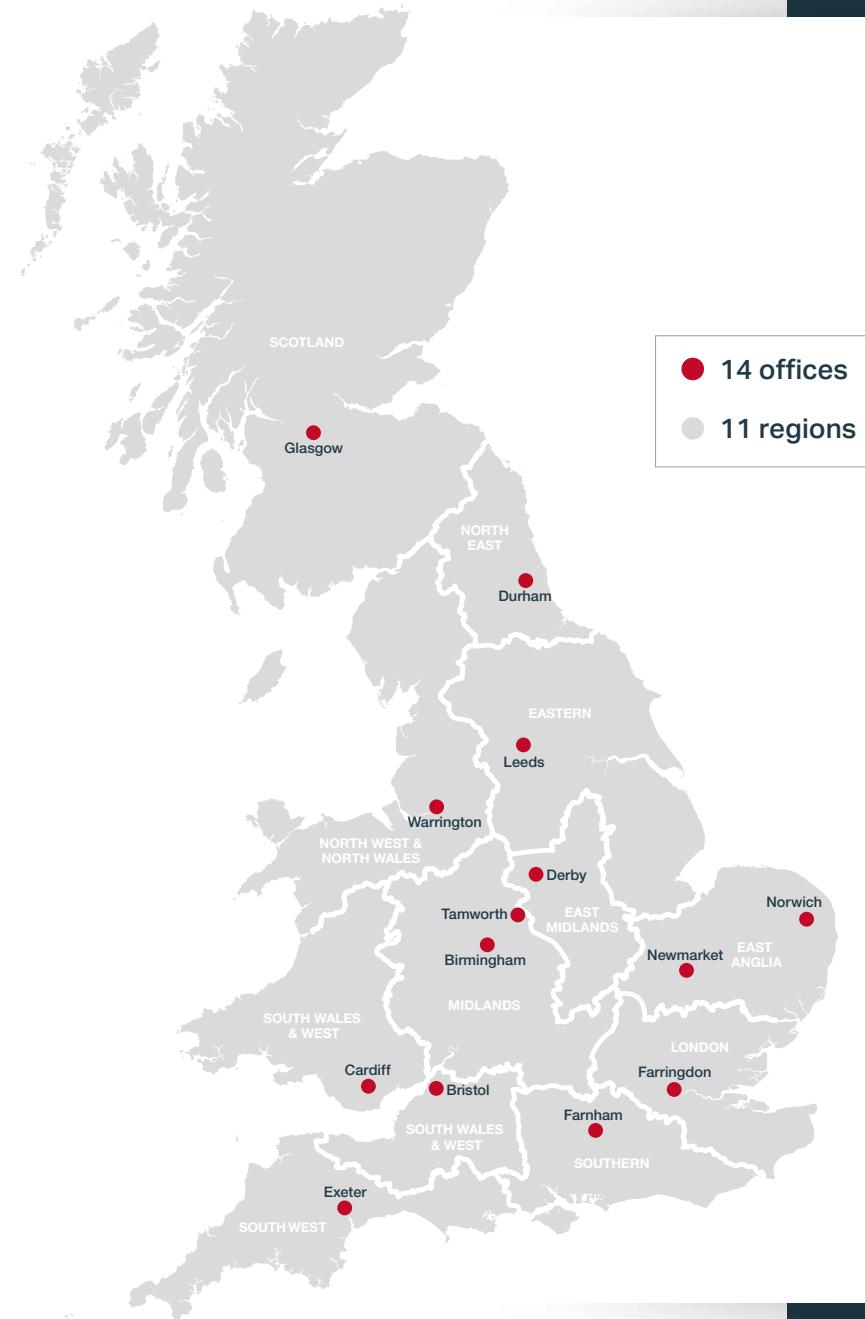


North West & North Wales Region, Queens Park, Blackpool

# Lovell

Lovell is a wholly-owned subsidiary of Morgan Sindall Group. Its focus is on creating housing for all, built on partnerships, delivered in diverse ways. We have over 1,250 employees based out of 11 operating regions in England, Scotland and Wales.

We deliver homes through two brands - Lovell Partnerships and Lovell Homes. Through the Partnerships brand we deliver and improve homes in collaboration with councils, housing associations and Build to Rent operators. Through the Homes brand, we deliver new homes for market sale and homes for people in later life, either working in partnership with providers, councils, or prospective homeowners.

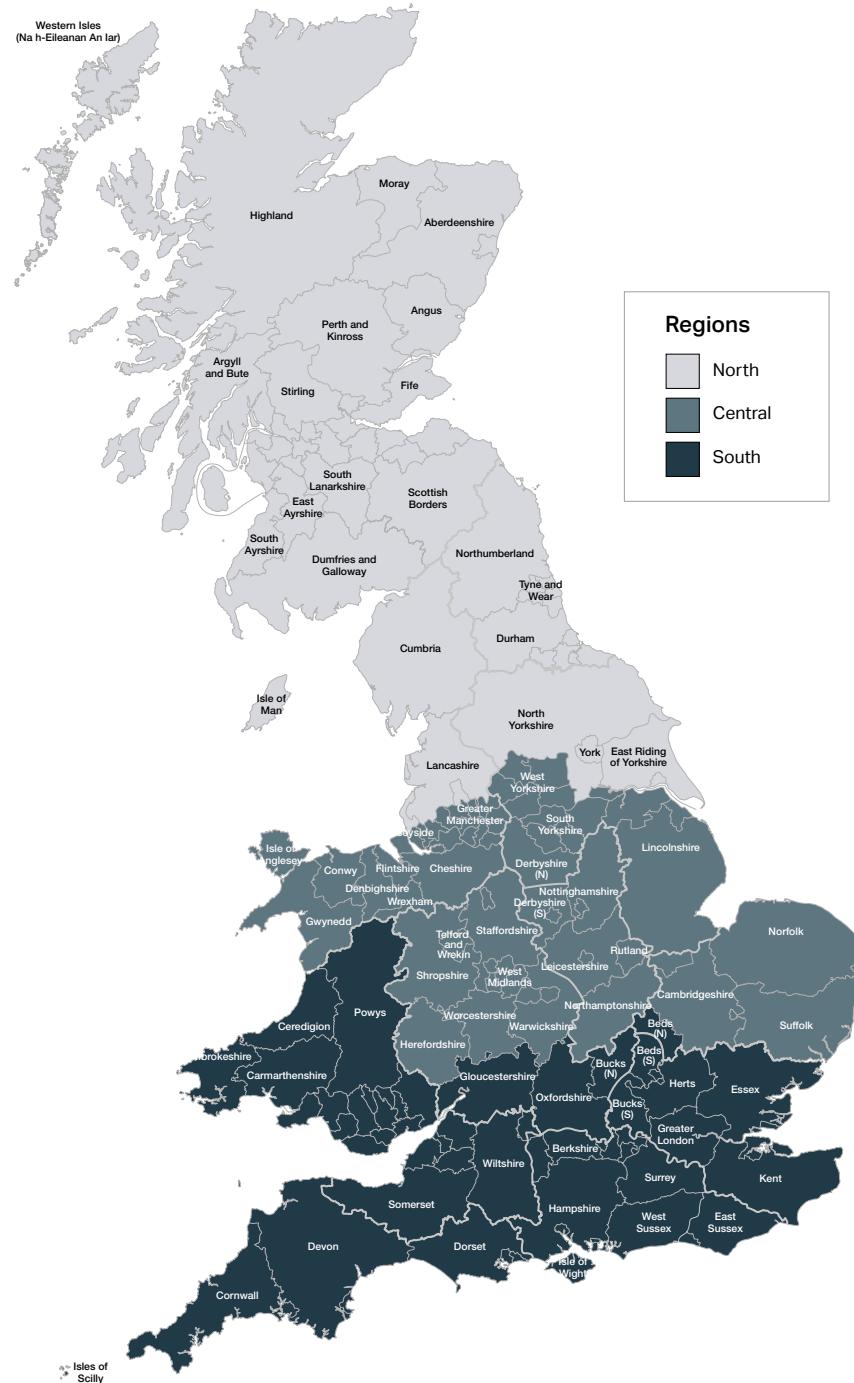


# Lovell Strategic Land

Lovell Strategic Land has the capability to promote and develop a wide range of residential-led developments, including extensions to existing towns/cities or indeed, new settlements throughout the UK.

Our objective is to promote land via the local plan system to feed into the regional businesses within Lovell whether through our Partnerships or Homes brands; and of course, we can deliver multiple brands on a development.

Whatever the type of development, we are passionate about placemaking, delivering quality places and leaving a positive legacy. We have a reputation for doing the right thing, working in collaboration with our stakeholders and most importantly, local residents. This reputation helps achieve both deliverable planning allocations and subsequent consents.





Loftus Garden Village, Newport



Henson Park, Whetstone



Gallus Fields, Northrepps



Garrett Grove, Skelmanthorpe



Wensum Grange, Fakenham



Weston Woods, Weston



## Our approach

1

We start by considering if a site meets our criteria and is in a location we can develop, progress, and promote.

2

We then discuss the landowner's, promoter's and developer's requirements and assess if we can meet them, noting we have a flexible approach to each and every scenario.

3

We seek to understand a site's characteristics and research the planning position to ensure the challenges are known and fully understood. This ensures that we submit proposals that are well researched with a clear planning strategy and agreement on roles and responsibilities to ensure a site's potential is maximised.

# 4

We enter into legal agreements to ensure our interests are aligned with our landowner's/partner's. Our aim is to deliver sustainable schemes with community benefits at the heart, which in turn maximises land value.

# 5

The planning system is complicated and the process of promotion through a local plan is expensive. We take the burden away from the landowner and bear the cost using our expertise and experience of working collaboratively.

# 6

Community and stakeholder engagement is vital. We listen, we react and where we are unable to agree, we explain. Effective communication is important throughout the process and we ensure we keep all parties updated.

# 7

We take a considered approach to each stage, working to demonstrate that the principle of development is acceptable, viable and deliverable.

# 8

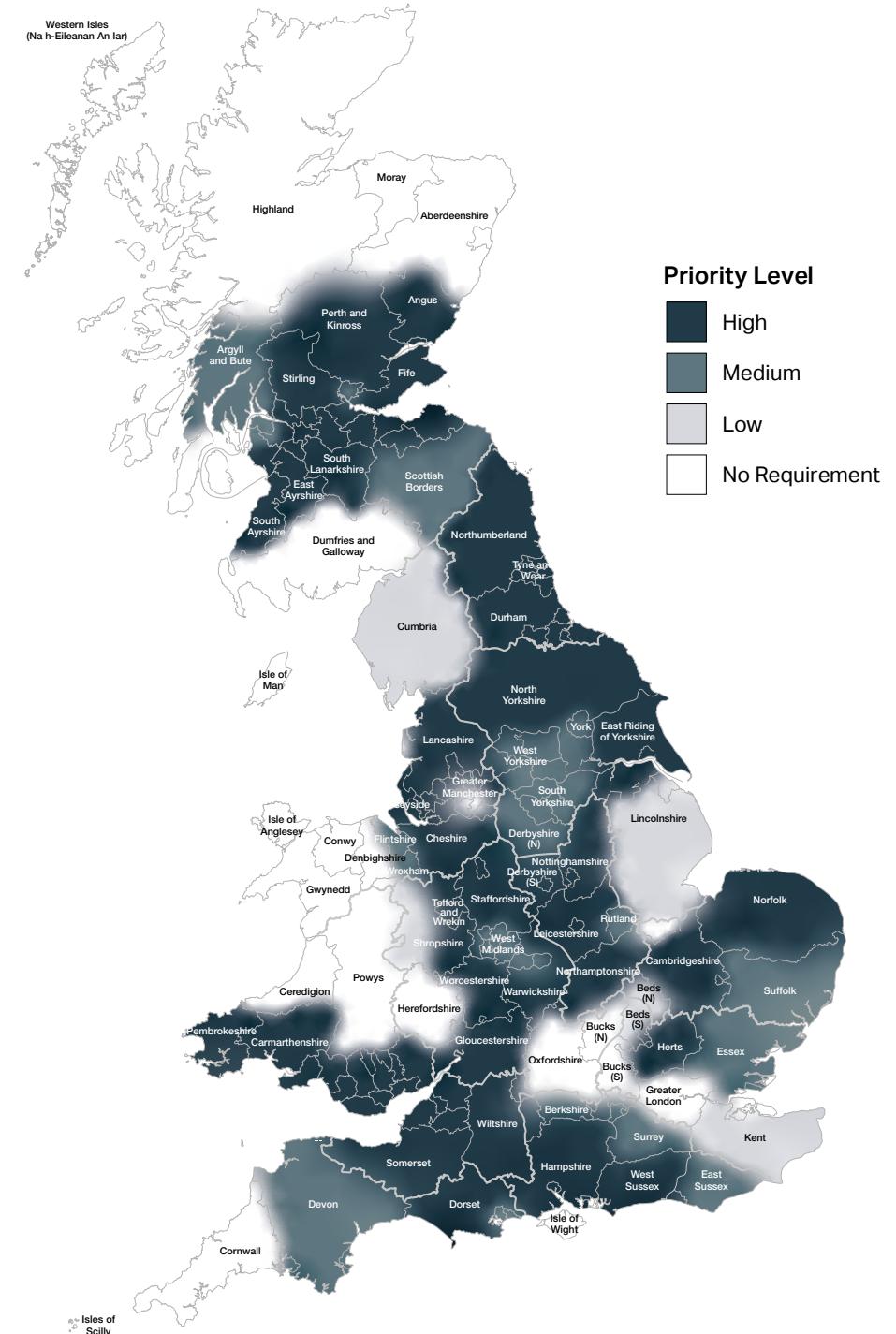
We appoint a consultant team with experience and a track record and ensure their vision is aligned to the project. This ensures the delivery of the best-in-class developments.

# 9

We are passionate about placemaking and leaving a positive legacy. A fundamental aspect of our approach is to really think about how a development knits into the local community and how residents will live there.

# What opportunities are we seeking?

- Sites which can deliver a minimum of 100 homes up to securing opportunities for urban extensions or new settlements.
- Sites currently being promoted or those that may require promotion through the next local plan cycle.
- Sites safeguarded for residential development.
- Consideration given to sites which are not allocated but a planning application may be appropriate due to a housing shortfall.
- Whilst we prefer to secure option agreements, hybrids will be considered for sites with a capacity of at least 700 dwellings.
- Joint ventures/partnerships.
- Freehold acquisitions but considered preferably with an income stream or ability to generate an income.





Much Wenlock

# A different offer

Being part of Morgan Sindall Group, Lovell can offer total service capability

## Unlocking value

Track record of adding value, selecting the right solution to technical challenges

## Track record

Building high quality homes and infrastructure

## Inclusive placemaking

Homes for all, centred around community

## Partnership approach

Masterplans created with stakeholders that a developer can develop

## Deliverability

Promoting land to develop with landowners over the long term

## Community-focused

Local offices developing where we work and live

## Responsible development

Sustainable approach to what we do with a commitment to have a positive impact

## Why choose Lovell Strategic Land?

- Dedicated in-house team with the expertise to unlock development potential on challenging sites.
- Partnership approach with a desire to leave a positive legacy for the local community.
- Not only do we deliver housing for all but we can also deliver the infrastructure to support it.
- Track record in delivering site allocations and planning permissions for viable schemes which will maximise land value for our stakeholders.
- A business with strong financial backing funded by the Morgan Sindall Group.

## What our partners say

“ Lovell have been promoting our land in North Walsham for a number of years in collaboration with other developers/promoters. The team has achieved a draft allocation for 1,800 homes, including 3ha of employment land, shops, a school and supporting infrastructure and is now working with the council to formalise the allocation and submit planning. Lovell has been a pleasure to work with and we look forward to seeing the site delivered. ”

**The Rossi Family, Landowner**

## A responsible business

Morgan Sindall Group and all of its businesses, including Lovell, has made five commitments to protect and develop people, improve the environment, work with our supply chain and enhance communities.

The built environment is currently responsible for 25% of UK carbon emissions. We are helping tackle climate change by reducing our emissions and waste; building energy-efficient buildings; and increasing biodiversity.

We create social value by regenerating the UK's towns and cities, developing, and maintaining housing, improving transport and infrastructure, and building and fitting out schools, universities and offices that are healthy and inspiring places to work.

We support the UN Sustainable Development Goals to end poverty, protect the planet and ensure prosperity for all.

We provide training and employment opportunities for people who live in the communities where we operate. We also engage with local schools and colleges to attract people from all backgrounds into a career in our business.

As part of our work, we are involved in many fantastic initiatives, a selection of which can be viewed on the page opposite.



Drummond Park, Self-build Scheme. Providing training and housing to support armed forces veterans.



Apprenticeships, Build UK Open Doors event



Volunteering and bulb planting, Weston Primary School



Community building project, The Nest



Partnership with the RSPB, Lakenheath Fen



South Wales and West charity golf day 2025

## The team



# Who to contact



## Ashley Kensington

National Land Director

[ashley.kensington@lovellstrategicland.co.uk](mailto:ashley.kensington@lovellstrategicland.co.uk)

**M: 07977 589 028**

Ashley is a chartered surveyor with over 25 years experience working for developers. Prior to joining Lovell, Ashley was at Berkeley Group Plc managing a number of companies and involved in land acquisition and planning in London, Midlands and the South East.

Ashley has a wealth of experience in large mixed use schemes with a focus on unlocking developments and delivering challenging planning consents.



## Catherine Wood

Development Director (North)

[catherine.wood@lovellstrategicland.co.uk](mailto:catherine.wood@lovellstrategicland.co.uk)

**M: 07909 994 786**

Catherine is a Chartered Town Planner (MRTPI) with over 25 years' experience in Scotland and England in both the private and public sectors.

For the last 15 years, Catherine has specialised in the strategic land sector having facilitated the delivery of over 1,300 new homes in Scotland during that time.

Catherine is also a non-executive board member of a registered social landlord.



## Kieron Gregson

Associate Development Director (South)

[kieron.gregson@lovellstrategicland.co.uk](mailto:kieron.gregson@lovellstrategicland.co.uk)

**M: 07387 049 299**

Kieron is a Chartered Town Planner (MRTPI) with over 17 years' experience focusing on the promotion of strategic land through the local plan process on behalf of individuals, developers and institutional landowners.

Alongside the promotion of sites, Kieron has also led multi-disciplinary teams in the preparation of planning applications for mixed-use developments ranging from 150 to 10,000 homes and supporting infrastructure across England.



## Samantha Brooman

Associate Development Director (Central)

[samantha.brooman@lovellstrategicland.co.uk](mailto:samantha.brooman@lovellstrategicland.co.uk)

**M: 07557 318 325**

Samantha is a Chartered Town Planner (MRTPI) with over 14 years' experience gained across both public and private sector roles.

Samantha's career has focused on strategic development, from allocating new Sustainable Urban Extensions in local plans to bidding for Government funding to support infrastructure delivery through to local plan promotions and corresponding planning applications for major residential developments.



## Contact us

### **Lovell Strategic Land Head Office**

Marston Park, Tamworth B78 3HN

**T:** 01827 305 600 **E:** [contactus@lovellstrategicland.co.uk](mailto:contactus@lovellstrategicland.co.uk)

**[lovell.co.uk](http://lovell.co.uk)**

**LOVELL**  
STRATEGIC LAND

A MORGAN SINDALL GROUP COMPANY