



An insight into **Lovell Strategic Land**

LOVELL
STRATEGIC LAND

A MORGAN SINDALL GROUP COMPANY

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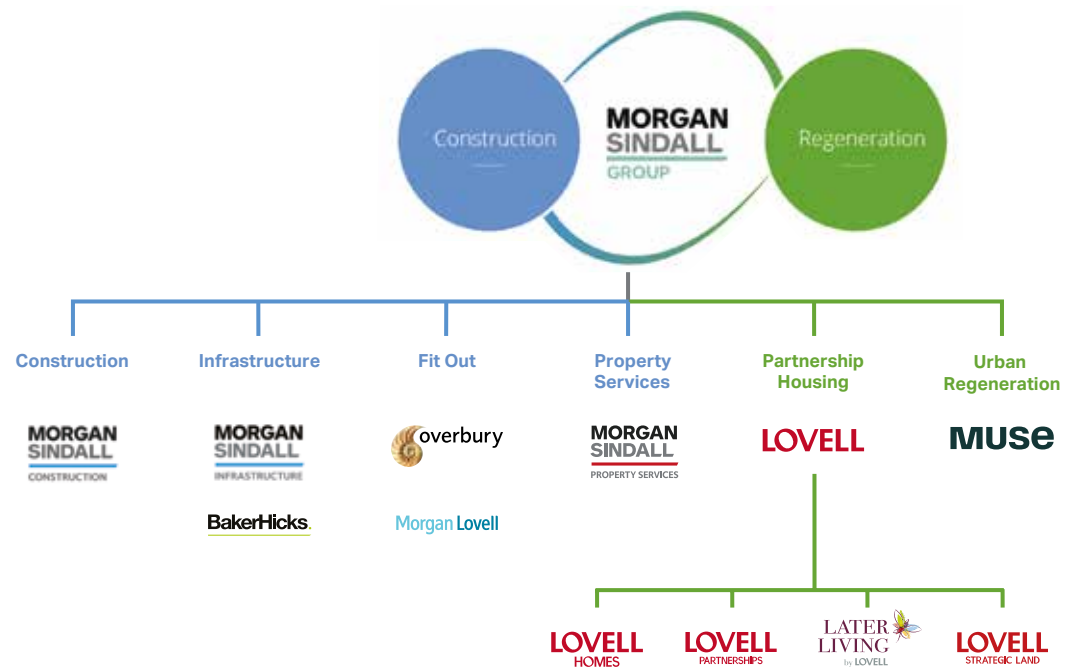
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Wensum Grange, Fakenham

An Introduction to **Lovell Strategic Land**

Lovell Strategic Land is the specialist land and planning team of Lovell, part of Morgan Sindall Group. Our objective is to work to unlock the development potential of residentially led, longer term sites which require promoting through a local plan or need a little 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 and regeneration in the built environment. Lovell Strategic Land is financed by our parent company and have the financial strength to perform and this enables the ability to act decisively.

As part of the Morgan Sindall Group, Lovell Strategic Land has the capability of delivering not only housing but also the infrastructure often required to support housing growth such as schools and highway improvements. The ability of being able to lean on the expertise of Morgan Sindall Group ensures the sites we promote take a holistic approach to development and as a developer, we continuously assess the viability of proposals as they progress through planning. This ensures technical challenges are considered and understood with optimum solutions sought.



Financial Overview (Full Year 2023)

£4,118m Group revenue	£141.3m Adjusted operating profit	£144.6m Adjusted profit before tax
247.7p Adjusted earnings per share	£461m Period end cash	£282m 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. It's focus is on creating housing for all, built on partnerships, delivered in diverse ways. We have over 1,000 employees based out of 11 operating regions in England, Scotland and Wales.

We deliver homes through three brands, Lovell Partnerships, Lovell Homes or Lovell Later Living. Through the Partnerships brand we deliver and improve homes in collaboration with Councils, Housing Associations or Build to Rent operators; via the Homes brand, we deliver new homes for the general public; and through the Later Living brand, we deliver homes for the elderly, either working in partnership with providers, Councils, or prospective homeowners.

An Overview



4,788
Homes



532
Acres



61
Development
Sites



£239k
Average
Selling Price



11
Joint Venture
Partnerships



85
Apprenticeships
and trainees



98.0
tonnes
of CO₂ saved



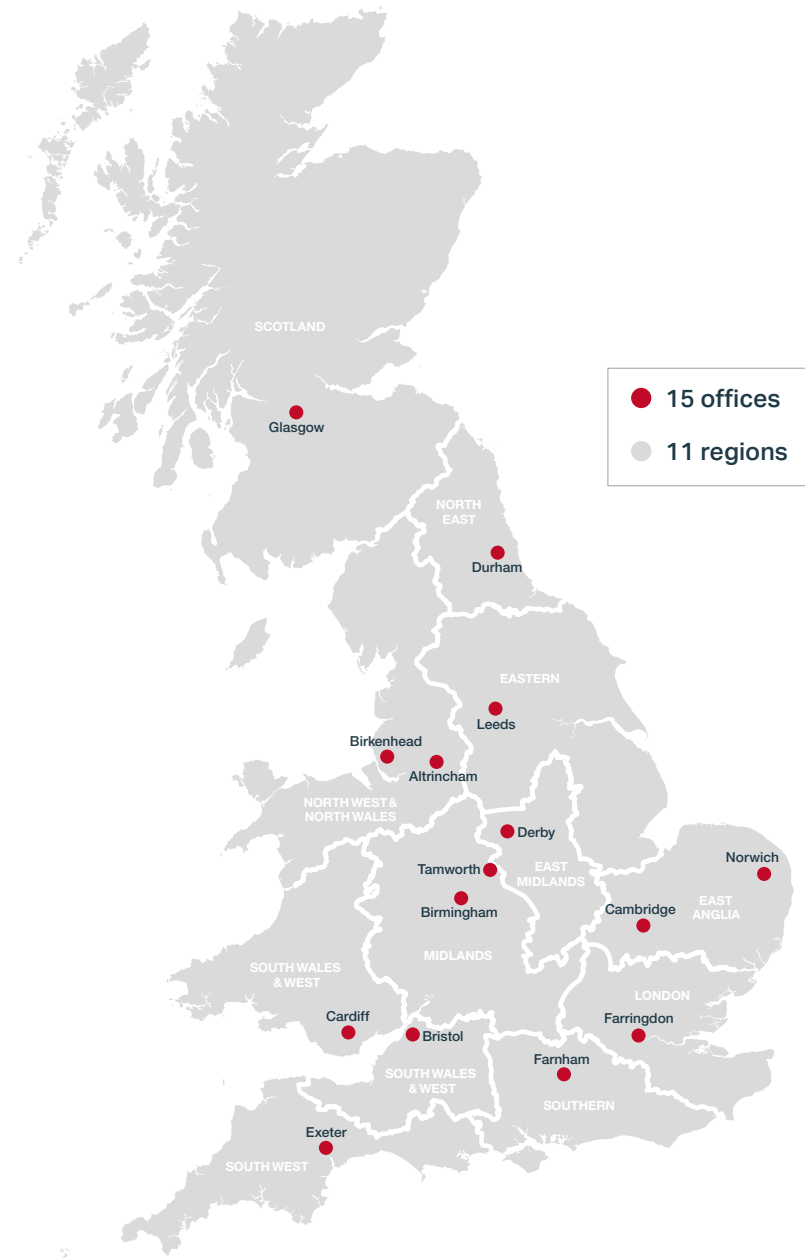
270,000
Trees planted

Lovell Strategic Land

Lovell Strategic Land have the capabilities to promote and develop a wide range of residentially 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, Homes or Later Living brands; and of course, we can deliver multiple brands on a development.

Whatever the type of development though, 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 in delivering sites which we are involved. This reputation helps achieve both deliverable planning allocations and subsequent consents.





Loftus Garden Village, Newport



Electric Quarter, Ponders End



Henson Park, Whetstone



Gallus Fields, Northrepps



Weston Heights, Weston Coyney



Wensum Grange, Fakenham



Oakfield, Swindon



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 which 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 interests are aligned with our landowner's/partner's. The aim is to deliver sustainable schemes with community benefits at the heart that in turn maximises land value.

5

The planning system is complicated and with the process of promotion through a Local Plan being expensive. We therefore 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.

7

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

8

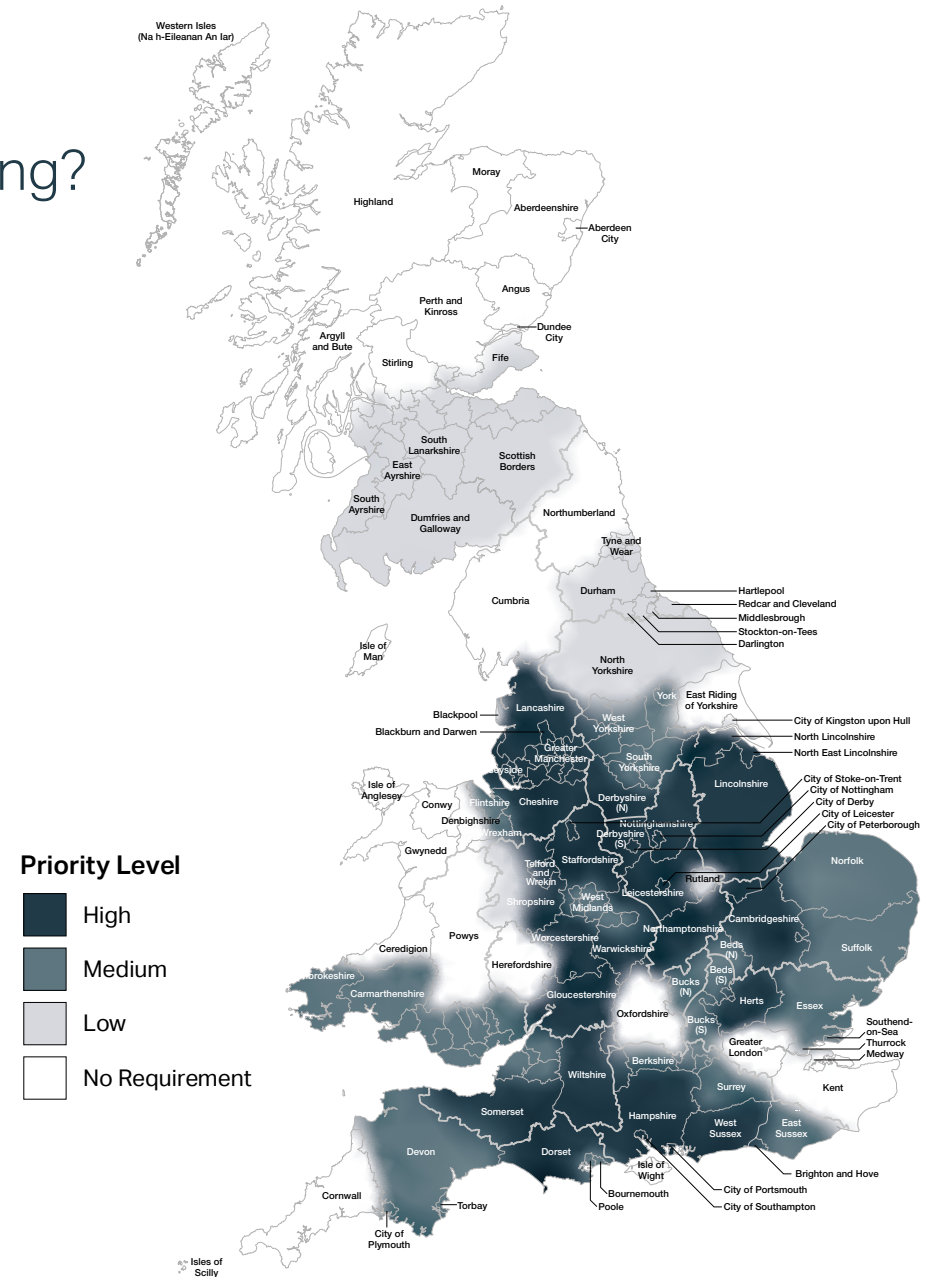
We appoint a consultant team with experience and a track record and ensure their vision is aligned to the project. This ensures it delivers the best-in-class developments.

9

We are passionate about placemaking and leaving a positive legacy. Throughout the process 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 and interact.

What Opportunities Are We Seeking?

- Sites which can deliver a minimum of 100 dwellings, up to sustainable urban extensions or new settlements.
- Locations throughout the UK that can achieve a minimum sales value of £300 psf.
- Sites currently being promoted or those that may require promotion through the next local plan cycle.
- Sites allocated or designated as safeguarded land for residential development.
- Whilst we prefer to secure option agreements, hybrids will be considered for sites with a capacity of at least 800 dwellings.
- Joint ventures/partnerships with the public sector, private sector or private individuals.
- Freehold acquisitions considered preferably with an income stream or ability to generate an income.
- Consideration given to sites which are not allocated but a planning application may be appropriate due to a Council not being able to evidence a robust five year housing supply or if very special circumstances can be demonstrated.





A different offer

Being part of MSG, Lovell can offer total service capability

Unlocking value

Track record of added 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 in 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 impact on the local community.
- Not only do we deliver housing for all but also 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 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. Lovell and the team have achieved a draft allocation for 1,800 homes, including 3ha of employment land, shops, a school and supporting infrastructure and are now working with the Council to formalise the allocation and submit planning. Lovell have been a pleasure to work with and we look forward to seeing the site delivered. ”

The Rossi Family, Landowner

Responsible Business

Morgan Sindall Group and all of its businesses, including Lovell, have 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 to work in.

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

We provide training and work opportunities for people who live in the communities where we operate. Further, we 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.



Veterans Work Scheme, Drummond Park



Apprenticeships, Build UK Open Doors Event



Volunteering and Bulb Planting, Weston Primary School



Community Building Project, The Nest



Partnership with the RSPB, Lakenheath Fen



Sustainability Initiative, Great North Bog Improvements

The Team



Who To Contact



Ashley Kensington

National Land Director

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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.



Darren Gray

Finance Director

darren.gray@lovell.co.uk

M: 07855 978 645

Darren is a CIMA qualified finance professional with over 20 years' experience in the residential sector.

Darren has extensive experience in a wide variety of residential projects through the lifecycle including strategic land sites, ranging from smaller developments to strategic urban extensions.



Kieron Gregson

Planning Manager

kieron.gregson@lovellstrategicland.co.uk

M: 07387 049 299

Kieron is a Chartered Town Planner (MRTPi) with over 14 years' experience focusing on the promotion of strategic land through the local plan process on behalf of individuals, developers and institutional landowners.

Prior to joining Lovell, Kieron worked for Carter Jonas in their Strategic Land team.



Samantha Brooman

Planning Manager

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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.



Bradley Martin

Land & Planning Graduate

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Having graduated from Heriot Watt University in 2023 with an MSc in Real Estate, Bradley joined Lovell Strategic Land to support the team in all matters related to Land and Planning, Bradley is in the process of beginning his RICS APC journey.



Joanne Allman

Administration Assistant

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Joanne works closely with Ashley and Darren to provide a high level of administrative support in relation to the day-to-day operations of Lovell Strategic Land.



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