

# ALL ABOUT LAND



ALLISON  
HOMES



## A MESSAGE FROM OUR CEO

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Having secured significant new investment, Allison Homes now has the fire power to pursue our ambitious growth plans. Our core brand value of building relationships will be key to delivering to our potential while we remain committed to the values that have always been at the heart of Allison Homes – being a trusted and reliable partner.

Our land team has a wealth of experience working with landowners, agents, planning departments and local communities. Their knowledge and expertise allow them to optimise returns for landowners, through sympathetically designed developments which deliver much needed new homes for all types of buyers.

Our purpose is to create great homes and communities and realise people's dreams by being the most trusted housebuilder in the UK.

That journey starts with finding the right land in the right places.

**JOHN ANDERSON**  
Group Chief Executive





Allison Homes is looking to acquire more land than ever before - with or without planning permission.

**STUART SMITH**  
Group Land Director



# ALL ABOUT ALLISON HOMES

Allison Homes is an established and respected housebuilder operating successfully for over 30 years. Award-winning developments across the country have quickly grown into thriving communities attracting local buyers and those from further afield.

Having secured significant investment in 2021, we are now able to accelerate our ambitious growth plans to increase output from around 600 homes to over 2000 homes annually by 2026/2027.

We currently operate from three regional offices in East Midlands, East and the South West and have plans to open one more in the next two years.

Current projects range from 5 to 200 acres and from small exclusive developments to urban extensions. Allison Homes holds an impressive strategic land bank but to deliver the anticipated growth, the company is now actively seeking land to purchase – with or without planning permission.

## OUR MISSION

“To build long-term, trusting relationships with our people, our customers, our communities, and our suppliers, by delivering on our promises and growing a successful business delivering exceptional homes with uncompromising quality, service, innovation and care for the planet”

## AWARDS



**2024 National Site Manager of the Year**  
LABC Warranty

**2023 Site Recognition Award**  
LABC Warranty

**2023 Pride in Job Award**  
NHBC

**2022 In-House Gold Award**  
Customer Satisfaction

**2020 Corporate Social Responsibility**  
Peterborough Business Awards

**2018 Best Medium Enterprise**  
Best Business Awards

**2018 Company of the Year**  
International Business Awards

**2017 Large Business of the Year**  
Mercury Business Awards

**2016 Housebuilder of the Year**  
Construction News

**2016 Environmental Achievement**  
Telegraph Business Awards

**2015 Housebuilder of the Year**  
Housebuilder Awards

**2015 Best Residential Development**  
UK Property Awards



# LAND REQUIRED

## DEVELOPMENT OPPORTUNITIES

Central government has set a target of building 300,000 new homes annually to address the UK's chronic shortage of new housing. The planning system lags behind political sentiment so there is significant scope to promote land for housing in areas where the current planning framework or development plan has failed to meet demand.

Across our regions the land and planning teams are constantly assessing policy changes for both short and long term land opportunities. Our strategic and spatial planners carry out extensive analysis of regions to identify land opportunities that we believe – after internal review – stand a reasonable chance of success in gaining planning approval.

We have an impressive track record in identifying strategic land opportunities in partnership with landowners and thereafter promoting them through planning and forward into build.

Some examples of our larger scale successes are Oakham Heights in Rutland (1,000 homes) and Whittlesey Green in Whittlesey (450 homes), The Oaks in Norwich (520 homes) and Kings Meadow in Fernwood (350 homes), Witheridge (155 homes) and South Wootton (450 homes). Current large-scale projects being taken through the planning process include Grantham North, Lincolnshire (480 homes), Sawtry, Huntingdonshire (340 homes), Witheridge, North Devon (155 homes) and South Wootton, Norfolk (450 homes) and Stamford (650 homes), March (110 homes) and Eye (265 homes).

As a company we strive to keep abreast of all market signals and changes, local planning decisions and government planning directives. We aim to ensure that our growth strategy is applied in the best way possible and that the planning system works in our favour.

### LAND OF PARTICULAR INTEREST INCLUDES:



Land with or without planning permission



Edge of settlement locations



Areas at least five acres in size



Good road frontage and accessibility



Not located in flood zone or near environmental designations





# WHY CHOOSE ALLISON HOMES

## STRONG RELATIONSHIPS WITH LOCAL STAKEHOLDERS

Our land team has a vast amount of experience identifying land with potential for development and promoting it through the planning process. Our open and collaborative approach allows us to work with landowners, stakeholders and communities to achieve planning permission in a timely manner.

## EXCELLENT LOCAL KNOWLEDGE

Based in Hampton, Peterborough, Allison Homes has specialist land teams located throughout its operating regions including the South West, East Midlands and East of England. This ensures they have a personal understanding of key local issues, whilst building relationships with relevant stakeholders and partners.

## EXPERIENCED LAND TEAMS

Members of the Allison Homes Land Teams manage deals and projects from initial approach through to signing day so landowners will have a named contact for any questions or discussions that arise throughout the process.



Understanding local context is a key consideration and is what helps us bring forward developments that enhance the communities they become a part of.

**SOPHIE KENDAL**  
HEAD OF LAND & PARTNERSHIPS | ALLISON HOMES EAST

## IN-HOUSE EXPERTISE IN PLANNING, CONSTRUCTION, AND SALES

Allison Homes is a full-service developer capable of taking projects through from identification and land purchase to house sales. The in-house design, construction and sales teams work closely with the land and planning teams to ensure the developments being put forward for planning are viable, locally appropriate and maximise land value to the owner's benefit.

## SUPPORT LOCAL COMMUNITIES AND BUSINESSES

Allison Homes works hard to identify and engage local suppliers, contractors, and sub-contractors. Housing developments bring substantial economic benefit to local areas through employment opportunities, increased spend in local shops and long-term contributions.

## RAPID DECISIONS

Unlike larger PLCs, Allison Homes has a streamlined decision process to allow rapid progress on land deals.

## ALLISON HOMES COMMUNITY FUND

We are dedicated to giving back to our local communities. Last financial year\* we donated in excess of £100,000 to local charities and community groups.

## STRONG PARTNERSHIPS FOR DELIVERY OF AFFORDABLE HOMES

Our newly launched Allison Partnerships division is committed to delivering high quality affordable homes across our regions, working in partnership with national Housing Associations, public sector bodies and Private Rented Sector.

\*1st October 2021 to 30th September 2022



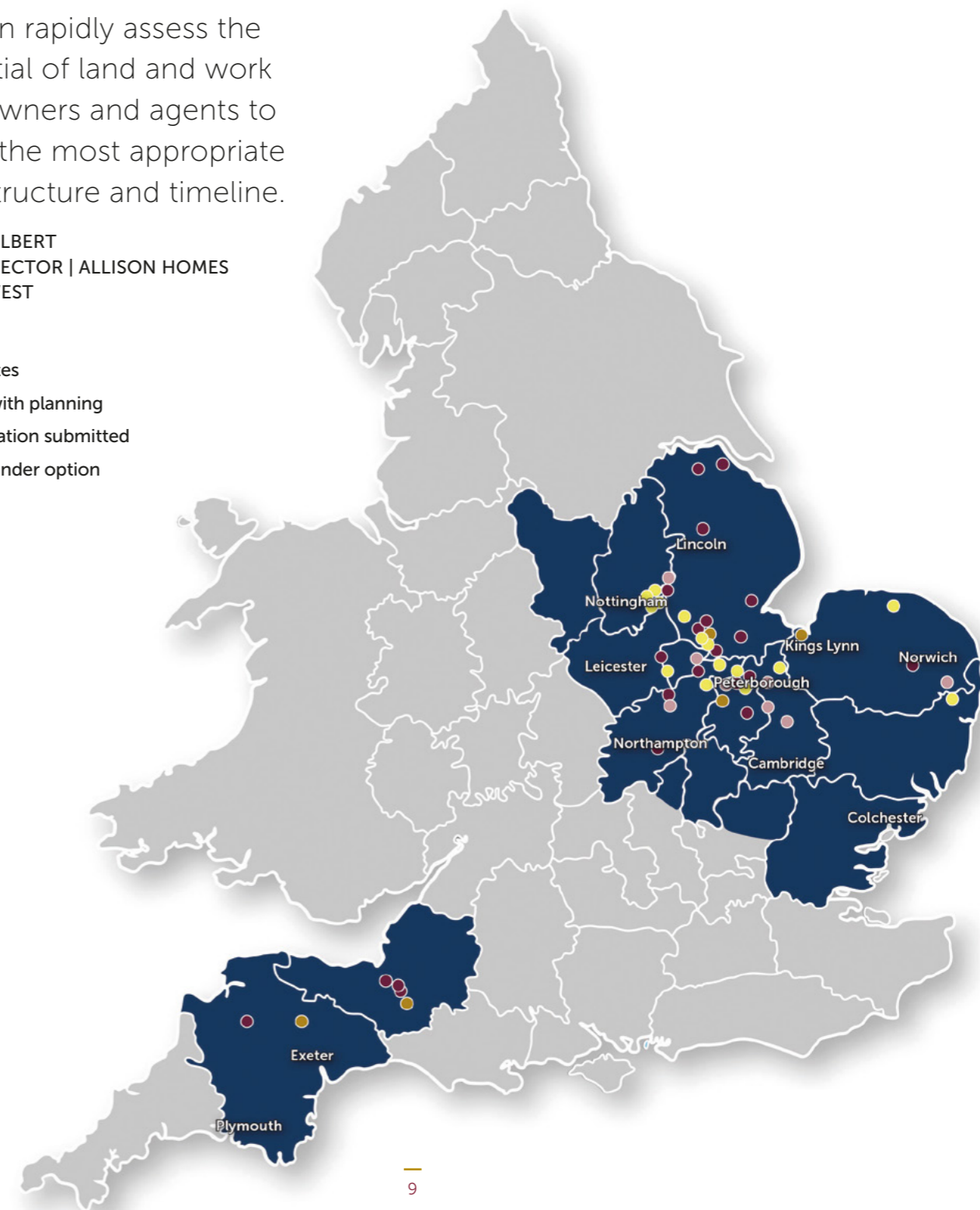
# LARGE SCHEME PLANNING PROCESS



We can rapidly assess the potential of land and work with owners and agents to agree the most appropriate deal structure and timeline.

**SIMON GILBERT**  
LAND DIRECTOR | ALLISON HOMES SOUTH WEST

- Live sites
- Sites with planning
- Application submitted
- Land under option





# MEET THE ALLISON HOMES LAND TEAM



**STUART SMITH**  
Group Land Director

Stuart joined the Allison Group in 2022 bringing a wealth of experience to his role, gained over a successful career in the house building sector. He joins the Group from Avant Homes, where he has held a number of land acquisition roles over the past decade.



**SOPHIE KENDAL**  
Head of Land & Partnerships | Allison Homes East

Sophie joined Allison Homes with extensive experience working for two large PLC housebuilders in Cambridgeshire in both Land Manager and Land Buyer roles. Sophie has a degree in Human Geography and Town Planning and is responsible for seeking out new land opportunities for the East region and establishing strong relationships with agents and landowners.



**SIMON GILBERT**  
Land and Partnerships Director | Allison Homes South West

Simon joined Allison Homes as a senior Director with over 24 years of housebuilding experience in the South West. Simon has a wealth of knowledge across both the private and the partnerships sector working for both SME and plc Housebuilders. Simon is already establishing the Partnerships Brand in the South West and focusing on building the pipeline for the Region to deliver 500 homes a year.



**IAN PALFREY**  
Land and Partnerships Manager | Allison Homes South West

Ian strengthened the South West land team in February 2022 bringing over 30 years experience gained working within the Devon construction arena. During this time, Ian has undertaken both Head of Land and Planning and Commercial Director roles amongst many others.



**JAMIE SNELL**  
Assistant Land and Partnerships Manager | Allison Homes South West

Jamie joined Allison Homes in 2021 bringing extensive experience and contacts in the South West development sector. Having worked in property since 2008, Jamie has previously worked for a PLC developer and a highly regarded land and development agency covering the entire West Country.



**JAMES WINFIELD**  
Land and Partnerships Manager | Allison Homes East

James joined the Allison Homes team in September 2021 after graduating from university. James has experience in both private residential and partnership led schemes. He works in the East regional team looking to secure immediate land opportunities to deliver mixed tenure sites and feed the land pipeline.



**AIMÉE WATTS**  
Land and Partnerships Manager | Allison Homes East Midlands

Aimée is an experienced land and partnerships manager having worked for both private and affordable housing sectors since graduating with an MSc in Urban and Regional Planning in 2018. With her breadth of Partnerships experience, Aimée is working hard on building relationships with our Partners and seeking new opportunities for our land and partnerships divisions across the East Midlands.



Getting to a position where both parties are happy to proceed to a contract requires time to be spent with landowners and their representatives. In addition, sometimes the site's chance of planning success will require early resourcing – such as masterplans or surveys – to clarify issues prior to the signing of a contract. In appropriate circumstances we are always willing to provide the necessary early funding.

We set out to develop a solid working relationship with the local authorities and communities where we work while always fighting to preserve a design that delivers optimum coverage and minimises 'Section 106' or planning gain costs.

Allison Homes works within the markets we know well to source new land opportunities. Our commitment is to work with landowners locally to deliver not just much-needed new housing but also to help local buyers get on or climb up the property ladder and to support local economies by employing local contractors and sub-contractors on our sites.

**LAND WITH PLANNING PERMISSION**

Thanks to the experience of our team and our financial position, for land with planning permission granted or a resolution to grant in place the land team can move rapidly to agree a deal. Options for purchase include hybrid and licence agreements as well as outright purchase.

**LAND WITHOUT PLANNING PERMISSION**

Achieving a successful planning consent can be a lengthy, frustrating, and expensive process to tackle independently. Consultants, reports, site surveys, application fees, legal fees and possible appeal costs can easily run into hundreds of thousands of pounds. Landowners can enter into an agreement with Allison Homes which will see us handle all planning related processes and issues.

**OPTION OR PROMOTION AGREEMENT**

An option or promotion agreement allows us to enter detailed negotiations around affordable housing provision, new infrastructure, facilities, and service (such as schools, community facilities or improvements to health services) provision or contributions, as part of planning promotion and application determination, whilst the landowner continues to own and use the land as before.



# PURCHASE OPTIONS

Following initial contact and desk-based research or introduction, our team will visit a site to meet the landowner or agent and discuss the land under consideration.

**BESPOKE PLANNING**

At Allison Homes we pride ourselves on our approach to identifying new residential land opportunities, contacting landowners and working sites through the planning system to gain planning consent.

Our team takes time to research and understand key local issues associated with an area – whether these be planning constraints, housing need/demand, political issues and/or community concerns.

Prior to moving forward with landowners we want to be confident that the sites we identify stand a good chance of securing planning consent and that there are no major surprises 'lurking round the corner'.

We seek to build the homes covered by the consents we gain, so the relationships developed with landowners, local authorities and local communities are important to us. We have a business reputation to build and an image to maintain. We are not in the residential land development sector to 'turn' land quickly and make a 'quick buck'. In each case we seek to agree a deal that fits with the landowner's specific requirements in terms of structure, timescales, tax and company status, etc.

**AN OPTION AGREEMENT WOULD GENERALLY INCLUDE:**



A payment to the landowner to enter into an agreement (the value would depend on site size, location, and planning risk)



A time limit for obtaining planning consent, together with milestones and obligations for pursuing a planning allocation or application



Payment by Allison Homes of all costs associated with gaining planning consent



Provision to pay legal and/or agent costs associated with signing an agreement



Details of how value will be determined following the grant of planning consent



The level of discount - a percentage of open market value (OMV), deemed suitable for the site characteristics. This discount from full market value is set at a level to account for the skills and expertise applied at risk by the Allison team in delivering a planning consent for the site



Arrangements for keeping the landowner updated with the progress of planning negotiations



The planning strategy that will be adopted for the site



# OUR DEVELOPMENTS

## WITHERIDGE, NORTH DEVON

Landowner, Witheridge: "I was told by other regional housebuilders that the area of land was too small and not in a desirable location. The team at Allison Homes felt differently and we entered a one-to-one contract – subject to reserved matters. I continued to use the land whilst they worked with the local authority and the community to secure planning permission."

The site became the Willow Heights development which has proved extremely popular with buyers at all stages of life. Confirmed planning approval on 25 acres of adjoining land has been agreed with the same landowner. The second phase will deliver 155 units, helping meet the lack of five-year land supply in North Devon.



## NORWICH, NORFOLK

Allison Homes acquired land for the first two phases at Broadland Fields in 2021. A hybrid planning application was approved by Broadland District Council to allow up to 320 new homes and a site for a school in 2019. Construction has commenced and plans are in place for further phases to be purchased.



The Oaks | Norwich





# CORBY GLEN, SOUTH KESTEVEN

1

**SITE IDENTIFICATION AND OPTION AGREEMENT 2017**  
Land at Corby Glen purchased subject to planning approval.

2

**PROMOTION 2018 TO 2020**  
Working closely with South Kesteven District Council and Local planning authority.

3

**ALLOCATION**  
The site was allocated for development in 2020 Adopted Local Plan.

4

**PLANNING 2021**  
Through engagement with the local planning office and the community our team secured full planning, Section 106 agreement signed and land purchased.

5

**ON SITE 2022**  
Pre-commencement conditions cleared and site team commences construction in line with NHBC standards and building regulations.

6

**BUILD COMPLETE 2024**  
Sixty-six family homes including 20 affordable homes due for completion.



# THE NEXT STEP

If you have land that might be of interest to Allison Homes, please do get in touch for an initial chat with our land team. Detailed references can be provided upon request.

## CONTACT DETAILS

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To build high quality homes and thriving communities, whilst caring for the environment, our customers and our people.

**STUART SMITH**  
Group Land Director



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