

Mullin Land ^{ML}

STRATEGIC LAND ADVISORY GUIDE

The Value Crystallisation Method

From uncertainty about what your land could achieve and how to get there, to a consented, market-ready site and a controlled exit.

Independent advice for landowners · Commercially focused · Planning fluent · Politically aware



Illustrative view, Thorpe, Surrey (a Mullin Land instruction). Illustration: Stantec

What this guide covers

01	Our purpose	3
02	What is the Value Crystallisation Method?	4
03	How do I know if I need help?	5
04	The planning context in 2026	6
05	The four stages	10
06	Stage 1 · Assess	11
07	Stage 2 · Strategy	12
08	Stage 3A · Promote	13
09	Stage 3B · Deliver	14
10	Stage 4 · Realise	15
11	What will it do for you?	16
12	Choosing a route	17
13	How is Mullin Land different?	18
14	Book an initial site discussion	19
15	What's included: the packages	20
16	Frequently asked questions	22
17	Current instructions	23
18	Sources and important information	27

How to use this guide

Pages 3 to 5 explain our approach and help you judge where you are. Pages 6 to 9 set out the planning context as it stands in October 2026, based on the August 2026 NPPF. Pages 10 to 17 walk through the four stages of the method and how to choose a route. Pages 18 to 22 cover who we are, how to start, the packages and common questions. Current instructions follow from page 23.

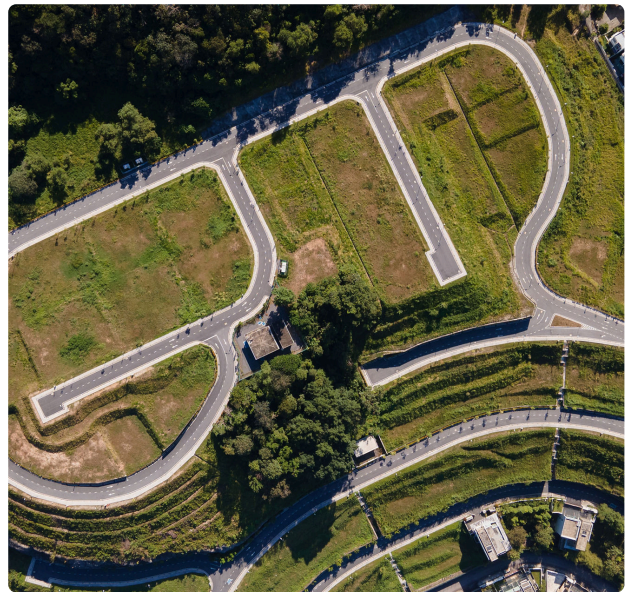
OUR PURPOSE

We give landowners independent, commercially led advice on strategic land, and we act only for them.

You already own the land and control the decision to fund it. What you may not have is an adviser whose only interest is the outcome for you.

Mullin Land has no stake in controlling your land, no volume promotion model, no sales agenda and no bias towards early disposal. We are paid for advice, not for securing an interest in your site.

Our role is to set the commercial strategy before the first consultant is appointed, to keep the planning work aligned with it, and to carry that strategy through to a sale or other exit on terms you control.



Who we work for

- Corporate landowners
- Family estates and trustees
- Private investors and family offices
- Landowners reconsidering a promoter-led route

If you are looking for volume land promotion, we are not the right fit.

What is the Value Crystallisation Method?

The VC Method is a staged process that turns the potential value of a site into realised value. It is commercially led: we begin with the outcome you need, and the planning strategy is designed to deliver it.

	Planning-led approach	Commercially led approach (the VC Method)
Starting question	What is the council likely to approve?	What outcome creates the most value for the landowner, at what cost and risk, and how will that value be realised?
The application	The objective	One step towards the objective: land value, controlled risk and a defined exit
Consultant team	Scoped to the application	Scoped to the strategy, with each discipline briefed on the commercial objective
Viability, S106 and conditions	Negotiated to obtain consent	Negotiated with an eye on what a buyer will pay for, and what will reduce the price
Exit	Considered after the decision	Defined at the outset and tested at each stage

This is not a criticism of planning advice. Good planning judgement is essential, and a weak planning case is itself a value risk. The difference lies in what the planning work is directed towards. Planning is the means; value and exit are the objective.

Where value is commonly lost

- Consultant teams not aligned around a clear commercial objective
- Weak local plan engagement
- Weak viability positioning
- Political risk underestimated
- Submission or appeal mistimed
- Section 106 negotiations poorly handled
- No exit strategy defined at the start
- Consented sites that are hard to market

Who does what

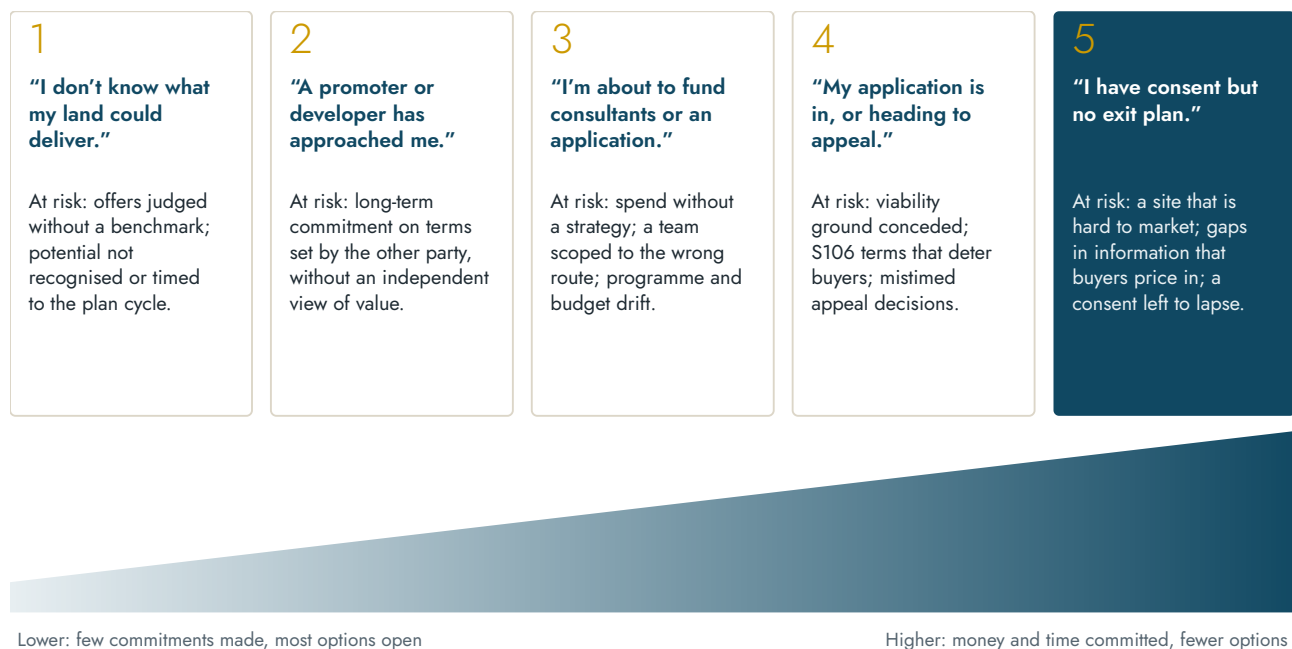
You make the investment decisions, approve the strategy, budget and appointments, and decide whether and when to sell.

Mullin Land sets out the options and recommends a route, then prepares and controls the programme and budget, manages the consultants, leads negotiations and reports to you at each decision point.

How do I know if I need help?

Only you can judge that. It helps to know where you are on the journey, because each step commits more money and time, and decisions become harder to reverse. The earlier the strategy is set, the more options remain open.

Value-at-risk scale



The scale is qualitative. It describes how much has been committed and how hard it is to change course, not a monetary amount.

Questions worth asking now

- Do I have an independent view of what the land could be worth with planning, and what it would cost to get there?
- Is the consultant team, or the party approaching me, working towards my objective or theirs?
- Do I know how, when and to whom the site would be sold?

Wherever you are, we can start there

Each stage of the VC Method can be taken on separately. If an application is already under way, or consent is in place, we review the position and pick up from that point.

National policy changed in August 2026

In August 2026 the Government rewrote the national rules that decide whether land can be built on. The changes affect which sites are likely to get planning permission, and how quickly.

STATUTE Law made by Parliament **POLICY** The Government's national planning rules (the NPPF) **GUIDANCE** Other Government advice **PRACTICE** What usually happens in real life. Codes in brackets, such as S5 or GB8, point to the rule in the new NPPF.

A new set of national rules

POLICY The National Planning Policy Framework (NPPF) sets out the Government's planning rules for England. A completely rewritten version was published on 17 August 2026, and councils have had to take it into account since that day (Annex A).^{1,2} It replaces the version from December 2024. Each rule now has a short code, such as S4 or GB8, instead of a paragraph number. References to "paragraph 11" belong to the old version.

When should building be allowed?

POLICY The answer now depends on where the site is (S3):¹

- **Inside a settlement (S4):** a settlement is a city, town or village. Permission should be given unless the harm would substantially outweigh the benefits.
- **Outside a settlement (S5):** only certain kinds of development should be allowed. For housing, these include building on land that has been built on before; land the local plan has set aside for development; sites within about 800 metres' walk of a well-connected station; and homes that meet a proven shortage. A shortage counts if, for example, the council cannot show enough land for five years of housebuilding, or scores below 75% in the Government's Housing Delivery Test. The site must also sit well next to an existing settlement, and be small enough for local roads, schools and services to cope. Anything else needs exceptional circumstances (S5(4)).
- **In the Green Belt (S5(5)):** the Green Belt rules come first. If a scheme fits one of the exceptions in rule GB7, it is "not inappropriate", and it should then be approved unless the harm would substantially outweigh the benefits. If it does not fit an exception, it can only be approved in "very special circumstances" (GB6). See page 8.
- **In every case:** national rules that say development should be refused in certain situations still apply (S4(2), S5(2)). Housing is likely to fail the test if it goes against a recent neighbourhood plan (made in the last five years) that sets aside sites to meet its housing target (S6).

What counts as a settlement?

POLICY Cities, towns, villages and other mainly built-up areas. It also includes land that is allocated or already has planning permission, because it will become part of the built-up area once built. Hamlets, small scattered groups of houses, and villages that sit inside the Green Belt do not count (Annex B).¹ **PRACTICE** So land next to an allocated or approved scheme may be treated differently once that scheme counts as part of the settlement. People will argue about the definition, so it is worth checking early.

What the new tests mean for land

What this means for landowners

PRACTICE Three questions now decide whether it is realistic to apply for planning permission before the local plan is updated.

1

Is the site inside a settlement, in one of the S5 categories, or covered by a Green Belt exception?

2

Can the council show five years' worth of housing land, and how did it score in the Housing Delivery Test? Both can change every year.

3

If the scheme meets every rule, is the land still worth what you expect?

The third question is about money. Land value has to be worked out from a scheme that meets all the rules. The NPPF does not let a buyer, or a landowner, cut affordable housing or other requirements because of the price paid for the land. A site that had no realistic chance last year may have one now, and the opposite can also happen.

Older local plans

POLICY Some local plan policies clash with the new national rules. Unless the plan was examined and adopted under the 2026 NPPF, those policies should be given very little weight. Other local policies still count, even if they are old (Annex A).¹

PRACTICE So in areas with older plans, the national rules may carry more weight than the local ones.

A limit on "unmet need"

POLICY If a council can show five years' worth of housing land and scores above 75% in the Housing Delivery Test, a higher housing target from the Government's formula (the "standard method") does not, on its own, prove a shortage under S5(1)(j). This protection lasts for five years after the plan is adopted (Annex A).¹

Homes that are needed

POLICY Homes that meet proven local needs should be given substantial weight, meaning they count strongly in a scheme's favour (HO7).¹

Applying before a plan is finished

POLICY A council should not refuse an application just because a new local plan is being prepared ("prematurity"), unless the scheme is so large it would decide questions the plan is meant to settle, *and* the plan is well advanced. A plan is unlikely to count as well advanced until it has been sent for independent examination (DM4).¹

Viability and the price of land

POLICY If a scheme meets up-to-date plan policies, it is assumed it can afford to (it is "viable"). Arguing otherwise for a single site is allowed only in limited cases, such as a very different scheme or site, or costs nobody expected when the plan was tested (DM5).¹

The price paid for the land, or agreed in an option, is not a reason to fall short of plan policies (DM5(3)).¹

Green Belt and grey belt

The Green Belt is protected open land around many towns and cities. “Grey belt” is the part of it where building may be allowed, but only in set circumstances. These rules have been kept and tightened.

What counts as grey belt?

POLICY Green Belt land that has been built on before, or other Green Belt land that does not play a strong part in any of these three jobs: stopping large towns and cities from sprawling; stopping neighbouring towns from merging; and protecting the setting and character of historic towns (Annex B, GB2).¹ Other issues, such as flood risk or heritage, are no longer part of the definition, but they are still considered when a decision is made. Assessments follow the method in Annex E.

When is grey belt development allowed?

POLICY Most building in the Green Belt counts as “inappropriate”. That means it is treated as harmful and should be refused unless there are very special circumstances (GB6). Rule GB7 lists the exceptions. Grey belt development is one of them, but only if all of these apply (GB7(1)(g)):¹

- it would not fundamentally undermine (seriously weaken) the purposes of the remaining Green Belt in the plan area;
- there is a proven need. For housing, this means the council cannot show five years’ worth of housing land, or scores below 75% in the Housing Delivery Test;
- the location is sustainable; and
- for major housing schemes, the Golden Rules are met.

The Golden Rules (GB8)

POLICY Major housing schemes on land taken out of the Green Belt, or on Green Belt sites where planning permission is sought, should provide:¹

- affordable housing at the level the local plan sets for Green Belt land. Until there is such a policy, this is 15 percentage points above the highest existing requirement, up to a maximum of 50% (or 50% where there is no requirement);
- the improvements to local or national infrastructure, such as roads or schools, that the scheme needs; and
- new or improved green space open to the public, within a short walk of the new homes, that helps nature recover and meets local or national standards.

Meeting the Golden Rules should be given substantial weight (GB8(2)). A scheme can only argue that it cannot afford them (a “viability case”) if it is on land built on before with extra costs not expected when the plan was tested, is a very large site of around 1,500 homes or more, or is a very different type of development. Even then, it must contribute as much as it can (GB8(3)–(4)).

What counts as major development?

POLICY For housing, 10 or more homes, or a site of 0.5 hectares (about 1.2 acres) or more (Annex B).¹

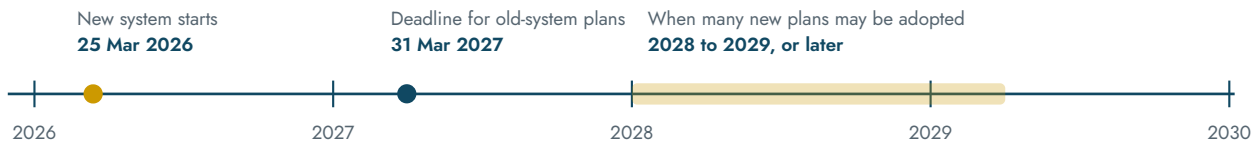
Homes within easy walking distance of a well-connected station are a separate exception (GB7(1)(h)). If a scheme fits an exception, it should be approved unless the harm would substantially outweigh the benefits (S5(5)).¹

PRACTICE For housing, the grey belt route depends on the council’s housing land supply and delivery record, which can change every year. So the window can open or close during a project. A council may say it has five years’ worth of housing land, but that claim may not hold up when it is tested at an appeal. Whether land is grey belt depends on evidence and is often disputed.

Local plans, allocations and applications

STATUTE A new system for writing local plans started on 25 March 2026, under the Town and Country Planning (Local Planning) (England) Regulations 2026.^{1,3} Councils still writing a plan under the old system must send it for independent examination by 31 March 2027, provided its final (Regulation 19) consultation has ended by 31 December 2026. Those plans are still written under the December 2024 NPPF (Annex A).^{1,3,4,7}

POLICY Under the new system, a council should prepare and adopt its plan within 30 months of publishing its starting self-assessment (“Gateway 1”). It must start its next plan within five years of adopting one (PM2).¹



PRACTICE This is only a rough guide: every council’s timetable is different, and delays are common. In many areas, new sites may not be allocated in an adopted plan until 2028 or 2029, or later. So it is worth testing whether a well-prepared planning application could succeed sooner under the new national rules. That does not mean an application is the right answer everywhere.

	Promoting the site for allocation	Applying for planning permission before the plan
Best for	Larger or more complicated sites; sites that need the Green Belt boundary to be moved, which only a plan can do (GB3); areas where a new plan is just starting	Sites inside a settlement, in an S5 category or covered by a GB7 exception; areas where the council is short of housing land or behind on delivery; schemes with clear benefits
Affordable housing and value	Affordable housing is usually at the plan’s normal level, so land values are generally better. Green Belt land released through a plan must still meet the Golden Rules	On grey belt sites, the Golden Rules require more affordable housing, which reduces land value
Main risks	It takes a long time; the plan may be delayed or fail at examination; other sites compete to be allocated; the number of homes and requirements are fixed in the plan; political change	Refusal, and a greater chance of having to go to appeal; appeal costs; the council’s five-year housing land position changing part-way through; local opposition; Golden Rules and section 106 costs (payments and works agreed with the council)
Cost to the landowner	Lower, and spread over a longer time	Higher, and mostly paid up front

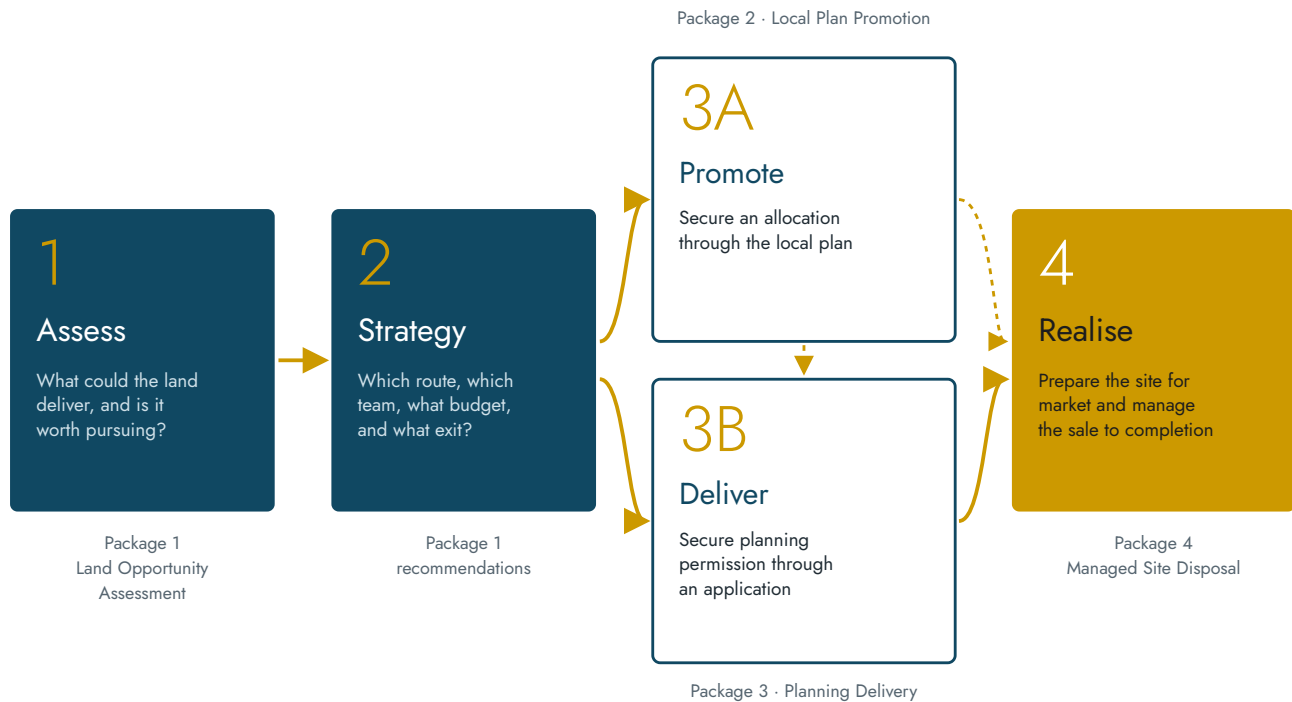
The two routes can be combined. A site can be promoted through the plan while an application is prepared, or an application can be made on the back of a draft allocation, if the evidence supports it. The right route depends on the site.

Other changes to watch

STATUTE The Planning and Infrastructure Act 2025 became law on 18 December 2025. It introduces environmental delivery plans, a nature restoration levy (a charge that pays for improvements to nature), and national rules on which applications go to planning committees.^{5,6}

The four stages

Each stage ends with a decision that is yours to make. You can stop, pause or change course at any of them, and each stage can be commissioned on its own.



Stage 3 has two routes. Promotion through the local plan (3A) suits sites where an allocation is the right first objective. A planning application (3B) suits sites with a realistic route to consent under current national policy, even where the local plan does not support it. Some sites move from 3A to 3B once an allocation or emerging plan gives enough support. The dashed arrows show this, and also a sale with an allocation but before consent.

The exit is set in Stage 2, not Stage 4. Decisions on density, mix, phasing, section 106 terms and conditions all affect what a buyer will pay. So the eventual sale is considered from the first stage onwards.

Already part-way through? We can pick up at the stage you have reached.

[Book a discussion](#)

1

STAGE ONE

Assess

Find out what the land could deliver, what stands in the way, and what it could be worth, before committing to a route.

- ◇ Planning policy review
- ◇ Planning history
- ◇ Site constraints and opportunities
- ◇ Initial development capacity
- ◇ Potential development scenarios
- ◇ High-level viability
- ◇ Indicative value and development appraisal
- ◇ Key risks and opportunities

Package 1 · Land Opportunity Assessment · Deliverable: Opportunity Report

WHY

Most value is lost through decisions made early with incomplete information. An offer is judged without a benchmark. A consultant team is appointed before the route is clear. Key site-specific issues are ignored or not investigated properly. Or a site is pursued for a scheme that would not survive viability testing or would not suit the buyers most likely to want it.

Expectations of value also need to start from a scheme that meets every planning rule. National policy does not let the price paid for land justify cutting what a scheme must provide (NPPF DM5(3)).

The assessment identifies the issues that could affect the opportunity early, while they are still cheap to deal with. These include Green Belt status, policy, highways, ecology, landscape, flood risk, heritage, infrastructure, access and abnormal costs.

HOW

We review policy, planning history and site constraints, test capacity and development scenarios, and prepare a high-level appraisal of value and cost. Where a specialist view is needed at this stage, we say so and explain why.

You provide any existing site information, any approaches received, and your objectives: timing, and appetite for risk and spend.

The Opportunity Report may conclude that a site is not worth pursuing now. That is a useful result, and it costs far less than finding out later.

YOUR DECISION AT THE END OF THIS STAGE

Pursue the opportunity, sell now, enter an agreement, commission further technical work, or wait.

2

STAGE TWO

Strategy

Set the commercial strategy before the first consultant is appointed: the route, the exit, the team, the programme and the budget.

- ◇ Route: allocation, application, or both
- ◇ Alternatives: promotion or option agreement, sale now
- ◇ Exit strategy and target buyer market
- ◇ Consultant team scope and structure
- ◇ Programme and budget
- ◇ Political and stakeholder position
- ◇ Viability positioning
- ◇ Prioritised next steps

Package 1 · Opportunity Report recommendations, leading into Package 2 or 3

WHY

An application is a commercial strategy, not only a technical exercise. Without a defined objective, consultants work to their own briefs. Viability assumptions are set by default. Political risk is noticed late. And the question of who will buy the site is asked only after consent, when much of the scheme is fixed.

Setting the strategy first means every later decision can be tested against one question: does it protect or improve the value you will realise?

HOW

We set out the realistic routes with their costs, timescales and risks, including the options of entering a promotion or option agreement or selling now. We recommend one route and explain why. We then define the consultant scope, the programme and the budget to match it.

You choose the route and approve the budget. If you decide a third-party agreement is right for you, the assessment gives you and your solicitor an independent basis for negotiating its terms.

YOUR DECISION AT THE END OF THIS STAGE

Approve the route, the budget and the team, or pause and revisit when circumstances change.

3A

STAGE THREE · ROUTE A

Promote

Where an allocation is the right first objective, position the site so that it is selected in the local plan, with policy wording that supports a valuable and deliverable scheme.

- ◇ Plan timetable and gateway monitoring
- ◇ Call for sites and consultation submissions
- ◇ Vision document and supporting evidence
- ◇ Officer and member engagement
- ◇ Community and stakeholder engagement
- ◇ Representations on draft policy wording
- ◇ Examination hearings
- ◇ Review of the route to an application

Package 2 · Local Plan Promotion

WHY

A site can be allocated and still lose value. That can happen if the allocation policy fixes a low capacity, adds infrastructure or open-space requirements the scheme cannot support, or ties delivery to land the landowner does not control. Weak local plan engagement is one of the most common causes of lost value.

Councils are now expected to say roughly how many homes an allocated site should take, and what infrastructure it needs. These terms are fixed while the plan is written. The new system also has set checkpoints and a 30-month timetable, so missing a stage can mean waiting for the next plan.

HOW

We plan the promotion around the council's timetable and manage the evidence and submissions. We engage officers and members, and represent the site through examination. We keep the commercial case in view, so the allocation wording supports the scheme you will eventually sell.

You approve the submissions and the engagement strategy, and decide whether to move to an application once the plan gives enough support.

YOUR DECISION AT THE END OF THIS STAGE

Continue promotion, move to an application once the plan gives enough support, or sell with the benefit of an allocation.

3B

STAGE THREE · ROUTE B

Deliver

Take the application from pre-application to decision with defined milestones and deliverables, a controlled budget, and a team working to one objective.

- ◇ Project budget and programme
- ◇ Consultant appointment and management
- ◇ Pre-application engagement
- ◇ Application coordination and submission
- ◇ Negotiation with the planning authority
- ◇ Resolution of technical issues
- ◇ Viability and section 106 negotiation
- ◇ Decision, or appeal strategy

Package 3 · Planning Delivery · Deliverables: planning submission, and planning consent or appeal

WHY

The risk lies less in funding an application than in managing it poorly. Value is lost when consultants are misaligned, viability ground is conceded in negotiation, political risk is underestimated, or submission and appeal decisions are mistimed. It is also lost when section 106 terms or conditions make the consent harder to sell.

Delays matter too. National planning rules can change while an application is being decided, as they did in 2024 and again in 2026.

HOW

We prepare and control the budget and programme, manage the consultant team, and coordinate the application. We lead negotiations with the planning authority and resolve technical issues as they arise. Section 106 heads of terms and conditions are reviewed against what a buyer will accept.

You appoint the consultants on our recommendation and approve the submission. You receive regular reports and decide on any appeal.

YOUR DECISION AT THE END OF THIS STAGE

Accept the section 106 terms and conditions, appeal, or revise and resubmit, each tested against the effect on value.

4

STAGE FOUR Realise

Turn the consent into a completed sale through a professionally managed disposal.

- ◇ Sale strategy and disposal timetable
- ◇ Selection of agent and development solicitor
- ◇ Appointment terms negotiated
- ◇ Data room: planning, title, technical, legal
- ◇ Target pricing and marketing strategy
- ◇ Review of marketing materials
- ◇ Advice on offers and buyer credibility
- ◇ Due diligence and legal process managed

Package 4 · Managed Site Disposal · Deliverables: progress reports and a disposal completion report

WHY

A planning permission does not sell itself. Consented sites lose value when information is incomplete or inconsistent and buyers price in the uncertainty. They also lose value when the sale strategy does not suit the likely buyers, or when bids are compared on headline price rather than on deliverability and conditions.

The planning decision is not the finish line. The objective is the highest achievable value, with controlled risk, on a defined exit.

HOW

We recommend the sale strategy and timetable, and run the selection of the selling agent and development solicitor. We assemble the data room and agree pricing and marketing with you. We then advise on offers and buyer credibility, coordinate due diligence, and manage the legal process to completion. You receive weekly or fortnightly reports.

You approve the strategy and the appointments, choose the buyer, and sign the contract on your solicitor's advice.

YOUR DECISION AT THE
END OF THIS STAGE

Choose the buyer and the terms, then exchange and complete.

What will the VC Method do for you?

At the end of the first stage you will be in a position to make an informed decision. Each later stage carries that decision through, with the value case kept in view.

Know the opportunity

Understand what your land could deliver, and which form of development is likely to be most valuable.

Understand the risks

Identify the planning, physical and commercial issues that could affect the opportunity, and what it would cost to address them.

Know the route

Receive a clear, high-level strategy for how the opportunity could be pursued, and how the site would eventually be sold.

Know what to do next

Get a prioritised action plan, so you can decide whether, and how, to invest further.

Through the later stages

Stage	What you have at the end
1 · Assess	An independent view of potential, constraints and indicative value, set out in the Opportunity Report
2 · Strategy	A chosen route, a defined exit, and a scoped team, programme and budget, or a reasoned decision not to proceed
3A · Promote	A site positioned in the local plan, with policy wording that supports a deliverable scheme
3B · Deliver	A planning submission and a decision (or appeal), reached on a controlled programme and budget
4 · Realise	A market-ready site, sold to a credible buyer through a managed process, with a completion report

No adviser can promise a planning outcome, a value or a timescale. Our aim is that each decision you take is an informed one, with the risks understood and priced.

Choosing a route

There is more than one sensible way to bring strategic land forward. Each structure suits different landowners, depending on appetite for cost and risk, need for control and timescale.

Route	How it works	Advantages	Points to weigh
Do nothing	Retain the land in its current use	No cost or risk; options kept open	Value unrealised; plan-making windows may pass
Sell now	Sell without planning permission, possibly with overage	Certainty and early receipt; no planning spend	Price reflects planning risk; uplift largely passes to the buyer, subject to any overage
Option agreement	A developer funds planning and has the right to buy, usually at an agreed discount to market value	No planning spend; experienced party carries risk	Developer is also the buyer; discount and deductions reduce your share; control sits with the developer
Promotion agreement	A promoter funds and manages planning, then the land is sold on the open market. The promoter recovers costs and takes a share of proceeds	No planning spend; promoter and landowner both benefit from a higher price	Share of value passes to the promoter; long terms; control over strategy and timing sits largely with the promoter
Self-promotion with an independent adviser	You fund the planning work and retain control, supported by an adviser acting only for you	You keep control and the full uplift; decisions are made in your interest	You fund the costs and carry the planning risk; you need to commit the time to make decisions

Promotion and option agreements are legitimate and widely used, and can be the right answer. Their terms vary considerably, including minimum price, cost recovery and caps, the promoter's or developer's share, longstop dates, deductions and overage. Specialist legal advice is essential before signing. Where an agreement is the preferred route, our assessment gives you and your solicitor an independent view of the land's potential, to inform the negotiation.

How is Mullin Land different?

Independent, and acting only for you

We are not a promoter, a land agent or a housebuilder. We take no option or promotion agreement over your land, and we have no internal sales agenda. Our advice is shaped by one interest: the outcome for you.

Commercially focused, planning fluent, politically aware

Strategic land decisions sit where planning policy, development economics and local politics meet. We bring the three together. We judge what can be consented, what it will be worth and to whom, and what it will take to carry the decision locally.

We know how buyers think

Our founder has spent much of his career on the development side, including with Berkeley, Crest Nicholson and Glenny. That experience is applied for the landowner: we know how housebuilders appraise land and price risk, and what makes a consented site straightforward to buy.

Personal attention

Every instruction is led by the founder, so each client receives senior, personal attention.



Christopher Clark MRICS

Founder, Mullin Land (established 2023). Chartered Surveyor with 19 years' experience in residential and mixed-use development in the UK. He has worked with landowners, consultancies and PLC housebuilders, for clients including developers, funds, public bodies and educational institutions.

Experience mainly in the South East and the Midlands, on schemes from about 40 to over 2,000 homes.



Danielle Drake

Associate

Development professional with experience of large-scale residential and regeneration projects, covering estate strategy, programme and budget management, consultant and stakeholder liaison, and delivery through planning, infrastructure and construction.

Previously Development Manager at Fernham Homes and Assistant Development Manager at Berkeley Group, where she started on its trainee programme in 2018 and was named Best Trainee at the 2019 Berkeley Group Apprentice Awards. RTPI-accredited Postgraduate Diploma in Land Use Planning and Management/Development, London South Bank University.



Regulated by

RICS

Mullin Land Ltd is a firm regulated by the Royal Institution of Chartered Surveyors and holds professional indemnity insurance.

Book an initial site discussion

If you are considering a promotion agreement, starting an application, or deciding what to do with a consented site, a confidential conversation before you commit is a sensible first step.

We will discuss

- The commercial position of the site
- Planning prospects under current policy
- The consultant structure you have, or may need
- Your objectives and possible exit routes

The discussion is confidential and does not commit you to anything. If we are not the right adviser for your site, we will say so.

How to arrange it

Book a time online:
mullinland.co.uk/booking-calendar/initial-site-discussion

Or contact Christopher Clark directly:
c.clark@mullinland.co.uk
[07867 192 735](tel:07867192735)

[Book a discussion](#)



The packages

Each package is a separate appointment with a defined scope and deliverable. Most instructions begin with Package 1. Fees are agreed in writing before any work starts.

Package 1 · Land Opportunity Assessment

Stages 1 and 2

Scope

- Planning policy review and planning history
- Site constraints and opportunities
- Initial development capacity and scenarios
- High-level viability and indicative appraisal
- Key risks and opportunities
- Recommended planning and commercial route
- Recommended next steps

Deliverable

Opportunity Report

Benefits

- Clarity about the site's potential and likely route
- Early identification of risks, such as Green Belt, highways, ecology, landscape, flooding, heritage and abnormal costs
- A view on value to inform the decision to pursue planning, sell, enter an agreement, invest further, or wait
- A prioritised plan for further technical work

Package 2 · Local Plan Promotion

Stage 3A

For sites where an allocation is the initial objective, rather than an early planning application.

Scope

- Promotion strategy aligned with the council's plan timetable
- Call for sites and consultation submissions
- Coordination of supporting evidence and vision document
- Officer, member and stakeholder engagement
- Representations and examination hearings

Deliverables

Submissions at each plan stage; progress reports

Benefits

- Site positioned for allocation, with policy wording that supports a deliverable scheme
- Promotion costs kept proportionate to the plan stage

Package 3 · Planning Delivery

Stage 3B

From pre-application through submission to decision, with defined milestones and deliverables.

Scope

- Prepare and manage the project budget and programme
- Manage consultants
- Coordinate the planning application
- Negotiate with the planning authority
- Resolve technical issues

Deliverables

Planning submission; planning consent or appeal

Benefits

- Complexity managed for you, and the project kept moving
- A team working to one commercial objective
- Budget and programme under control

Package 4 · Managed Site Disposal

Stage 4

A professionally managed route from planning consent to completed sale, without you having to manage the professional team yourself.

Scope

- Sale strategy and disposal timetable
- Procurement of agent and development solicitor; recommendations and appointment terms
- Data room: planning documents, title, technical reports, surveys and legal pack
- Target pricing and marketing strategy agreed with you
- Review of marketing materials
- Advice on offers and buyer credibility
- Due diligence coordination and management of the legal process

Deliverables

Weekly or fortnightly reports; disposal completion report

Benefits

- A single point of contact for the sale
- The right professional team for the disposal
- A market-ready site

Not sure which package fits? **Start with a confidential initial site discussion.**

[Book a discussion](#)

Frequently asked questions

Why not simply sign a promotion agreement?

It may be the right choice, particularly if you do not want to fund planning costs or carry planning risk. In exchange, a share of the value and much of the control pass to the promoter. We help you compare that with self-promotion on your own figures. If you choose an agreement, you negotiate with an independent view of what the land could achieve.

Do you take an interest in my land?

No. We do not take options, promotion agreements or any other interest in land. We act as your adviser under a written appointment.

How are you paid, and who pays the consultants?

Our fees for each package are agreed in writing before work starts. Consultants are appointed by you on our recommendation, and paid by you within the budget you approve.

Can you work with my existing agent, solicitor or consultants?

Yes. Where your existing advisers are the right fit, we work with them. Where we think a different scope or discipline is needed, we explain why.

Am I tied in?

Each package is a separate appointment, and you decide whether to go on to the next. Notice and termination terms are set out in each appointment.

How long does it take?

It depends on the site and the route. An Opportunity Report is usually a matter of weeks. An outline application commonly takes several months to prepare, and the statutory period for deciding a major application is 13 weeks (16 where an Environmental Impact Assessment is needed), though decisions often take longer. An allocation follows the council's plan timetable. A sale typically takes several months from launch to completion. We will give you a programme for your site, with the risks to it identified.

What if the site isn't worth pursuing?

Then the Opportunity Report will say so, with the reasons. It may also say what would need to change, such as a new plan or a change in local supply, for that view to change. That is a valid and useful outcome.

Which areas and site sizes do you cover?

Our experience is mainly in the South East and the Midlands. We advise on residential-led and mixed-use sites from around 40 homes to over 2,000. We are happy to discuss sites elsewhere.

Aylesford, Kent

200 homes
9.99 ha site area
Tonbridge & Malling local authority
Outline route



Draft concept plan, land west of Bull Lane, Eccles. Plan: Carter Jonas

Client profile

Corporate landowner. Mullin Land is acting for the landowner.

Business need

Land adjacent to a former mineral working site, between an appeal-approved development to the north and a separate outline proposal to the east. It needed a scheme that would stand on its own merits in the planning process and in the market.

Solution

A commercially led strategy, with the consultant team managed through an outline application. The layout works around an overhead power line corridor, ecology buffers and existing rights of way, with access from Bull Lane and provision for future connections to the neighbouring scheme.

Benefits

Constraints are resolved within the scheme rather than left for a buyer to price. Connections with neighbouring development support the site's position in the planning process.

Dunstable, Bedfordshire

215 homes
5.21 ha residential area
41 dph net density
Central Bedfordshire local authority



Concept plan, land off Hillcroft. Plan: Carter Jonas

Client profile

Landowner. Mullin Land is acting for the landowner.

Business need

Edge-of-settlement land next to the existing Beecroft estate and close to the Maiden Bower Hillfort scheduled monument. The heritage setting shapes how much of the site can be developed.

Solution

A concept plan that puts the homes next to the existing settlement and bus stops, with a large landscape enhancement area facing the monument. It also includes sustainable drainage, play space, allotments and links to public rights of way.

Benefits

The heritage constraint is turned into a public open-space benefit, while a viable density is kept on the developable area.

Orwell, Cambridgeshire

75 homes
5.35 ha site area
2.64 ha public open space
South Cambridgeshire local authority



Development framework plan, land west of Malton Road. Plan: Pegasus Group

Client profile

Corporate landowner. Mullin Land is acting for the landowner.

Business need

A village-edge site that needed a proportionate scheme, with a clear community benefit, to support its promotion.

Solution

Promotion of the site for up to 75 homes at about 30 dwellings per hectare. About half the site is given to public open space, a play area, a trim trail and drainage, with footway links to the village and to public rights of way.

Benefits

A scheme scaled to its village context, with community recreation benefits that support its case.

Thorpe, Surrey

120

homes

13.25 ha

site area

6.8 ha

country park

Runnymede

local authority



Concept masterplan, October 2026. Plan: Stantec

Client profile

Corporate landowner. Mullin Land is acting for the landowner.

Business need

A restored former mineral site in the Green Belt and a conservation area, allocated in the neighbourhood plan for about 40 homes, a country park and community space. Viability testing showed that the allocation's housing could not fund the community infrastructure it required.

Solution

The site was reassessed against grey belt policy in the December 2024 Framework, supported by a landscape and Green Belt assessment, and a revised scheme was taken to pre-application. The scheme now needs to be tested against the August 2026 Framework, including GB7 and the Golden Rules. It provides up to 120 homes, with more affordable housing, alongside a country park, a multi-use community area, play space, a car park and safeguarded land for a cemetery extension. Mullin Land acted as the client's development manager.

Benefits

A route to a viable scheme that still delivers the community benefits sought by the neighbourhood plan, and a stronger, defensible Green Belt boundary.

Sources

1. Ministry of Housing, Communities and Local Government, *National Planning Policy Framework: plan-making and national decision-making policies*, August 2026, including *Annex B: Glossary* (gov.uk, updated 20 October 2026). Policy codes (e.g. S5, GB8, DM5) and annexes cited in the text refer to this document. gov.uk
2. MHCLG, *Chief Planner Newsletter*, August 2026. assets.publishing.service.gov.uk
3. Local Government Lawyer, *Minister signs into law regulations for commencement of new plan-making system*, 6 March 2026. localgovernmentlawyer.co.uk
4. Savills, *In Plain English: navigating transitional arrangements in plan-making*, 19 February 2026. savills.co.uk
5. Jones Day, *UK's Planning and Infrastructure Act 2025: planning aspects*, January 2026. jonesday.com
6. MHCLG / Defra, *Nature Restoration Fund to accelerate housebuilding and improve nature*, 18 December 2025. gov.uk
7. MHCLG, *Legacy system local plan extension: letter from the Housing Minister*, 23 October 2026. gov.uk

Statements on national policy are taken from the NPPF text (source 1). Plan-making dates and the Planning and Infrastructure Act are taken from sources 3 to 7.

Important information

Policy position as at October 2026. Planning policy changes frequently; this guide is not legal or planning advice on any specific site.

Nothing in this guide is a promise of any planning outcome, land value or timescale. Statements about market practice are general. Promotion and option agreements, sale contracts and appointments should be reviewed by your own solicitor, and tax implications by your own tax adviser.

Plans and illustrations of current instructions are reproduced for illustrative purposes, are draft unless stated, and remain the copyright of the consultants named. Ordnance Survey and aerial base mapping is subject to the copyright notices on the original drawings.



Mullin Land ML

Independent strategic land advice for landowners

Mullin Land Ltd
The Collective
6–7 The Derby Square
Epsom KT19 8AG

[07867 192 735](tel:07867192735)
info@mullinland.co.uk
mullinland.co.uk
[LinkedIn: Mullin Land](#)



Regulated by
RICS[®]

Mullin Land Ltd. Registered in England and Wales, company number 14906746.
Registered office: The Collective, 6–7 The Derby Square, Epsom KT19 8AG, United Kingdom.