

A large, leafy tree stands in a grassy field. In the background, a residential building with multiple windows and a dark car parked on a street are visible. The scene is brightly lit, suggesting a sunny day.

**Delivering Moore  
for your land**

[www.moore-dm.co.uk](http://www.moore-dm.co.uk)






## Moore about us

Moore Development Management is a niche practice that manages the promotion, planning and delivery of land with development potential on behalf of landowners.







We place our clients' interests at the centre of our approach and tailor our service and the strategies we pursue with their own operational requirements and strategic objectives for their land.

Whilst our role is to advise and manage a project from conception through to implementation, our clients retain autonomy over the design, layout and delivery of their land which is important in maximising returns, delivering community and environmental benefits, managing risk and safeguarding reputation and legacy.

The business is owned and managed by David Moore, a Chartered Surveyor with sixteen years of experience in the advisory and development industries including as Development Director for St. Modwen where he was responsible for a number of significant development projects delivered in partnership with the private and public sectors. Moore-DM offers its clients this same quality service, technical competence, and market experience in delivering their own development projects but with a level of alignment of interests that is rare within the industry.

# The traditional approach: Housebuilders and Promoters

There are different approaches and legal structures for managing the promotion, planning and sale of land which we set out below alongside a summary of how our development management approach differs:

## Option Agreements

An option agreement offers a landowner a straightforward arrangement with a developer (often a housebuilder) who will secure a planning permission, acquire the land at a discount to “Market Value” and then develop it.

Landowners can take comfort from the fact that the party they enter into an option agreement with is also likely to be the end developer of their land. They can therefore select the developer whose product and approach they like from the outset. Furthermore, the developer will generally be procuring a planning permission for itself and so the risk inherent in a promotion agreement, of the planning permission falling short of a developer’s requirements, is removed.

The downside of an option agreement, however, is that the parties’ interests are only generally aligned up until the moment the option is exercised and a price for the land has to be agreed. At this point they inevitably become opposing interests ending up in a protracted dispute resolution process. The risk from a landowners’ perspective is a residual appraisal used to determine “Market Value” is very sensitive to inputs. By way of example, should a developer take a cautious view on sales prices (-10%) and construction costs (+10%) within an appraisal the land receipt will be reduced by 30%.

Furthermore, a valuation exercise cannot account for the competitive tension arising from a new entrant to the market or a housebuilder that has a gap in their pipeline. In such circumstances, bidders might not only make optimistic assumptions within their appraisals but might also reduce their expectations as far as profit margin is concerned which feeds through to a higher land price.

## Promotion Agreements

Land Promoters perform an important role in delivering consented land to the market at their own cost and risk in return for a share of the actual sales price.

Understandably, many landowners prefer promotion agreements over option agreements because they generally drive better value by ensuring the land is openly marketed once a planning permission has been granted.

However, the downside to these arrangements is that a promoter will often look for the easiest way to secure a planning permission and will then want to complete on a sale as soon as possible. This is so they can recover their costs with the least risk. This can lead to a divergence between the interests of the landowner and promoter where the planning permission secured doesn’t maximise the potential site value or adequately protect the landowner’s legacy objectives. It can also result in a sale during unfavourable market conditions or to a housebuilder with a poor reputation or product.

Concerns around the promoter model have also been raised over the last few years following the acquisition of some of the larger promoter companies by housebuilders or private equity companies. This could lead to conflict of interests emerging which might adversely impact on the sales process or could mean that the team that are contracted at the outset might not be the same that sees the project through to its conclusion.



# The Moore-DM approach: Landowner Focussed

With a broad experience across both planning and development, the Moore-DM approach combines many of the benefits of the promoter and developer arrangements but without their downsides as it is up to our clients, not us, to determine the level of involvement they require and the outcomes they want to see delivered.

Our skillset is broader than that of a housebuilder as we are often involved in the early promotion of land and understand the benefits of constructive engagement with key stakeholders including elected members and planning officers. Similarly, with significant experience in infrastructure delivery and housebuilding, we go beyond the traditional scope of a promoter and ensure planning permissions are optimised, market facing and facilitate an early start on site, all of which adds value. Crucially, however, we place our landowner clients at the centre of our approach and tailor the planning permission, sales process and sales contract to ensure their objectives for their land are delivered.

Another major advantage of our approach is that our fee is modest when compared with those of promoters and housebuilders and reflects the fact that the costs of securing a planning consent are generally covered by our clients, rather than funded by us and then recovered from the sales proceeds on a disposal.

We appreciate that not all our clients are able to self-fund an application and that some are uncomfortable with the associated risk and so Moore-DM also work with a funding partner that can assist should this be preferred.

**“Opportunities exist throughout the lifecycle of a project to manage risks, embed legacy and maximise returns. Partnering with Moore-DM will ensure this is achieved through the sourcing, design, promotion, planning, delivery and disposal phases of a project.”**



# Our role and the process

Our role as development manager is to work with our clients to secure them an optimised planning permission and then manage the sale or development of the land to ensure their objectives are realised.

The scope of our role and process typically involves:



## 1: The Client

- Establish the type of service, reporting preferences and level of involvement the Client requires and tailor project governance accordingly.
- Understand Client objectives to ensure strategies (planning, stakeholder, infrastructure, estate management, etc.) are aligned to deliver them.



## 2: Project Team

- Tendering, appointing, and managing the performance of a multi-disciplinary consultant team.
- Ensure the project is run efficiently based on a programme and budget agreed with the Client.



## 3: Planning and Property Due Diligence

**Title** Review of title and any restrictions, rights, easements, or tenancies that impact on the development or strategies.

**Planning** Evaluation of planning policy at national and local level; status of Local Plan and the Local Authority's housing land supply position.

**Transport** Devising integrated solutions to minimise the impact on an often-constrained highway network.

**Drainage** Developing surface and foul water drainage strategies and then seeking agreement to these from various authorities.

**Landscape, Heritage and Visual Impact Assessments** carried out to inform the masterplan.

**Ecology** Surveys carried out to determine which habitats or species need to be considered and where opportunities exist for enhancement.

**Environmental Assessment** to include agricultural land quality, heritage, arboricultural, noise, air and soil assessments.

**Topographical and Ground Conditions** Investigations carried out to ensure masterplan is optimised, civils strategies are robust and value is maximised at point of sale.



## 4: The Business Plan

- Devising and implementing strategies appropriate to the development and Client's own objectives.
- Preparing and updating a cost plan for the project and an appraisal for the proposed development to provide financial reference for decision making during the design process.
- Maintaining a risk register and mitigation strategy.
- Regular reporting against the Business Plan objectives and strategies.



## 5: Stakeholder and Public Consultation

- We advocate taking a consultative approach to planning and development which would include the local authority, parish council, stakeholders and local community.
- Feedback will be provided to the Client and design team so that, where appropriate, improvements can be made, concerns mitigated and support generated.



## 6: The Planning Permission

- We would seek to limit, as far as possible, unnecessary planning conditions and onerous obligations which can impact on delivery and landowner receipts.
- Negotiate a package of improvements and contributions, including affordable housing, appropriate to the development proposals with the Local Authority.



## 7: The Sale

- Appointment of agent(s) and overseeing the marketing and disposal of the consented land (if appropriate).
- Working with the Client to ensure their objectives are realised and their legacy is protected through the selection of delivery partner and structure of the development/sales agreement.

This scope is far from exhaustive and Moore-DM would be available to assist with other matters relevant to the project that might include collaboration with adjoining landowners, title matters, farm tenancies, utility easements and diversions, place branding, establishing appropriate estate management structures etc.



## Want to know Moore?

If our approach is of interest then please do get in touch and we would be happy to come and meet you to discuss your particular circumstances and our commercial terms.

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