

# PlanItWright - Website Copy

## Homepage copy

[h1]:

# Clear, Professional, Honest Planning Advice

[h2]:

**Give your project an edge with our knowledge and experience**

[button]:

**Start now** [link to Process]

[intro box text]:

With over 30 years of working in both the public and private sectors, you can be sure we know every aspect of property planning and development. We can bring a wealth of experience to the table on your project, and work hard to get the best results for every client.

[photo of Linda?]

[button]:

More about Linda [links to About page]

[next box for services]

[h1]:

## Services To Suit Your Proposal

[h3]:

From start to finish, you'll get a bespoke planning consultation and development service tailored to the needs of your unique project.

[box 1]:

### Telephone Consultation

[body text]: Do you have a great project, but need advice on the application? Book a 30-minute phone consultation to see how I can help.

[button]: Book My Call

[box 2]:

### Planning Checker

[body text]: Our own unique system where you can go through everything you need to consider with your application.

[button]: Take A Look

[box 3]:

### Feasibility Appraisal

[body text]: Before submitting a Planning Application, we need to do our homework on your site to make sure that it is likely to succeed.

[button]: Find Out More

[box 4]:

## **The Complete Planning Service**

[body text]: Our one-stop service where we look after everything for you, from initial consultations to keeping track of the application to its conclusion.

[button]: Start now

## Process pages

[h1]:

## **The PLANiTWRIGHT Process**

[h2]:

### **A run-down of the stages we go through with your project**

[body text]:

Are you seeking planning permission, or has the application stalled? Do you have an issue with a development, or do you simply need help navigating the labyrinth of council regulations and procedures?

We cover everything needed to take your development project to its conclusion. From pre-application advice, through to the actual application process, negotiations with the planning department and appeals if required, we're in the right place to help it happen.

Our specialist services include all aspects of: site appraisals, applications, planning policy, third party representations, planning appeals and, of course, general planning advice.

The diagram below shows you each stage we go through in our process. Click on each stage to see more information below.

[insert flow chart diagram]

[each of the below are sections that show up when stage is clicked on chart]:

[h3]:

### **Telephone Consultation**

[body text]:

The initial stage that starts the ball rolling with us working on your project.

On the 30-minute call, we go over everything we can about the site: the location, which council it falls under, the current use, any permission you might already have in place and your proposals for the property.

I also like to find out a little more about you: what development experience you might have (if any), why you chose this particular site, what expectations you have for the property, and how you will fund the proposals.

It's as much a chance for us to get to know each other as assessing what help we can offer for your project.

[button]:

**Book my consultation**

[h3]:

### **Feasibility Appraisal**

[h4]:

#### **Making sure your application makes sense and doesn't fall at the first hurdle.**

[body text]:

A Feasibility Appraisal is one of the most critical stages in the planning process. Before proceeding to further consultations and the application itself, you have to know if your proposal is likely to get planning permission in the first place. It is pointless to go ahead otherwise.

Undertaking a thorough Feasibility Appraisal is what separates the genuine developers and investors from the cowboys. It can cover every aspect of your project: sourcing, financing and securing the perfect site; researching local and national planning policies; assessing the return on investment; identifying community infrastructure liability, and more.

A detailed Feasibility Appraisal will highlight any potential problems or risks you may face, and whether those issues might make or break the entire project. It can reveal whether your proposed development will be a gratifying success or an unforgettable lesson!

[h4]:

#### **Getting It Right First Time**

The function of the appraisal is to conduct an objective investigation into the fundamental aspects of the proposed venture. We uncover its strengths and weaknesses, investigate the opportunities and pitfalls present in the environment, and assess the resources required to carry the project through.

The Feasibility Appraisal is a desktop study - we don't need to visit the site. We gather together all publicly-available information that has a bearing on the decision-making process. Then we assess the buildings and their surroundings, and research and interpret the national and local planning policies relevant to your project.

This study will not specify the cost of development, the amount of development, nor the value. But it will confirm whether or not the planning policies support the principle of your intended development. We do not normally contact Council planners during this assessment. A pre-application consultation with the Council is actually the next stage of process once the Feasibility Appraisal is done.

Once PLANiTWriGHT has completed your Appraisal, we give you our opinion on the likelihood of your proposal obtaining planning permission, together with alternative options if necessary.

Planning Feasibility Appraisals start at £950 + VAT, payable prior to commencement of the work. Larger projects will be charged proportionally more.

To talk to Linda and start the ball rolling, please click through to the Telephone Consultation page to book a call. [insert link]

[h3]:

### **Pre-application Consultation With Council**

[body text]:

If the Feasibility Assessment confirms that your development project is on a sound footing and likely to get approval, we go on to the next step. We contact your local council planning department and arrange for a meeting to discuss your proposal and the forthcoming application.

Most councils actively welcome and encourage a pre-application discussion as a key element to ensuring that proposals and projects can be delivered successfully. Often, this also ensures that your application will be dealt with by a dedicated planning officer, who will be able to provide support when we need it.

The Pre-application Consultation can result in establishing a timetable that identifies key dates and timescales for the handling of your planning proposal. It will also establish which council departments and external consultees need to get involved, and will set out the responsibilities of both the council and the developer. For more major developments, the consultation may also include members of the council, depending on the region.

The council will usually charge a fee for a Pre-application Consultation, which will vary according to the size and complexity of the proposal.

We will be able to go over this process in more detail with you personally when we are engaged and working on the feasibility of your project.

[h3]:

### **Prepare Documents & Drawings and Submit The Application**

[body text]:

Every local council has a slightly different procedure, but with all of them some things remain the same. To submit your application, we have to collate all the relevant information, documents and drawings and present them with the official submission.

This really is where our service and experience comes into play. We will make certain that the application and all supporting materials are valid, and comply with all local and national requirements. It's our job to make sure the quality of the application is sufficient to minimise delays and pass all scrutiny.

For a complete planning application, we will need to submit sufficient information to enable the Local Planning Authority to understand where the site is, what the development proposal is, and what the main impacts of the scheme would be. This includes but is not limited to:

- The completed form
- A location plan of the local area, showing all nearby roads and buildings with the site boundary clearly marked
- A site or block plan that shows the proposed development in relation to the site boundaries, other existing buildings on the site, buildings, roads and footpaths on land adjoining the site, rights of way, etc.
- Ownership certificates
- Notices to site owners
- If required, an Agricultural Land Declaration
- If required, a Design And Access Statement
- If required, assessments for flood risk, noise impact, daylight/sunlight, sustainability and trees
- A summary of the application

The correct fee for the Planning Application will also need to be paid.

Full criteria are set out in the Government guidance document 'Guidance on information requirements and validation' - link to PDF [here](#). Please note that further plans or assessments may be requested by your Local Planning Authority as part of its local level requirements.

[h3]:

### **Monitor & Manage Application**

[body text]:

Many people make an application and then leave things to take their course. We don't.

We like to keep in touch with the planning officers at your Local Planning Authority to check at what stage the application is within their procedures. In general, all Authorities validate applications within their normal workflow processes and time scales, and need time to publicise and consult on the application

However, it's good practise to check your has not been lost among the multitude of applications that some Authorities receive. Polite persistence can make a big difference, as can getting to know the people handling your application. It all helps to make the process smoother.

We'll also follow up with all other consultees and interested parties to make sure everything is in hand and that there have been no changes in circumstances.

[h3]:

### **Handle Application Disputes**

[body text]:

The Local Planning Department will check the application for compliance with Building Regulations and their Local Planning Requirements. If they find anything that diverges from their criteria, they will refuse or delay your application.

In this situation, we can do a couple of things. The first is always to talk - a simple conversation with the Planning Officer can reveal the problem or shortcoming in a painless and polite way. We can then take measures to put the issue right as quickly and simply as possible with minimal fuss.

If the problem is more major, then we will sometimes need to work to change the proposal and submit a new application. There is usually no extra charge for this if done within a certain time limit.

Finally, if we think the Authority's refusal is unreasonable, we have the right of appeal to the Secretary Of State. However, this is very much viewed as the last resort, and we always hope to resolve issues in an amicable and practical way as mentioned above.

Occasionally, planning applications are not refused but are granted permission with conditions. In this case, you can commence work and comply with the conditions, or again you can change the proposal and re-submit, or we have the right of appeal.

Whatever the scenario, PlanitWright will use all the knowledge, communication skills and good relationships at their disposal to get your application granted.

## Services page

[h1]:

# **Services**

[h3]:

### **General Planning advice**

[body text]:

Every site is different, every project is unique. Each come with their own opportunities and pitfalls. Whatever your issue, we can offer you specific, useful and actionable advice to help you with your plans.

[bullet list]:

- Permitted Development Rights

- HMOs
- Enforcement Notices
- Flood Risk & Drainage

[h3]:

### **Site appraisals**

[body text]:

Before you make a Planning Application, you have to make sure that it is likely to succeed. We'll take a close look at all aspects of your development site and provide a clear report.

[bullet list]:

- Feasibility assessment of development potential
- Identifying planning constraints
- Assess chances of obtaining permission
- Advise on alternative options

[h3]:

### **Applications**

[body text]:

Submitting a Planning Application is not a simple task. Aside from creating, collating and submitting all the necessary documentation, you need to keep communication lines open throughout the process and maintain good relationships with Planning Officers and consultees.

[bullet list]:

- All Planning Applications
- Manage the application process
- Liaison with councils and all other consultants
- Listed Buildings and Conservation Areas
- Certificates of Lawfulness
- Resubmission following refusal

[h3]:

### **Planning Policy**

[body text]:

The government lays down national criteria and guidelines, but local councils may have many of their own extra requirements. We will navigate your application through the bureaucratic labyrinth.

[bullet list]:

- Planning Statements
- Design and Access Statements
- Heritage Statements
- Planning policy research

[h3]:

### **Third Party representations**

[body text]:

We're here to act on your behalf and will use our Planning Applications knowledge and expertise in your best interests.

[bullet list]:

- Development Plan representations
- Site Allocation representation
- Third Party objections to applications

[h3]:

### **Planning Appeals**

[body text]:

If your application has been refused for whatever reason, we will always persist and try to turn it around. We are experts in the art of getting to the nub of a problem and making sure all parties have acted reasonably. We can handle:

[bullet list]:

- Written Representations
- Informal hearings
- Enforcement appeals
- Instructing barristers
- Judicial Review advice

## Collaborations Page

[h1]

# **Collaborations**

[h3]:

### **Working together to give your land extra value**

[body text]:

Gaining planning permission for an undeveloped site can increase its value by up to 400%. I can work with you to obtain consent from your local authority for development, and then market your land for sale with planning permission in place, so you get a much greater return on your property.

[h2]:

## **Bringing certainty to your site's development**

[body text]:

With demand for new housing still very high, land is an ever more sought-after resource, and values continue to rise. Selling your land with planning permission in place brings certainty and control to the future of the site. You, your neighbours and the buyers will know in advance how the land can be developed after the sale, and can plan accordingly. And you will be getting the best possible return for your land without any of the risks involved with construction.

You might own a site in a sustainable location (i.e. close to local facilities and public transport links) that will meet all the criteria for a housing scheme, retirement development, healthcare facility, or other commercial use. If you don't want to actually manage the development yourself, then I can offer you the perfect solution.

[h2]:

## **Joint Partnership**

[body text]:

I bring over three decades of experience in town and country planning to the table, and am expert in delivering successful applications and taking development sites to market. I know who to talk to, how to navigate the processes, and what constitutes a favourable result for my clients.

A collaborative project like this, where I work in partnership with you on the development planning and sale of the land, means we will enter into a joint venture where all parties' responsibilities will be properly defined. You will agree to my handling of the planning application

and marketing of the site as the 'Promoter', and I will invest in the costs and time for the planning, application, promotion and sales process.

With my involvement, you will have the funding and the professional expertise to enable a viable and marketable planning consent that will maximise the return from your land. In return, I work on a percentage of the land value when sold (plus costs).

[h3]:

### **Protecting your interests**

[body text]:

In any business relationship, it's best to make sure we all know where we stand, and to maintain an amiable and professional relationship between us. We'll draw up a legal contract to define me as the Promoter, cover all the details of our agreement and to delineate how we'll work together.

During the sales process, the land owner retains ownership of the site but, as the Promoter, during the contract period I would have exclusivity on all activities around the land involving the planning application, its marketing, sale, mortgaging or charges for use. The contract will protect us both and ensure all parties are happy - I want us to be able to be transparent with each other every step of the way.

[h2]:

## **Doing the hard work for you**

[body text]:

After an initial consultation, every development starts with a full appraisal of the site to check its viability, review the land's value and to establish the likely timeline of actions up to completion of sale.

We'll want to make sure everything about the site and the proposed project is practical, legal and likely to be accepted by the local authority. I'll also want you to be fully aware of how the process normally progresses and what to expect as we go through every stage.

If the project appears to be viable and beneficial for both parties, I will offer the initial Heads Of Terms that will outline the agreement for the joint venture between us. If everything is agreeable, we can then instruct a solicitor to draft and finalise the Promotional Agreement. Once this is signed, we can get to work!

Making the planning application will follow the usual process:

- **Council pre-application consultation** - meeting with a planning officer to establish their view on the scheme, and to encourage engagement and support
- **Collecting documents and drawings** - we'll collate all the necessary documentation and information for the application
- **Application submission** - using the correct paperwork, through the correct channels and liaising with the right people to get our application on track
- **Application monitoring** - I like to keep in touch with the planning officer to check progress and make sure our application is dealt with in a smooth and timely manner
- **Handling any disputes** - taking a reasoned, pragmatic approach in the rare event of objections to the development (if we've done our homework in the previous stages, then there should be nothing to worry about)

For more detail and insight into my usual planning application process, please take a look at my [Process page](#).

As I work on a commission basis according to the value of the land when sold, if the council declines planning consent, then no fee is due.

Once the council has granted planning consent, my single goal is then to achieve the highest possible price for your land.

- **Promoting your site** - marketing the land for sale through appropriate and trusted channels, both on the open market and to my extensive contacts in the construction and development industry
- **Handling offers** - as tenders are received, I will forward those that are viable to you with my advice for your approval
- **Dealing with the sale** - once you accept an offer, I will follow through with the solicitor and purchaser to ensure the process runs smoothly and the sale completes with no delays

When the sale is complete, the monies are transferred from the purchaser's bank to your solicitor who will then divide the proceeds according to the Promotional Agreement, and all business will be settled. At this point, we may share a glass of champagne at the conclusion of a job well done!

[h3]:

### **Is your site suitable?**

[body text]:

I welcome the opportunity to discuss the possibilities around many different kinds of potential development sites. However, just to make sure we're on the same page, here are the general criteria that I look for:

- Minimum size of one acre
- Greenfield or brownfield sites in sustainable locations
- Greenbelt sites, if local authority's policy is amenable
- Sites where previous planning consents have lapsed or could be improved

Does your land match with one or more of the above? Then it could be worth your while to talk over its potential for development.

[h3]:

### **Explore the possibilities**

[body text]:

Depending on your site's location, size and suitability, your land could be developed for:

- Low-density or high-density housing
- Retirement schemes
- Retail
- Healthcare facilities
- Infrastructure projects
- Industrial
- ...or a combination of uses

A consultation with me will soon reveal the best course of action for your site's development, and you will be on your way to making plans for your future.

[h2]:

## **Want to talk to Linda about your project?**

[button]:

Book a call today!

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## Why Use a Planning Consultant Page

[h1]:

## Why Use A Planning Consultant?

[h3]:

### **Sometimes you need someone with the right expertise to fight your corner**

[body text]:

Anyone can submit a planning application. If you get all the correct forms, follow the right procedures, submit everything your local authority needs and show a lot of patience then you may well see a positive outcome.

However, the planning application process can be far more involved than you think, and littered with traps for someone without the experience, background and relationships of a professional planning consultant. You may find your application turned down for reasons that could have been easily avoided if an expert had been involved.

[h2]:

## **Have you encountered a problem?**

[body text]:

You may have had the misfortune to encounter these scenarios when dealing with a planning application:

### **Proposals refused**

Unfortunately, a planning officer might turn down your proposal for a number of reasons you may not have anticipated. These could include how your project might impact nearby trees, pathways or drainage, affect a neighbour's quality of life, or even a fault in the design. There might even be a local conservation order or drainage issue you didn't know about.

### **Complex procedures**

Seemingly labyrinthine local authority rules and regulations can be enough to put off even the most determined applicant. You may find many more hoops to jump through and demands to fulfil than you had expected, and keeping track of the application process takes time and diligence.

### **Blinded by jargon**

It's true that as a specialised sector, there will be many terms, names and phrases that will mean nothing or something completely different to someone with no background or experience in planning. Do planning staff deliberately use these terms to ascertain whether an applicant knows what they're doing, or simply to look clever?

### **Poor advice**

Unfortunately, not all development consultants are created equal. In the past, you might have received advice that negatively impacted your project, and this may have deterred you from making further applications or appeals, or even working with another professional for fear of being ripped off.

[h2]:

## **We can turn your project around**

[body text]:

With over 30 years of experience and expertise in planning and development, we're all about taking action, finding solutions and getting positive results for your proposals.

### **Knowing what makes a winning proposal**

The art of a successful planning application is in covering all the bases. Knowing what a planning department will be looking for, and making sure you are ticking all boxes and giving them everything they need to see in a proposal, means there will be no excuse for them to turn you down.

### **Spotting possible pitfalls in the site or project**

Details that might go unnoticed or seem unconnected to the project, or so minor as to not matter, could be what causes your application to fall at the final hurdle. Our experience from decades of working on planning applications means we'll be able to notice these factors right away, saving you additional time, expense and stress further down the line.

### **Familiarity with processes and local knowledge**

Nearly all rules and regulations are the same across the country, but most local authorities have slight differences in their approach to meetings, the application process and the departments or staff you will talk to. Having dealt with projects in most regions, we're familiar with the ins and outs of particular councils.

### **Access to specialists**

It's not uncommon for a project to need input from another professional in order to succeed. We have a network of trusted specialists who can be on hand to offer advice in a multitude of situations, from solicitors to surveyors, auctioneers to architects, financiers and engineers. Whatever the problem, we'll know someone who can offer a solution.

### **Talking the planner's language**

Planning officers are specialists just like ourselves, and when we speak to them we'll be using all the sector's unique phrases, terms and meanings just as they do in everyday conversation. We'll have a rapport with them, and they'll have confidence in your application.

We're also up-to-date on changes to planning rules and requirements, so your application will never get caught out.

### **Handling objections**

You should know that a neighbour's dislike of your proposal is not reason enough for the planning officer to refuse your application. There are many aspects to a proposal that the planning officer will take into account, and we'll have the correct and legal responses to best guide your application to a positive outcome.

[h2]:

## **Want to know more about the process?**

[body text]:

Working with us will make your planning application a smooth, efficient experience as we deal with every stage:

- **Initial consultation** - finding out about your project and get to know more about you and any planning or development experience you may have
- **Feasibility appraisal** - checking that everything about the site and the proposed project is practical, legal and likely to be accepted
- **Council pre-application consultation** - a discussion with a planning officer to encourage engagement and support
- **Collecting documents and drawings** - bringing together all the information necessary for the application
- **Application submission** - using the correct paperwork, through the correct channels and liaising with the right people on your behalf
- **Application monitoring** - keeping in touch with the planning department to check progress and make sure you're not forgotten!
- **Handling any disputes** - taking a fair, pragmatic approach in the rare event of objections to the development (if we've done our homework in the previous stages, then all should be fine!)

For a more detailed look at how we work through your proposal, take a look at our [Process page](#).

Is a favourable result guaranteed? Not every time, but my success rate speaks for itself, and we've managed several times to get an application granted that had previously been refused. I'll guarantee to give you 100% in my efforts and offer clear, honest, professional advice every step of the way.

[h2]:

**Want to talk to Linda about your project?**

[button]:

Book a call today!