

Passionate about creating  
new communities, homes  
and infrastructure.



## Who we are

The Land Promoters & Developers Federation (LPDF) is a collection of the UK's leading land promotion and development businesses. LPDF members specialise in the promotion and development of predominantly strategic land across the UK, delivering from circa 30 new home sites to larger scale sites of up to 10,000 new homes alongside associated community facilities, employment and supporting infrastructure.

## What we do

LPDF members support the housebuilding sector providing "oven ready" land with planning permission that can easily be acquired and built out by national and regional housebuilders, helping bring homes to the market in a timely manner to meet local need.

Land sites include both greenfield and brownfield land, often requiring significant investment in infrastructure and decontamination.

Approaches to engaging with housebuilders varies depending on the scale of development. Some land promoters and developers will sell land once consented to housebuilders, with some acting as Master Developers providing infrastructure such as schools and sports facilities, before selling serviced land parcels to multiple housebuilders, therefore enabling faster delivery and bringing new homes to the market quickly.

## Our Goals

- 1 To achieve planning permission and provide housebuilders with a supply of consented land for the delivery of homes in a timely manner to help address the undersupply of housing in the UK.
- 2 Dispel the myths and misconceptions of the role of land promoters and developers in housing delivery.
- 3 Enhance the current debate on housing supply and be part of the process for finding solutions to solve the housing crisis.

## Key Messages



**Land promoters and developers represent the largest group of businesses supporting planning for new housing.** Responsible for around 50% of all work on pre-application sites, where the potential of land is explored with Local Planning Authorities, engaging with Local Plans in order to progress plan-led growth.



**Land promoters and developers are supporting the UK housing land supply.** Outside of London there are 541,000 dwellings with outline planning permission on sites of over 100 units. Specialist land promoters and developers are responsible for securing outline planning permission for 41% of these homes compared to 32% for volume housebuilders.



**Delivering affordable homes.** Members of the LPDF are committed to delivering social benefits, including the provision of affordable housing. Evidence shows the vast majority of schemes progressed by members of the LPDF meet policy requirements for affordable housing.



**Delivering land quickly.** About 40% of residential units on sites over 1,000 units have involved an active specialist land promoter and developer dealing with the technical work and planning risk to obtain outline planning permission, meaning housebuilders can get onsite and start building quicker.



**Working together.** Land promoters and developers work with Local Authorities and communities to win local consensus for developments through good design and both on site and off site benefits. Overwhelmingly, most promoters' schemes that secure planning consent are approved at a local level, with 94% of units on schemes of over 100 units being approved by Councils, not by way of Appeal.



**Supporting Government policy.** The LPDF support the Government policy on housing and planning, preferring a plan-led system that recognises housing needs and supports Local Authorities in allocating land for development and identifying the need for delivering the key infrastructure required for well-designed new homes and communities.



**Increasing diversity in the housebuilding industry.** LPDF members promote land of all sizes, which appeals to a full range of housebuilders from SMEs right up to the largest in the country. As well as attracting SME bids on smaller sites, LPDF members increase the pace of delivery and offer opportunities to different sectors of the housebuilding industry by subdividing larger sites into smaller deliverable parcels.