

Realise the value of your land



Strategic Land Promotion

by

Seddon Homes.co.uk

Building on a lifetime of experience



Welcome

Jonathan, Jamie and Nicola

“*Developing is the lifeblood of our business, therefore strong relationships with landowners throughout the life cycle of their involvement is something we pride ourselves on.*”

“Steeped in history and knowledge, the Seddon Group offer solutions across a number of development sectors...”

Jonathan Seddon

CEO, Seddon Group Ltd



About Seddon

Here at Seddon, we have been synonymous with quality and reliability since 1897 when the brothers, George and John Seddon formed a small building firm in Little Hulton, Manchester.



George Seddon



John Seddon

The Group has since then embraced the brothers early values and we continue to apply them across every aspect of our diverse range of projects.

Now a multi-regional contractor, developer and housebuilder with a national presence, the Seddon Group employs nearly 700 people and has a turnover of £200m. With more than a century spent developing and building, the Seddon Group remains at the forefront of independently managed companies in the property and construction sectors.

Still owned and managed by the Seddon family, we pride ourselves in these family values deeply embedded in our culture. We are one of the most respected and trusted

house builders in the North West, and have an operational area from Lancashire to Staffordshire and Merseyside to Yorkshire, including parts of the Peak District and North Wales.

Financial Standing

The Seddon Group has an excellent balance sheet and is not reliant on bank funding. Being part of a family business gives Seddon Homes the flexibility to make decisions quickly – in hours; not weeks.

Heritage

Proud of our heritage and commitment to improving communities throughout the UK, bringing both greenfield and brownfield sites through the planning process – whether it is houses for the growing population of the country, schools for children, care homes for the elderly or office space for businesses; we have a significant role in developing the solutions this country needs – helping to create communities to be proud of.

Where does strategic land promotion sit within the Seddon Group?

Strategic land promotion is led by Seddon Homes. We pride ourselves on providing a reliable, professional, well-advised, and personal approach with landowners throughout their journey with us.



5th GENERATION
FAMILY RUN
BUSINESS



ONE OF THE UK'S MOST
RESPECTED
BUILDERS



BUILDING SINCE
1897



Why us?

We specialise in maximising land values by resolving planning, legal and technical issues. We work with you, the landowner, to secure planning permission on your site, at our cost and our risk.

Over the years, Seddon have shown they have stability and longevity, as well as being able to move fast when the time is right. We maintain strong relationships with both landowners and stakeholders throughout the whole process. Once people agree to work with us, we keep all parties involved on a regular basis.

From conception to delivery, our in-depth planning knowledge and development expertise enables a diverse range of sites to go ahead. Due to Seddon's wide range of skills, there is always someone in our group or company on hand speaking with the local planning department and neighbourhood groups, building those key relationships.

We are proud of the legacy we leave, and the long history of delivery and producing quality products are often key factors that the local authority and public are looking for. These regularly help steer the planning promotion in the right direction.

Our deals are often flexible with a range of contract types whether Options, Overages, Hybrids or outright purchases. We offer a personal touch with family values backed by an impressive track record of success.

We think with all of the above pulled together, yourselves, the landowners, can take comfort with your future investment decisions and be confident that Seddon Homes will maximise the true potential of your land that others might not be able to unlock.

Your journey with us...

From the moment you sign up to partner with Seddon Homes, all fees associated with the land promotion are typically paid by us. We also pay you to enter into a contract with us, usually by means of a non-refundable fee.

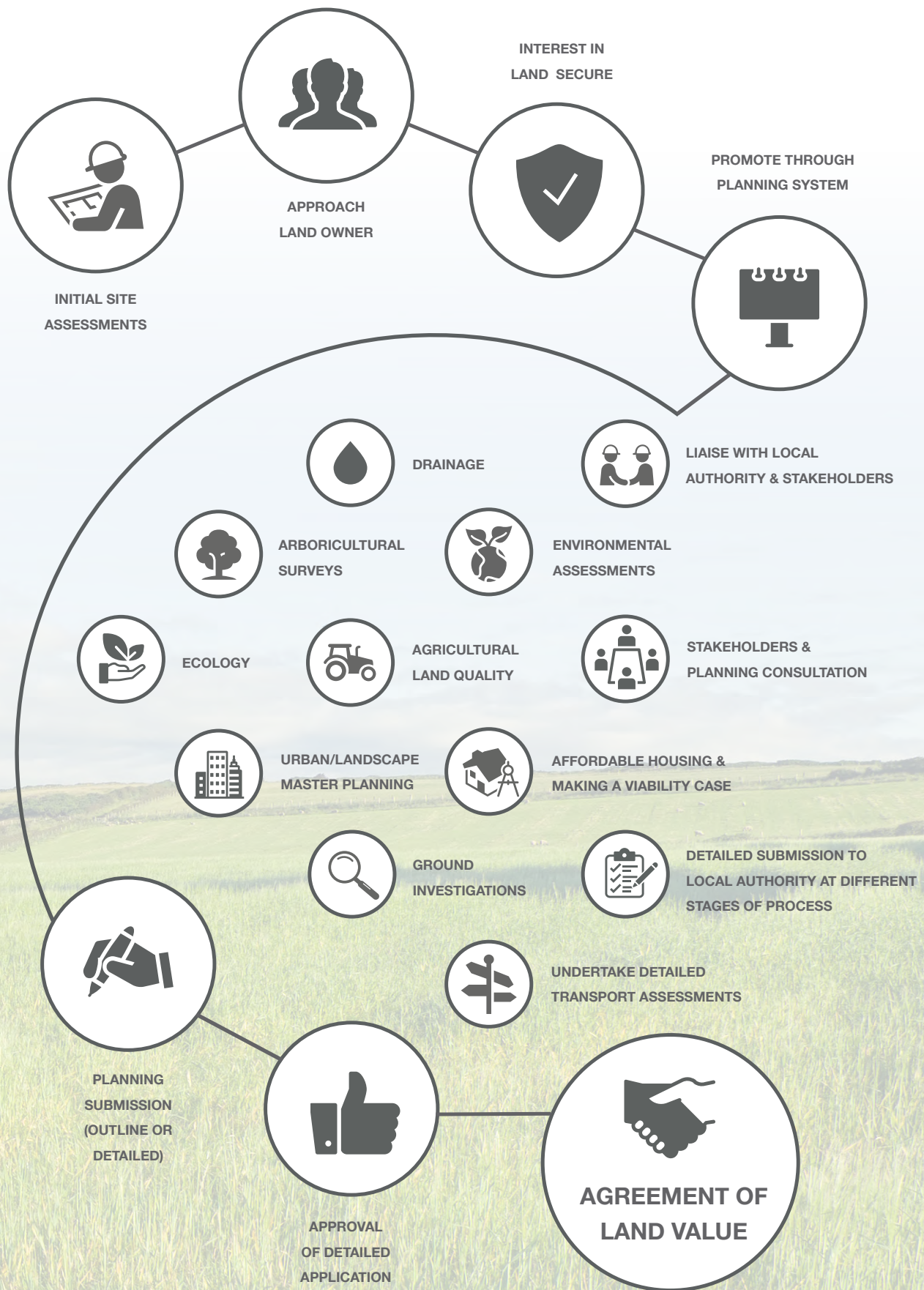
By making intelligent, informed choices, we get a win/win relationship where your asset value is maximised and your land's true potential is unlocked with no financial risk to yourselves and at the same time we get to maintain and grow a sustainable business.

Throughout the planning process we keep talking to you. Our dedicated in-house team and expert consultants attend all the appropriate stakeholder events, manage and produce all the necessary reports and layouts at our cost for the entirety of the promotion life cycle of the site.

If the contract between us is not an unconditional fixed price purchase then, once planning permission has been achieved, we then provide you with a valuation of your land. You have the comfort of being able to ask for a professional independent valuation, accredited by the RICS should you wish, where your land value is assessed independently, and importantly, this independent RICS valuation takes into account other similar land transactions.

An unconditional purchase would be treated differently as we would have already purchased the land without any conditions attached.

Our Process



The above applies where a typical option or overage contract is in place. If we were buying unconditionally, the above process would be different.

Expertise and commitment

One of Seddon USPs is to be able to offer a variety of solutions to unlock planning and improve land value.

We develop on a variety of greenfield and brownfield sites. By partnering with Seddon's sister companies or external companies, whichever the best fit in the circumstances, we have the expertise to mix in care homes, commercial space, education facilities, and partnership social housing alongside our new open market housing developments

if this maximises landowner returns and unlocks the planning. Talking with the landowners, we choose which approach suits the situation the best.

We also have the ability through our own contacts and lines of communication via our partnerships business, to collaborate with social housing providers in delivering affordable homes essential to many planning approvals in a way many strategic land promoters cannot.

Case Studies



Aspenwood Grange

Purchased from care home provider who continued operating on neighbouring land (conditional contract)

19 high value homes

Brownfield site washed over with Green Belt

Approved at committee and Seddon Homes commended for approach to application by local residents



Highfield

One landowner (option agreement)

99 homes - mews, semi-detached & small detached

Greenfield land

Approved at committee



Falcon Rise

Land assembly with six different landowners (mixture of At Risk purchases and Option agreements)

235 homes

Open countryside site

Approved at appeal



Elmwood

One landowner (option agreement)

111 homes

Open countryside site

Approved at appeal collaborating with neighbouring landowner/promoter

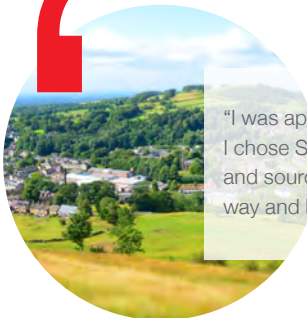
There are many more case studies that can be discussed should you wish.

Don't just take our word for it...



"I have undertaken three land transactions with Seddon across a number of different sectors – from homes to commercial and care homes. I highly recommend them due to their professionalism in obtaining planning permission and developing the sites to an excellent standard. You know what you are getting from Seddon – a high quality development built by construction experts."

Landowner in Southport



"I was approached by a number of developers wanting to promote my land. However, I chose Seddon due to the fact they are a local company who have the knowledge and sources to gain planning consent on my land. I was involved every step of the way and knew that there was always someone to contact whenever I had a query."

Landowner in Wigan



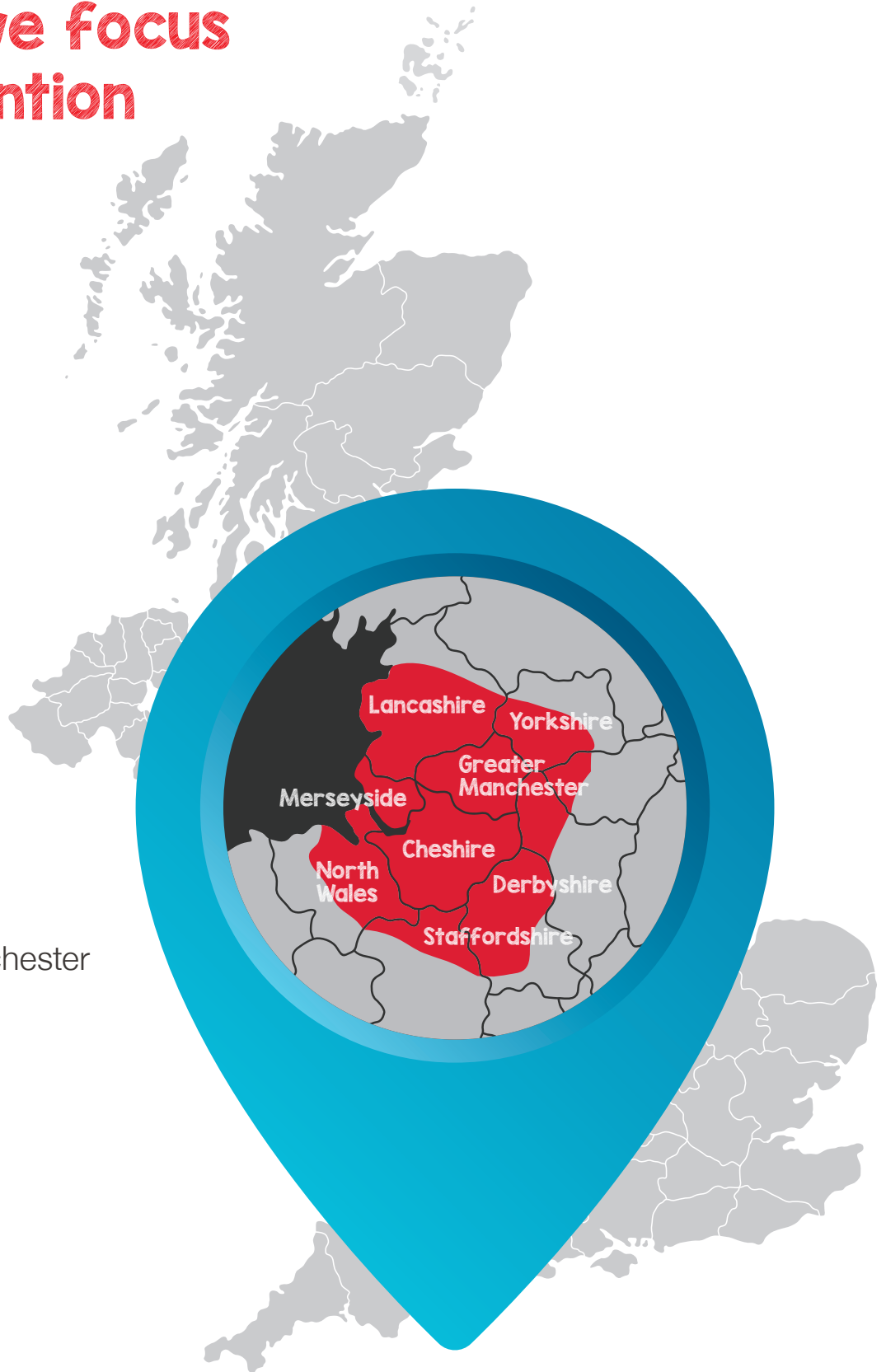
"Having worked with Seddon Homes for more almost 20 years, we find them enthusiastic and committed to delivering high quality developments which integrate with and add value to communities. That is their key differentiator. Their collaborative approach through the planning process secures most sites through local council consent.

Whether it is longer term strategic sites or more immediate developments, Seddon Homes always takes a robust and proactive approach to securing new homes."

Doug Hann, Managing Director of WSP Planning

If you wish to speak to the above or other landowners we have worked with, please contact us and we can put you in touch.

Where we focus our attention



Cheshire
Derbyshire
Greater Manchester
Lancashire
Merseyside
North Wales
Staffordshire
Yorkshire

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