

From: [Hamer, Julian](#)
To: [Dogger Bank South](#)
Cc: [REDACTED]
Subject: Dogger Bank South Michael Glover Reg"d ID:2005086-The Los Trustees-Book of Reference Entry:14-003
Date: 22 January 2025 13:49:25
Attachments: [REDACTED]

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FAO – Caroline Hopewells

Dear Caroline

I am writing in respect of the above matter and representations that have been made by Mr Michael Glover on behalf of the landowners to the Inspectorate. I can confirm that Gladman are happy for the attached letter (Expression of Interest) which has been presented to Michael and his client can be used and published as part of your deliberations if this is deemed relevant.

If you have any further questions, please do not hesitate to contact me.

Kind regards

Julian

Julian Hamer BSc(Hons) MRICS
Senior Land Director
Gladman Developments
Email: [REDACTED]
Mobile: [REDACTED]

Gladman Developments Limited | Gladman House, Alexandria Way, Congleton, CW12 1LB.
Registered in England. Telephone number: 01260 288800

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Our Ref: Beverley/AJ



Michael Glover
Michael Glover LLP
15 Ladygate
Beverley
HU17 8BH

Registered Office:
Gladman House
Congleton Business Park
Alexandria Way
Congleton
Cheshire
United Kingdom
CW12 1LB

19th June 2024

Dear Michael,

LAND SOUTH WEST OF BEVERLEY, EAST RIDING OF YORKSHIRE COUNCIL

Further to our recent correspondence, I have had the opportunity to present the Riplingham Estate's land at Beverley to my Senior Planning and Management Team and I am delighted to confirm that your client's land is very much of interest to the whole team at Gladman.

It is my understanding that your client's land extends to approximately 60 acres to the South West of Beverley and is one of the last areas of the town that is available for development and free from constraints. We have conducted an initial review of an access strategy for the site and believe that access off Alexandra Drive and Normandy Avenue to the east of the site could be possible, alongside third party land options we can look to explore further if we are selected as preferred party.

Taking the above into consideration, I am delighted to present the below terms for your client's consideration:-

1. A 5 year Promotion Agreement over the land.

This would be extendable by a further 5 years in the event that Gladman are yet to achieve a planning permission on the whole land.

2. An undertaking from Gladman to submit a planning application when there is a greater than 60% chance of success following the exchange of the Promotion Agreement and if necessary, a planning appeal led by our expert team.
3. An obligation on Gladman to optimise the scale and value of any development.
4. The ability for your client to approve the planning application prior to submission.
5. Once outline planning permission has been secured, a marketing strategy would be agreed with you and your client. Once agreed, we would then undertake a competitive tender process with house builders to achieve optimum value for the land which will



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01260 288800



land@gladman.co.uk

be led by Michael Glover LLP with Gladman there as a supporting role. This ensures that the land has been properly and thoroughly “market tested” to ensure we achieve the best price for your client’s land.

6. Once the land has been sold via competitive tender process, we would retain 20% plus VAT of the total net land value with 80% plus VAT retained by your client.

For the avoidance of doubt, our 20% plus VAT of the total net proceeds would include all planning costs, both internal and external and costs of all professional fees, consultants and Barrister fees, technical investigations, and surveys.

7. A Promotion Fee of [REDACTED] would be paid to your client on exchange of the Promotion Agreement. This fee would be non-refundable but would be deductible from the final proportion of the net land value received by your client.
8. Gladman would be happy to cover reasonable professional fees which shall be non-refundable but would be deductible from the net land value received by your client.

A Promotion Agreement guarantees that landowners are in control of the process, whilst ensuring they are not exposed to any risk or cost. As the UK’s leading strategic land promoter, winning over 90% of the sites we take on, we are highly incentivised to achieve the best possible planning permission for your client, optimising its value.

PLANNING STRATEGY

Your client’s land is located within the planning jurisdiction of East Riding of Yorkshire Council. The development plan for East Riding of relevance to the site consists of:

- Strategy Document
- Allocations Document

The Strategy Document was adopted in April 2016 and covers the period 2012-2029. The Strategy Document makes provision for 23,800 dwellings to be delivered over the plan period, equating to an average of 1,400 dwellings per annum. Housing growth is distributed according to a settlement hierarchy; Beverley is classified as a second-tier settlement and is one of four ‘Principal Towns’. In recognition of its sustainability and suitability for growth, the Strategy Document directs 3,300 dwellings to Beverley between 2012 and 2029. Therefore, your client’s land is located in an area that has previously been a key focus for housing growth. The Allocations Document was adopted in July 2016 and allocates sites for development. Your client’s land was not allocated for residential development in the development plan.

The Council is currently preparing a new Local Plan. The Local Plan Update was submitted to the Secretary of State for examination on the 31st of March 2023. The examination is currently ongoing. The latest timetable published by the Council in February 2022 estimated that the Local Plan Update would be adopted in June 2024; however, the progression of the emerging Local Plan is significantly behind schedule. Gladman expects the Local Plan Update to be adopted in late 2024 or early 2025 should it be found ‘sound’ by the examining Inspector. The Local Plan Update makes provision for 20,900 dwellings to be delivered between 2020 and

2039, equating to an average of 1,100 dwellings per annum. Within the Local Plan Update, Beverley retains its status as a second-tier settlement and remains a focus for housing growth with 3,010 dwellings being directed to the settlement between 2020 and 2039. Your client's land remains unallocated in the emerging Local Plan.

Due to the emerging Local Plan being at the examination stage, we believe the most appropriate planning strategy currently is to promote your client's land through the Local Plan Review that must take place within 5 years of adoption of the Local Plan Update. We will have the opportunity to influence the Local Plan Review from the start of the plan-making process. We believe your client's land represents an ideal location for growth, offering an opportunity for much-needed housing to be delivered in a sustainable location. We will promote the site on this basis through the plan-making process. East Riding of Yorkshire Council is currently required to demonstrate a four year supply of land for housing. The Council currently claims a housing land supply of 9.3 years. Therefore, there is no 'window of opportunity' to submit a speculative planning application on the site to take advantage of the Council not being able to demonstrate a robust four year housing land supply. On adoption of the emerging Local Plan, the Council will not be required to demonstrate a housing land supply. Critically, following the General Election on the 4th of July, the next Government may reinstate the requirement for every council to continually demonstrate a five year housing land supply.

During the promotion process, we will undertake technical due diligence to demonstrate to the Council that the site is deliverable and should be allocated for residential development. Once the technical work has been completed, our internal masterplanner will prepare an indicative Development Framework Plan. The indicative Development Framework Plan will take into consideration all of the constraints and opportunities and provide a visual representation of how the site could be developed. We will engage with planning policy officers and other key stakeholders and submit representations to demonstrate the suitability, deliverability and sustainability of the site to each consultation stage of the plan-making process.

As part of the promotion process, we will utilise an ArcGIS 'Story Map' to illustrate the sustainability and potential opportunities your site can offer. A Story Map is a key digital tool used to highlight the spatial benefits of a site; it is user-friendly and stands out to key stakeholders. The Story Maps we have submitted in support of the promotion of other sites to date have been well received by councils, which are now aiming to do more local plan consultation events online using interactive mapping tools such as ArcGIS.

OUR PROCESS

Gladman Developments has become the country's largest, longest established, and most successful promoter, having been formed 35 years ago. To date, we have successfully promoted over 230 sites, totalling over 35,000 dwellings, all without cost of our landowner partner.

Our Promotion Agreement ensures our interests are aligned with those of the landowners, we take all the cost risk, and we are only paid upon a successful sale of the land. Our obligations will remain to secure the best scheme we can, and to achieve the best prices we can, following an open and transparent marketing exercise led by you. Whilst we were acquired by BDW Developments, within the last 2 and a half years, we remain a stand-alone autonomous company but backed by the country's largest house builder, both in terms of investment and delivery credentials.

Our in-house skills and resources have put us in an enviable position as an extremely good source of land for house builders, bringing quality, consented land to the market throughout the UK. We not only achieve planning permission but importantly, we act fast and achieve good quality planning permissions with properly and robustly negotiated Section 106 Agreements which are "developer friendly". This has allowed us to sell many sites recently with the benefit of outline planning permission, removing the many uncertainties to development and, indeed, the sales process.

FUNDING AND SECURITY

With site promotion costs ever increasing, it is essential that you can have confidence in the financial covenant of a promotion partner, and I can confirm that Gladman has access to substantial finance to fund the promotion of your client's land.

RECENT SUCCESSES

Since our acquisition in January 2022 by BDW Developments, Gladman have sold 27 sites on the open market with all of our landowner partners happy with the purchaser they selected. Out of the 27 sites sold, 6 of those have been sold to a BDW region; 2 of those sites had terms agreed and were in legals prior to the acquisition and completed post-acquisition. One of the sites sold to BDW was a site that Gladman owned and the other 3 sites were a result of a competitive tender process led by the landowner's respective agents and BDW offering the optimum bid that was, ultimately, selected by the landowner.

We are highly committed to ensure that our landowner partners are selecting a developer that is right for their aspirations, whether that be from a design point of view or from the financial return and the team at Gladman are equally as incentivised to ensure this goal is achieved for our landowner partners.

SUMMARY

I sincerely hope that the proposal outlined herein is of interest and I would be delighted to arrange a meeting with you and your client to discuss our proposal in further detail. However, should you have any immediate queries or require clarification on any points, please do not hesitate to get in contact.

Yours sincerely,



Amy Johnson MRICS
Land Director



Land south west of Beverley, East Riding of Yorkshire

