

**A manifesto to meet  
the housing crisis.**



**LPDF**

LAND PROMOTERS & DEVELOPERS FEDERATION

Housing is one of the most pressing political issues and is at the centre of the government's domestic policy agenda.

Central government, local authorities, charities and other parties involved in the housebuilding process agree we need to work together to tackle the housing crisis by increasing the supply, diversity and quality of new homes.



***This is what we  
need to help tackle  
the housing crisis***



- I. A step change in the delivery of suitable development land to build sufficient new housing, of all types and tenures, including affordable housing to help address Britain's current housing crisis, support economic growth and to create attractive places.
- II. An urgent programme to tackle climate change, both globally and locally, (based upon empirical evidence), but which acknowledges the need for development and change to meet peoples' housing needs in sustainable locations close to where the need arises.
- III. A greater appreciation of the separate and vital roles of land promoters, developers, housebuilders and local authorities in co-operating together and contributing positively to the development process and tackling the housing crisis.
- IV. A strategic planning process at citywide and sub-regional levels where local authorities and development agencies are encouraged to work closely with the private sector to help facilitate growth and change.
- V. A Local Plan and Neighbourhood Planning process which is charged with the responsibility to deliver sufficient sites to flexibly address the opportunities, demands, needs and challenges within local communities in a sustainable manner.
- VI. A progressive but realistic environmental agenda which conserves resources, promotes sustainable design and upholds high standards of quality and best practice in the development industry.
- VII. A firm Government commitment to reducing regional inequalities, with the aim of creating a more efficient distribution of employment, investment, housing and infrastructure to deliver change and improve places.
- VIII. An ambitious programme of infrastructure provision across the whole country, backed by private and public funding to support the scale of new homes and jobs needed nationwide.
- IX. A fully funded local authority planning process and Planning Inspectorate with a brief to deliver change and with a 'can-do' philosophy designed to attract initiative, investment and prosperity and achieve results.
- X. A simpler and fairer system of development infrastructure funding which incentivises developers, businesses and other wealth providers to invest in growth and change.





# LPDF

## LAND PROMOTERS & DEVELOPERS FEDERATION

The Land Promoters & Developers Federation (LPDF), formed in early 2018, is a collection of the UK's leading land promotion and development businesses.

The LPDF represents the views of land promoters, and is working with government, local authorities and communities to enhance the planning process, and help deliver the new homes and communities this country needs.

**The LPDF wants to dispense with some of the myths and misconceptions around the role of land promoters and developers by highlighting the expertise and track record of our members.**

Our ambition is to enhance the current debate on housing supply. The LPDF works with a wide range of governmental and industry stakeholders to find ways to improve the planning system, so the future for those searching for new homes is a brighter one.

### What Land Promoters Do

LPDF members support the housebuilding sector by 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 promoters invest the time and funding needed to undertake the necessary technical, planning and design work required. They engage with local authorities, local residents, stakeholder groups and statutory consultees throughout the process.

Land promoters play a crucial role in increasing the supply of housing in the UK, using their financial resources, experience and planning expertise to deliver land with planning permission, ready for developers to build out.

**The land promoters the LPDF represents undertake the technical, planning and design work necessary to make a site an attractive and viable development proposition.**

**Half of all work on pre-application sites is carried out by land promoters.**

This approach makes a substantial, positive difference to the UK's supply of housing. 41% of homes on sites above 1,000 homes have had a specialist land promoter promoting the site for development.

This is compared to 32% for large housebuilders and 20% for public sector bodies.

Yet, despite this decisive role, the national debate on housing has repeatedly failed to recognise the importance of land promotion in the planning system. The LPDF seeks to change this.

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[www.lpdf.co.uk](http://www.lpdf.co.uk)

For more information about the Land Promoters and Developers Federation

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