

The Victory Plan

planning permission on development that works

V₇ Taster Session



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planning permission on development that works

A Brief Introduction

“The UK Planning System is an approval machine, we just need to learn how to operate it!” Jonathan McDermott .



Who is Jon McDermott

22 Years experience

Chartered Town Planner (MRTPI)

Fellow of the Royal Geographical Society
(FRGS)

Accredited CPD Trainer

Planner 1st - Active planning consultant (40+
active cases)

Educator 2nd - Teaches Planning

Ethical Developer 3rd - I do a little bit!

Writes for YPN, YPN Bitesize and Property
Investor News



Jonathan McDermott BSc MA MRTPI FRGS

Principal Town Planner

TPX

Town Planning Expert Group

Established in 2012

The GP's of the Planning World

We cover England!

Chartered Planning Practice (2 Chartered
Town Planners)

Accredited CPD Training Organisation

Ethical Developer

We have helped over 1000 businesses with
their development proposals

90% success rate on planning proposals (all
modes)



VICTORY is a CPD Accredited Programme

In order to gain accreditation from our partners at The CPD Group we have taken the exhaustive steps of submitting the organisation as a CPD Accredited Training Provider

The Author and Trainer on this Course, Jon McDermott, as a CPD Accredited Trainer.

And, finally, the programme was submitted for its own CPD Accreditation which it gained in September 2022.

On completion of this programme you will be issued with 8 hrs of CPD Credits



**ACCREDITED
PROVIDER**
#778087



**ACCREDITED
TRAINER**
#405050

Verify @ <https://thecpdregister.com>



**ACCREDITED
ACTIVITY**
08 Credit Hours
#1011705

Verify @ <https://thecpdregister.com>

What does CPD mean for you?

If you're a professional:

Professional's like me need to do a basic amount of CPD every year. For Chartered Town Planners it is 12 hours every year or 24 hours in every 2 years.

This Course is credited for 8 hours meaning if your a professional within a related discipline you should be able to claim this course against your CPD requirements.



If you're not professional:

Having a CPD Accredited Activity means that the course you are undertaking has been independently checked and audited for quality and assurance.

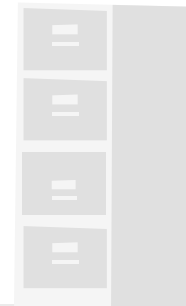
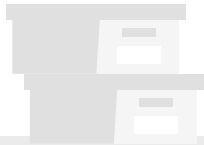
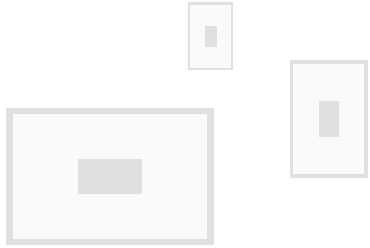
The CPD mark acts as a standard for education activities away from a formal education setting like a College or University

What VICTORY is all about!

VICTORY has been developed using our considerable knowledge and experience to put together a easy framework that will allow you to use the English Planning System to get planning permission.

It is to enable developers get the best out of the planning system but at the same time to avoid some if not all of the common pitfalls when approaching a development project from a planning perspective.

VICTORY follows our Education First principles which means that it is an all in self contained programme which gives you everything you need to assess planning prospects with a planning state of mind!



So what is the **VICTORY** plan

Developed following some 22 years of watching developers as a Chartered Town Planning Practice in order to avoid common mistakes and pitfalls.

Developed to focus your attention on your core development strategy and to avoid new developers syndrome.

A 7 step approach to development site analysis that can be applied on any site in the UK and works with all 4 discrete planning systems.

V - Verify - Are you doing something that is allowed by national or local legislation

I - Intelligence - History of the application site

C - Comparables, does the development stack - has it been done before

T - Team - assemble your power team

O - Options - Where is your escape, have more than 1

R - Reality - what can the site actually deliver

Y - You - Make sure you are passionate and proud of what you are doing

Here is what you get on a Victory Day

- 8hrs CPD accredited training with a certificate of completion.
- A complete guide to our VICTORY Process
- The 200+ Page VICTORY workbook (only issued as part of the course)
- Access to the VICTORY Alumni Whatsapp Group which provides continued support just for participants on the VICTORY programme.
- No further up-sell. The Course is Self Contained.
- Oh and Lunch is also included! (Apparently that surprises people)

£500.00 inc VAT

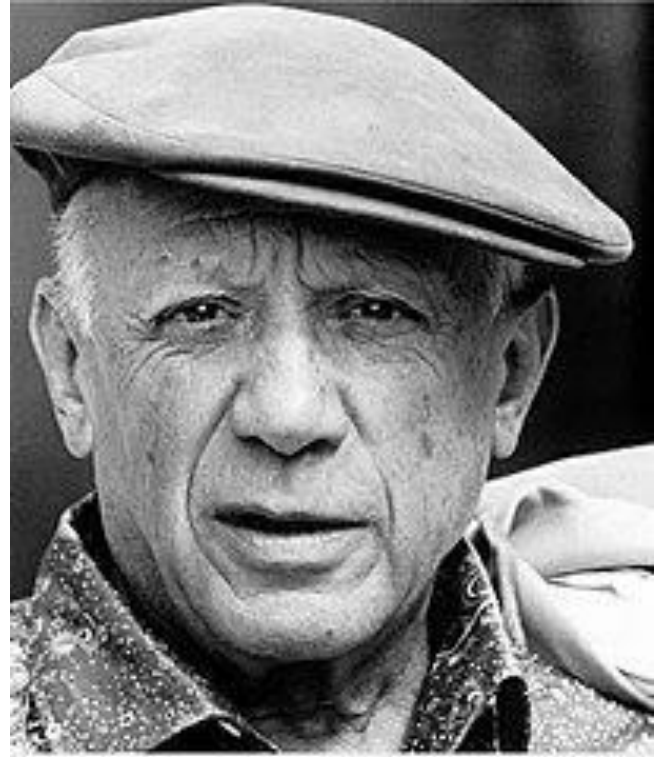
Book at
www.tpexpert.org/victory

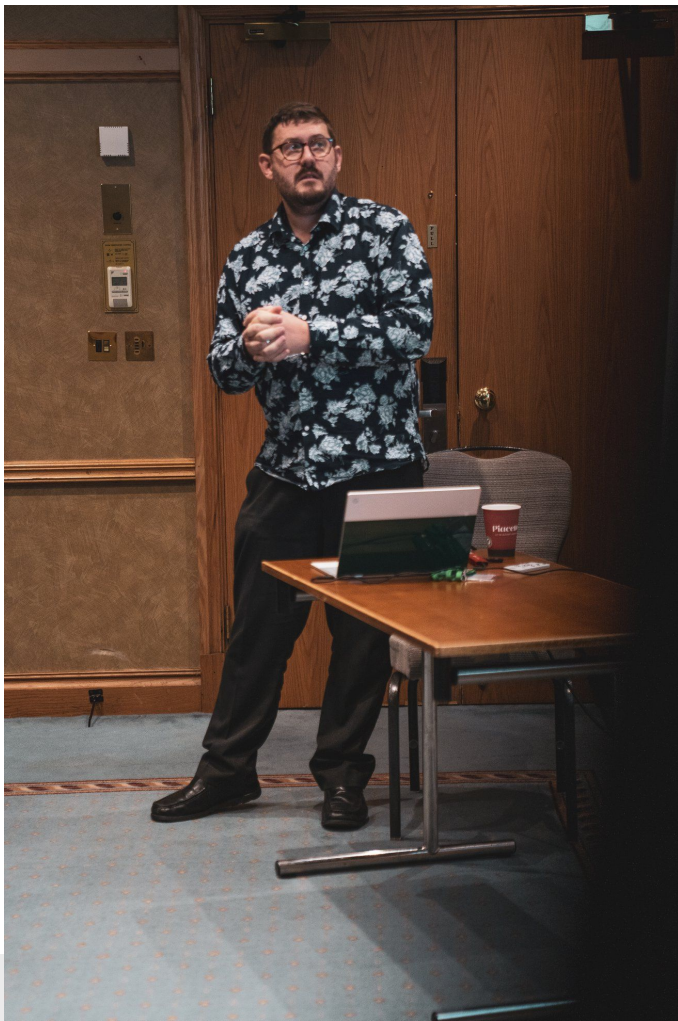
V is for Verify

Knowledge is power

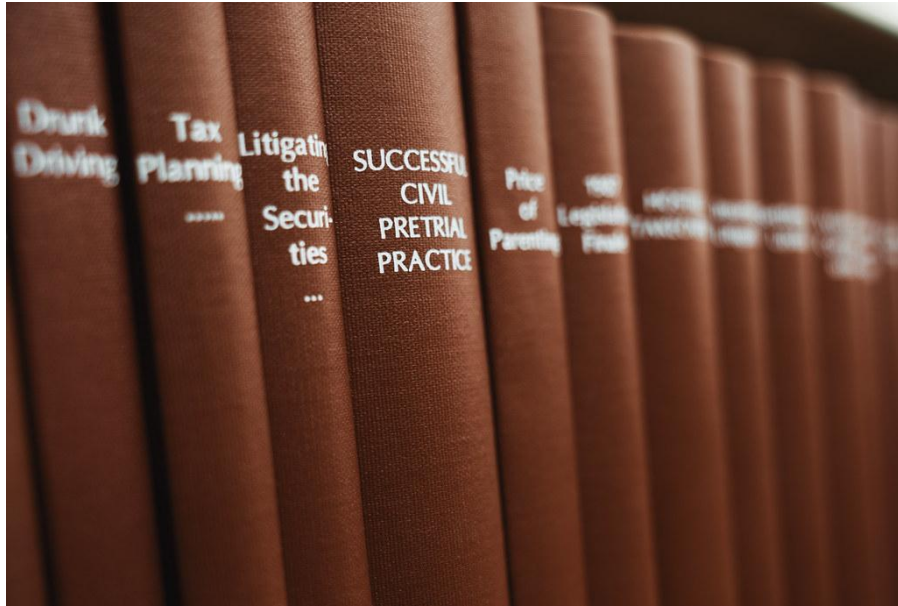


**“Learn the rules
like a pro, so
you can break
them like an
artist”Pablo
Picasso.**





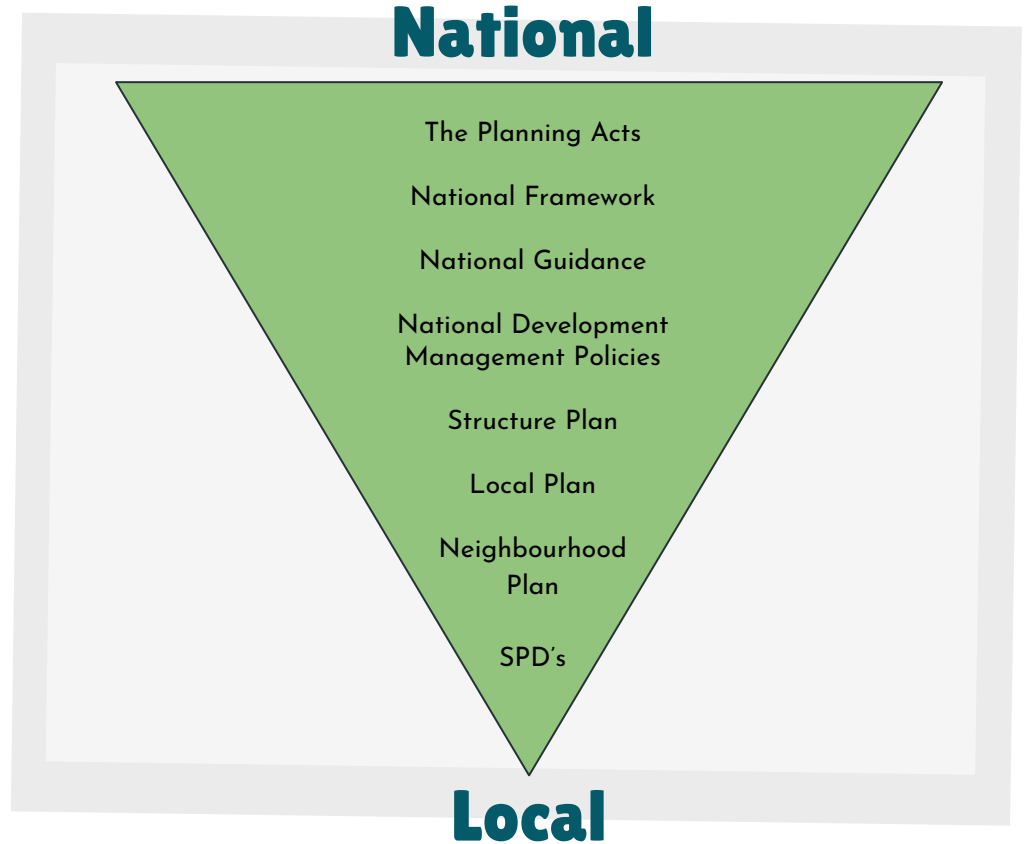
“In order to play the planning game you need to learn the rules. In order to play the game well you need to know when to break them especially when the ref is not looking”Jonathan McDermott.



Planning in the UK is a Rules Based System

V is for Verify

- Is what I want to do allowed by the national framework?
- Is there any guidance that helps me along the way?
- Are there any local rules I need to know about?



Worked Example – HMO's in Portsmouth

132 Laburnum Grove Portsmouth

Portsmouth HMO Policy PCS20 and the HMO SPD

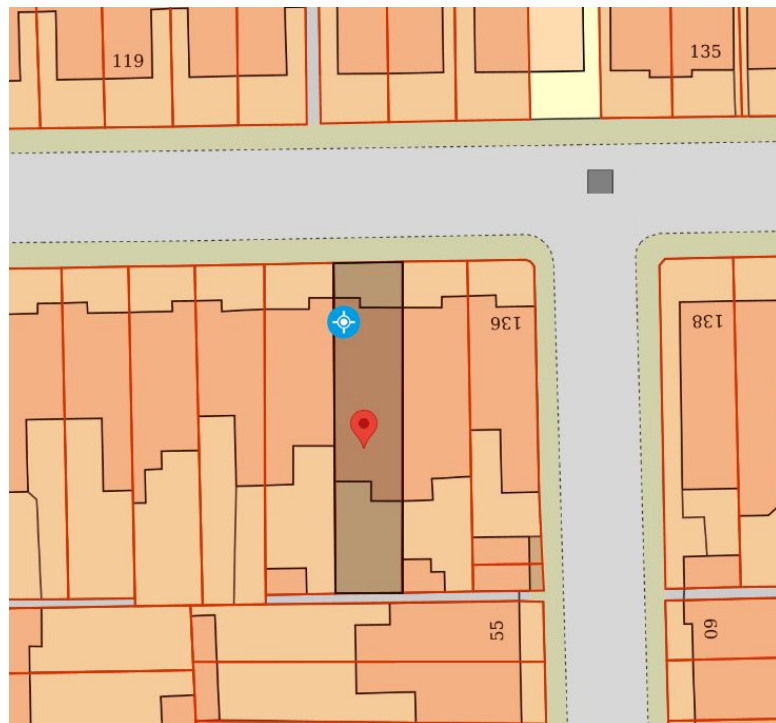
Key tests for an Approval

No more than 10% of properties within 50m are HMO's

House is not sandwiched between two or more HMO's

No more than 3 HMO's in a row

Compliance with internal space standards



I is for Intelligence

History means something



“We spend a great deal of time studying history, which, let's face it, is mostly the history of stupidity.”

Dr Stephen Hawking



I is for Intelligence

Understanding a sites history is critical to development selection and to the development potential

Repeating the mistakes of the past because you did not check is no excuse

Previous refusals must be dealt with (they cannot be ignored) and they last forever!

Refusals carry significant weight in determining future applications.

Lapsed approvals also carry significant weight and may show you the course to follow

V : Verify

Is what you want to do allowed in either the National Planning Policy Framework or the Local Plan? Check both and ensure there are no show stoppers

I: Intelligence

Check the Planning History of the site to ensure that this development has not been tried before

C: Compare

Check the surrounding area using the Nimbus (or Local authority) Planning History Search. Has the development you are seeking been done before? What are your comparables

T: Team

Who is in your power team? do you have a planner, architect, builder, project manager and/or JV Partner/Funder?

O: Options

Is the development sought Permitted Development or could it be made to be Permitted Development with a few tweaks?

R: Reality

What are the site specific constraints? Are you in an AONB, Greenbelt, Article 4 area, National Park?, Is it in a flood zone?. Is it a listed building or in a Conservation Area?

Y: You

Is the development aligned with your development strategy? will it get you to where you want to be?

There are three principles of navigation



Where the site has been - its history, and any applications made on the site



Where you are now - the current configuration of the site



Where you are going to - the proposed end development



Worked Example – Grappling with the reasons for refusal

119 High Street Rushden

Application for a dwelling to the rear refused on a number of grounds

Refusal is appealed and all but 1 ground, Section 106 agreements, is deemed not a reason for refusal.

Application is resubmitted and planning officer must confirm that the application has addressed the remaining reason for refusal by signing a S106 agreement.

Committee attempt to refuse again and lose the following appeal with the Inspector allowing a full award of appeal costs against the Council.



C is for Compare

If in doubt...copy it out!



**“Continuous
effort – not
strength or
intelligence – is
the key to
unlocking our
potential.”**

**Sir Winston
Churchill**



C is for Compare

Planning is one of the few academic disciplines where you are actively encouraged to use the good examples of development within the surrounding area.

These examples need to be recently approved and ideally recently built out but importantly they show you what development the Council is minded to approve.

They tell you the personality of the Council by decision making behaviour.

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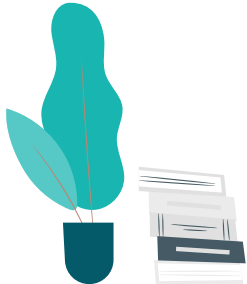
When we are looking for comparables we are looking for one or more of the following:

**Planning
Personality**

**Development
Typology**

**Gross
Development
Value Metrics**

**Build Value
Metrics**



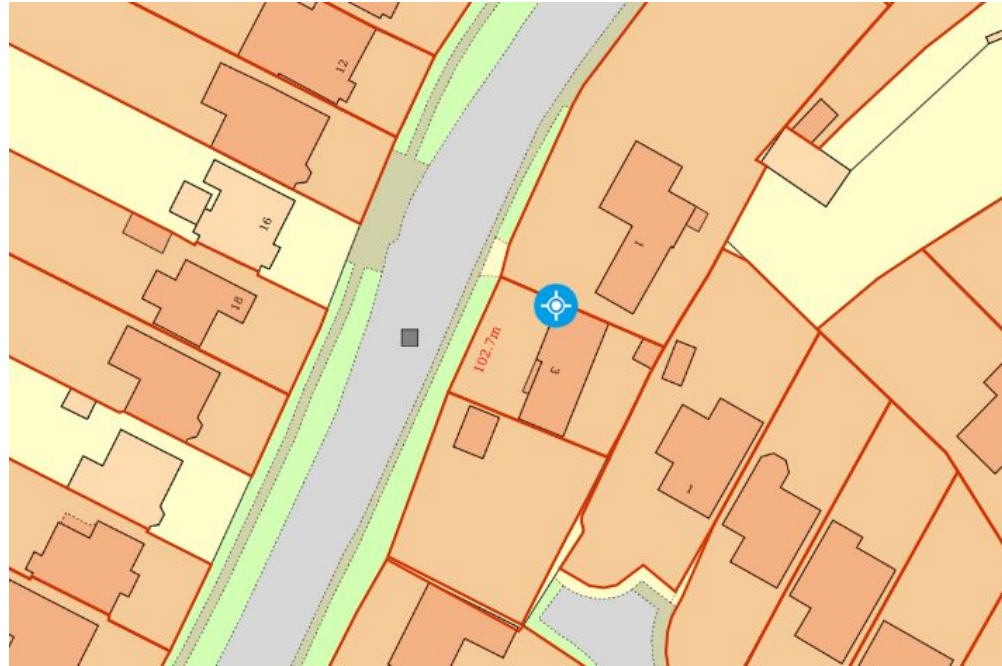
Worked Example – If in doubt copy it out!

3 Watford Road St Albans

Planning Permission granted for two, three bedroom semi-detached houses with associated landscaping, parking and new front boundary wall and crossovers following sub-division of the plot and demolition of existing garage and front boundary wall.

Application copied the arrangement of No3 in terms of front and back gardens and building line.

Application was approved on time and with little to no objection.



T is for Team

Planning is a Team Sport!



**"If everyone is
moving forward
together, then
success takes care of
itself."**

Henry Ford



"If the LPA is on board and speaking the same language as the applicant, the Planning System works to deliver the impossible!"

Jon McDermott



T is for Team

To win the planning game you need to assemble a team of star players who act to support what you are doing.

Team building is one of the most ignored parts of getting a planning permission and is often left to the last minute. What we want to encourage you to do is think about the team proactively.

A game of football is an appropriate metaphor for the teams you need to play in the UK Planning System!

Let's look at Planning through the lense of a football game in progress and see where the parallels are.

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Worked Example – Planning is a Team Sport!

Lavender Park Road West Byfleet

Planning Permission granted for:

Conversion of the existing building to form 21 dwellings

And, External alterations

And, Construction of two storey roof addition to form 5 dwellings

Team included:

Architect

Planning Consultant

Highway Consultant

Project Manager

Structural Engineer

Mechanical and Electrical Engineer

Building Contractor.



O is for Options

Time to Pack a Parachute



**“Every person
should have their
escape route
planned.”**

Simon Pegg



O is for Options

Options in a planning process is about having your exits covered and knowing that if your primary development strategy does not work you can exit the deal or the development in the correct way.

Having multiple exits per development and importantly knowing how to switch between them is critical for development planning.

If planning permission is unsuccessful how do you change tracks quickly in order to execute a development on the site or more importantly walk away from the deal without losing money?

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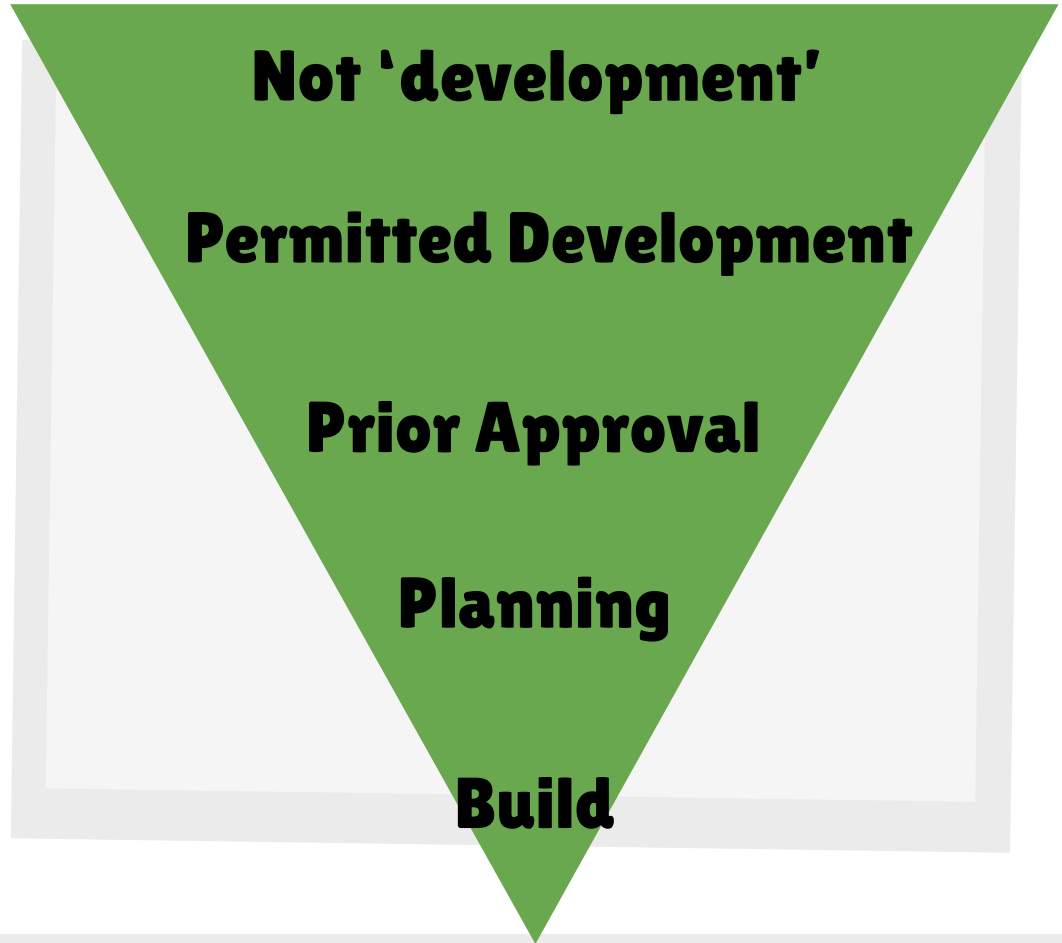
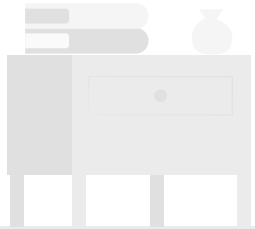
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**There are 5 key
development
Levels**



Types of Applications – when to use them!

Using applications for the right development risk.



Planning Likelihood

1. Pre-application - Highly Speculative such as development in the Greenbelt or on a Listed Building
2. Permission in Principle - Speculative on sites of less than 9 dwellings such as development in the Countryside.
3. Outline Planning Permission - Speculative on sites of more than 9 dwellings such as development in the Countryside.
4. Full Planning Application - Not speculative, on sites where you are using the VICTORY Plan fully. Full applications should therefore be used where planning likelihood is high.
5. S73 a/b Amendment - Not at all speculative and benefits from the planning permission in hand. S73a/b applications keep the original application in place.



Planning Risk

Worked Example – Pulling the Ripcord!

Development A Gains Planning Permission for the construction of 8 dwellings.

As a result of the planning permission the development site is revalued and the attached projections are provided.

Development A - Planning Permission for the construction of a single dwellinghouse.

Option - Sell with Planning Permission in 6 Months:

Purchase Price £75K
Planning Costs £10K
Interest and Legals £5K
New Value with PP £120K
Basic Profit £30K

Option - Build the Planning Permission in 18 months

Purchase Price £75K
Planning Costs £10K
Interest and Legals £20K
Development Costs £200K
Total Costs £305k
GDV £400K
Basic Profit £95K



Worked Example – Pulling the Ripcord!

Development A Gains Planning Permission for the construction of 8 dwellings.

As a result of the planning permission the development site is revalued and the attached projections are provided.

HOW MUCH IS YOUR TIME WORTH!

Development A - Planning Permission for the construction of 8 dwellings.

Option - Sell with Planning Permission in 6 Months:

Purchase Price	£75K	
Planning Costs	£10K	
Interest and Legals	£5K	£5K/Month
New Value with PP	£120K	25% Profit
Basic Profit	£30K	

Option - Build the Planning Permission in 18 months

Purchase Price	£75K	
Planning Costs	£10K	
Interest and Legals	£20K	£5.2K/Month
Development Costs	£200K	23% Profit
Total Costs	£305k	
GDV	£400K	
Basic Profit	£95K	



R is for Reality

Welcome to the world of the
real!



“You’d be surprised how many people violate this simple principle every day of their lives and try to fit square pegs into round holes, ignoring the clear reality that Things Are As They Are.”

Benjamin Hoff



R is for Reality

Planning deals with real world problems in the public interest. And so having an eye on these constraints to development (the things that hold you back) is a key component to a successful application and development.

Being realistic about what the site can and cannot deliver is a fundamental skill for a property developer.

In this section I want to go through the assessment of site capacity and the assessment of site constraint to give you the tools to know what to do for the most common blockages within Planning.

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Jon's 1st Rule!

If it looks too much it probably is too much!

Overdevelopment is an easy trap to fall into.







There is always the desire to maximise a development site however there is only so much a development site can take before it has an outward impact on the way an area functions and an inward impact on the quality of living environment for the occupants.

Planners will look at this metric before anything else and will often take their first reaction as the correct one.



Other Common Planning Fails

Planning English:

- Contrary to policy (unacceptable in principle) 
- Impact to the safety and convenience of the highway 
 - Inappropriate design 
- Impact on the amenity of the adjoining occupiers 
- Impact on the amenity of the proposed occupiers 
- Failure to achieve an appropriate standard of accommodation 

English English:

- You did not check the relevant policy for the area
- Your development will result in a possible road traffic incident
- We don't like the design, the building is too big, boring or ugly!
- Your development will make someone else's living conditions unacceptable!
- Your development will make the proposed residents' living conditions unacceptable!
- You didn't apply the National Standards to this scheme.

Y is for You

At the end of the day it's all
about You!



**“The future
belongs to those
who believe in
the beauty of
their dreams.”**

**Eleanor
Roosevelt**



**Here is a
Universal Truth!**

**The 'Developers'
View of
Development**

- **GDV**
- **Pipeline**
- **Wealth**
- **'Financial
Freedom'**
- **Prestige**

This is what you actually do FOR a place!

From a developer/owner perspective, by investing in a community, that community becomes stronger, more resilient, wealthier; resulting in land prices increasing, greater availability of the right type of jobs, the property value in the area goes up, and as a result so do rental prices, all of which makes absolute business sense.

<https://socius.dev/news/creating-social-value-through-property-development#:~:text=From%20a%20developer%2Fowner%20perspective,all%20of%20which%20makes%20absolute>

Property developers come in varying shapes and sizes and deliver almost all of the buildings and places in which we conduct our daily lives. This can include, homes, offices, shops, cinemas, hotels, industrial warehousing, GP surgeries and hospitals, theatres and museums, but also green and public spaces, transport and road infrastructure, and much more.

From small property developers who buy, renovate, and sell individual buildings, to much larger property developers who identify suitable land on which to design and deliver projects of significant scale and community value, there is a shared aim. The aim is to build (and in many instances) operate buildings and their surrounding public areas to improve people's wellbeing and contribute to the growth of the economy.

<https://bpf.org.uk/about-real-estate/property-development/>

Y is for You

A Planning process can seem like a very sterile endeavour with little connection to the applicant. It's just about GDV, Profit and maximising the development opportunity.

However the applicant is the person within the team that carries the team, they imbue their passion for the project into those that are working with them.

To this end doing development an applicant is passionate about, that is aligned with their development goals and aspirations with deliver sustainable and growth over the longer term with better results.

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What is NDS? (New Developers Syndrome)



EVERYTHING IS A DEAL

You believe that the site works irrespective of whether or not the constraints of the site tell you otherwise! You can always make houses float...right?



OVEREXCITEMENT AND SCATTERED

You can do any development anywhere in the country. The UK has the same build costs as London...right?



MATH'S LIES TO ME

No matter what the math's says the site can be developed. The market will always be better than the comparables...right?



I KNOW EVERYTHING!

You have been on every course, know every strategy and are going to use all of them...at the same time!



DEVELOPMENT HYPERDRIVE

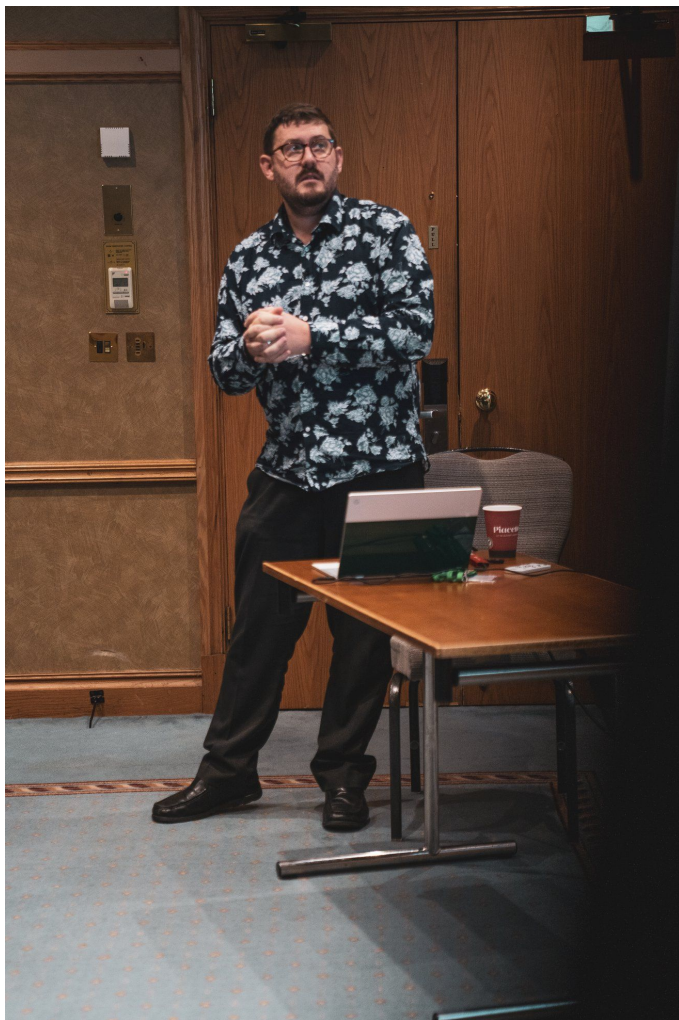
You need development to work now, this instant and nothing can happen fast enough. You don't need a strategy to succeed and who needs a cash income anyway?



I WANT SOME MORE!

What you have is not enough, its never enough...you need to maximise, take the development to 12x and that is the way you look at any development.

In 2019 we codified what we called 'new developers syndrome'. These were 6 key symptoms of new developers which would ultimately lead to a planning failure. The key symptoms are set out above.

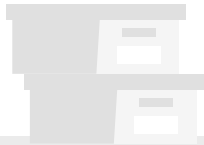
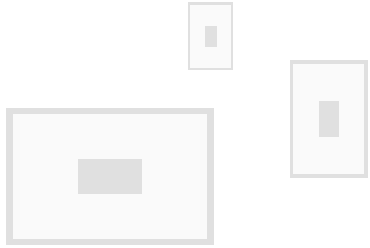


A Brief Conclusion

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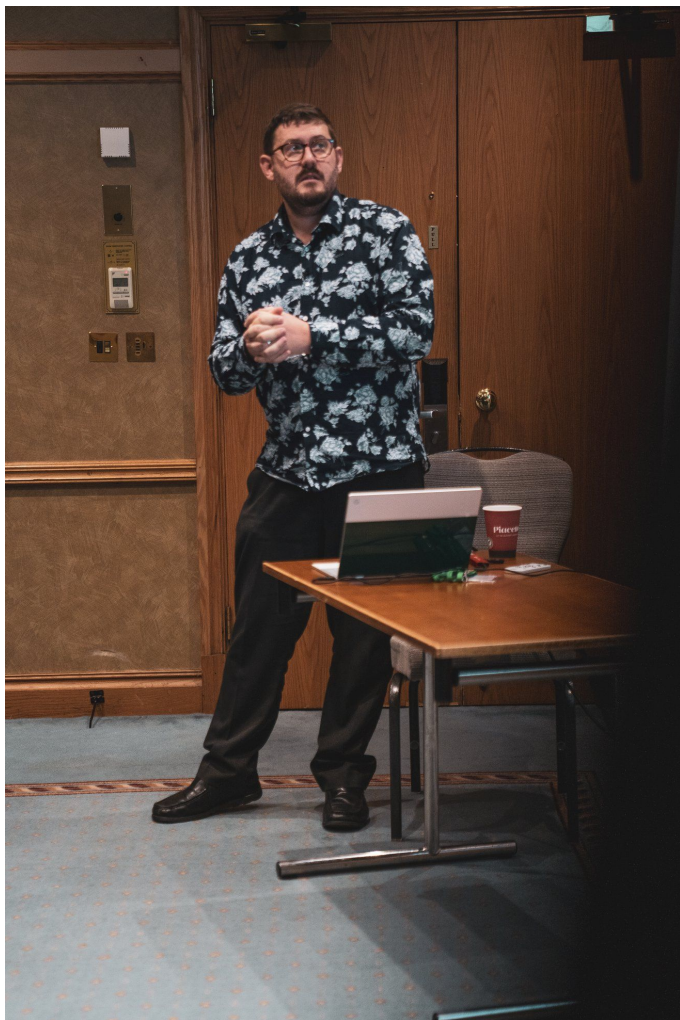
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Y - You - Make sure you are passionate and proud of what you are doing

Imagine what we could cover in 8 hrs!



**7th June 2025 - Guildford
Book at ww.tpexpert.org/victory**



Thankyou