



# Pre-purchase planning, viability and risk

Land rear of 35-39 Allenby Road, Southall, London UB12HE · cleared backland plot, approximately 600 sqm · no planning consent: intent-led appraisal for 4-5 family houses · London Borough of Ealing

**RECOMMENDED ACTION**

Target around £131,000, the probability-weighted value of the consent this site does not yet have; £325,000 is the absolute ceiling even with consent banked. Until the £7 title search confirms access rights over the rear alley, a backland plot supports option money only. First moves: official copies, then the £2,000 to £3,000 Ealing pre-application that lifts the 58% consent probability and the bid with it.

DEVELOPMENT PROSPECT	Poor	Constrained	<b>Moderate</b>	Strong
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**THE SITE, SCORED · ONE-LINE BASIS PER ROW · EVIDENCE REFS RIGHT**

Planning	<b>WATCH</b>	No consent exists and none has ever been applied for on the parcel (register checked 9 June 2026). Route: full application via pre-app. Consent likelihood a 55-60% judgement band (MEDIUM); the reasoning is itemised on page 3.	<b>B4</b>
Capacity	<b>GOOD</b>	3 to 6 dwellings at the PTAL 2 reference band; highest-and-best use 4-5 two-storey family houses, matching both the street character and Ealing's family-housing priority.	<b>B1</b>
CIL / s.106	<b>GOOD</b>	Fully predictable: Ealing CIL £150/sqm (adopted 1 March 2026) + MCIL2 £25/sqm = £105,000 on 600 sqm. No s.106 heads expected; affordable housing does not engage below 10 units.	<b>B3</b>
Title	<b>WATCH</b>	Access rights over the rear alley are unverified and official copies unread - the one issue that can stop a backland scheme outright. £7, same day, before any offer.	<b>B8</b>
Ground	<b>WATCH</b>	Cleared plot, desktop tier only: no investigation exists. Phase 1 desk study before exchange; garden-land history suggests low risk, evidence tier does not yet support more.	<b>B8</b>
Flood	<b>GOOD</b>	Flood Zone 1 at the site, no EA flood map intersection, no watercourse adjacency. The clean row a flood-conditioned site never gets.	<b>B8</b>
Market	<b>GOOD</b>	Southall is rising: town median up 5.1%/yr since 2018 to £473,757 (2025); 3-bed terraces traded at a £515,000 median on 33 sales; five units clear in 1 to 3 months.	<b>B2</b>
Viability	<b>WATCH</b>	Consented-basis residual £225,000 central, but the grid crosses negative at band-high build cost: the deal only exists below the £325,000 consented ceiling, and only at all if access is confirmed.	<b>B2</b>

**THE FIVE NUMBERS**

<p>INDICATIVE GDV</p> <p><b>£2.6m</b></p> <p>5 houses; band £2.4m to £2.9m</p>	<p>ALL-IN OUTLAY (EXCL LAND)</p> <p><b>£1.92m</b></p> <p>build + fees + finance + CIL + sales</p>	<p>CONSENTED RESIDUAL</p> <p><b>£225k</b></p> <p>central, at 17.5% profit on GDV</p>	<p>WEIGHTED BID</p> <p><b>£131k</b></p> <p>residual x ~58% likelihood (a band)</p>	<p>CONSENT LIKELIHOOD</p> <p><b>55-60%</b></p> <p>MEDIUM judgement band; pre-app lifts it</p>
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RISK, RANKED BY WHAT IT DOES TO THE BID	WHAT IT DOES TO THE NUMBER	BUYER LEVER?
1 · Consent itself	The whole £225,000 residual rides on a 58% probability. The pre-application is the one cheap instrument that moves it.	<b>YES</b>
2 · Title / access	No confirmed right of access for construction or future occupiers = no scheme at any price. £7 resolves it same day.	<b>YES</b>
3 · Sale prices	±10% on the £2.6m GDV swings the consented residual ±£215,000 (±£131,000 on the weighted bid). Evidence, not control.	<b>NO</b>
4 · Build cost	±10% swings ±£144,000; at band-high the central case goes negative. A QS plan moves the underwrite.	<b>PARTLY</b>
5 · Programme	+6 months costs about £49,000 in interest on a scheme this size; Ealing's 197-day determination reality is the schedule risk.	<b>PARTLY</b>

**VERIFICATION SCORE**

**24 of 31 · PASS**

31 load-bearing facts: **24 verified at primary source (77%)**, 7 open, every open item carrying a named confirmation route, cost and SLA (B9). Pass threshold 75%: below it, this page prints a red band. An intent-led site scores lower than a consented one by nature; the open items ARE the due-diligence plan. The score is the audit trail behind the named preparer; it does not replace professional indemnity cover.

**PREPARED AND APPROVED BY**

**Jonathan Blewitt, Principal**

Mayfair Studio. Every figure re-derived from the primary source at build time and stamped inline. Chartered cosign available on the Expert tier (£950).

Report date 10 June 2026. Data dates: LB Ealing register checked 9 June 2026 · site data layer built 10 June 2026 · HMLR Price Paid registrations to April 2026 · comparable floor areas (EPC register) 10 June 2026 · crime 12 months to April 2026 · PTAL verified 9 June 2026 · CIL schedules checked 9 June 2026 · Ofsted checked 9 June 2026 · constraint layers checked 9 June 2026.

## The bid

Two layers, kept separate. The **consented-basis** arithmetic asks: if consent existed, what would the land be worth? Central case: GDV £2.6m, outlay £1.92m (the page 4 ledger), residual £225,000 at 17.5% profit on GDV. The **probability layer** then discounts for the consent that does not yet exist: 58% (page 3). Multiplying the two is the bid.

ENTRY PRICE	PROFIT IF CONSENTED	PROFIT ON COST	RETURN ON EQUITY	READ
<b>£131,000</b> The probability-weighted bid: £225,000 consented residual x 58%. The disciplined target. A leveraged buyer should also net the £30,000 to £50,000 facility costs from the residual first, landing nearer £100,000 to £115,000.	<b>£0.54m</b>	<b>26.2%</b>	<b>~75%</b>	<b>Target</b>
<b>£225,000</b> The full consented residual: paying today for a consent the seller has not obtained.	<b>£0.44m</b>	<b>20.6%</b>	<b>~59%</b>	<b>Only with consent priced in</b>
<b>£325,000</b> The 15% profit-on-cost hurdle lands here ON THE CONSENTED BASIS. This is the never-exceed line.	<b>£0.34m</b>	<b>15.0%</b>	<b>~43%</b>	<b>Ceiling, consent in hand</b>
<b>£400,000</b> Above the hurdle even with consent banked.	<b>£0.26m</b>	<b>11.1%</b>	<b>~32%</b>	<b>Pass</b>

**The one-line answer: bid around £131,000; never above £325,000 even with consent in hand; nothing at all until the £7 title search confirms access.** Two yardsticks, stated: the £225,000 residual is struck at 17.5% profit on GDV; the ladder and the £325,000 ceiling use 15% profit on cost, the lender-relevant hurdle. Confidence: moderate on revenue (named same-street comparables, but no new-build terrace evidence in the ward); moderate on cost (BCIS-aligned outer-London band, no site investigation yet); the consent likelihood is a 55-60% judgement band, not a measurement - £131,000 is its midpoint, not a precise figure.

### BID-CEILING TRACKER · CONSENTED BASIS · MACHINE-READABLE

**PoC 15% → £325,000 · 16% → £306,500 · 17% → £288,300 · 18% → £270,400**

The ceiling at your own hurdle once consent exists, on the identical central case. Multiply by your own probability view for the unconsented bid: the same row ships in the JSON sidecar (keys **bid\_ceiling\_by\_poc**, **consent\_probability**) for direct import into an appraisal model.

### FUNDING SHAPE · SMALL-SCHEME BASIS

**Peak debt £1.34m at the £131k entry · equity £0.72m · day-one loan-to-GDV 51.7%**

Senior facility at 65% of total project cost, equity first, drawn to peak before completions (quarterly profile in B7). A scheme this size is equally fundable on a single development facility or family equity; the ratios are stated so either route can be priced. Facility arrangement and exit fees (roughly £30,000 to £50,000 at this ticket) are a named exclusion.

## Equity IRR vs programme slip

Indicative annualised equity returns at three programme lengths, consented basis (two-point method, senior debt at 65% of cost, no interim cashflows: marketing-grade, not a loan model).

ENTRY PRICE	18 MONTHS	24 MONTHS	30 MONTHS
<b>£131,000</b>	<b>~45%/yr</b>	<b>~32%/yr</b>	<b>~25%/yr</b>
<b>£225,000</b>	<b>~36%/yr</b>	<b>~26%/yr</b>	<b>~20%/yr</b>
<b>£325,000</b>	<b>~27%/yr</b>	<b>~20%/yr</b>	<b>~15%/yr</b>
<b>£400,000</b>	<b>~20%/yr</b>	<b>~15%/yr</b>	<b>~12%/yr</b>

**Reading it.** The fat returns at £131,000 are not free money: they price the 42% chance the consent never arrives and the carry through Ealing's 197-day determination reality. The planning-flip alternative (buy, win consent, sell the consented site without building): a purchaser applying a 15% profit-on-cost hurdle can pay up to the £325,000 ceiling, and small-lot discounts in practice put the clearing price nearer £225,000 to £290,000; net of the £131,000 entry, roughly £10,000 of consent costs and sale costs, the flip nets about £75,000 to £140,000 - thinner than developing, and it compresses further if the small-lot buyer pool discounts harder. Structure can beat price here too: a conditional contract (subject to planning) or an option struck at £270,000 to £300,000 sidesteps most of the 42% failure risk, and is often easier to agree with a seller holding out for a fantasy headline than a £131,000 cash fight.

## PART A · PAGE 3 OF 8 · WHAT CONSENT COULD BE WON

## Planning

VERIFICATION CHECK	STATUS	FINDING
Application history	CLEAR	No live or historic planning application on the precise parcel, per LB Ealing's online register, checked 9 June 2026. The host plots at 35-39 Allenby Road and the wider ward follow the standard Ealing pattern of householder extensions and small conversions.
Route	OPEN	Full planning application, preceded by a paid Ealing pre-application. No permitted development route exists for new dwellings on a cleared backland plot.
Affordable housing	CLEAR	London Plan threshold sits at 10+ units; this 4-5 unit scheme does not engage it. A structural advantage of the small-scheme strategy: no viability negotiation, no RP dependency.
CIL	FIXED	Ealing adopted its charging schedule on <b>1 March 2026</b> : £150/sqm in the rest-of-borough zone (Southall) + MCIL2 Band 3 at £25/sqm. On 600 sqm GIA: <b>£105,000</b> , payable at commencement. Already in the ledger; no adoption race exists, unlike pre-2026 appraisals.

### Consent likelihood: a 55-60% judgement band (midpoint 58%), MEDIUM

INPUT BUCKET	WEIGHT	SCORE
<b>LPA performance</b> Ealing approves 67% of major-residential applications and averages 197 days to determine against the 91-day statutory window (MHCLG planning statistics, Q1 2026); not in special measures. The 5-house scheme sits below the major threshold, so the rate is a proxy, stated as such.	70%	52%
<b>Scheme fit</b> Inside the settlement boundary; within the PTAL 2 practitioner density band; family housing matches Ealing's stated 3-bed+ priority; no Green Belt, conservation area or Article 4 on the plot; below the affordable threshold.	20%	75%
<b>Evidence base</b> Comparable backland approvals nearby: indicative until the register sweep at the buyer's specific design intent (open item, B9).	10%	70%
<b>Weighted probability · MEDIUM</b> $0.70 \times 52 + 0.20 \times 75 + 0.10 \times 70 = 58.4$ , the midpoint of the 55-60% band. Read the band, not the decimal: planning is not 58.4% likely, it is more-likely-than-not with real risk. The buckets show the reasoning and let you re-weight it; they do not manufacture precision.	100%	58%

**What moves it.** A pre-application response endorsing the principle lifts Scheme fit from 75% to about 90%, taking the overall probability to roughly **61%** and the weighted bid to about £138,000; it also collapses the variance, which is worth more than the three points. Three or more comparable backland approvals from the register sweep lift Evidence the same way. The cheapest lever in the deal is the pre-app.

### The clocks, such as they are

**No statutory clock** exists until an application is submitted; the site carries no consent to expire. The clocks below are programme realities, not legal deadlines.

**197 days** Ealing's average determination against the 91-day window: assume an extension of time will be requested and build the carry cost into the offer, not the hope.

**At commencement** CIL (£105,000) falls due; small-sites BNG (10% net gain, simplified metric) must be evidenced by a Biodiversity Gain Plan approved before commencement.

**Seasonality** No long-gate surveys identified for a cleared urban plot; an ecology walkover at application is the prudent assumption.

### Capacity and envelope, the consented-scheme shape

The probability above attaches to a specific, policy-aligned scheme: **4-5 two-storey family houses**. Capacity: at the PTAL 2 practitioner reference band (50-95 dwellings/ha drawn from the superseded 2016 London Plan matrix; the 2021 Plan's Policy D3 design-led approach governs), a 600 sqm plot supports 3 to 6 dwellings; the two-storey terraced street character caps the realistic answer at 4-5. Envelope: a 3 m boundary setback leaves a net buildable footprint of roughly **341 sqm**; two storeys gives roughly **682 sqm** GIA, of which the 5-house scheme uses about 600 sqm (5 x 120 sqm). Higher-density typologies fail the policy context on a two-storey street at PTAL 2 and engage the affordable threshold at 10 units: the small scheme is the optimum, not a compromise. Two layout facts temper the range-top: on the square-plot read, new rear facades sit roughly 13 to 15 m from existing rear windows against the 18 to 21 m convention (the likeliest officer objection; offset or single-aspect design answers it), and PTAL 2 parking expectation absorbs 100 to 200 sqm before gardens. Both cap Scheme fit at 75; both are what the pre-app tests. Full workings: B1.

## PART A · PAGE 4 OF 8 · ONE CANONICAL BASIS

## The money

**Central case, stated once and used everywhere in this report:** GDV £2,600,000; build all-in £1,440,000; professional fees £135,000; finance interest £170,000; CIL £105,000; sales and marketing £70,000; outlay £1,920,000; profit at 17.5% on GDV £455,000; **consented residual land value £225,000**; weighted bid £225,000 x 58% = **£131,000**. Every table derives from this basis; none is hand-tuned.

DEVELOPMENT LEDGER	RANGE	CENTRAL
<b>End value (GDV), 5 houses</b> 5 x £480,000 to £575,000 per the named HMLR anchors (B2 derivation: same-street second-hand prints £500,000 to £525,001 plus a stated new-build uplift). No affordable units at this scale.	<b>£2.40m to £2.88m</b>	<b>£2.60m</b>
<b>All-in build, approximately 600 sqm GIA</b> £2,000 to £2,800/sqm GIA, BCIS-aligned outer-London estate-housing range at 2026 price levels (location factor ~1.10 vs national), incl. prelims and 5% construction contingency. Backland logistics (no street frontage, alley access) argue mid, not floor.	<b>£1.20m to £1.68m</b>	<b>£1.44m</b>
<b>Professional fees + warranties</b> Architecture, planning incl. pre-app, structural, daylight, warranties, building control: 8% to 10% of build.	<b>£0.10m to £0.17m</b>	<b>£0.135m</b>
<b>Finance interest, 18 to 24 month programme</b> 9% to 11% on rolling drawdown against the B7 quarterly profile. Arrangement and exit fees (~£30,000 to £50,000) a named exclusion.	<b>£0.12m to £0.22m</b>	<b>£0.17m</b>
<b>CIL + MCIL2</b> Ealing £150/sqm (rest-of-borough zone, adopted 1 March 2026) + Mayoral Band 3 £25/sqm = £175/sqm x 600 sqm. Payable at commencement; indexed; self-build relief exists but is not assumed for a spec scheme.	<b>£0.10m to £0.11m</b>	<b>£0.105m</b>
<b>Sales, marketing, legals</b> 2% to 3% of GDV.	<b>£0.05m to £0.09m</b>	<b>£0.07m</b>
<b>All-in development outlay (excl land)</b>	<b>£1.57m to £2.27m</b>	<b>£1.92m</b>
<b>Residual before profit (GDV less outlay)</b>	<b>£0.13m to £1.31m</b>	<b>£0.68m</b>
<b>Consented residual land value at 17.5% profit on GDV</b> Profit is evidence-based per current RICS viability guidance and MHCLG PPG; the margin table below tests upward. The weighted bid then applies the 58% probability.	<b>Negative to £0.69m</b>	<b>£0.225m</b>

### WHY THIS SITE HAS NO AFFORDABLE-HOUSING LINE

London Plan policy sets the affordable threshold at 10 units or more. At 4-5 houses this scheme carries **no affordable requirement, no viability negotiation and no Registered Provider dependency**: the entire GDV is open-market. That is the structural argument for the small scheme over a denser one: an 11-unit flat scheme on this plot would surrender 35% of its units to a stressed RP market and re-open the daylight and parking fights, for less net residual. The CIL line is the whole policy cost, it is fixed by published schedules, and it is already in the ledger.

PROFIT MARGIN TEST (UPWARD)	PROFIT TAKEN	CONSENTED RESIDUAL
17.5% on GDV, the central illustration	<b>£455,000</b>	<b>£225,000</b>
20% on GDV	<b>£520,000</b>	<b>£160,000</b>
22.5% on GDV, risk-premium case for backland logistics + consent risk	<b>£585,000</b>	<b>£95,000</b>

A buyer underwriting at 22.5% should weight £95,000 x 58% = a bid of about £55,000: the probability discipline compounds the margin discipline. Both knobs ship in the JSON sidecar.

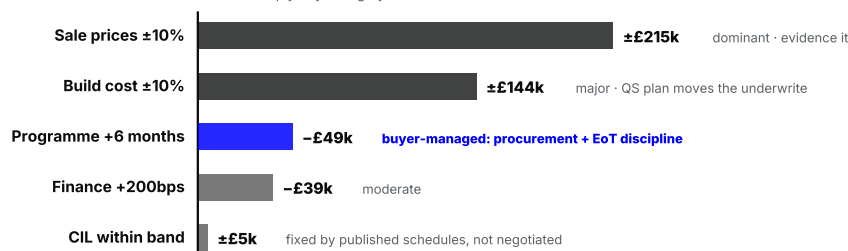
# Sensitivity

Consented residual after 17.5% profit	Build cost, all-in		
	Low £1,200,000	Mid £1,440,000	High £1,680,000
GDV high £2,875,000	£691,875	£451,875	£211,875
GDV mid £2,600,000	£465,000	<b>£225,000</b>	Negative (-£15,000)
GDV low £2,400,000	£300,000	£60,000	Negative (-£180,000)

Non-build costs held at central throughout. Three of nine cells sit at or below zero: this deal has no fat. An earlier appraisal of this site quoted a £75,000 to £425,000 residual range that does not survive recomputation; the grid above is the corrected position, including the negative corner a buyer must respect. **Unit-count sensitivity:** a 4-house consent (the band's other half) prices at roughly £174,000 residual, weighted £101,000: the fifth unit is worth ~£30,000 of bid.

### What each lever swings, ranked · consented-basis residual £225,000

Blue bars sit in the buyer's control; black bars are evidence and market. Multiply any swing by 58% for the bid effect.



### THE PROBABILITY LEVER · NOT ON THE CHART BECAUSE IT DWARFS IT

**Consent is binary: 58% of £225,000 or 100% of nothing.** Every bar above conditions on winning it. The pre-application (about £2,000 to £3,000, 8 to 12 weeks) is the only instrument that moves the probability itself: +3 points on the central read, and a large cut in variance because an officer's written steer collapses the design-risk tail. No other £3,000 in this deal buys anything comparable.

### COMBINED DOWNSIDE · THE DEALBREAKER TEST

**GDV -10% AND build +10% AND +6 months, together, consent won: at the £131,000 entry the scheme keeps a £86,000 profit (3.8% on cost). Peak debt rises £1.34m → £1.49m, equity held: LTC 65% → 68%, loan-to-distressed-GDV 51.5% → 65.5%.**

**Minimum acceptable GDV** at the £131,000 entry is £2.37m: the £2.4m low case still clears it, barely. At the £325,000 consented ceiling the same stress is loss-making, which is what "no margin of safety" means on page 1. The weighted entry is what makes the downside survivable.

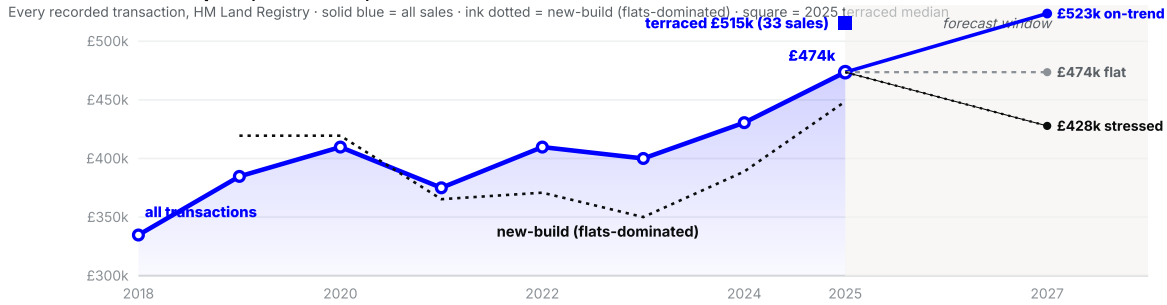
### The due-diligence spend ladder: what each pound buys

DD SPEND	WHAT IT UNLOCKS	DEFENSIBLE BID	HEADROOM BOUGHT
£0	Desktop only: backland access rights unverified, no officer steer, build at band high. A plot you may not legally be able to reach supports option money, not a land price.	Option money	-
~£3,500	HMLR official copies confirm access (£7) + Ealing pre-application endorses the principle (~£2,000 to £3,000): probability to ~61%, central residual underwritten.	~£138,000	+£138,000
~£12,000	+ BRE 209 daylight screen, topographical and measured survey, arboricultural check: design risk collapses, build underwritten in the band's lower half (£1.32m). Consented-basis ceiling rises to £439,000; weighted bid to about £210,000.	~£210,000	+£72,000

**Where to spend.** The first £3,500 takes the defensible bid from option money to £138,000: nothing else in this deal pays like that. The next £8,500 pays only if the surveys cooperate, and every report they produce is reusable in the planning application itself: the DD spend IS the application evidence base. Sale prices dominate the swing chart but are evidence, not spend.

# Market

## Southall median sale price, 2018-2025, with 2027 forecast fan



### The sale evidence behind the GDV

COMPARABLE (HMLR PPD, TERRACED)	PRICE	DATE	£/SQFT
15 Allenby Road, UB1 2EU · same street	£500,000	20 Mar 26	£460
252 Allenby Road, UB1 2HW · same street	£525,001	28 Nov 25	-
415 Allenby Road, UB1 2HG · same street, end-terrace	£510,000	21 Oct 25	£557
19 Maple Grove, UB1 2PA	£530,000	2 Apr 26	£473
110 Lady Margaret Road, UB1 2RJ	£500,000	6 Feb 26	£394
8 Spikes Bridge Road, UB1 2AS	£525,000	16 Jan 26	£536

**Tightness, stated.** All second-hand 3-bed terraces in UB1, completed within 9 months; three prints on Allenby Road itself. Floor areas from each property's EPC; 252 Allenby's certificate resolves to a flat within the building, so its rate is excluded. Cluster: £394 to £557/sqft. Workings: B2.

- **Rising, not flat.** The town median has compounded at 5.1%/yr since 2018, reaching £473,757 in 2025 with the Elizabeth line effect visible from 2024. *The GDV blend is still priced at today's evidence; the rise is headroom, not an assumption.*
- **The new-build premium metric is a composition artifact here.** Measured naively it is negative (-12.8%): Southall's recent new-build stock is dominated by flats, which drag the new-build median below the all-sales line. No new-build terrace has transacted in UB1 since January 2024. *The honest anchor is the second-hand terraced median, £515,000 on 33 sales in 2025, plus a stated modest new-build uplift to the £575,000 band top.*
- **Absorption is a non-issue.** Five houses against 462 sales a year is 1% of the market: sell-out in 1 to 3 months at standard rates. *The programme, not the market, sets the exit date.*
- **£/sqft cross-check.** The blend prices new 120 sqm houses at £372 to £445/sqft against a £394 to £557/sqft second-hand cluster: *the size discount does the conservatism; a valuer will not call this aggressive.*

### The yearly record

YEAR	MEDIAN	SALES
2018	£335,000	561
2020	£410,000	409
2022	£410,000	524
2023	£400,000	438
2024	£430,000	442
2025	£473,757	462

**Source.** HM Land Registry Price Paid Data, every recorded SOUTHALL transaction by year (intermediate years in B2). Completed prices, not asking; current year excluded from trend math. Forecast is a trend extension, not a valuation.

## Site and area

Conservation area	<b>CLEAR</b>	None on the plot; one within the 800 m context radius. Routing detail only for a full application. Layers checked 9 June 2026.	<b>B8</b>
Article 4	<b>CLEAR</b>	None on the plot; one direction within 800 m (Ealing's A4s typically cover HMOs and shopfronts). A full application proceeds regardless.	<b>B8</b>
Listed / TPO	<b>CLEAR</b>	No listed building on the parcel; no TPO within the buffer; no mature trees of preservation status on the cleared plot.	<b>B8</b>
Green Belt	<b>CLEAR</b>	Well inside the urban core; Ealing's Green Belt runs along the borough's southern edge.	<b>B8</b>
Flood	<b>CLEAR</b>	Flood Zone 1, no EA flood map intersection at the site, no watercourse adjacency, no drainage conditions anticipated beyond standard SuDS.	<b>B8</b>
BNG	<b>IN SCOPE</b>	Small-sites regime (under 10 units, under 0.5 ha): 10% net gain via the simplified metric, evidenced by a Biodiversity Gain Plan before commencement. Plannable, not painful, on a cleared plot.	<b>B8</b>
Neighbours	<b>WATCH</b>	Two-storey terraces on three sides: on the square-plot read, new rear facades sit roughly 13 to 15 m from existing rear windows against the 18 to 21 m convention - the design battle of the application, answered with offset or single-aspect layout. The pre-app and BRE screen on page 5's ladder exist precisely for this row.	<b>B1</b>
Access / utilities	<b>WATCH</b>	Construction and occupier access via the rear alley: legal rights sit with the title (below); physical width and service connections (water, power, drainage) need quotes at design stage.	<b>B8</b>

### TITLE · THE CONSTRAINT THAT KILLS BACKLAND PLOTS

#### Search status: desktop only. Official copies unread; access rights over the rear alley unverified.

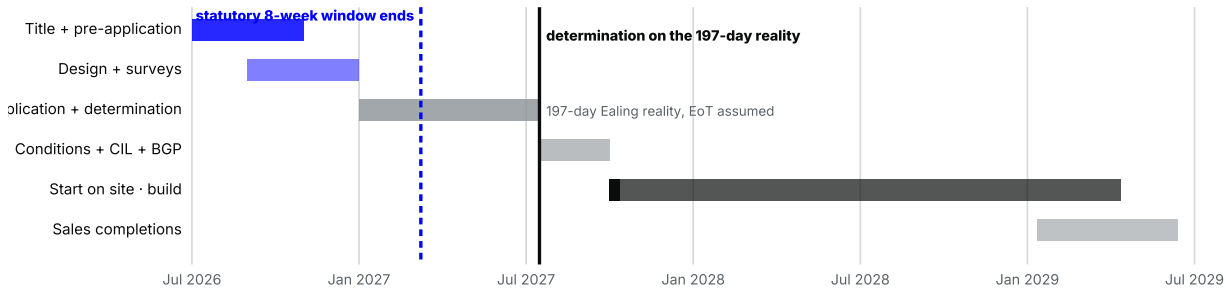
Backland parcels commonly carry their access in a different title, an easement with maintenance obligations, or no formalised right at all; any of those reprices or kills the scheme. The register also shows covenants from the original subdivision and whether the seller actually owns the alley frontage. HMLR official copies of register and plan for the plot AND the alley: £7 to £25, same day, before any offer. And if the register shows no right: the alley-owner conversation is a real route, not a dead end - a ransom strip classically settles at around a third of the uplift it unlocks, which this report's numbers let you price on the spot. Open item 1 in B9; first line of the page 8 action table.

## Demand drivers, each translated to the GDV

Schools	Five Good-rated schools within a 13-minute walk (nearest secondary 6 minutes) and one Outstanding secondary at 13 minutes. The family-catchment quality that sustains £500,000+ terrace prices on these streets; a flats scheme would not capture it. Ofsted graded judgements, checked 9 June 2026. B6.
Tenure / composition	52.3% owner-occupied, 33.0% private rented, 14.3% social in the LSOA. The high private-rented share means investor demand underpins the floor while families set the ceiling: two exit audiences for the same houses. Census 2021. B6.
Deprivation	IMD decile 6, the national median; education and crime sub-domains at decile 7. Mid-market family pricing discipline; no premium-postcode assumptions in the blend. ONS IoD 2019. B6.
Transport	PTAL 2 (Accessibility Index 9.7); nearest stations 27 to 31 minutes on foot (South Greenford, Greenford Central line, Southall Elizabeth line). The honest weak driver: these are local-buyer houses, not commuter stock, and the comparables already price that. It is also what caps density at page 3's 4-5 units. TfL WebCAT, 9 June 2026. B6.
Crime	5,830 recorded offences within a mile in the 12 months to April 2026; the radius takes in Southall town centre's retail spine. LSOA-level crime risk sits at decile 7 (better than average): busy high street, quiet residential streets, already in the comparables. data.police.uk. B6.
Planning delivery	Ealing approves 67% of major-residential applications; average determination 197 days vs the 91-day window; not in special measures. Plan the carry, request the extension of time, price the £49,000 slip lever on page 5. MHCLG Q1 2026. B6.

## Route forward

Indicative programme from a Q3 2026 acquisition · no statutory clock exists until an application is live



**Reading it.** The gap between the blue dashed line (the statutory window) and the solid black line (Ealing's measured 197-day average) is the single biggest programme fact in the deal: roughly four months of extra land carry that must live in the offer price, not in optimism. Everything after grant is conventional: conditions and the Biodiversity Gain Plan run 2 to 3 months, the 18-month build follows, and five units sell through in 1 to 3 months.

### Next actions: cost, clock, owner

ACTION	COST	SLA / WINDOW	OWNER
<b>HMLR official copies, plot + alley:</b> access rights, covenants, who owns the frontage. The decisive check, before any offer.	<b>£7 to £25</b>	Same day	Solicitor
<b>Ealing pre-application</b> on the 4-5 house scheme: the one instrument that moves the probability (+3 points, and it narrows the range).	<b>£2,000 to £3,000</b>	8 to 12 weeks	Planning consultant
<b>BRE 209 daylight/sunlight screen</b> against the three terraced boundaries: the design battle, fought on paper first.	<b>£1,500 to £3,000</b>	2 to 3 weeks	Daylight surveyor
<b>Topographical + measured survey</b> incl. the alley width; replaces the square-plot approximation behind the 341 sqm footprint.	<b>£1,000 to £2,000</b>	1 to 2 weeks	Land surveyor
<b>Phase 1 contamination desk study</b> on the cleared plot; garden-land history expected, evidence tier says check.	<b>£1,500 to £3,000</b>	2 to 3 weeks	Env. consultant
<b>Utility connection budget quotes</b> (water, power, drainage via the alley).	<b>Free to £500</b>	2 to 4 weeks	Civils engineer
<b>Register sweep for comparable backland approvals</b> at the chosen design: lifts the evidence bucket and arms the application.	<b>In fees line</b>	1 week	Planning consultant
<b>Party wall scoping</b> with the three adjoining owners, early and politely.	<b>£500 to £1,000</b>	Design stage	Party wall surveyor

### Conditions for the deal to work

<b>Access confirmed.</b>	Legal rights over the alley for construction and occupation, in writing, before exchange.
<b>Entry price.</b>	Around £131,000 weighted, or an option/conditional contract struck at £270,000 to £300,000 (sidestepping most consent risk); £325,000 never-exceed; above £225,000 you pay for a consent the seller has not won.
<b>The pre-app lands.</b>	An officer steer endorsing 4-5 family houses converts this from a 58% bet into a design exercise.

**Prepared by** Jonathan Blewitt, Principal, Mayfair Studio. Method in one line: every load-bearing fact re-derived from the primary source at build time, stamped inline, scored on page 1, and ledgered with sources in B9. **Data decay:** at 30 days re-check the register for new applications on the host plots and the ward; at 60 days the Ofsted judgements and the police.uk window; at 90 days the HMLR terraced medians (next registration wave) and Ealing's determination statistics (next MHCLG quarterly). Programme assumes a Q3 2026 acquisition; shift right if completion slips.

## APPENDIX · LICENCE, DISCLAIMER AND PROVENANCE

**Disclaimer**

**What this report is, and what it isn't.** Indicative planning feasibility and viability assessment for an unconsented site, based on public planning and Land Registry data. The consent probability is a structured estimate with itemised inputs, not a measurement or a guarantee. Not planning advice, not a valuation, not a viability appraisal in the regulatory sense. A buyer should obtain title, a pre-application response, and their own design and cost advice before committing capital. Mayfair Studio's liability is capped at the £395 report fee. Not regulated financial advice within FSMA 2000 / RAO 2001 Art 53; not planning advice under the RTPI Code; not a Red Book valuation within RICS Valuation Global Standards. The preparer is not a chartered town planner; a chartered cosign is available on the Expert tier. Sample report demonstrating format. The full fact ledger, sources and methodology are held on file and available as the evidence pack.

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