



## The UK's most comprehensive planning report

Landmark Information Group is a Daily Mail and General Trust company, and is the UK's leading supplier of digital mapping and property and environmental risk information.

Landmark has an unrivalled source of large scale current and historic digital maps together with high quality environmental risk and planning information. The focus on quality data enables Landmark to provide solutions that create peace of mind for our customers when using one of our products.

For further information please visit [www.landmark.co.uk](http://www.landmark.co.uk) or contact one of our customer service advisors on 0844 844 9966



# Get the planning information that could vitally affect your client's new home

When you're carrying out searches on a client's property, are you getting the complete picture? Standard local authority searches will be restricted to planning applications on the property itself, with the exception of applications for road and rail development which cover a radius of 200m.

With nearly 650,000 planning applications in 2006 alone, Plansearch and Plansearch Plus, the UK's best selling planning reports, provide a further level of detail, showing planning applications within the wider area.

Selecting and buying the right home can be a lengthy and costly process, so once your client has picked their new home it is important they are aware of any potential changes within the surrounding area before proceeding with the purchase. The impact of new planning proposals could be substantial. They might ruin the view from the property, reducing its value, or reducing the prospective purchaser's potential enjoyment of the property. The unique functionality of Plansearch ensures your client is fully informed of any planning decisions which may affect their future property purchase.



## Are you getting the complete picture?

Plansearch, the UK's best selling planning report, covers planning applications and decisions within a wide radius of the property. This means that information which could have a major impact on the enjoyment and value of a home is revealed to the potential homebuyer. So, if for example a new nightclub or supermarket is being proposed, your client would know about it before exchange.

## Variable search radii

Further to feedback from a number of key clients that reports in densely populated urban areas are too bulky, with the reverse sometimes true in rural areas, we have introduced a variable search buffer depending on the location of the search. This will give a more manageably sized report in urban areas whilst ensuring that a meaningful amount of data is still presented in the countryside.



## Enhanced application data

Planning information now includes "Minor Applications" such as single storey extensions and dormer windows within the immediate vicinity, ensuring that your clients are aware of even the smallest planned changes.

## Comprehensive data on land use designations

Plansearch and Plansearch Plus now uniquely provide full details of both Local Development Plans and the new format Local Development Frameworks. This provides the user with full details of policies and proposals which will affect the property both today and in the future. In addition to this there is a summary of which documents have been published in the area and their status, enabling you to be sure that all of the available information is included. Due to the large number of documents within the new Local Development Frameworks, acquiring this data can be a very complex exercise; Plansearch collates it into one place, offering a unique and efficient service to its users.

## Unique Land Use Designations

To ensure consistency and ease of use, development categories have been standardised across Great Britain to:

- Housing
- Open land (e.g. green belts/nature reserves)
- Heritage environment (e.g. on historical buildings)
- Transport
- Town centres and retailing
- Industrial and commercial
- Community and social facilities
- Waste, pollution, minerals, water and energy
- Rural /settlement areas
- Other site specific policies

A brief description of the proposed development type, the direction and distance, and a list of the related policies is provided for each development. This means if your client has any concerns, further information can be obtained very easily.



## Fully comprehensive planning product

Plansearch Plus provides the full picture of a neighbourhood. As well as all the detail of applications and land use designations, further information is included regarding telecoms masts, local footpaths, neighbourhood data on topics such as schools, crime rates, insurance claims, population demographics, housing types and average prices. Additionally there is a summary of key local amenities. This makes Plansearch Plus the most comprehensive planning product on the market, giving the conveyancer and homebuyer the best view of the wider area around a property.

## Average property price data

This new feature shows the average price of property as falling within one of 24 bands. This presents the user with a useful price guide and is derived from Her Majesty's Land Registry data.

## Detailed socio-demographic overview

This expanded section gives details as to the types of people predominant in the area, housing types, employment, newspaper readership etc. and is based on the latest available census data.

## Theft insurance claims data

This new section provides an average risk rating for the postcode sector based on theft insurance claims since 2000. This information is derived from insurance claims data and is unique to Landmark.

## Make sure your client is fully informed

For further information on the Plansearch range, including the Plansearch Commercial product, please call one of our customer service advisors on **0844 844 9966**.

Landmark has built a reputation for comprehensive high quality information by working closely with trusted data sources including:

