

MAYOR OF LONDON

**SMALL SITES**



**SMALL BUILDERS**

GUIDANCE FOR  
PROPOSALS AND  
SUBMISSION  
PROFORMA

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Greater London Authority  
2025

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[www.london.gov.uk](http://www.london.gov.uk)

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## WHAT IS SMALL SITES X SMALL BUILDERS?

The Small Sites Small Builders Programme Aims to

- Bring forward small publicly-owned sites for residential-led development, in a streamlined way.
- Invigorate new and emerging ‘sources of supply’ including small developers, small housing associations, and community-led housing organisations.

What’s on offer for small builders?

Sites going through the programme are offered with comprehensive and reliable due diligence and surveys. In many cases, the principal of residential development has been established with the relevant local authorities. See the site information packs for individual sites. This should help reduce uncertainty for bidders and encourage more credible proposals.



SMALL SITES

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SMALL BUILDERS

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## WHAT IS SMALL SITES X SMALL BUILDERS?

It is important to review the site-specific contract and information to make sure you understand the terms and prepare your proposal accordingly. For example:

- Most sites will be offered leasehold, on a conditional basis, ‘subject to planning and finance’, meaning full payment for the land is not made until the scheme has planning permission and development funding.
- The Agreement to Lease and the Lease may be withdrawn if certain milestones for planning and start on site are not reached. The right to assign the lease to others will be subject to landowner approval. This is intended to discourage those with no intention to build.
- The Agreement to Lease will include a price adjustment mechanism whereby your financial offer for the site will be adjusted in accordance with an agreed rate upon grant of planning permission if you secure permission for more development than you originally envisaged.
- Where a landowner is seeking affordable housing, the Lease will include covenants limiting the ultimate use of the site to the planning permission and original proposal.
- The very smallest sites may be offered freehold basis, so full payment would be expected on completion of the sale.

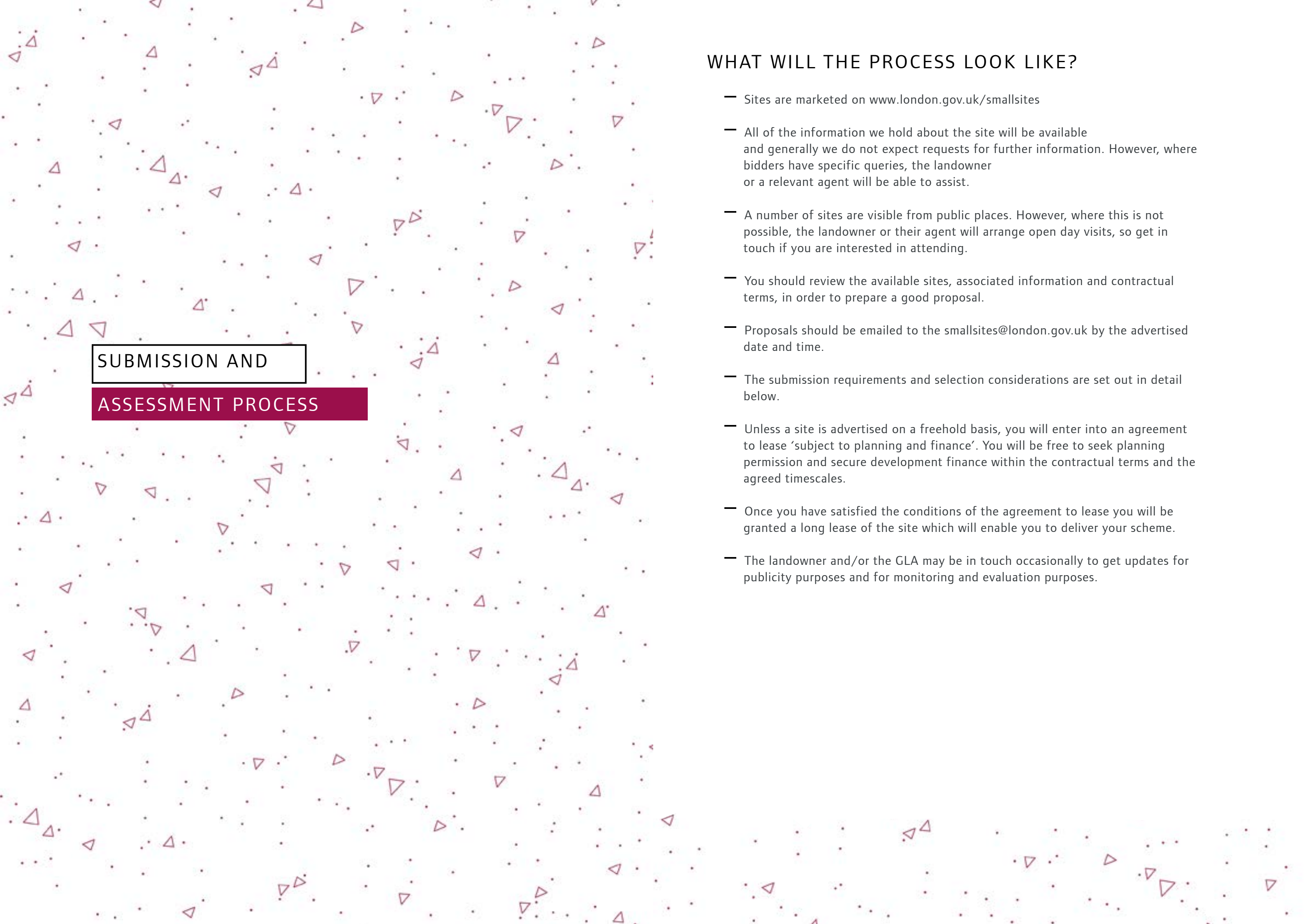
## WHAT IS SMALL SITES X SMALL BUILDERS?

### Who should bid for sites?

There are no eligibility criteria for those making proposals for sites: anyone can submit proposals for any site. We are interested in organisations who intend to deliver their proposed scheme and help build more homes for Londoners.

You should review the terms with which sites are made available. For example, sites where affordable is required may benefit from partnership with other organisations.

Public landowners are interested in the financial offer for the site but they would also like to have a degree of confidence in the deliverability of your proposal and your intention to build good quality homes, promptly, with innovative solutions for complex sites.



SUBMISSION AND

ASSESSMENT PROCESS

## WHAT WILL THE PROCESS LOOK LIKE?

- Sites are marketed on [www.london.gov.uk/smallsites](http://www.london.gov.uk/smallsites)
- All of the information we hold about the site will be available and generally we do not expect requests for further information. However, where bidders have specific queries, the landowner or a relevant agent will be able to assist.
- A number of sites are visible from public places. However, where this is not possible, the landowner or their agent will arrange open day visits, so get in touch if you are interested in attending.
- You should review the available sites, associated information and contractual terms, in order to prepare a good proposal.
- Proposals should be emailed to the [smallsites@london.gov.uk](mailto:smallsites@london.gov.uk) by the advertised date and time.
- The submission requirements and selection considerations are set out in detail below.
- Unless a site is advertised on a freehold basis, you will enter into an agreement to lease 'subject to planning and finance'. You will be free to seek planning permission and secure development finance within the contractual terms and the agreed timescales.
- Once you have satisfied the conditions of the agreement to lease you will be granted a long lease of the site which will enable you to deliver your scheme.
- The landowner and/or the GLA may be in touch occasionally to get updates for publicity purposes and for monitoring and evaluation purposes.

# WHAT TO SUBMIT?

When submitting a proposal for a site you must complete the proforma at the end of this document. The proforma requests key information about you and your financial offer for the site as well as high-level information about your intentions, to be submitted as a separate pdf document.

## Assessment of proposals

Bidders are expected to review the site particulars and submit an application for the site in light of the information and terms stated online.

Our review of bids is intended to be efficient and proportionate to the scale of development.

We will review your application with regards to the guidance as set out in the Invitation to Tender .

The landowner is under no obligation to provide feedback on unsuccessful proposals.

## Method of sale

The development land will be sold by way of informal tender. The London Borough of Lewisham are seeking offers subject to planning permission. The purchase price will be exclusive of any VAT. Both parties will pay their own legal costs. The intent, subject to contract, is to sell the site on a Freehold basis conditional on planning.

# DRAKEFELL ROAD

# SUBMISSION PROFORMA

Land Adjacent to 85 Drakefell Road, Brockely, SE14 5SR



YOUR INFORMATION

Name of applicant (this should be the registered name if the applicant is a corporate entity)

Other names (if different to the registered name please list any trading names)

Address (must be the registered address if the applicant is a corporate entity)

First Line

Second Line

Town and County

Postcode

Constitution

Country of incorporation, if applicable

Company no. or CBS no if applicable

Date of birth (please provide this information if the applicant is an individual)

Date of incorporation, if applicable

How many units do you typically build in a year? (please scroll for options)

Organisation type (please scroll for options)

Please summarise your specialism(s)

Website

Please list any health and safety accreditations you hold e.g. Safety Schemes in Procurement (SSIP) or UKAS or other equivalent national scheme, accredited independent third-party certificate of compliance with BS OHSAS 18001. Copies of any certificates will be required from preferred bidders.

Please list the types and levels of insurance you hold. Copies of any certificates will be required from preferred bidders.

Have you or your organisation ever had any convictions and/or enforcement notices?

Please list any convictions and/or enforcement notices that have been received within the last 3 years providing the date, details of conviction(s) and action taken to remedy the issue and actions to prevent recurrence:

It is your responsibility to inform us if any of this information changes.

**Point of contact**

Please advise us of your nominated point of contact for this bid

Contact name

Position

Email Address:

Telephone number

YOUR FINANCIAL OFFER

Your financial offer conditional on obtaining planning permission and subject to the contractual terms proposed for the site.

£ (excl. VAT)

Proposed timescale to exchange of Agreement for Sale: weeks

Proposed timescale for submission of detailed planning application: weeks

Proposed timescale to completion of development: weeks

## YOUR PROPOSAL

Please respond to the following points in a single pdf document, up to 15 A4 pages in length, submitted alongside this proforma.

- A summary of relevant past projects you have delivered. You may include images and a description of how you overcame challenges. You may also include past work of the project team you're likely to engage to deliver your proposed scheme (particularly if you are a new organisation).
- An overview of your proposed scheme including:
  - The anticipated number of residential units and associated square feet/metres of development, broken down by tenure as follows:  
Private Sale Units, Affordable Rented Units, Intermediate Units, Non-residential Units.
  - Drawings showing the proposed layout and massing of your scheme, demonstrating how you are:
    - Making the most efficient use of the site
    - Integrating the proposals with the locality
    - Overcoming constraints in innovative and creative ways
- Describe your approach to obtaining planning permission, actively addressing likely issues and any intended engagement with the local planning authority, local communities and other stakeholders.
- Set out your project management structure showing any consultants and contractors involved in the delivery of the scheme.
- Set out your project programme, showing credible timescales for key stages of planning, construction and completion.
- Set out the key project risks, and tangible and practical actions that can be undertaken to mitigate those risks.
- Set out your approach to funding the scheme, including indicative sources of finance. Letters of support and/or proof of available funding will be sought from preferred bidders.
- List the key cost and value assumptions you have used to form the basis of your financial offer.
  - Total Scheme Revenue
  - Total Scheme Costs (excluding net residual land price, but including acquisition costs)
  - Total Developer Returns
  - Total Finance Costs
  - Average Finance Rate

## DECLARATION

By submitting a proposal;

- I declare that to the best of my knowledge the answers submitted and information contained in this document are correct and accurate.
- I declare that, upon request and without delay I will provide the certificates or documentary evidence referred to in this document.
- I understand that the information will be used to assess the deliverability of my proposed scheme and my organisation's suitability as a developer of the site.
- I understand that the landowner may reject this bid in its entirety if there is a failure to answer all the relevant questions fully, or if false/misleading information or content is provided in any section.
- I am aware of the consequences of misrepresentation.
- I am duly authorised by other Directors, Officers, Partners, Shareholders, Signatories or other relevant parties to sign this Declaration.

Name:

Official position:

Email address:

Telephone number:

Date:

Please save this completed pdf proforma file with your organisation name, and email it with a supporting pdf document, up to 15 A4 pages in length, to [smallsites@london.gov.uk](mailto:smallsites@london.gov.uk) clearly stating the site address in the email subject by the advertised date.

EQUALITY, DIVERSITY & INCLUSION MONITORING

This information is collected by the GLA Small Sites Small Builders programme. Our motivation for collecting this data is to support a data-driven diversity and inclusion strategy to be developed for the Small Sites Small Builders programme. This will support future evidence-based interventions by improving our understanding of the diversity those bidding for sites.

We understand the difficulty smaller organisations face collecting workforce equality data. Organisations involved in the purchase of sites are encouraged to formalise their equality policies. Mayoral guidance on how to collect, analyse and act on equalities data e. The [GLA’s Workforce Equality Data Guide](#) includes guidance for SMEs on how to collect and monitor workforce data, taking into account the particular challenges for SMEs.

We will continue to evolve how we collect this information – therefore if you have any feedback please get in touch at [smallsites@london.gov.uk](mailto:smallsites@london.gov.uk) or if you need further clarification on the definition of some of the ethnicity categories.

How many directors/partners/”owners” do you have?

How many employees do you have?

Please indicate how many are in each category:

| CATEGORY               | SUBCATEGORY                                                                                                                                            |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| WHITE                  | British, Irish, English, Scottish, Welsh, Greek or Greek Cypriot, Turkish or Turkish Cypriot and any other White background                            |
| MIXED                  | White and Black Caribbean, White and Black African, White and Asian, Black and Asian, Black and Chinese, Black and White or any other Mixed background |
| ASIAN OR ASIAN BRITISH | Indian or British Indian, Pakistani or British Pakistani, Bangladeshi or British Bangladeshi, Other Asian and British Asian, Mixed Asian.              |

| CATEGORY               | SUBCATEGORY                                                    | DIRECTORS / PARTNERS / ‘OWNERS’ | EMPOLYEES |
|------------------------|----------------------------------------------------------------|---------------------------------|-----------|
| BLACK OR BLACK BRITISH | Caribbean, African, other Black and Black British, Mixed Black |                                 |           |
| OTHER ETHNIC GROUPS    | Chinese<br>Middle Eastern<br>Arabian<br>Any other ethnic group |                                 |           |

| CATEGORY | SUBCATEGORY                  | DIRECTORS / PARTNERS / ‘OWNERS’ | EMPOLYEES |
|----------|------------------------------|---------------------------------|-----------|
| GENDER   | Male<br>Female<br>Non-Binary |                                 |           |

| CATEGORY           | SUBCATEGORY                                    | DIRECTORS / PARTNERS / ‘OWNERS’ | EMPOLYEES |
|--------------------|------------------------------------------------|---------------------------------|-----------|
| SEXUAL ORIENTATION | LGBTQ+ (Lesbian, Gay, Bisexual, Transgender +) |                                 |           |

As defined by the Equality Act 2010, a person is considered to have a disability if they have “a physical or mental impairment that has a substantial and long-term adverse effect upon their ability to carry out normal day-to-day activities”.

| DISABILITY                                     | DIRECTORS / PARTNERS / ‘OWNERS’ | EMPOLYEES |
|------------------------------------------------|---------------------------------|-----------|
| How many consider that they have a disability? |                                 |           |

# FEEDBACK FOR SMALL SITES SMALL BUILDERS

This section of the proforma is not a scored element of your bid but is an opportunity for bidders to provide feedback to help us target future resource.

How did you find out about this opportunity

Future site requirements - what are you looking for in terms of units per site?

Geographical areas of interest

Any other feedback