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# Influencing policy and strategy

Leading thinkers,  
shaping futures

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LUC has been shaping the policies and strategies that have curated our built and natural environment for nearly 60 years, and we're just getting started. Our deep understanding of complex planning and environmental issues allows us to lead the way, guiding government, the public, politicians, and the private sector.

Our collaborative approach, combined with innovative thinking, delivers impactful strategic solutions to the environmental planning challenges of today and tomorrow.



About LUC

Plan-making in Central Bedfordshire

# Our expertise in policy influence

LUC advises on policy and strategy that achieves positive change by balancing aspiration with pragmatism. Our wide-ranging expertise allows us to look at every project from several perspectives to arrive at comprehensive, sympathetic and powerful results.

## Policy development and appraisal

We work closely with policymakers to develop and assess policies that deliver tangible benefits for communities and wild places. Our in-depth understanding of planning systems enables us to quickly identify opportunities and challenges, ensuring that policies are robustly evidence-based, achievable, and synergise with wider sustainability goals.

## Strategic planning and visioning

LUC works closely and collaboratively with clients to cultivate a deep understanding of a project's context and needs, from national to local, to create strategic plans that set out ambitious and inspiring visions, clear objectives, and actionable plans.



Exmoor Planning Policy Appraisal

## Evidence-based advocacy

We use robust data and analysis to build compelling cases for change. Our expertise in research and evaluation enables us to identify trends, assess impacts, and communicate complex information effectively. This evidence-based approach strengthens our ability to influence decisions and transparently present them to the public.

# Our work



Central Lancashire Green Belt and Other Open Land Designations Review

## Local plan formulation

We have a proven track record in supporting local, combined, and unitary authorities to develop robust and deliverable Local Plans.

Our expertise in evidence gathering, community engagement, and strategic planning ensures that plans reflect local needs and aspirations while meeting national policy objectives.

## Green Belt review and management

We are leading in Green Belt assessment, boundary review and plan-making, having assessed more than a third of all Green Belt land across over 60 English authorities in the past 15 years.

Consistency and transparency are essential to this work, helping local authorities to work together to shape the most strategic of planning designations in exceptional circumstances.



See our  
projects



# Our work



Tamar Valley LCA Review

## Pioneering Landscape Character Assessment

LUC was at the forefront of developing the Landscape Character Assessment (LCA) process. Our expertise in this field has been instrumental in shaping national guidance and informing local planning and management.

We continue to lead the way in innovative approaches to landscape assessment, planning and management, recognising the challenges of mitigating and adapting to climate change and recovery of nature.

## Neighbourhood plan-making

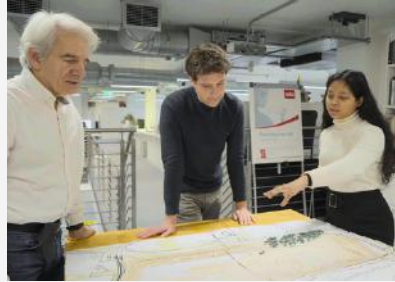
We support communities to prepare positive and proactive neighbourhood plans that give direction to a local vision. The breadth of our expertise enables communities to articulate their aspirations in the direction that suits them best, including assembling development allocations, designating local green spaces, and writing detailed development management design criteria.



See our  
projects

# Our approach

At LUC, our approach to influencing policy and strategy is rooted in collaboration, innovation, and sustainability.



## Collaboration at every level

We believe that successful policy requires strong partnerships. We work collaboratively from top-down to bottom-up, negotiating shared visions that deliver tangible outcomes. Our open and inclusive approach fosters trust and ensures that everyone's perspectives are considered.

## More than innovation for innovation's sake

Challenging the conventional and thinking outside of the box are essential to progress. Innovation is at the heart of LUC's philosophy; it's what gets us up in the morning. Our ability to combine technical expertise with creative problem-solving enables us to deliver groundbreaking solutions.

## Sustainability as a core principle

Advocating for the environment, diverse society needs, and economic growth is in our DNA and, therefore, in all the policies and strategies we advise on. Resilient and equitable communities depend on all three to deliver long-term benefits for people and the planet.

# Our experts

LUC has curated a suite of complementary core disciplines that work together to offer the best in strategic spatial and environmental planning policy development. Our experts work together to maximise, synergise, and balance competing priorities.



## **Landscape architects**

We shape the environment and influence policy, bringing a holistic perspective to projects. We create places that are both beautiful and sustainable. Our landscape planners specialise in shaping the future of our landscapes.

## **Planners**

Our team harnesses plan-making and decision-making processes to deliver the protections, developments, and vision our clients need. They put the practical skills and expertise of LUC's other core disciplines on paper.

## **Ecologists**

Our ecologists provide essential biodiversity and ecosystem services expertise. They assess environmental impacts, develop mitigation strategies, and promote nature-based solutions.

## **GIS and visualisation specialists**

Our specialists provide cutting-edge data analysis and mapping. They develop innovative tools and visualisations to inform policy decisions and engage stakeholders.



Meet our  
team

# Our wider impact

LUC's plans, strategies and policies extend our impact beyond individual projects, making them more than the sum of their parts.

## **Supporting communities**

We collaborate with communities to shape their future. Our work empowers local people to create vibrant, diverse, and sustainable places to live, work, and play. We build strong, lasting partnerships that deliver lasting benefits for everyone.

## **Leading on climate action**

We see and measure climate change every day. It reminds us of the constant need to advocate for its mitigation and adapt to live with its impacts through our low-carbon and climate-resilient policies and strategies.

## **Championing biodiversity**

Biodiversity is essential for our well-being and wildlife. We champion nature-based solutions and work to protect and enhance biodiversity. Our experts in ecological assessment and habitat management find and maximise opportunity for wildlife to flourish.

## **Planning future landscapes**

LUC's work influences national policy and processes including the designation of new Protected Landscapes to meet future needs. Our assessment work seeks to ensure all landscapes are resilient, nature-rich, and able to respond to change and challenges.





# Our clients

LUC works with local authorities and government agencies, developers and landowners, charities and local interest groups.

We build strong partnerships based on trust, expertise, and a shared commitment to creating a better future.



South Tyneside Council



*"Sarah and the team provided expert professional advice and presented this in a clear and logical way so that it was well-received and understood by elected members."*

**Partnership for Urban South Hampshire**

*"I found the whole of LUC's team a real pleasure to work with and I was particularly heartened by their determination to stand by their principles and professional convictions when the occasion demanded."*

**Oxfordshire County Council**

*"I just wanted to say I've really enjoyed working with you all over the past few years, and thank you for all the support and advice that you've given us. It's been a pleasure to work with such a committed and passionate team. You love and believe in your work, and that comes across in everything you do."*

**Central Bedfordshire Council**




## Contact us

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