

# How LandInsight helps Taylor Wimpey reach their targets

Taylor Wimpey are using LandInsight to build more homes each year.



## The Hero

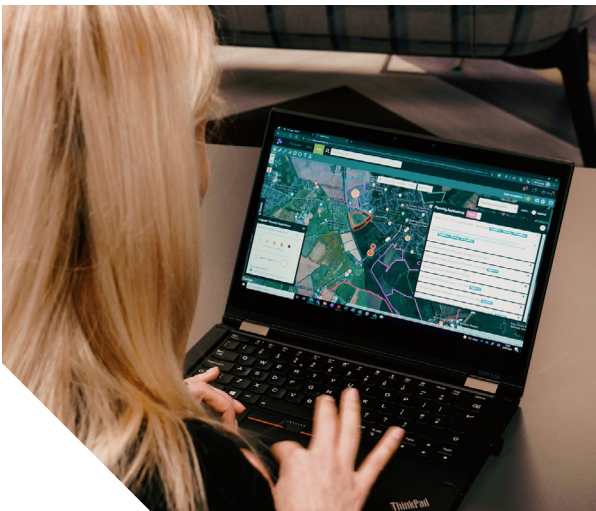
# Taylor Wimpey

Founded in 2007, Taylor Wimpey is one of the biggest housebuilders in the UK, with ever-increasing housing delivery targets and a determination to create thriving communities.

## So what's changed?

Taylor Wimpey wanted a better way of working remotely. As soon as they got on a trial of LandInsight, they realised it was the perfect tool, bringing all the data they needed into one place.

Now it is an essential part of their day-to-day workflow. It helps them identify local sites, monitor plans, make contact with landowners, run high-level appraisals, and ultimately source sites faster.



## How LandInsight's helped

For Zoe C, a senior land and planning manager from the West Midlands and Charlie S, a senior land manager from the South Thames, LandInsight is the first tab they open everyday, multiple times a day for anything from quick ownership lookups, policy checks, to comparables reports.

## Success Snapshots



20% YOY increase in comparables search



Almost 200k map clicks in the past year



Days in each week saved sourcing and assessing sites

---

## Site reports

The site reports offer comprehensive analysis of an opportunity. This comes in handy when constructing an argument to persuade landowners to sell.

Zoe also downloads the site reports to use in her approval packs as a handy summary for people who might not be familiar with the site or project.

---

## Planning alerts

At Taylor Wimpey, they used to manually sift through the weekly planning register lists for each local authority.

Now, with LandInsight, each department at Taylor Wimpey sets different planning alerts, adjusting the search parameters and the geographic areas according to their goals (even letting them target new areas by widening their scope).

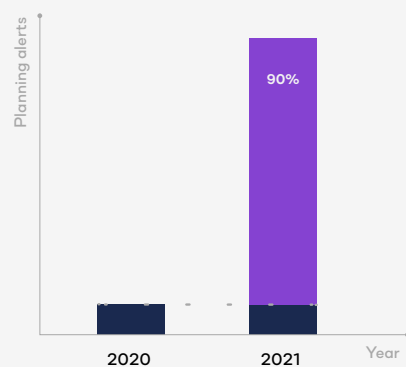
---

## Comparables layer

They use the comparables layer to make sure they're picking the best sites in the right locations, from a pound per sq foot perspective.

Charlie finds it helpful when carrying out high level viability analysis of a site, or to help him in meetings with the sales manager.

### 90% Year on Year increase in planning alerts created





## The Impact

As a major housebuilder, Taylor Wimpey has huge housing targets to hit. LandInsight helps them achieve these - letting them source sites faster and be more competitive. They can pick up sites that others might not have spotted and look outside their patch with ease.

The time and money savings are unquantifiable - they couldn't work without it.

**Want to join them?**