

2026

Practice Profile



A Planning & Design Team You'll
Feel Right At Home With

**URBAN
DESIGN
GROUP** REGISTERED
PRACTICE

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OUR MISSION

We transform your developments with over 25 years of expertise in creating quality, marketable, and sustainable homes.

We leverage our volume house building knowledge to deliver innovative schemes, regardless of size or complexity

Our mission is to collaboratively design spaces that enrich lives, enhance communities and exceed expectations.

We are committed to delivering exceptional planning and design services that inspire and endure, reflecting our dedication to excellence and client satisfaction

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Our Team

Established in 2000 by managing director David Golden, MPSL has built a strong, multi-disciplinary team, of planners, designers, technicians and consultants, experienced in delivering all aspects of the pre-construction process through to project delivery.

MPSL is renowned for delivering time after time thanks to a solutions-based approach which balances an understanding of the complexities of the planning process and interpretation of client requirements.

The highly skilled team combines an in-depth knowledge of construction methods and materials with architectural design, to achieve aesthetic, sustainable and commercial solutions.

With backgrounds in housebuilding, commercial development, town planning and urban design. The team has more than 20 years' relevant industry experience includes master planning, layout designers and technicians.

Leadership Team

Managing Director



David Golden

Founding member of MPSL, David has spent many years in the private housing sector. With significant design and management experience gained working for large corporations such as AMEC and Westbury Homes, David is renowned throughout the industry for his solutions-based approach and an unerring ability to understand the planning mindset.

Dep. Managing Director



Darren Higson

Darren has a formidable reputation for his in-depth understanding of construction methods and material compatibility to achieve both aesthetic and commercial design solutions. He has 15 years experience with major house builders providing house type portfolios and concept housing solutions.

Project Director



Adam Clews

Adam started while the company was still in its infancy and has played an important role in its growth. Adam's strengths include his attention to detail and Project Management. Adam leads his team through every stage of the planning process ensuring viable and efficient schemes are secured for our clients.

Planning Director



Soulla Rose

Soulla specialise in all planning related requirements, including layouts, house type portfolios, supporting statement writing, and the ultimate delivery of application packs. Soulla takes great pride in representing a direct point of contact for the client, whilst utilising a wealth of experience to negotiate with Local Authorities and deliver successful planning applications.

Technical Manager



Phil Arden

Phil has over 20 years' experience in the Greater Manchester area, predominately within the housing sector. Phil has vast technical experience on projects ranging from refurbishment, new build houses and apartments using a wide range of construction techniques and material.

Company Architect



Angela Dimitrou

Angela joined MPSL back in 2018 as an assistant architect after graduating Frederick University in Cyprus. Since then, she has brought her unique vision and outstanding skill-set to the team. Angela is also a chartered member of RIBA and registered with ARB.

Business Development & Media Associate



Ben Golden

Ben leads business development and client engagement at MPSL, building industry relationships and driving new opportunities for growth. Ben also oversees media, communications, and branding, ensuring MPSL's work and values are represented consistently across all platforms.



Key Personnel

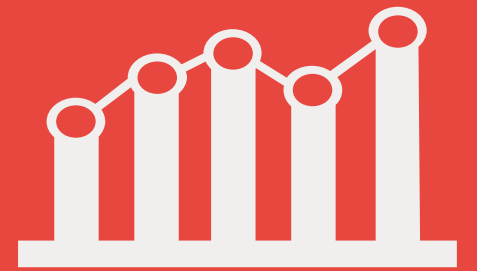
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Social Values

Social value calls upon both the client, and the design team, to consider how a project can deliver not just a particular development itself, but also how the project might improve the economic, social, and environmental well-being of the relevant area. Social value is moving further up the agenda, with a shift in emphasis, from purely economic, to the broader socio-economic value of a project.

At MPSL, social value is held at the forefront of our business, not only to the benefit of our communities, but also in a bid to do, and see things differently, contributing to the lasting success and well-being of every demographic. As designers, our primary role is to create both successful buildings, and places, which ultimately support and compliment the communities they serve. In order to ensure the long term success of a project, social value must be embedded into the heart of the design.

We are extremely passionate about providing equal opportunities for all people, irrespective of their individual background, orientation, culture or creed. We work closely with local education and training providers, offering support and work experience opportunities, having provided a number of successful apprenticeship placements to date. We value the importance of raising the aspirations, and bridging the gap for those from disadvantaged backgrounds, supporting people to navigate a clearer pathway towards our profession, and enabling all people to succeed in reaching their full potential.



Economy

We strongly believe that it is our obligation (and the obligation of every business) to minimising the impact of daily activities on the environment as much as possible, so as to reduce the overall carbon footprint imposed. As a company, we utilise resources efficiently, in order to reduce waste, and limit our daily environmental impact. We have recently switched to a green energy source, supplied by a UK generated 100% renewable energy provider, and actively encourage all staff members to carpool, take public transport, or cycle where possible. All of our supplies are sourced locally, with a constant focus on minimising the detrimental impact of avoidable logistics.



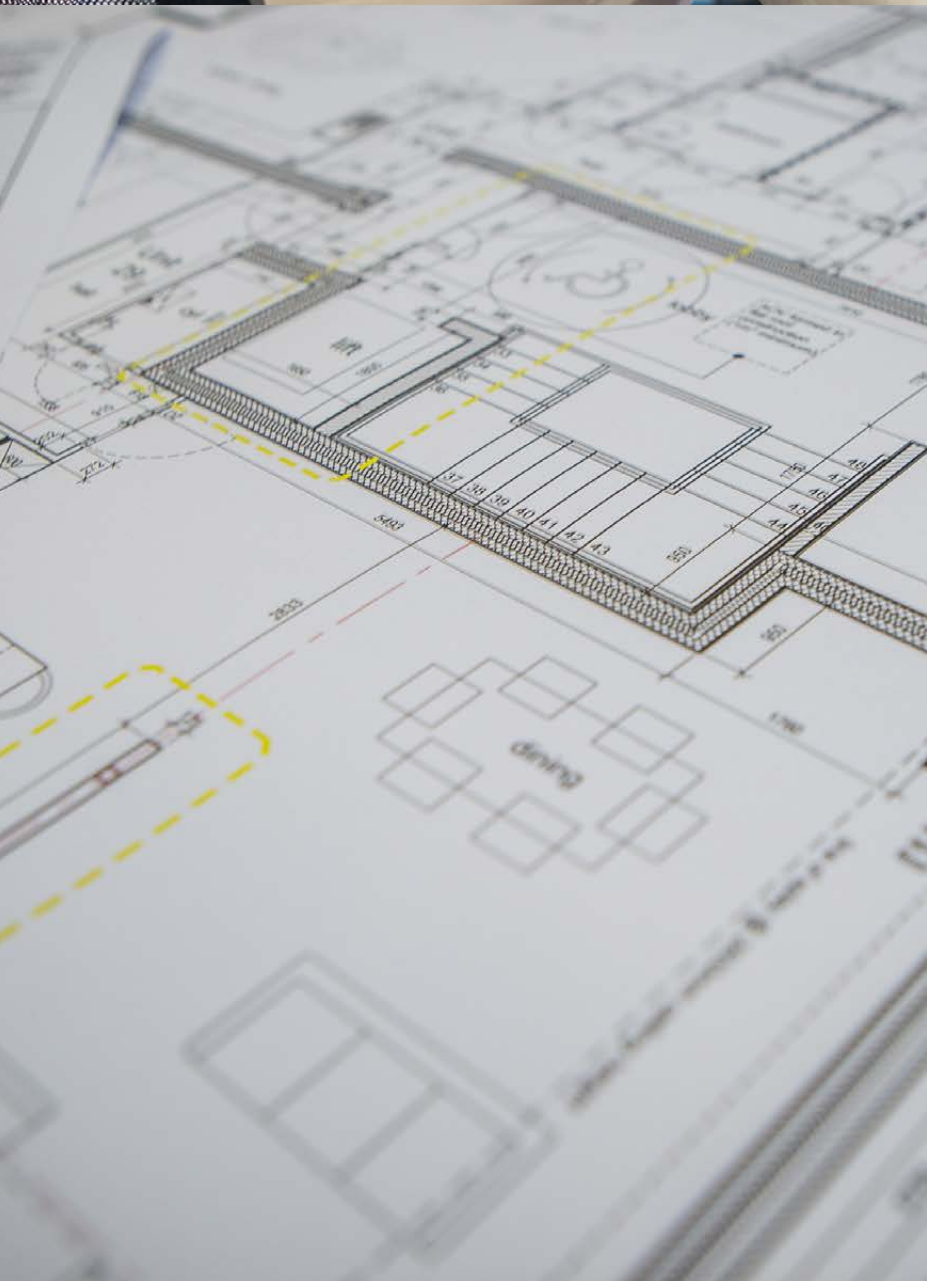
Environmental

The happiness and well-being of those impacted by the places and spaces we create, is of pivotal importance to us. This works to guide, and influence some of the key design decisions we make, ensuring that we are able to provide an ever-improving environmental impact on the communities which our projects serve. We are also proud to offer sponsorship to several local organisations and sports teams, as well as donating our time, and money, towards coaching initiatives for community groups.



Social

04



What We Offer

MPSL provides clients with a comprehensive service for all types of development, from initial concept sketches through to detailed designs and technical working drawings. The aim is to help clients design buildings and environments that will withstand the test of time with strength, beauty and integrity.

By working closely with local authorities and developers, and liaising with residents and council members throughout the planning process, MPSL can help to create schemes which bring new benefits to the community and provide a commercially successful solution.

With a range of architecture, planning and design services available, MPSL can take on part or all of the pre-construction process on behalf of its clients, working alongside other professionals, and bring expertise to residential, commercial, and industrial projects.

Core Services



Sketch Schemes
For Appraisals



Concept
Schemes



Master Planning



Urban Design



Planning
Applications



Negotiations



Landscape
Concepts



Public
Consultations



Building Design



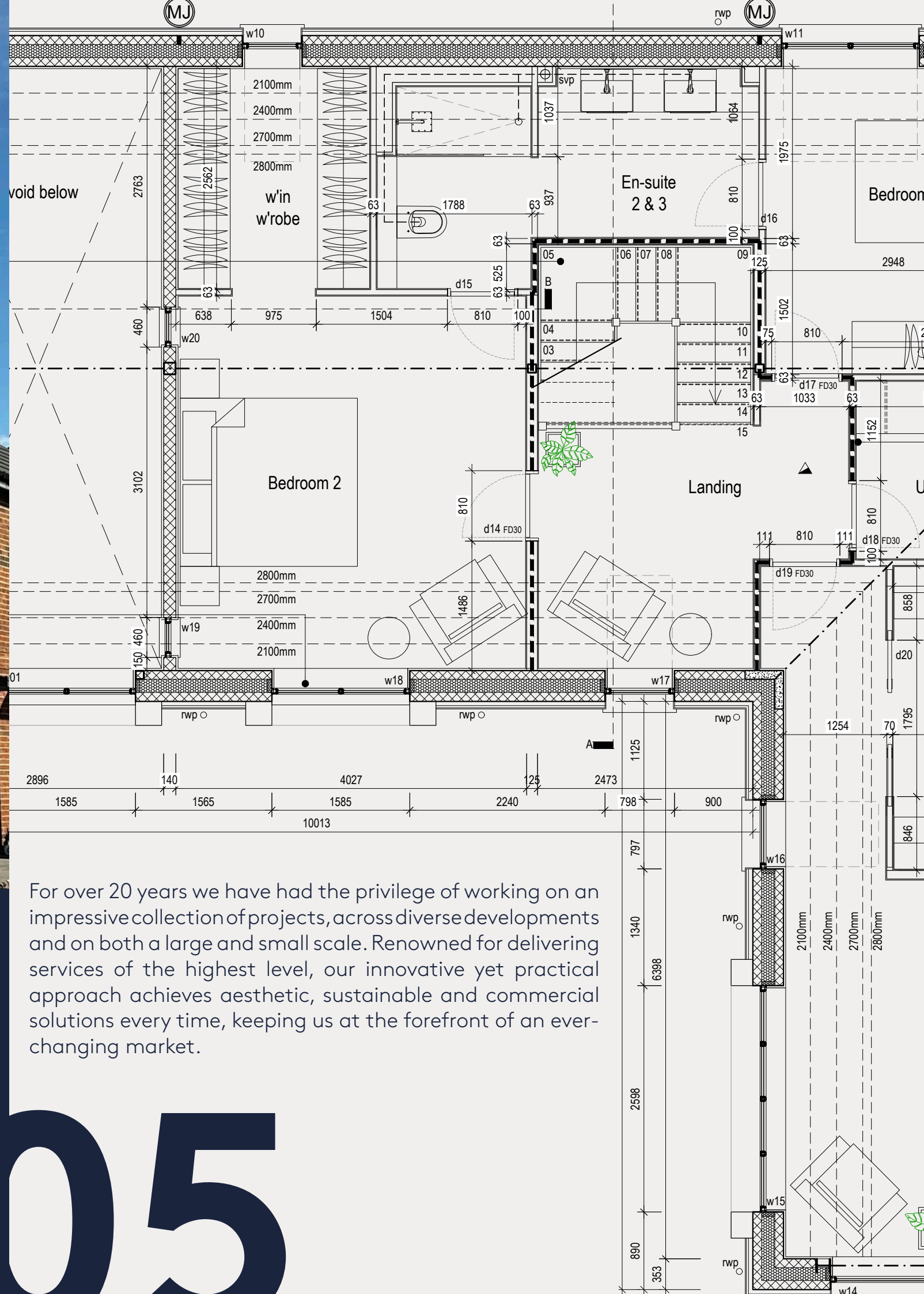
Technical
Drawings



Site Supervision



Building
Regulation
Submissions



For over 20 years we have had the privilege of working on an impressive collection of projects, across diverse developments and on both a large and small scale. Renowned for delivering services of the highest level, our innovative yet practical approach achieves aesthetic, sustainable and commercial solutions every time, keeping us at the forefront of an ever-changing market.

Portfolio

05

Kersal Vale, Prestwich



Open Sale
Affordable Housing



11.9
Acres



109
Properties



Key Services

Feasibility Sketch Layout

Creation of New House Type
portfolio

Planning Applications

Technical Working Drawing Pack



Heathfield Farm, Wilmslow



Open Sale
Affordable Housing



15
Acres



161
Properties



Key Services

Feasibility Sketch Layout

Creation of New House Type
portfolio

Planning Applications

Technical Working Drawing Pack



Rainshore Mill, Rochdale



Open Sale
Affordable Housing



16.1
Acres



42
Properties



Key Services

Feasibility Sketch Layout

Creation of New House Type
portfolio

Planning Applications

Technical Working Drawing Pack



Carter House Way, Widnes



Open Sale
Affordable Housing



18.72
Acres



248
Properties



Key Services

Feasibility Sketch Layout

Creation of New House Type
portfolio

Planning Applications

Technical Working Drawing Pack



City Fields, Wakefield

(Phases 1-4B)



Open Sale,
Private Rent
Affordable Housing
Retirement
Commercial



24.38
Acres



646+
Properties



Key Services

- Master Planning
- Housing Portfolio
- Full Planning Applications
- Phased Planning Applications



High Lane, Chorlton



Open Sale
Affordable Housing



0.8
Acres



22
Properties



Key Services

Feasibility Sketch Layout

Creation of New House Type
Portfolio

Planning Applications

Technical Working Drawing Pack



Hallgate Lane, Pilsey



Open Sale
Affordable Housing



7.2
Acres



98
Properties

Forge
New Homes

Key Services

Feasibility Sketch Layout

Creation of New House Type
Portfolio

Planning Applications

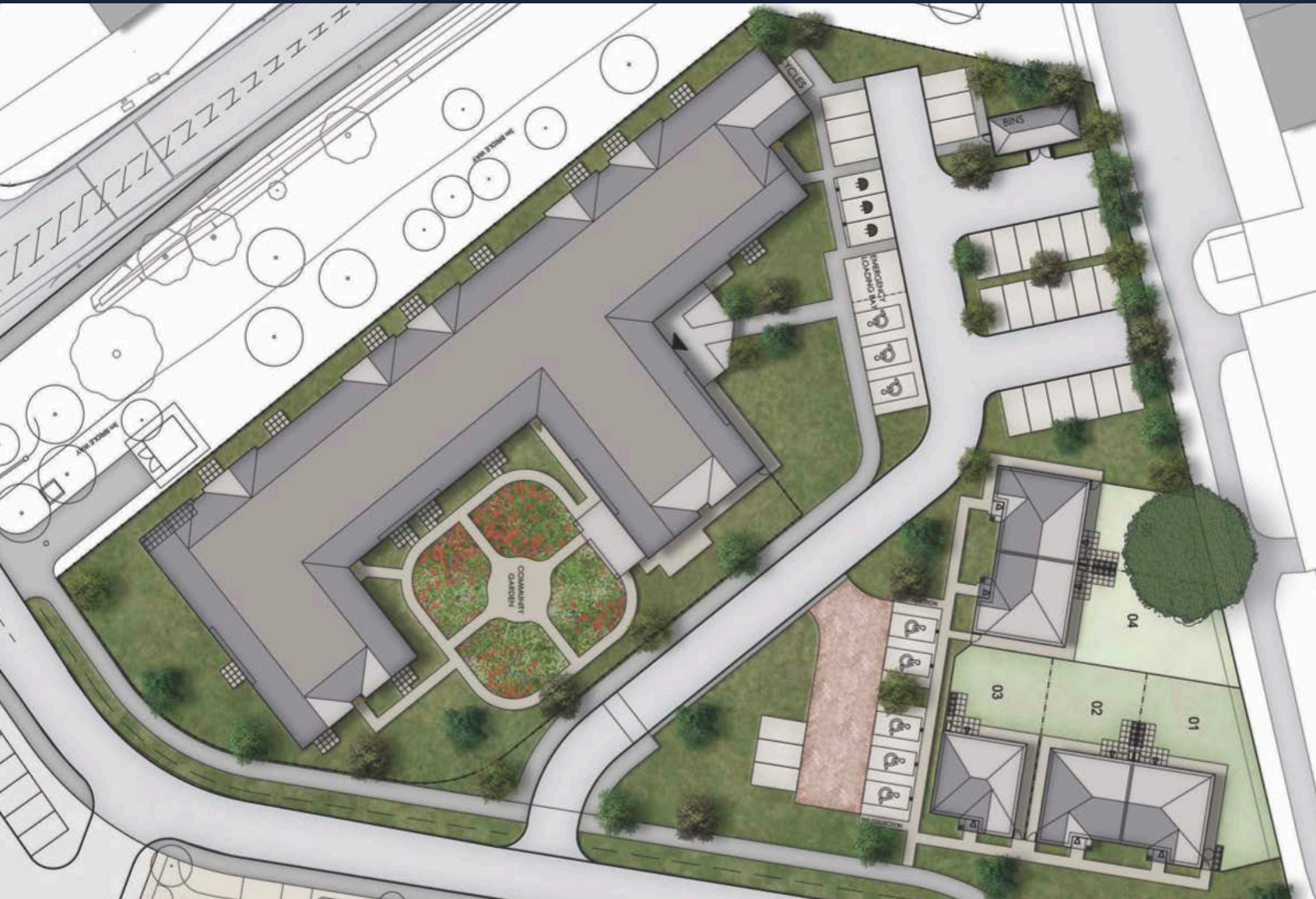
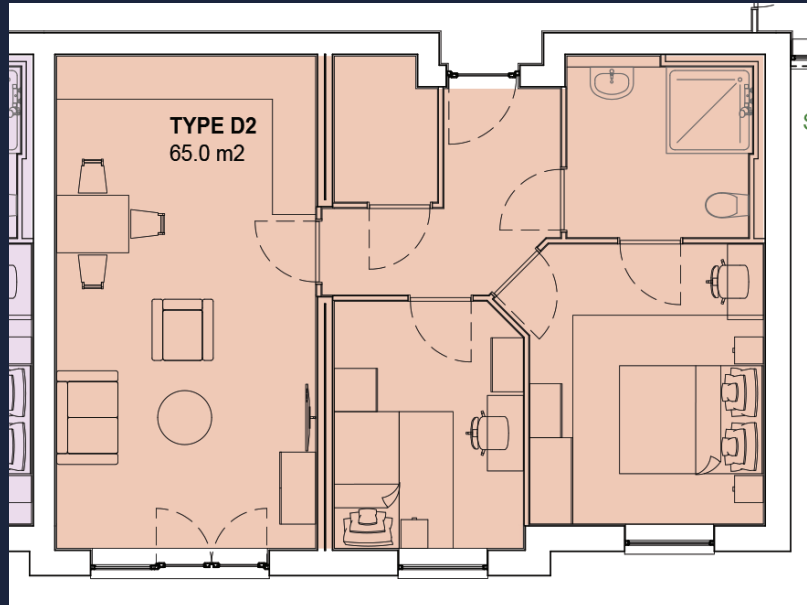
Technical Working Drawing Pack



Care & Retirement

MPSL brings valuable expertise in the design of care homes and assisted-living environments, creating thoughtful, future-focused plans that support older residents and vulnerable members of the community. We understand the importance of enabling independence and enhancing quality of life, whether through fully supported care facilities or carefully planned assisted-living schemes.

Our commitment goes beyond meeting regulatory requirements. We work closely with providers, operators, and local authorities to ensure each development makes a meaningful contribution to the wider community. By integrating inclusive design principles, green spaces, and modern living standards, we help create places where residents feel safe, valued, and connected.



MPSL has a dedicated team committed to delivering high-quality, meaningful spaces that support people at every stage of life. Through our collaborative approach, deep planning knowledge, and experience in complex development environments, we bring clarity, creativity, and confidence to every project. We focus on sustainable, practical solutions that address long-term community needs while maximising value for our clients. From initial feasibility through to planning approval and beyond, MPSL provides a complete and reliable service rooted in care, professionalism, and a genuine commitment to improving lives and building stronger, more inclusive communities.



Our Clients



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"MPSL are a great company who are not only flexible, efficient and professional but a great group of people who care about delivering high quality schemes and professional service"

Russell Homes- Dan Kershaw

"The team at MPSL take pride in working closely with the client to deliver developments that exceed the initial brief without losing sight of commercial constraints"

Forge New Homes - Andy Beattie

"MPSL understand the scope of work and deliver on time and on budget. Whether it's the LPA's requirements or the clients, they make the process as smooth as possible. As a client, you always feel a little more relaxed when MPSL are onboard with a project"

L&Q Homes - Mathew Blashill

"MPSL have a proven track record as a safe pair of hands. The team acts with professionalism and skill of a national concern, whilst giving the time, dedication and service usually associated with a local, independent consultant"

Albemarle Homes- Darryl Barker

Our Reviews

Innovation Chain North

ICN was established to support the delivery of new homes and associated social infrastructure across the North of England. Established by Great Places Housing Group in 2012 and expanded in 2020 to cover the wider North of England, ICN supports the delivery of new homes and social infrastructure across the region.

MPSL is proud to be a listed consultant on the ICN framework, giving our clients and partners in the network direct access to our full suite of services through a compliant, high-quality procurement route.

We are ready to be the partner of choice within the ICN network: whether you're a housing developer, registered provider or a consultant. We're positioned to support you from tender stage through to project completion, leveraging the benefits of the ICN framework to deliver quality, efficiency and community impact.

Visit innovationchainnorth.co.uk today.



Architectural Consultant
C4a (East & West)



ICN Stage 1

Our services include initial viability sketch schemes, pre-applications, public consultations & submission of detailed planning applications. Our commitment to sustainable design & value engineering ensures energy efficient and commercial approvals. operational costs, and enhance the end user satisfaction.

ICN Stage 2

Our post-planning technical services ensure seamless project delivery. We provide comprehensive architectural design, building regulation submission, detailed construction drawings, regular site visits, and handover evaluation. By delivering these services, we aim to optimise building performance, reduce operational costs, and enhance the end user satisfaction.

Case Study

Vaughan Street, Royton



MPSL were appointed under the ICN Framework to provide Architectural Services (Stage 1 & 2) for the construction of 46 affordable homes for the Great Places Housing Group.

MPSL worked alongside Casey Group, the appointed contractor to ensure a commercially viable scheme was designed taken seamlessly to construction stage.

The scheme is being constructed with a timber frame, fully detailed by the team, other features include PV panels to the roof, with completion due in 2025.



Get in Touch



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