2026

Practice Profile

mpsl

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 brings together planners, designers, technicians and consultants with experience spanning housebuilding, commercial development, town planning and urban design.

Our team supports projects from early planning and design through to delivery, combining architectural expertise with practical knowledge of construction methods and materials. Our solutions-based approach balances client ambitions, planning requirements and commercial priorities to create attractive, sustainable and deliverable developments.

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.

Director of Gulf Operations



Chris **Pells**

Chris has over 10 years' experience in residential design and technical delivery, working across a broad range of large-scale residential developments. A practical and collaborative approach, Chris works closely with clients, consultants and site teams, helping projects run as efficiently as possible from inception to completion.

Dep. Managing Director



Darren **Higson**

Darren has over 30 years' experience in residential design and technical delivery, with extensive knowledge of housing design, construction and Building Regulations. Combining strong technical expertise with a practical and commercially focused approach, he works closely with clients and consultant teams to develop coordinated, buildable solutions from concept through to construction.

Key Personnel

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 Consultant



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.

Planning & Development Executive



Ben **Golden**

Ben supports projects through the planning process, maintaining strong relationships with clients and coordinating with project teams and consultants to help progress applications towards planning approval. His role also spans business development and media, promoting MPSL's work and developing new opportunities for the practice.

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





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.



mpsl gulf residential

"The Gulf is a hugely exciting opportunity for us to bring our residential experience into a fast-growing market. Our focus will be on working closely with AORs and developers to create well-designed, efficient and buildable communities, combining strong design and technical expertise with real commercial thinking."

UK Expertise.
Dubai Presence.



CONNECTED **TEAM.**

Our Dubai presence provides a direct point of contact, supported by the UK team's experience in residential masterplanning, architectural design and technical delivery.

LOCAL **COLLABORATION.**

We work closely with Architects of Record, developers and wider consultant teams, coordinating our design input with local expertise and project requirements.

DESIGNED FOR **DELIVERY.**

From early feasibility to technical development, our focus is on clear, coordinated proposals that balance design quality, buildability and commercial priorities.

MASTERPLANNING **& FEASABILITY.**

Strategic illustrative masterplanning and site optimisation, combining capacity appraisals, plot strategies and phasing to maximise development potential for client approval.

DESIGN **& CONSULTANCY.**

We develop residential projects from initial concept through design development, covering housing typologies, plans, elevations and façades. Buildability reviews ensure each scheme meets the client's requirements and provides a clear, coordinated foundation for technical delivery.

TECHNICAL **& COORDINATION.**

Working in partnership with Architects of Record (AORs), we develop client-approved designs into coordinated, construction-ready Revit and AutoCAD packages aligned with Dubai authority portal standards.



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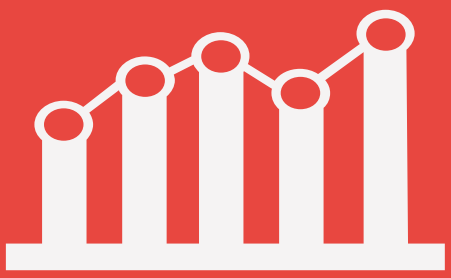
Social Values

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



Our **Portfolio**



For over 20 years, we have had the privilege of working on an impressive portfolio of projects, spanning diverse development types and scales, from individual sites to major residential communities. Our experience enables us to respond confidently to the opportunities and challenges of each project, bringing thoughtful design, technical expertise and commercial understanding to every stage.

Renowned for delivering a high standard of service, we combine an innovative yet practical approach with a commitment to creating attractive, sustainable and commercially successful developments. By working closely with clients and consultant teams, we develop solutions that reflect their ambitions, respond to local context and provide lasting value. This collaborative approach keeps us responsive to an ever-changing market and focused on delivering places that work for both our clients and the people who use them.

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













Hallgate Lane, **Pilsey**

Open Sale
Affordable Housing

7.2
Acres

98
Properties



Key **Services**

Feasibility Sketch Layout

Creation of New House Type Portfolio

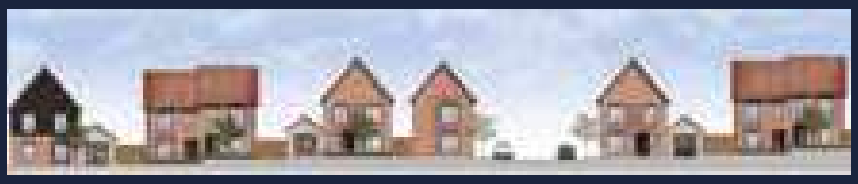
Planning Applications

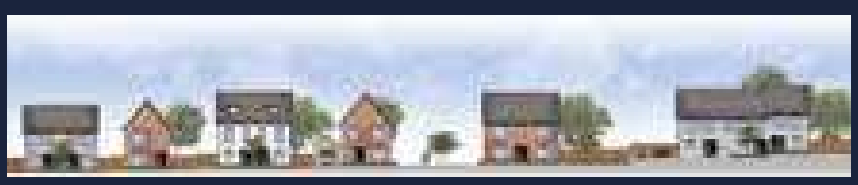
Technical Working Drawing Pack

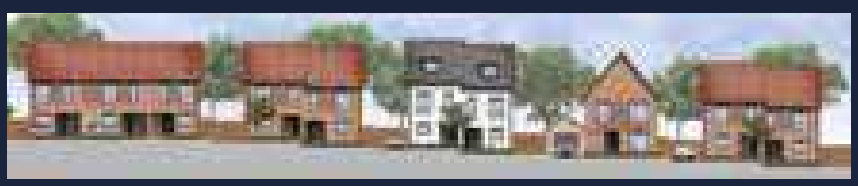














Heathfield Farm, **Wilmslow**

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



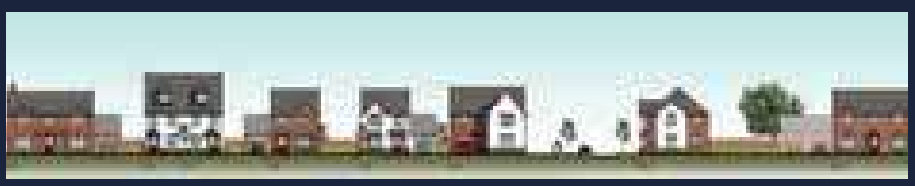














High Lane, **Chorlton**

Open Sale
Affordable Housing

0.8
Acres

22
Properties

Key **Services**

Feasibility Sketch Layout

Creation of New House Type Portfolio

Planning Applications

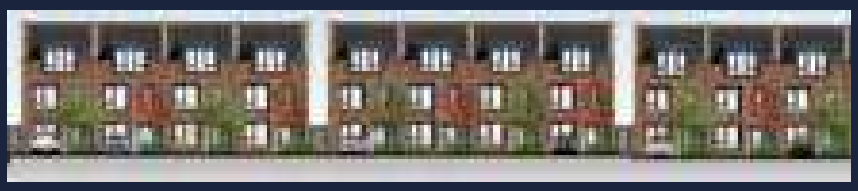
Technical Working Drawing Pack

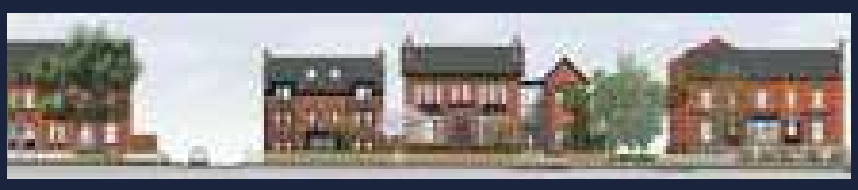


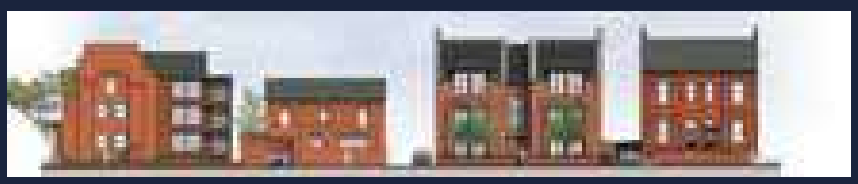














Rainshore Mill, **Rochdale**

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














RESIDENTIAL
PROPERTY
AWARDS 2020
WINNER

Carter House Way, **Widnes**

Open Sale
Affordable Housing

18.72
Acres

248
Properties



Key **Services**

Feasibility Sketch Layout

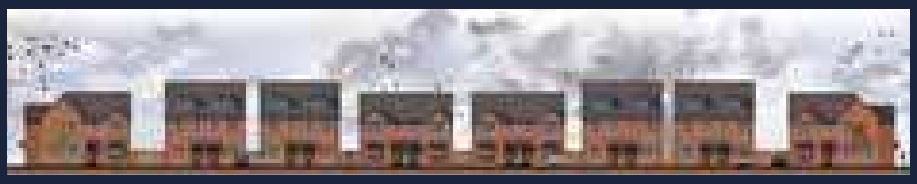
Creation of New House Type portfolio

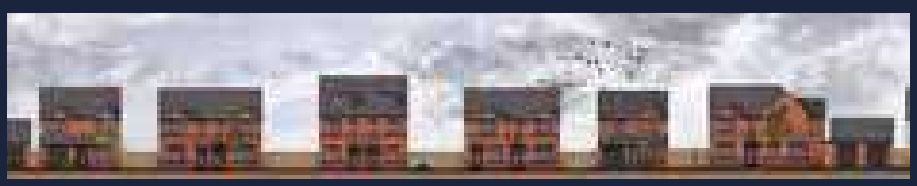
Planning Applications

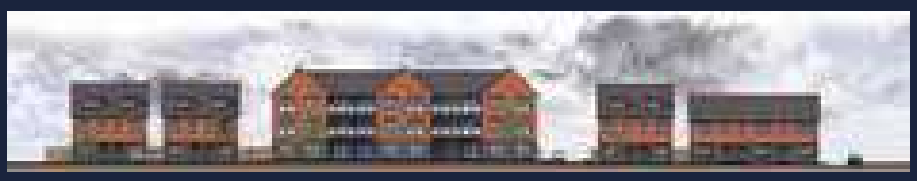
Technical Working Drawing Pack














THREE SAILS POINT

City Fields, **Wakefield**

(Phases 1-4B)

Open Sale,
Private Rent
Affordable Housing
Retirement
Commercial

24.38
Acres

646+
Properties



Key **Services**

Master Planning

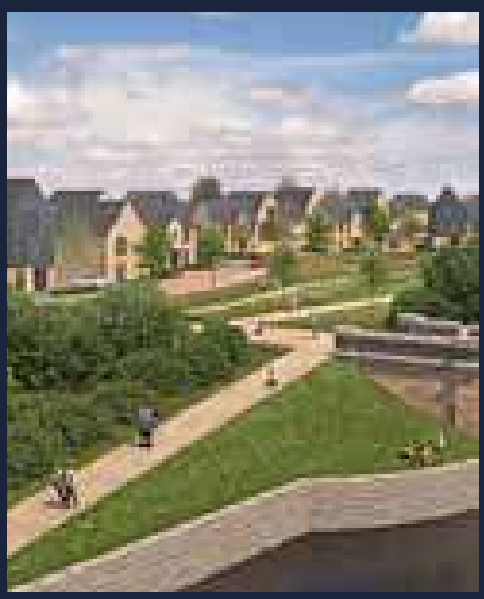
Housing Portfolio

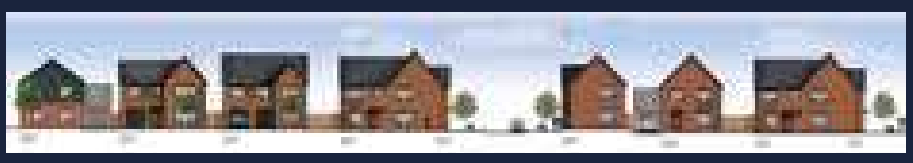
Full Planning Applications

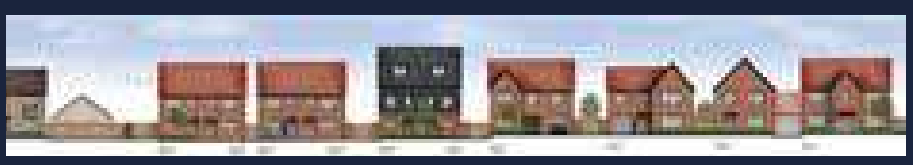
Phased Planning Applications

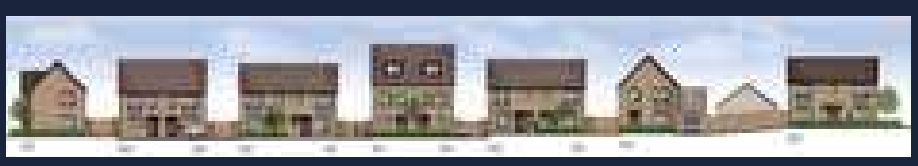














Care & Retirement.

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



- im communities
- Russell Homes
- LOVELL HOMES
- Livv housing group
- ALLIANCE
- greatplaces housing group
- miller homes
- Taylor Wimpey
- CUBE HOMES
- casey PRO-ENVIRONMENT
- Homes England
- Vistry Partnerships
- ALBEMARLE HOMES
- Forge New Homes
- wakefield council
- MAGENTA LIVING
- Onward
- Wain HOMES
- Seddon
- L&Q
- BARRATT HOMES
- Keepmoat
- Bellway
- Rowland

07

"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**

Architectural Consultant
C4a (East & West)



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.

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.





Your vision.
Our expertise.

Speak to our team about your next project.

mpsl planning&designr

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