

James Bullough, Consultant

James joined AspinallVerdi in 2016 on completion of his degree in City Planning and Real Estate Development (MSc). This is an RICS and RTPI accredited course which covers Development Economics, Spatial Planning Strategies, Development Process, Real Estate Valuation & Appraisal and Real Estate Markets. He has a second degree in Geographical Information Systems (GIS MSc), which covered a number of different software packages including ArcGIS and QGIS, and has given him a comprehensive understanding of spatial information. James also has an undergraduate in Geography (BSc Hons).

James has had experience working on an Area Plan for Tolworth, completing a market review and presenting his findings for use in final report. He has also prepared background research for an Employment Land Review in Solihull and completed an initial review and analysis for a Plan Viability Assessment for the London Borough of Sutton and Redcar and Cleveland. James has also been involved in projects at a site-specific level, carrying out an Economic Viability Assessment for a mixed-use development site in Slough.

Qualifications

- MSc City Planning and Real Estate Development, University of Glasgow (2016)
- MSc Geographical Information Systems, University of Aberdeen (2014)
- BSc (Hons) Geography, University of Aberdeen (2013)

Career History

- Tourism Resources Company (2014 - 2016)

Project Experience

Property Market Analysis

- **Tolworth Area Plan (Royal Borough of Kingston upon Thames Council)** – James helped investigate and analyse the residential market for this project. He completed a number of telephone consultations with local agents, and researched local property data. He presented his findings which helped inform conclusions in the final report.
- **Solihull Employment Land Review (Solihull Metropolitan Borough Council)** – For this project James took a similar approach and used comparable skills, though with a focus on commercial uses. Information was gathered from primary sources and then cleaned for financial modelling. This was combined with a number of phone interviews before being used as evidence in the final report.

Plan Viability Analysis

- **Sutton Plan Viability Assessment (Sutton Borough Council)** – This study evaluates the future plan for Sutton Borough in terms of viability. James's responsibilities ranged from basic analysis of proposed development sites, to reviewing the proposed future policy. These were both examined, and impacts gauged for viability of future developments.
- **Redcar & Cleveland Plan Viability Assessment (Redcar & Cleveland Council)** – In this study James took a primary role, dealing directly with the client and mastermind the writing up of the report. He carried out market research, building assumptions to test before carrying out initial appraisals.

Economic Viability Assessments\

- **Slough EVA (Flexton Developments)** – James carried out market research, along with reviewing relevant policy that affected the proposed development site. This report was completed on behalf of a developer whom wished to understand the level of affordable housing they were obliged to contribute. James reported directly to the client providing them with detailed analysis after running a number of appraisals.

Leisure Market Analysis\

- **Middlesbrough Indoor Ski Centre Feasibility Study (Middlesbrough Council)** – In his previous job James worked on an initial study for a large indoor ski centre and leisure complex on behalf of the local council and the developer. He contacted potential operators, and undertook market research to assess the feasibility of options for the potential scheme. He reported findings and was involved in the final presentation to the clients and key stakeholders.