

## Alex Freeman-Laverack, Consultant

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Alex has recently graduated from Nottingham Trent University with a First-Class Honours degree in Planning and Development BSc (Hons). This course is an RICS accredited degree which covers all aspects of spatial planning, urban design, site appraisal and design sustainability, planning and development consultancy, and management of the development process

Alex has one year of experience working at Quod as an assistant planner, helping with the preparation of planning applications, planning reports and conducting market research on a number of different projects. Through the completion of his degree and the experience gained at Quod, Alex is fluent in the preparation of reports, market research and the use of Microsoft Office.

### Qualifications

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- First Class BSc (Hons) Planning & Development, Nottingham Trent University (2016)
- 3 A Levels, B-C Wolfreton Sixth Form College (2012)

### Career History

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- Assistant Consultant, Aspinall Verdi, Leeds (January 2017 – Present) – Having graduated with an RICS accredited degree in June 2016; Alex joined AspinallVerdi as a consultant in January 2017.
- Assistant Planner, Quod, Leeds (2014 – 2015) – As part of his degree, Alex spent his yearlong placement at Quod Planning Consultancy's Leeds office as an assistant planner. Working under a mentor, Alex gained experience in the preparation and submission of planning applications, and the production of planning statements for a number of public and private sector clients. In addition, Alex was responsible for conducting research for colleagues on a number of site specific issues, including policy and planning constraints.

### Project Experience

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#### Economic Viability Assessment

- **Fradley Airfield (Fradley Parks Developments Ltd)** – Acting on behalf of Evans Property Group, Alex was first tasked with carrying out residential market research in order to inform the relevant assumptions to be fed in to the viability assessments of the proposed residential development of 300 new homes. Following this, Alex was involved with the production of viability assessments which were submitted to the council on behalf of Evans Property group.

#### Planning Policy Analysis

- **East Street, Fareham (Fareham Borough Council)** – Alex was tasked with producing an analysis and breakdown of Local Planning policy for residential development within the town centre, and the required percentage of affordable housing provision for the proposed scheme. This was done in order to establish the principles of residential development in the area, and to help determine whether the proposed scheme could meet the affordable housing requirements of Fareham Borough Council.

#### Employment Sites Study

- **Employment Sites Review (North East Derbyshire District Council)** – Alex is working as part of a team to provide a review and update of an existing employment land review for North East Derbyshire District Council. This involved an update of all aspects of the report, ranging from industrial and office market research, and reviewing and updating information for all existing, allocated and proposed employment development sites to determine their deliverability. This was done in order to provide the Council with a clear indication of what employment land is required over the plan period, and what land is available to meet the identified need.

## Market Analysis

- **Essex Housing Market Overview (Maldon District Council)** – Alex undertook an assessment of the housing market within Maldon, Essex. This involved providing an overview of Essex as a whole and more specifically an overview of Maldon District. This involved an assessment of the trends of residential property prices within Essex in order to provide a comparison to Maldon District property prices to determine how Maldon is performing.
- **Economic Development Needs Assessment (Eastbourne Borough Council)** – Alex was tasked with pulling together information on the office and industrial market within Eastbourne. This involved a comparison of the Eastbourne employment market to the national market, and to see where occupier attractiveness is being driven. The purpose of this was to help produce a presentation to the council on the economic development needs within Eastbourne.

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