



Matthew Wroe, Property Research Analyst

Matthew has a degree in BSc Geography from the University of Liverpool, studying modules in Town Planning, GIS and the physical environment. Throughout his academic and professional career he has developed a range of transferable skills such as: Report Writing, Data Collection, the use of Technical Software such as ArcGIS, ArcMap, Microstation and Global Mapper. He has also developed his skills in Microsoft Office through completion of his dissertation and reports for clients. Since joining AspinallVerdi Matthew has used his skills in assisting with the completing on a variety of different projects including, Economic Viability Appraisals, Local Plan Viability, Employment Land Reviews, Masterplanning & Regeneration and Site Acquisition.

Qualifications\

- 2:1 BSc (Hons) Geography, University of Liverpool (2013)
- 3 A levels, A-B, Harrogate Grammar School (2010)
- 11 GSCE'S, A-C, Harrogate Grammar School (2008)

Career History\

- Property Research Analyst, Aspinall Verdi (April 2016 – Present)
- Geospatial Processor, NM Group, (2014 – 2016)
- Food and Beverages Assistant, Old Swan Hotel (2010 – 2014)

Project Experience\

Planning & Viability Appraisals\

- **Land at Old Lane, Beeston, Leeds (Barmston Developments), Wisbech, Cambridgeshire (Ashley King Developments), Rossington Hall (Rossington Golf Development), Bridge Street, Leeds (Ultra Asset Holdings), Woodstock East (West Oxfordshire District Council), Bryanston Court (Shaviram Hemel Ltd), Medina Yard, (Isle of Wight Council), Chesterfield Waterside, (Chesterfield Borough Council), Station Road, Shirebrook (Derbyshire County Council/Bolsover District Council)** - Completion of the property market section using Land Registry and Zoopla to review achieved and asking values respectively. New build developments were also reviewed to provide an indication of current demand and what developers are seeking to build within each area. Policy sections were completed, often reviewing Affordable Housing Policy and CIL Charging Schedules. Assisted with the completion of high level development appraisals and financial appraisals using ARGUS developer to input data from market research
- **Local Plan Viability, Harborough (Harborough District Council); Local Plan and CIL Viability Update (West Oxfordshire District Council), Craven District Local Plan Viability-** Land Registry was reviewed to understand the achieved values for new and second hand properties. EPC data was collected for each property to work out the price per sqm. Choropleth maps were created using postcode shapefiles for Harborough District Council showing the average sold values and price per sqm for new build and second hand properties. New build developments were reviewed and mapped using GIS to understand the location and quantity of properties at each location. The retail, office and industrial sectors were reviewed in terms of policy. Deals done and Availability for each of the uses was reviewed using EGi to understand current demand, yield and rental values. Land Values were reviewed by searching development for sale, data was collected and a database was created.
- **Mansfield Retail Study (PBA)** – Assisted in the preparation of a retail viability study to form a section of the evidence base for the local plan. An inception meeting was attended to discuss the project, timescales and to meet key individuals. A review of the retail market in Mansfield and comparison locations was conducted using EGi and CBRE for rents and yields in the retail and leisure sector. GIS was used to create maps showing these potential sites as well as existing retail locations in Mansfield.

Employment Land Reviews\

- **Tower Hamlets ELR (PBA); Northampton ELR (PBA) and Solihull ELR (PBA)** - Property market research was conducted using EGi and VOA to collect data on total and current stock within these areas. Using GIS, data was reviewed to understand the spatial locations and concentrations of this stock.

Masterplanning & Regeneration\

- **Newcastle Western Expansion, Keele (Keele University)** - Property market research was conducted using Land Registry and Zoopla to review second hand and new build achieved values to create choropleth maps in ArcGIS. Executive homes in the surrounding green belt villages and local amenities in Keele were mapped to understand their locations.
- **West Norwood, Tulse Hill (London Borough of Lambeth)** - Land Ownership searches were conducted on two sites in West Norwood. Assisted in the site acquisition costs and the financial appraisals for different options on the two sites.
- **White Rock, Hastings (Hasting Borough Council)** – Assisting in the delivery of a masterplan for White Rock, Hastings. Market research has been undertaken to assess the development potential of identified sites, this has included a policy review for retail and leisure and property market research on new build properties.

Acquisition & Implementation\

- **Site Finding Services (Salts Healthcare)** – Assisting in market research for a new commercial premise for this medical services company. The new premises will allow the company to move their existing premises to one site and relocate to allow HS2 into Birmingham. Research has included finding new potential sites and mapping these using ArcGIS

Policy Review\

- **Gosforth Business Park (Greggs Plc)** - assisted in preparing a report for a change of use of employment land for residential development. Involved reviewing Starter Homes Policy, SHMA and Affordable Housing Policies. Also carried out a market assessment for the local area to gain an understanding of the current values in the area.

Heritage\

- **Saltdean Lido (Saltdean Lido Community Interest Company)** – assisted in preparing a business report in support of a Heritage Enterprise grant for the Saltdean Lido restoration project, more specifically assisted with market research to underpin the Business Plan and financial modelling. Market research involved researching yields and capital value of Lido's in the UK.

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