



James Bullough, Senior Consultant

James is a skilled property professional that has experience in advising private and public-sector clients on development viability and formulating evidence bases informing plan policies. He is a Chartered Surveyor with a master's degree in City Planning and Real Estate Development from the University of Glasgow.

James undertakes property market assessments, feasibility studies, GIS mapping, development appraisals and developer and agent consultations for site-specific assessments and plan wide studies. James site-specific assessments have been used to inform the affordable housing and other Section 106 contributions. James' plan wide assessments have been used to inform local authorities Employment Land Studies and Whole Plan Viability Testing. James has been involved in a number of planning policy evidence studies, where he has assessed the market through quantitative data analysis and in-depth consultation.

Qualifications\

- Member Royal Institution of Chartered Surveyors
- Licentiate Member Royal Town Planning Institute
- 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\

Economic Viability Assessments\

- **Viability Assessment Consultancy, Sutton (London Borough of Sutton)** – AspinallVerdi have provided viability assessments, on a case-by-case basis, to evaluate the feasibility of proposed requirements for associated S106 and affordable housing contribution. Recently James has been involved undertaking assessments of proposed developments at Victoria House, former Henderson Hospital Site, Sutton Point and Bishops Place. Each assessment involves a review of the developer's viability report and appraisals to determine whether the proposals are likely to achieve sufficient residual land value and profit to ensure completion. James then advises local authority how much affordable housing contribution they should seek through a S106 agreement.
- **Viability Assessment Consultancy (Marson Property)** – AspinallVerdi has completed viability assessments on a number of proposed developments for Marson Property (a private developer). Specifically, James has been involved in viability assessments for a former care home in Westgate on Sea, a residential Plevna Crescent, London Borough of Haringey and Pinehurst Park in Farnborough. For each instruction James undertook a market assessment to inform the values for the completed scheme and the land value. He also undertook a cost assessment using BCIS and by working with quantity surveyors. Finally, he ran development appraisals to show the optimum viable level of affordable housing.
- **Coombe Road, New Malden EVA (Royal Borough of Kingston Council)** – James undertook a review of the applicant's EVA on behalf of the Council. The scheme comprised redevelopment of a number of mixed-use properties including residential, retail, office and industrial space. James undertook a market assessment to inform the values for the completed scheme and the land value. He also undertook a cost assessment using BCIS and by working with quantity surveyors. Finally, he ran development appraisals to show the optimum viable level of affordable housing.

- **Red Lion Road, Tolworth EVA (Royal Borough of Kingston Council)** – James undertook a review of the applicant’s EVA on behalf of the Council. The scheme proposed demolishing existing buildings and constructing 29 flats. James undertook a market assessment to inform the values for the completed scheme and the land value. He also undertook a cost assessment using BCIS and by working with quantity surveyors. Finally, he ran development appraisals to show the optimum viable level of affordable housing.
- **Church Street, Slough EVA (Flexton Developments)** – James undertook an EVA on behalf of a private developer to support a reduction in affordable housing due to scheme abnormalities. The scheme comprised redevelopment of a former banqueting hall to provide 41 apartments (including studios, 1 and 2-bed units) over 6 stories with ground floor retail. James undertook a market assessment to inform the values for the completed scheme and the land value. He also undertook a cost assessment using BCIS. Finally, he ran development appraisals to show the optimum viable level of affordable housing.
- **Old Mill, Great Glen EVA (Harborough District Council)** – James undertook a review of the applicant’s EVA on behalf of the Council. The scheme comprised a redevelopment of a former mill building into 6 large bespoke detached houses. James undertook a market assessment to inform the values for the completed scheme and the land value; liaised with quantity surveyor to ensure the costs used were reasonable; and ran development appraisals to show the optimum viable level of affordable housing.
- **Victoria Street Car Park, West Bromwich EVA (Sandwell Metropolitan District Council)** – James undertook a review of the applicant’s EVA on behalf of the Council. The scheme comprised a redevelopment of a car park close to West Bromwich town centre for 49 apartments and ground floor retail. James undertook a market assessment to inform the values for the completed scheme and the land value; liaised with quantity surveyor to ensure the costs used were reasonable; and ran development appraisals to show the optimum viable level of affordable housing.
- **Mather Building Redhill EVA (Reigate and Banstead Borough Council)** – James undertook a review of the applicant’s EVA on behalf of the Council. The scheme comprised a redevelopment of a redundant nightclub for 133 apartments (mix of 1 and 2 beds). The site has an existing planning permission for 76 apartments, ground floor retail and retention to the existing grade II listed façade. James undertook a market assessment to inform the values for the completed scheme and the land value; benchmarked the applicant’s costs against BCIS data and comparable schemes, and ran development appraisals to show the optimum viable level of affordable housing. James attended meetings with the client and applicant, along with helping to brief council members prior to a planning committee meeting.

Strategic Sites\

- **Brancepeth Estate, Country Durham (The Trustees of the Rothes)** – James was part of a team of consultants working for The Trustees of the Rothes who were promoting land through emerging Country Durham Local Plan. The greenfield site was being promoted for 1,900 new homes. James was involved in assessing the viability of the scheme to be used as evidence for representation made to the council, who had found the site unviable in their local plan evidence base. James undertook market research on sales values and worked with co consultants to come to an option of density. James set up the appraisal model which demonstrated that the scheme was viable while making a contribution to infrastructure and providing full planning policy contributions.

Feasibility Assessments\

- **Hampton Pool Lido, London Borough of Richmond (London Borough of Richmond Council)** – James reviewed the case for ‘Very Special Circumstances’ in terms of the economic viability of an outline proposal to extend the Hampton Pool Lido which was located in Metropolitan Open Land (MOL). James analysed the proposed development, the swimming pools current trading performance, and undertook analysis of the potential funding options outlined by the applicant. James tested a series of scenarios to ensure that development proposals impacted the MOL as little as possible while still producing a viable scheme.

Employment Land Reviews\

- **East Northamptonshire & Kettering Property Market Review and Sites Assessment (East Northamptonshire & Kettering Councils)** – James produced a commercial market assessment of B1, B2, and B8 uses to be used to evidence allocation or deallocation of employment land for the development plan, extracting information from published data and undertaking undertook telephone consultations with active agents, stakeholders, and developers. James undertook site visits and detailed site assessments for both existing and proposed employment sites. James tested findings by engaging in a stakeholder workshop.
- **Property Market Review and Assessment of Employment Sites (Corby Borough Council)** – James undertook this work on behalf of the council, providing a market report to help inform allocations or deallocations of employment sites in the development plan. He completed a market assessment using published B1, B2, and B8 employment data and undertook telephone consultations with active local agents, stakeholders, and developers.
- **Daventry Employment Land Review (Daventry District Council)** – James undertook this work on behalf of the council. He provided a market report focusing units under 105,000 sqft to advise whether new allocations were needed for non-strategic, local employment space in the new local plan. He completed a market assessment using published B1, B2, and B8 data and undertook telephone consultations with local agents, stakeholders, and developers. James tested his findings by engaging in a stakeholder workshop.
- **Bracknell, Wokingham and West Berkshire Employment Land Review (Bracknell, Wokingham, and West Berkshire local authorities)** – James carried out a commercial property market review for B1, B2, and B8 uses to assess the need for employment space in the three local authorities' local plans. He carried out site visits to understand the existing type of employment space in the area, along with the type of proposed allocations coming forward. He also undertook consultations with agents, stakeholders, and developers. James analysed property data to provide the council with an indication of vacancy and to gauge the impact of permitted development rights.
- **Charnwood Employment Land Review (Charnwood Borough Council)** – James carried out a commercial property market assessment of B1, B2, and B8 uses. This was used as additional evidence to support the council in allocating/deallocating employment land. James completed a desk-based analysis, along with consultations with local agents, stakeholders & developers. He reported his findings at a stakeholder workshop hosted by the local authority.
- **Solihull Employment Land Review (Solihull Metropolitan Borough Council)** – James produced a commercial market assessment of B1, B2, and B8 uses to be used to evidence allocation or deallocation of employment land in the emerging local plan. He extracted information from published data and undertook telephone consultations with active agents, stakeholders, and developers. James tested findings by engaging in a stakeholder workshop.
- **Lewisham Local Economic Assessment (London Borough of Lewisham)** – James undertook a commercial market assessment of B class and night time economy uses. He undertook consultations with local commercial agents, developers and investors to understand current trends in demand. James also undertook a desk-based assessment of current availability to provide the council with advice on current vacancy levels in the borough.
- **Lewisham Employment Land Review (London Borough of Lewisham)** – Building on the market analysis he undertook in the Lewisham Local Economic Assessment, James reviewed the B class commercial sectors in Lewisham. He also carried out site visits to understand the existing type of employment space in the area and to provide advice in terms the benefit of intensification or masterplanning of employment allocations.
- **Newham Employment Land Review (London Borough of Newham Council)** – James undertook this work on behalf of the council, providing a market report to help inform allocations or deallocations of employment sites in the local plan. He completed a market assessment using published B1, B2, and B8 employment data and undertook consultations with active local agents, stakeholders, and developers. James tested his findings by engaging in a stakeholder workshop.

- **Windsor and Maidenhead supplementary market analysis for Employment Land review (Royal Borough of Windsor and Maidenhead Council)** – James carried out a commercial property market assessment of B1, B2, and B8 uses. This was used as additional evidence to support the council during Examination in Public (EiP). James produced an evidence base through undertaking desk-based analysis, along with consultations with local agents, stakeholders & developers.
- **Swale Employment Land Review (Swale Borough Council)** – James undertook this work on behalf of the council, providing a market report to help inform allocations or deallocations of employment sites in the development plan. He completed a market assessment using published B1, B2, and B8 employment data and undertook telephone consultations with active local agents, stakeholders, and developers. He reported his findings at a stakeholder workshop hosted by the local authority.
- **Taunton Deane & West Somerset Employment Land Review (Taunton Deane & West Somerset local authorities)** – James carried out a commercial property market review to provide an evidence base in support of the local authorities emerging local plan. He consulted with agents, stakeholders, and investors, along with reviewing property market data to provide advice on current trends in demand, vacancy, viability and development opportunities.

Plan Wide Viability and CIL Studies\

- **Sutton Plan Viability Assessment (London Borough of Sutton)** – James completed a market assessment for all property types including residential, leisure and B1, B2, and B8 space. He analysed published data and supplemented this through telephone consultations with agents. He also provided GIS support, analysing data and presenting graphics to be used in the final report. James tested findings through a stakeholder workshop. Finally, he ran viability appraisals testing a number of generic site typologies, different property types and mixed-use schemes.
- **Sutton CIL Study (London Borough of Sutton)** – James undertook market research into residential and commercial markets in the Borough. He also provided GIS support, analysing spatial data and creating maps which used to determine residential value zones. James then ran development appraisals to inform a suitable CIL charge.
- **Redcar & Cleveland Plan Viability Assessment (Redcar & Cleveland Council)** – James completed a market assessment for all property types including residential, leisure, B1, B2, and B8 space. He analysed published data and supplemented this with telephone consultations with agents. He also provided GIS support through analysing data and presenting graphics. James tested findings through a stakeholder event hosted by the council. He undertook an assessment of sites coming forward for development across all sectors. James then ran generic viability testing on a number of sites, which included different property types and mixed-use schemes.
- **Waveney Plan Viability Assessment (Waveney District Council)** – James undertook this work on behalf of the council to evaluate the proposed local plan in terms of viability. James completed a residential and commercial property market assessment, reviewed proposed policies, and analysed the pattern of future strategic development allocations. He also provided GIS support through analysing data and presenting graphics. James then undertook viability testing on both generic typologies and on larger strategic mixed-use sites.
- **Isle of Wight Plan Viability Assessment (Isle of Wight Council)** – James was engaged by the local authority to evaluate the emerging local plan in terms of viability. He analysed the proposed allocations to establish generic typologies to be tested. He also provided GIS support, analysing average property price data for the borough and showing where the bulk of development sites were allocated. After undertaking market research James tested the viability of the generic typologies for residential and commercial sites.
- **Babergh and Mid Suffolk Plan Viability Assessment (Babergh and Mid Suffolk Joint Authorities)** – James carried out this work on behalf of two local authorities. He attended the inception meeting to agree on the scope of work. James then completed a market review of both residential and commercial markets. He also provided GIS support through analysing data and

presenting graphics. James tested findings through further engagement with stakeholders, landowners, developers and agents.

- **Suffolk Coastal Plan Viability Assessment (Suffolk Coastal District Council)** – James completed a market assessment for all property types including residential, leisure and B1, B2, and B8 space. He analysed published data and supplemented this with telephone consultations with agents. He also provided GIS support through analysis data and presenting graphics. James tested findings at a stakeholder workshop. He then used information provided by the council to formulate generic typologies to test and undertook additional analysis on strategic sites. He performed viability testing on a number of sites, which included different property types and mixed-use schemes.
- **Northampton Plan Viability Assessment (Northampton Borough Council)** – James completed a market assessment for all property types including residential, leisure and B1, B2, and B8 space. He analysed published data and supplemented this with telephone consultations with agents. He also provided GIS support through analysing data and presenting graphics. James tested findings through further engagement with stakeholders, landowners, developers, and agents. He performed generic viability testing on a number of sites, which included different property types and mixed-use schemes.

Masterplanning and Estate Regeneration\

- **Tolworth Area Plan (Royal Borough of Kingston upon Thames Council)** – James researched and analysed 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 to designers, producing a commercial brief for the project.
- **Redevelopment of Leiston town centre site (Leiston Town Council)** – This study included a feasibility assessment and viability testing for various options for the proposed redevelopment of a town centre site in Leiston. James undertook consultation with potential occupiers including, convenience retail, food and beverage, and hotel operators. He also contacted existing retail occupiers to suggest a potential relocation to the site. A preferred residential led option was then tested for viability and reported to the client.
- **South Lambeth and Westbury Estate Regeneration (London Borough of Lambeth)** – This project required very specific market research into the potential scheme format and rental level for commercial units for two estate regeneration developments in Lambeth. James consulted with agents while collecting quantitative evidence to provide reasoned advice on the scheme specification, feasibility, and future income.

Red Book Valuation\

- **Kirkgate Townscape Heritage Application (Vektor Investment Management)** – This valuation was for Townscape Heritage grant purposes. James had to provide a market value for buildings in their current state, and a market value with the special assumptions that renovation work had been completed. The existing site comprised a run-down terraced of mixed commercial and residential in Leeds city centre that included; residential, hostel, and retail units. A grant was sought to re-instate the buildings into an economic use. James undertook market research into rents, yields, and capital values to inform the existing use value and reinstatement values. James also undertook an assessment of the planning history and planning policy.
- **Former Oakfield School Site Swindon (Swindon Borough Council & Nationwide Building Society)** – The purpose of this valuation was to provide a Market Value to inform negotiations of the site disposal of a former school which was identified as being suitable for redevelopment for circa 170 dwellings. James undertook a market assessment to inform sale values for the appraisals to support the valuation; consulted with the Council's housing team on affordable housing values; and reviewed the site's planning history and planning policies.

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