

Atam Verdi, Director



Atam has over 20 years experience working in the development consultancy sector. He qualified as a Chartered Surveyor in 1993 and has been based in London and Leeds.

Atam works with both public and private sector clients on a nationwide basis who require delivery focused advice. He has excellent communication, numeracy and analysis skills which mean that projects progress.

Atam has experience of: development frameworks; complex financial appraisals; developer selection; procurement; funding; town planning/S106; acquisition/compulsory purchase; heritage and delivery mechanisms.

He has also undertaken strategic consultancy projects to advise on location strategies for occupiers, town centre strategies for Local Authorities and studies to inform strategic investment priorities in the public sector.

His work has involved bringing forward developments in: town centres, area based brownfield projects, and strategic edge of town contexts.

Atam is a Member of the Regional Board of the RICS; a Design Council CABE Built Environment Expert; a Director of social enterprise Headingley Enterprise and Arts Centre; on the Integreat Plus Yorkshire Design Review Panel and an Academician at the Academy of Urbanism.

Master-planning and Regeneration\

- Beech Hill Masterplan, Halifax (Calderdale Metropolitan Council) - feasibility study to explore options for the regeneration of an existing social housing estate comprising 400 existing units. The project involved assessing redevelopment options for 3 vacant tower blocks and land assembly costs for properties acquired under the Right to Buy initiative.
- Scotswood Housing EXPO, Newcastle (Newcastle City Council) - detailed development advice to inform the masterplan and developer competition to bring forward major new housing development (1,800 units) with associated community facilities including local centre. The delivery mechanism is a unique long-term joint venture comprising the local authority, HCA and 3 private sector developers.

- Boots Headquarters, Nottingham (Alliance Boots) – provided strategic review of property assets with the objective of opening up a “closed” site to new mixed use development. Outputs included masterplan, financial modelling, stakeholder engagement with key partners and delivery advice in terms of phasing and next steps. The site includes Grade I and II* Listed Buildings and significant surplus land. This site has been designated as one of the first new Enterprise Zones.
- Bates Colliery, Blyth (Homes and Communities Agency) - master-planning with John Thompson and Partners and subsequently advised with respect to affordable housing provision options. This led to negotiation and completion of a Joint Venture Agreement for site remediation and development.
- Gateshead Town Centre, Regeneration Delivery Strategy (Gateshead Borough Council) - a detailed long term delivery strategy for the renaissance of the Town Centre. Implementation is underway with a new Tesco foodstore development with significant ancillary retail and leisure development – which is effectively recreating the Town Centre.
- Soho Park, Smethwick (Regenco/Sandwell Council/AWM) - retained to review previous master-plan proposals in order to scope out a new approach and delivery proposals for this £20 million [mixed use ???] scheme.
- Science City, Newcastle (Newcastle City Council/ONE/Newcastle University) - working with master-planner EDAW/Hopkins, developed detailed development proposals for a major new £150 million science and technology based scheme.
- Swindon Town Centre (Swindon Borough Council/ SWRDA) - working with Hopkins Architects prepared detailed development proposals for the regeneration of the Town.
- Church Square, Scunthorpe (North Lincolnshire Council) – the Council are exploring options for the further regeneration and investment in the Town Centre. AspinallVerdi have provided advice in terms of development potential, prospective mechanisms and values for the Council’s decision making process.
- Sites Acceleration Study (Central Bedfordshire Council) – the Council have asked AspinallVerdi to review 17 employment sites with the aim of bring forward development earlier. Recommendations have been made which cover planning policy, direct intervention and close working with landowners and developers.
- Tower Works, Holbeck, Leeds (Yorkshire Forward) - development brief and developer selection for this high profile £100 million scheme in Leeds City Centre. Also worked on the business case for public sector funding.

Funding and Economic Appraisal\

- Bradford Markets (Bradford City Council) - development framework with Spawforth Associates and subsequently retained to test delivery options and to advise on taking the £25 million scheme to the market.
- Tees Marshalling Yards, Stockton/ Middlesbrough (Network Rail, DB Schenker and Stockton Middlesbrough Initiative) - development consultancy advice to develop this strategic 100 hectare site for 1,900 residential units.
- Woodside Quarry, Horsforth, Leeds (Countryside Properties and Shepherd Group) - working for two major developers in respect of securing this major development opportunity which could comprise over 400 new residential units and over 10,000 sqm of commercial accommodation. AspinalVerdi are providing valuation and market research services.
- Broad Street, Halifax (Gregory Projects Ltd) - public funding assistance and input into procurement process to deliver 7,500 sqm of new Council accommodation within a £65 million mixed use scheme.
- Middlehaven, Teesside (Tees Valley Regeneration/One North East) – provided financial modelling, market research and development advice to support an Economic Appraisal for one of the UKs largest HMT funding approvals at over £85m.
- Fyston and Wheldale, Wakefield (English Partnerships/Wakefield Council) – provided market advice and financial analysis to support options development and masterplanning. This was followed by a full economic appraisal to secure approvals for significant public sector funding.
- Atam has worked on the Economic Appraisals for many of the other projects mentioned including for example Science Central, Newcastle and Scotswood Housing EXPO. Atam was also a member of the CPRG panel at BIS.

Planning and Economic Appraisal\

- Brinsworth Housing Development, Rotherham (Rotherham MBC and Barratt Developments) - independent appraisal of a DTZ residual valuation. Acting on behalf of Rotherham MBC to negotiate S106 agreement for affordable housing provision.
- Woodside Mill, Horsforth, Leeds (Ogden Waller Properties) – Initially secured change of use planning through the preparation of a detailed market assessment. This was followed negotiating the S106 affordable housing requirement for the client through the preparation of a viability statement.
- Midpoint, Pudsey (Taylor Wimpey) - S106 negotiations with respect to affordable housing on this significant residential scheme of 290 units (£30 million).

- Infrastructure Funding Study (Coventry, Solihull and Warwickshire Partnership) - options to deliver development in a growth context.
- Richmondshire (Colburndale Developers) - market evidence to secure change of use planning consent and subsequently negotiated S106 agreement for 330 homes.
- Growth Options and CIL Study (Arun District Council) - advice to the Council with respect to 4 Growth Options, including Eco-Town (5,000 residential units) and also a prospective Community Infrastructure Levy.

Heritage Projects\

- Former Wharfedale Hospital, Otley, Leeds (P J Livesey) – appointed by the developers of this significant heritage asset in the attractive town of Otley, AspinallVerdi were retained to provide an Economic Viability Statement to support the future redevelopment proposals at the site which incorporate enabling development.
- First White Cloth Hall, Kirkgate, Leeds (City Fusion) – appointed by the owners we have prepared detailed financial assessments of options for the restoration and development of this semi-derelict Listed building in Leeds City Centre. The objective is to help to unlock the potential of this significant heritage asset and secure Townscape Heritage Initiative Funding.
- Kirkleatham Stables and Garden Features, Kirkleatham Conservation Area (Redcar & Cleveland Borough Council and English Heritage) - feasibility Study to identify and fully explore the prospects for the restoration of this complex of Listed Buildings. The stables are within a high quality parkland environment, but have remained vacant for almost 50 years. AspinallVerdi are leading a multi-disciplinary team to explore the options.
- Ancoats Dispensary, Manchester (English Heritage BPT) - local engagement to deliver potential occupier or owner interest for the development or use of this disused heritage building.
- Cornmill Fold, Horsforth, Leeds (Horsforth Office Park Ltd) – initially bringing together a specialist team of advisers and providing a commercial brief for this derelict Listed property. This was followed by a detailed market analysis and options/financial analysis in accordance with EH guidance.

Voluntary & Community Sector\

- North Lodge Park, Cromer (North Norfolk District Council and Cromer Town Council) – AspinallVerdi were retained to examine the asset transfer potential for this important heritage and community asset within Cromer Town Centre. The report brought together aspects of income generation, operational costs, mechanisms for future management and other prospective sources of investment. The work has facilitated wider discussions for setting up a new social enterprise

for managing and maintaining greenspace.

- Greentop Circus, Sheffield (Greentop) – appointed to lead a study working with architects to assess options for growth of this successful social enterprise. The study included a site search, feasibility of the options and funding analysis.
- Headingley Development Trust, Leeds – working with the Headingley Homes group Atam is leading on the acquisition of a residential property to development the Trust's aspirations to become a housing provider for long-term residents in the area.
- Holbeck Day Centre, Holbeck Leeds (Holbeck Elderly Aid) - a viability study, conducted for a Holbeck based social enterprise, focusing upon bringing a disused day centre into use. Examining the commercial/financial and community aspects of the proposal.
- Atam is a Company Director of Headingley Development Trust's HEART Project. This £1.1m project included a community share issue, asset transfer and redevelopment of the former Headingley Primary school to provide a modern community centre with cafe, meeting rooms, co-working space and other facilities.
- Associate Design Time (ADT) – retained as acquiring agents for this innovative and growing design company. The new premises are relocating into the Centre of Leeds and will enable the company to work more closely with clients and expand further.
- Horsham, West Sussex (Salts Healthcare) – acquisition of new commercial premises for this medical services company. The premises will provide clean rooms and research and development accommodation.
- Strategic Management Team (Yorkshire Forward) - acquisitions advice to the Agency including writing business plans, due diligence and valuation activities.
- C6 Solutions, Castleford (Wakefield MDC, HCA and Yorkshire Forward) – Atam provided strategic development, due diligence, valuation and negotiation services to support an offer for this major site which followed the closure of the chemical works.
- Sevenstone, Sheffield (English Partnerships) – Atam negotiated several acquisitions for the agency in support of the major shopping centre development. Services included property search, negotiation of acquisitions and managing the due diligence process.

Acquisition & Implementation\

Miscellaneous Projects\

- Central Projects Review Group (Dept. of Business Innovation and Skills) - reviewed several national projects requiring RDA funding.
- Earth Centre, Consibrough (Millenium Commission) – working for the Millienium Commission Atam provided strategic delivery and funding advice with respect to the funding for the second stage of this significant project.

Career History\

- Founding Director, AspinallVerdi (2009 – to date)
- Partner, Regeneration Consultancy, King Sturge, Leeds (2003-2009)
- Associate, Strategic Consultancy, Jones Lang LaSalle, Leeds (2000-2003)
- Associate, Development Consultancy, DTZ Pieda Consulting, Leeds (1996/2000)
- Development Surveyor, Jones Lang Wootton, London (1991-1995)
- Trainee Valuer, City of Bradford Metropolitan District Council (1986-88)

Qualifications\

- Member Royal Institution of Chartered Surveyors (1993) – RICS Registered Valuer
- BSc (Hons) Land Management (1991)

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