



## Matthew Wroe, Consultant

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Matthew has a degree in BSc Geography from the University of Liverpool; joining AspinallVerdi as a property Market Analyst he has experience in property market assessments and financial viability appraisals. Matthew has advised on Plan Wide Viability Studies, CIL Studies, masterplan options and site specific viability appraisals. Matthew has worked across residential, office, industrial, retail and leisure sectors analysing published data and consulting with agents and stakeholders.

Matthew is experienced in using specialist development appraisal software Argus Developer, bespoke financial appraisals using Microsoft Excel and ARC GIS.

Matthew advises both private and public sectors clients, which include: Craven District Council, West Oxfordshire District, South Oxfordshire District Council, Cray Wanderers Football Club and Salts Healthcare.

### Qualifications\

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- BSc (Hons) Geography, University of Liverpool (2013)

### Career History\

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- Geospatial Processor, NM Group, (2014 – 2016)

### Project Experience\

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#### Development Consulting\

- **Eastern Gateway, Halifax (Calderdale Borough Council)** – AspinallVerdi are leading a team to explore development options at four key regeneration sites in the Eastern Gateway of Halifax. Working with engineers and masterplanners the commission involves detailed examination of constraints and identification of the development potential of the respective sites. Matthew has undertaken the residential market analysis to inform the development options at the respective sites and presented his findings to the Council. Having analysed these options with the team of co-consultants. Matthew was then involved in running the appraisals in Argus Developer for the respective options. The aim of the study to secure funding towards unlocking investment.
- **Small Residential Sites (Bolsover / North East Derbyshire District Council)** - retained together with Tibbalds and Campbell Reith to assess and advise on smaller Council owned sites which can be brought forward for direct development using the Housing Revenue Account (HRA) or for disposal to enable receipts to be generated to cross fund future affordable housing delivery.
- **Employment Land Review (North East Derbyshire District Council)** – Matthew is working as part of a team and coordinating this Employment Land review on behalf of North East Derbyshire Council to review the suitability of the District's employment sites in the current market context. Matthew has undertaken a review of the baseline position of strategy and policy and a market assessment of the office and industrial markets, looking at demand and supply of space. He has then subsequently scored the suitability of circa 35 sites against set of criteria. This has been used to inform whether sites should be retained for current or future employment needs or released for alternative uses.
- **Mansfield Retail Study (Mansfield District Council)** – AspinallVerdi in conjunction with PBA were commissioned to review the suitability of seven sites surrounding Mansfield town centre for comparison retailing. Matthew undertook a physical site assessment, market analysis of comparison retail sector which considered local demand and supply along with gap analysis. Matthew prepared maps to show how the seven sites related to the existing retail offer in the town.

## Site Specific Viability Appraisals\

- **Land at Old Lane, Beeston, Leeds (Barmston Developments)** – AspinallVerdi was instructed to prepare a viability statement for a 58-dwelling development on brownfield land, in a low value area of Leeds. Matthew undertook a market assessment to inform the values for the completed scheme; costs assessment using BCIS data and comparable schemes. Matthew also reviewed planning policy requirements including Green Space Contribution, Affordable Housing and CIL.
- **Rossington Hall (Rossington Golf Development)** - Working with European Tour Properties AspinallVerdi prepared an economic viability appraisal of the proposals to develop a European Tour destination on land surrounding Rossington Hall Hotel at Rossington, near Doncaster. The scheme was for a new European Tour destination comprising: a golf club house; 18-hole golf course; 9-hole course; practice ground etc.; together with plots for 360 executive houses on c90 acres surrounding the course. The intention was to sell serviced residential plots / lots of c10 plots to local 'executive' house builders in order to fund the golf course development, infrastructure and prize money (for the 10-year Tour contract). Matthew undertook a market assessment to inform the value assumptions for the executive properties.
- **Woodstock East (West Oxfordshire District Council)** - AspinallVerdi was instructed by the Council to review the applicant's viability statement. The planning application was for outline 300 dwellings and a local centre, infrastructure, public open space etc. and a detailed application for the development of Phase 1 comprising 46 residential dwellings. The application was in the joint names of the Estate and a local developer. The critical issue the value of the land and the level of profit share between the landowner and developer. We recommended that the scheme could afford the full 50% affordable housing required and that this should be subject to review at the end of phase 1 (subject to a 'floor' %). Matthew undertook a market assessment to inform the values for the residential element which were used to inform the financial appraisals.
- **Station Road, Shirebrook (Derbyshire County Council/Bolsover District Council)** – AspinallVerdi was instructed by the County and District councils to assess the market potential of a site at Station Road, Shirebrook. The site has the capacity for circa 60 dwellings. Matthew undertook a market assessment to inform the potential values and residential mix, along with development appraisals to show scheme viability.
- **Scout Green Depot, Mossley (Scout Green Ltd)** - Matthew prepared an EVA for a development of 47 dwellings, including 6 live/work properties. Matthew undertook a market assessment to inform the sale values for the scheme, assessment of costs using published data and comparable schemes and ran development appraisals which established the optimum viable level of planning obligations.
- **Spentfield House (Round Strategies Ltd)** – Matthew prepared an EVA for a scheme of 7 new build houses and 7 apartments in the existing building. The scheme sought to provide a high-quality design and larger accommodation than average. Matthew undertook a market assessment to inform the sale values for the scheme, assessment of costs using published data and comparable schemes and ran development appraisals which established the optimum viable level of planning obligations
- **Marine Gardens, Whitley Bay (People for Places)** – Matthew prepared an EVA for the redevelopment on the former site of the Coquet Park and Marine Park First School for 16 houses, 44 apartments and 4 flats over garages. Matthew undertook a market assessment to inform the values for the completed scheme, costs assessment using BCIS data and comparable schemes, and ran development appraisals. The report was provided to support a new planning application.
- **Land at Lutterworth Road, Gilmorton EVA (Harborough District Council)** - AspinallVerdi are retained by Harborough District Council for viability purposes, acting at site specific and plan-wide level. Matthew undertook an external economic viability appraisal to determine whether the scheme could provide on-site affordable housing. The Applicant Sheiling Properties Ltd are seeking to develop 10 residential units. Matthew undertook a review of the Applicants appraisal which concluded that the scheme based on our assumptions could achieve 19% profit on Cost whilst providing £200,000 as a commuted sum.

- **Clarence Street, Market Harborough EVA (Harborough District Council)** – AspinallVerdi are retained by Harborough District Council for viability purposes. Matthew undertook an external economic viability appraisal to determine whether the scheme can provide a contribution towards off-site affordable housing as a commuted sum. The Applicant, Churchill Retirement Living are seeking to develop 44 sheltered apartments including communal facilities, access, car parking and landscaping. Matthew undertook a review of the Applicants appraisal and concluded that the scheme based on our assumptions could achieve 20 % profit on GDV whilst providing an off-site contribution of £377,000.
- **Land at Farndon Road EVA, Market Harborough (Harborough District Council)** - AspinallVerdi are retained by Harborough District Council for viability purposes. Matthew undertook an external economic viability appraisal to determine whether the scheme can afford to deliver 30% affordable housing. The Applicant Avant Homes are seeking to develop 215 residential units adjacent to the Phase 1 development Farndon Fields. Matthew undertook a review of the Applicants appraisal and concluded that the scheme could provide the 30% affordable housing.
- **Land at St Wildreds Close EVA, Market Harborough (Harborough District Council)** – AspinallVerdi are retained by Harborough District Council for viability purposes. Matthew is currently undertaking an external economic viability appraisal to determine whether the scheme an off-site commuted sum for affordable housing. The Applicant Manor Oak Homes are seeking to develop 45 sheltered apartments with associated access, parking and outdoor amenity space. The project is currently on going.

### Plan Wide Viability\

- **Local Plan Viability (Craven District Council)** – AspinallVerdi were instructed by the Council to undertake a viability study to inform their new Local Plan. Matthew undertook an assessment of the residential market in Craven to inform the appraisal assumptions for the 14 development typologies tested. Matthew analysed; recent transactions, current market listings and consultations with local agents to determine a value per square meter for new residential dwellings. Matthew attended the stakeholder consultation with local landowners, developers and agents. Matthew ran development appraisals in AspinallVerdi's bespoke Excel plan-wide model.
- **Local Plan Viability (South Oxfordshire District Council) - AspinallVerdi were instructed by the Council to undertake a viability study to inform, their new Local Plan.** Matthew undertook an assessment of the residential market in South Oxfordshire to inform the appraisal assumptions for the development typologies tested. Matthew has also undertaken a planning policy review to determine which policies directly influence viability. The project is currently on going.
- **Local Plan Viability & CIL Study (Harborough District Council)**– AspinallVerdi are retained by Harborough District Council for viability purposes, acting at site specific and plan-wide level. **In 2016** Matthew undertook an assessment of the retail, office and industrial sectors across the District to inform the assumptions for the plan wide viability appraisal. Matthew analysed deals done rent and yields and assessed availability of space. Matthew has also mapped house price data using GIS Choropleth maps to illustrate location and pattern of residential sales across the District. In 2017, Matthew has undertaken an update of the previous residential market paper to assess whether the market has changed and thus our existing residential value assumptions.
- **Local Plan and CIL Viability Update (West Oxfordshire District Council)** - Matthew undertook a residential market update across the District. This involved researching transactions using Land Registry, current market listings and consulting with local agents to determine a value per square meter for new dwellings.

## GIS Mapping\

- **Tower Hamlets ELR (LB Tower Hamlets)/ Northampton (Northampton BC)/Solihull ELR (Solihull MBC)** – Matthew created GIS maps showing current availability and deals done of office and industrial stock in these locations.
- **London Borough of Sutton Plan Viability (LB Sutton)** – Matthew created Choropleth maps using GIS showing average sold prices across the district and future housing allocation sites.
- **Redcar and Cleveland Plan Viability (Redcar and Cleveland Council)** – Matthew created Choropleth maps using GIS showing average sold prices across the Borough and future housing allocation sites.

## Masterplanning & Regeneration\

- **Newcastle Western Expansion, Keele (Keele University)** – Matthew assisted Ben Aspinall in the preparation of a property markets and viability report, supporting the Keele University/Newcastle Western Extension masterplan. The report sought to understand the viability of the proposal when combined with planning obligations including affordable housing and other infrastructure requirements. Matthew undertook a housing and commercial market analysis in the Newcastle-Under-Lyme. Matthew created maps in GIS showing new build achieved values for residential dwellings and the commercial activity within the defined market area.
- **West Norwood, Tulse Hill (London Borough of Lambeth)** – working with co-consultants Regeneris, BDP and Urban Flow a detailed development study and masterplan has been prepared for West Norwood Town Centre and the nearby KIBA. The area suffers from fragmented ownerships and a detailed analysis of land ownerships and assembly costs was completed. Matthew assisted Atam Verdi in the preparation of a property market review which formed a section in the evidence base report. Matthew undertook residential and commercial analysis which involved researching transactions based evidence using Land Registry and current market listings. Matthew also assisted in the preparation of a site appraisal report which included; Land Ownership information, land assembly costs and financial appraisals for a site in West Norwood.
- **White Rock, Hastings (Hasting Borough Council)** – Working in conjunction with White Arkitekter, Gardiner & Theobald and Thirteen Ways, Matthew assisted Atam Verdi in the preparation of a residential market review for Hastings to inform future development options in White Rock. Mathew undertook residential market analysis which involved researching transactions based evidence using Land Registry and current market listings.

## Acquisition & Implementation\

- **Site Finding Services (Salts Healthcare)** – Matthew undertook market research for a new commercial premise for Salts Healthcare. The market research involved finding suitable premises, either existing or design and build options against set criteria, this involved using EGI Property Link and engaging with agents to understand the Quoting terms for each of the potential premises. Matthew also created GIS maps showing the locations of these sites and their distances from Salts Healthcare Headquarters.

## Policy Review\

- **Gosforth Business Park (Greggs Plc)** – Matthew assisted the team in preparing a market report for Greggs Plc. Matthew undertook a policy review which included; Starter Homes, SHMA and Affordable Housing. In addition to this Matthew also carried out a residential market assessment which involved researching transaction based evidence and current market listings within the surrounding area.

## Heritage\

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

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