

Emma Whiteley, Consultant

Emma joined AspinallVerdi in December 2020 having completed her Geography (BSc) degree at Sheffield Hallam University where she gained knowledge of Urban Regeneration, Development & Sustainability, Planning policy, Urban Design, and gained experience using GIS. She will then be going on to complete her (MSc) Real Estate course, which is accredited by RICS, covering Development, Valuation and Real Estate Finance & Investment.

Emma has a keen interest in development and sustainability, having undertaken several modules within her BSc Geography course which looked at the planning of sustainable settlements both nationally, and internationally. An international fieldwork visit to the Netherlands was undertaken as part of this, and a portfolio containing a self-designed sustainable settlement was created (achieving a 68 – high 2:1 grade).

Since joining AspinallVerdi, Emma has gained experience in Property Market Research, Local Plan Viability Assessment and Site-Specific Viability Assessments.

Qualifications\

- BSc Geography, Sheffield Hallam University (2020)
- 3 A-Levels (Geography, Economics and Spanish), Pudsey Grangefield Maths and Computing College (2017)

Career History\

- Consultant, AspinallVerdi (December 2020 – Present)

Project Experience\

Plan Wide Viability

- **Local Plan Viability (Cannock Chase District Council)** - AspinallVerdi have been appointed by Cannock Chase District Council to provide economic viability advice in respect of the cumulative impact on development of the new Local Plan policies. Emma assisted in the preparation of the residential market paper which forms part of the existing evidence and sets out the value assumptions used in the viability testing. Emma therefore undertook an analysis of new build achieved values using the Land Registry and cross referenced each transaction with their energy performance certificate. This allowed Emma to analyse the new build market on a per sqm basis and to assist in determining housing value zones in the District which will be used when determining the site typologies.

Site Specific Financial Viability Assessments

- **Land off Hull Road, Hornsea (Foxglove Investments)** – AspinallVerdi were appointed by Foxglove Investments to prepare a financial viability assessment for a 65-unit scheme located in Hornsea. Emma undertook the following tasks; an appreciation of the scheme which included site location and scheme proposal; market analysis and policy review. Emma undertook a review of new build and second hand asking and achieved values for comparable dwellings. This involved utilising rightmove and zoopla for asking prices and the land registry for achieved values. Through this analysis Emma was able to inform the value assumptions which we adopted in our financial appraisals.
- **Echo Central Phase 3, Leeds (Rushbond)** – AspinallVerdi were appointed by Rushbond to produce a financial viability assessment for a residential flatted development totalling 182 units, located in Leeds. Emma undertook market research, in order to gather comparable data. This included a review of new build and second hand achieved values. Through undertaking this research, Emma was able to inform value assumptions for our financial appraisal.

Development Frameworks/Master Planning

- **St Peter Port, Guernsey (States of Guernsey)** - AspinallVerdi have been appointed by the States of Guernsey to prepare development frameworks for three regeneration areas in St Peter Port. As part of our stage two work, Emma undertook research on the Townscape Heritage Initiative. This

involved preparing a research paper which included what the aims of the initiative are, how it works and a number of case study examples. The purpose was to provide our client with examples of what can be achieved in St Peter Port.

- **Malton & Norton Regeneration Scheme (Malton & Norton)** - AspinallVerdi were appointed as the lead consultant along with PWP Design, RVint Engineering, Social Vision and RPP to prepare a feasibility study establishing the options available for regeneration schemes in Malton and Norton. Emma undertook property market research to identify the supply and demand of retail and leisure uses within the two towns. Following a site visit, the consultant team prepared a SWOT analysis to determine key areas within both towns. The team worked collaboratively to prepare 16 regeneration schemes with a mixture of short, medium and long-term projects.
- **Haxby & Wigginton Area Study, York (Haxby & Wigginton)**

Market Research

- **Leeds Site Search (MathsWorld)** - AspinallVerdi have been instructed by MathsWorld to identify potential location sites which could accommodate a new discovery centre. Leeds is the preferred location particularly due to the lack of this type of facility and the size of the City and conurbation. Emma undertook market research into retail units which are currently available to let in Leeds City Centre (between 4000 - 6000 sqm). Emma prepared a spreadsheet in Excel which recorded the available units including size in sqm, the rent per annum and the rent per sqm.
- **Barnsley Active Travel Hub (Barnsley Council)** – AspinallVerdi were appointed by Barnsley Council to

Investment Plans/Business Case

- **Brighouse Market Revitalisation Town Investment Plan (Calderdale Council)** – AspinallVerdi were appointed by Calderdale Council to undertake a soft marking testing exercise to understand the nature of interest in this re-development of Brighouse market place.

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