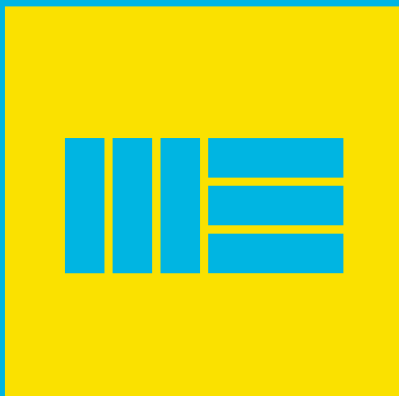


HEATHLANDS, MAIDSTONE COUNCIL

PROPOSAL TO PROVIDE PROPERTY ADVICE FOR EMPLOYMENT LAND

07 JULY 2022



INTRODUCTION

We are delighted to have the opportunity to set out a proposal to Maidstone Council in respect of employment land at Heathlands Garden Community. We understand that Maidstone Council are reviewing the potential of this land, and that you wish to receive market facing property use and employment land needs advice in respect of the potential land uses and form that could be accommodated here.

By way of context, the masterplan for Heathlands accommodates around 5,000 new homes alongside a 16 hectare employment land site – the latter land being the focus for this commission. Previous work has been undertaken by SQW to consider the type and quantum of employment that could be accommodated at Heathlands; from our reading this is a fairly high level analysis and doesn't quite answer the questions you now have.

Before setting out our approach to this commission, and by way of background we have a wealth of experience in this field; assessing both employment needs and the demand for potential uses, via:

- Providing commercial advice in the formulation of masterplans. This advice has covered a vast array of land uses – retail, leisure, residential, industrial, offices. This work has been undertaken across the UK from central urban areas to greenfield / green belt locations. For example, we are presently working on the development of masterplans for new settlements at Ifield, Crawley (10,000 homes – including a wide range of other land uses), Burgess Hill (3,500 dwellings) with a current focus on assessing demand for employment land uses), St Georges (Rutland – 2,500 dwellings) and Manydown, Basingstoke (10,000 dwellings). Each of these sites has sizeable employment land 'allocations', and for each we have been responsible for researching and advising on the use and make of this land. This work is informing major planning applications and then the subsequent disposal strategies. We regularly undertake similar exercises in urban location too - such as Chelmsford, Aylesbury and Stratford in the last year or so.
- Inputting to the Local Plan process, by preparing commercially oriented supporting market evidence. We also have a strong track record is working with Local Authorities in preparing their Local Plans – and assessing sites in term of their deliverability and viability. We are currently involved in a number of plan promotion commissions, providing a similar property / development consultancy role to that required here (this includes the Ifield, Manydown and the St Georges examples outlined above).
- Preparing 'evidence based studies': for example retail and employment land needs assessments, such as for a new settlement in Rutland, with around 15 ha of employment land. We have recently completed a similar exercise at Hewitt's Farm, Bromley for a 36 hectare mixed employment site, combining this with in depth property market analysis, land use and delivery recommendations.
- Working in a collaborative team environment to deliver specialist sector advice – combining Montagu Evans development consultancy and agency expertise.

We would be more than pleased to share a range of case studies to give you a greater flavour of our experience and skill set, which we feel is very well suited to the property advice Maidstone Council require now.

APPROACH

Our proposed approach to this commission is as follows.

1. **Inception meeting**, to kick start the work confirm study parameters, objectives, timescales, outputs as well as share any relevant information – including any key contacts (meeting assumed by Teams).
2. **Review the SQW report and masterplan**: plus any other supporting relevant material related to the employment land in the masterplan. We would also wish to understand the proposed timing and phasing of the employment land in the context of the masterplan; and indeed whether its delivery is reliant on any other factors (for example, a new road being in place).
3. **Review local market context**. This will cover the following land uses, and be based on desktop research and engagement with Locate in Kent to understand the type and scale of occupier requirements within the local market area and Kent more broadly:
 - **Industrial and Manufacturing (B2 & B8 with ancillary offices)**
 - **Light Industrial**
 - **Offices**
 - **Ancillary uses (e.g small scale retail / hotel)**

We will consider;

- Overview of market prospects, set within local area context
- Key market trends for employment related property use
- Evidence of current employment land supply / availability / proposed uses
- Analysis of historic lettings in area (Costar / egi / Promis): to assess trend based levels of take up and letting sizes.
- Local market intelligence from Locate in Kent

This will seek to elicit the types of property in demand, available supply, unit sizes as well as property market metrics, such as rents and yields. We will also give consideration to potential speed of take up / phasing issues. Alongside this, we will give views on the typical form of more modern employment sites, say in relation to the setting and plot ratios. From this, we will then draw together recommendations on those that are most suitable for Heathlands and the nature and form that the development could take.

4. **Delivery Strategy**: Taking into account the market review and SQW report baseline, we will then outline a recommended delivery strategy. Land uses to be taken into consideration will include:
 - Industrial (Logistics & Warehousing)
 - Offices
 - Convenience Sotes
 - Restaurants / Takeaways
 - Hotels
 - Other complimentary uses e.g., nurseries & gym, mixed office / workspace etc.

Other factors which we will consider as part of the delivery strategy will include (but not limited to):

- High quality design
- Good quality accommodation / fit for purpose
- Sustainability considerations
- Parking ratios
- Ancillary land uses
- Quality of external environment
- Proximity to amenities
- Acceptable plot ratios

5. **Report:** Our research and recommendations would be set out in a draft report for comment before finalising. The work will be supported by evidence and data – as well as our market knowledge and experience in order to provide well rounded advice.

OUR TEAM

We have carefully considered your brief with our team blending development consultancy and agency advice. Our Montagu Evans property team will be as follows:

Malcolm Hewines (Partner) MRTPI MRICS – will act as overall project lead for Montagu Evans, providing co-ordination and strategic development consultancy advice. He has over 20 years of masterplanning, site promotion and land assessment experience (including a substantial amount of commissions in and around London), many of which Malcolm has continued to advise on and, ultimately, to successful scheme completion.

Rachel Lambert (Associate) MRICS - a highly experienced development consultant who will support Malcolm in co-ordinating our team, collating market evidence and preparing the advice. Rachel works on a range of regeneration projects and strategic development sites, advising on development consultancy, valuation and financial viability matters as well as land acquisition and disposal, delivery mechanisms and investment strategies. Rachel is a Registered Valuer too.

Morgan Reece (Associate) MRICS – our economics expert, and highly experienced in preparing employment land assessments. Morgan comes with a background in both planning and surveying, a combination well suited to this commission.

Malcolm, Rachel and Morgan will be supported by junior resources, who will undertake much of the background research. As a team, we have worked successfully together on many similar projects.

TIMESCALES

We can confirm that we will provide our draft report no later than 6 weeks after being commissioned (with the intention to deliver a draft to you earlier than this), with a view to completing the commission within a further week of receipt of comments.

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CONCLUSION

We do hope this letter provides with the scope of advice required. We would of course be more than happy to discuss our approach in more detail and shape it further to your needs, or provide you with further information about our track

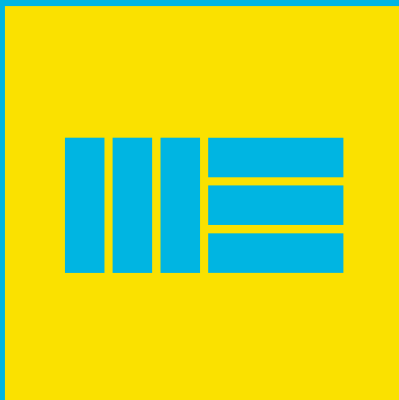
record and expertise, including full CVs. Perhaps overall, I do want to emphasise the way we work – we are collaborative, and will listen carefully to your needs - and will always look to add value where we can.



Malcolm Hewines (Partner)

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WE CONSIDER OUR CREDENTIALS, HOW WE HAVE STRUCTURED OUR BID AND OUR PROPOSED CHARGING RATES TO BE COMMERCIALY SENSITIVE INFORMATION.
WE REQUEST THAT THESE BE TREATED AS CONFIDENTIAL