



Residential Development

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# CENTRAL ENGLAND

Our Regional Expertise and Specialist Services







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Why Knight Frank?  
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## Welcome to The Central England Capabilities Brochure



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We're delighted to be acting on some of the finest new homes available, sold both privately to owner occupiers in the UK and to overseas investors. Meanwhile, the Land Teams have been busy advising on both the unique and large land transactions, including one which won the prestigious 'Deal of the Year' award.

The Planning and Project Management team is growing from strength to strength. They advise on a range of complex sites, some for regeneration in the city centres, and others for large urban extensions and new settlements.

The core service lines are supported by the world-renowned Knight Frank Research Team, providing market facing intelligence to help inform and direct client decision making.

All of this from the Birmingham, Stratford and Cheltenham hubs. Allowing the Central England Team the flexibility to work from multiple hubs gives greater market exposure, leading to well-rounded but tailored and independent advice for all our clients. Whether selling new homes in the Cotswolds or Birmingham city centre, submitting a planning application or selling land with the benefit of planning permission, the Knight Frank Central England Team has a specialist on the ground ready to help.

So whether you're looking for advice on how to maximise the value of your land, require market insight or would simply like some assistance, please don't hesitate to get in touch.

**Jonny and Will**





# Our Central England Offices

With offices located across several counties, and cities we cover the entire Central region. Our main hubs include the UK’s ‘Second City’ Birmingham, the historic spa town of Cheltenham, situated on the doorstep of the glorious Cotswolds. As well as the home of Shakespeare, Stratford-upon-Avon.

## Our offices

- ◆ Birmingham
- ◆ Stratford-upon-Avon
- ◆ Cheltenham
- ◆ Oxford
- ◆ Cirencester
- ◆ Worcester
- ◆ Shrewsbury
- ◆ Stow-on-the-Wold





# Land Agency & Consultancy

The constraints on land supply in an island nation are hard to underestimate.

At Knight Frank, we know that land is vital to our economy – it’s at the heart of everything we do. Our highly experienced nationwide team has the necessary expertise, knowledge and proven track record of success to provide practical and creative advice on all aspects of development land.

We have a deep understanding of the complexities and challenges involved with both transacting and consulting on land. We relish in sharing our knowledge of the land and development sector with our clients. Whether strategic, brownfield, greenfield, existing buildings, unconsented

or consented, we do our utmost to ensure that our clients maximise potential land values through innovative solutions. Our clients range from those with land capable of delivering just a few units to those whose land can accommodate thousands. We provide advice to those in the public, private or commercial sectors – whether an investor, owner or developer.

We’re a nationwide business and we work alongside colleagues in various teams, such as Capital Markets, Planning and Valuations. In addition, our global network enables us to gain insight into international trends.

*“Buy land; they’re not making it anymore.”*

MARK TWAIN

## Our services

- ◆ Development land agency
- ◆ Option & promotion agreements
- ◆ Development Partnerships
- ◆ Legacy & Stewardship advisory
- ◆ Joint venture agreements
- ◆ Building lease/licence
- ◆ Development consultancy & viability
- ◆ Acquisitions
- ◆ Site searches
- ◆ Land swap negotiation
- ◆ Ransom strip negotiation
- ◆ Overage provisions & negotiations
- ◆ Affordable housing

## Contact

BIRMINGHAM



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STRATFORD



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# New Homes Sales

As one of the UK’s largest and most experienced new homes property consultancies, we work with major house builders and developers across the country to bring you your perfect new home or investment property.

Knight Frank New Homes offers developers a comprehensive service from the moment you offer on your land through to conception of your development and through to completion.

Our aim is to add value to your development by maximising sales, using our excellent database and local offices to generate more leads. Knight Frank is a worldwide trusted brand so by instructing us we can enhance your brand by promoting confidence to your buyers. We have a dedicated new homes Marketing and PR team who can expose your development to a wider audience.

Our highly experienced new homes teams cover an area from Birmingham to Exeter and work closely together to offer developers of all sizes the best possible advice.

## Overseas Sales

Knight Frank have a global reach and the knowledge needed to deliver successful sales strategies overseas in order to sell UK developments in key investment areas. This allows developers to de-risk by securing sales off-plan or early during the build. Our distribution channels include our own global offices in key areas such as Asia and the Middle East paired with key global introducers. Our Regional Investment and Distribution team is headed up by Liam Smith who has extensive knowledge in this sector.

## Contacts

### BIRMINGHAM



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07415 929944

### CHELTHENHAM

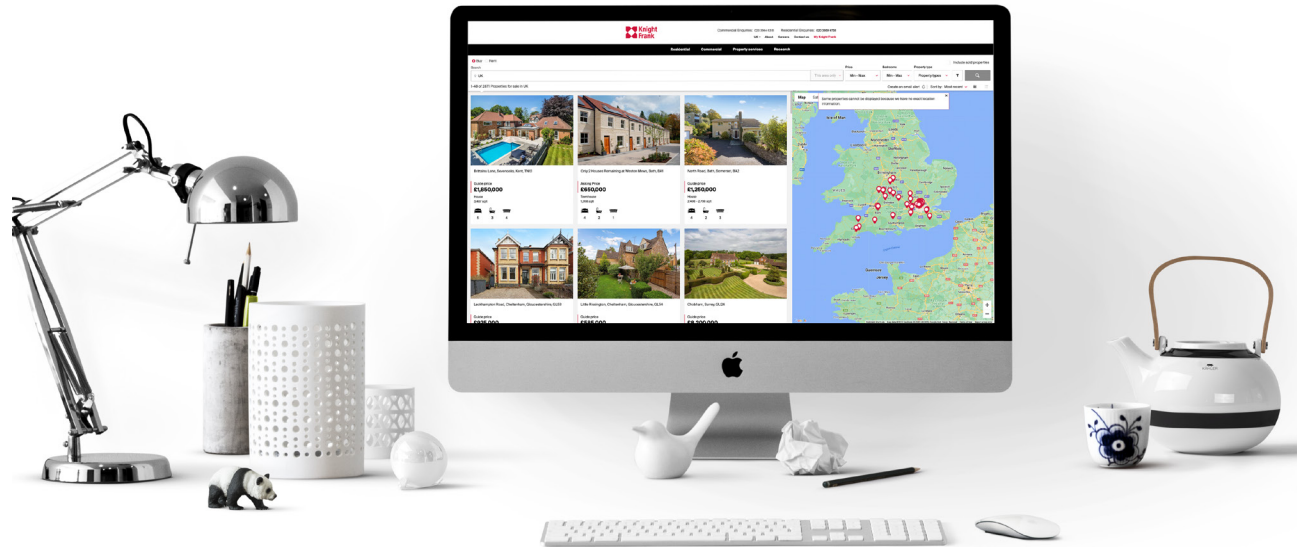


**Sarah McKinnon**  
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### STRATFORD



**Chris Priestley**  
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# Sales & Marketing

We can create bespoke marketing strategies to generate off-plan sales and maintain strong sales rates and values, to maximise ROI.

## Digital

### Property Portals

We advertise on 3 portals (OnTheMarket, Rightmove and Zoopla) which are our biggest driver of leads from both property-hunters and landlords.

### Knight Frank website

Our site receives 12 million visitors a year and is accessible in 24 languages – so we can connect seamlessly with a global audience.

### Online advertising

Our dedicated digital team uses tools such as dynamic advertising, search engine optimisation and pay per click to enhance the visibility of our properties, target browsers locally and internationally, and drive traffic to our properties wherever they’re listed.

### Social media

Our social media channels – which have a combined global reach of 26.5m and attract around 2m users a month – are key in reaching a property audience that’s increasingly connecting with us online. We utilise paid social campaigns to drive leads and we are able to create bespoke client campaigns.

### Email campaigns

With a global database that’s constantly being updated with active buyers and tenants, we’re able to stay in touch with the browsing audience in a highly targeted way.

## Traditional Media

### Advertising

We can book advertisements and editorial positions in leading regional luxury publications, such as Country & Townhouse and Cotswold Life.

### PR

Our dedicated PR team works closely with our extensive press contacts to promote Knight Frank properties beyond the advertising sections.

### Knight Frank publications

From agenda-setting research reports to high-end magazines, our range of property publications is read by a discerning global audience.

### Direct Mail

Direct Mail remains an extremely effective marketing tool. By combining stand-out creativity with the power of our database and the latest Direct Marketing targeting tools, we’re able to consistently generate high levels of interest and viewings.





# Planning & Project Management

Operating across the whole spectrum of Town Planning we provide clear, concise, and practical advice based on diverse and comprehensive expertise. A detailed, analytical and enthusiastic approach to project management is adopted to achieve high quality, positive outcomes and value add.

## Planning

Knight Frank Planning is engaged with complex and high-profile development projects. We aim to provide the same first-class service to all of our clients, large and small. We work closely with our Knight Frank Land Agency, Logistics Agency, Development Partnerships, Automotive, Rural Asset Management and Country teams to support clients in a range of sectors.

We provide clear advice to inform strategies and help shape policy in support of development proposals, whether promoting development via a Local Plan, preparing and submitting Planning Applications or leading on Appeals.

## Project Management

The Project Management skillset complements the planning service, particularly upon leading on the preparation of planning applications, and facilitating land promotion on behalf of private clients or where development companies require the external support to monitor and manage existing portfolios.

## Project Management Specialities

- ◆ Development project management
- ◆ Managing project teams
- ◆ Instructing consultant team
- ◆ Monitoring and managing fees
- ◆ Reviewing technical reports to ensure commercial recommendations are made
- ◆ Meet commercial objectives set by client
- ◆ Minimising S106 obligations

## Planning Specialities

- ◆ Strategic Land site searches
- ◆ Planning Appraisals
- ◆ Development Strategies
- ◆ Development Plan Representations
- ◆ Planning Applications (Pre-app/Preparing of Application /Submission/Post-determination)
- ◆ Planning appeals
- ◆ Negotiating and discharging planning conditions and S106 legal agreement

## Contact



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## Rural Consultancy

Our rural advisors offer expertise across the rural sector whilst also working in partnership with both landowners and developers to create thriving, connected communities. Their modern, data driven approach delivers sustainable estates where people want to live, work, visit and stay.

Environmental legislation is moving at a fast pace and with companies also having their own targets in place, it is key that new developments meet these criteria.

If you'd like to discuss the environmental aspects of your project or find out more about our services, our team would love to hear from you.

### Key Expertise

- ◆ Biodiversity Net Gain
- ◆ Greenfield Transition Management
- ◆ Nutrient Neutrality
- ◆ Solar Farming, Energy and Renewables
- ◆ Nature Based Solutions
- ◆ GIS & Digital Mapping
- ◆ Estate Management
- ◆ Compulsory Purchase
- ◆ Agri Tenancies

### Contacts



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## Research

The Residential Investment Research team at Knight Frank is at the forefront of global research in the alternatives market.

We're key market commentators and provide the highest quality, forward thinking, editorial outputs. Each element of our research is purpose-led and provides our clients and the wider market with new insights from both an investor and occupier perspective.

## Residential Investment

Professional residential property investment services aimed at developers, funds and private investors.

Our dedicated team deliver expert advice across the regional residential investment sector. Based in Birmingham, the team has an unrivalled knowledge of market performance, development metrics and essential investment partner requirements in all regional UK markets.

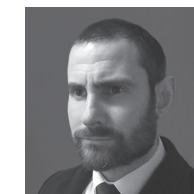
The team is involved in some of the foremost Private Rented Sector (PRS) and Build to Rent (BTR) partnerships and has an intimate knowledge of development conditions around the country, as well as immediate access to institutional clients and private wealth. Working closely with our Land teams, as well as our global network of offices, we provide a full-service solution for all types of residential property. We aim to create long-term, trusted client relationships through market-leading advice, unparalleled access to global capital, and delivering our clients the best results.

Residential Development | Central England

### Our sectors

- ◆ Agriculture
- ◆ Development
- ◆ Industrial
- ◆ Land
- ◆ Logistics
- ◆ Offices
- ◆ Residential Lettings
- ◆ Residential Sales
- ◆ Retail
- ◆ Healthcare
- ◆ Hotels
- ◆ Senior Living
- ◆ Student Housing
- ◆ Data Centres

### Contact



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07776 769529

### Our services

The team have national coverage and provides services relating to:

#### Investment Transactions

- ◆ Tenanted Investments for disposal & acquisition
- ◆ Build to Rent Forward funding and forward commitment structuring
- ◆ Consultancy

### Contact



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# Knight Frank Finance

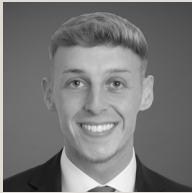
Knight Frank Finance is a market-leading adviser on mortgages and insurance. Our team of brokers offer specialist advice tailored to meet your specific needs, whatever your situation.

With years of experience in property finance to draw on, and long-standing relationships with the major financial institutions and private banks, we can help you find a competitive solution for your purchase.

After an initial consultation with one of our brokers to determine your position, we will present you with a range of detailed options to consider, with no obligation to proceed with our recommendation.

Our brokers are experts in their field and will negotiate with lenders on your behalf to secure the most competitive rate and terms for you.

## Contact



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07773 613800

## Mortgages

### Commercial Finance

Securing the finance you need for a commercial property purchase can be challenging. This is why we have a dedicated team of commercial property finance experts to help you find a commercial mortgage or business loan that is right for you, whether you have a small or large business.

### Development Finance

If you are a professional developer, our team can help you source financing for residential, commercial and mixed-use developments of all sizes. By working closely with lenders, we can achieve competitive percentages based on the property purchase price and building costs, so you only need to finance the difference. We can also provide you with access to mezzanine finance and private equity providers through our carefully selected partners.

### Residential & Buy-to-let Mortgages

We also offer bespoke mortgage advice to help you find the right solution for your residential purchase or a buy-to-let property. Whether you own one property, many or are considering your first, get in touch with our expert team.

# Valuations

Knight Frank’s Valuation & Advisory team comprises sector specialist RICS Registered Valuers.

Our ability to access the significant resources of our Land Transactions, New Home Sales and International Project Marketing teams, as well as our market-leading Residential Research team, ensures that the bespoke advice we provide is current and relevant.

We offer a complete spectrum of UK-wide valuation services for a broad range of development scenarios, from small in-fill sites to high-profile, multi-phased regeneration projects.

Whether it be solely residential schemes with a mix of private and affordable allocations or mixed-used proposals with a variety of commercial use classes, we have the cross-business specialisms to ensure that every facet of our advice is provided by an expert in that field.

We provide independent valuation advice to a wide range of stakeholders, including banks, private funds, institutions, landowners, developers, house builders, housing associations, local authorities, investors and end purchasers.

In line with our core values, we take a collaborative approach to each instruction, ensuring that our clients’ specific needs and requirements are met in partnership with them. Our listing on the valuation panels of most UK banks and many international banks is a reflection of our standing in the market.

Our expert advice includes, but is not limited to, the following matters:

- ◆ Development funding valuations
- ◆ Valuations for financial accounting
- ◆ Taxation
- ◆ Viability assessments

## Why choose Knight Frank?

We recognise that, in a fast-paced and competitive market, our clients require prompt and accurate advice. We’re single-minded in our pursuit of excellence, applying rigorous best practice procedures and partner-level involvement in all our valuations.

## Contact



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## Contact



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## Debt Advisory

**Knight Frank Capital Advisory (KFCA) provides an integrated capital structuring and sourcing service for both debt and equity for clients across the UK and Europe.**

Knight Frank is one of the top debt advisory firms, providing the best advice from the most informed industry experts.

We provide bespoke structuring advice and execution capability for investment and development opportunities across the UK and Europe. We work closely with borrowers, supporting throughout each phase of the capital raising process, providing invaluable advice and increasing execution certainty.

We have long-standing lender relationships with over 300 debt providers and can arrange senior, mezzanine and whole loan solutions for land acquisition, investment and recapitalisation finance and development debt.

The team is active across all sub-sectors of real estate, with notable track record in; build to rent, single family housing, student accommodation, industrial and logistics across Europe and office (speculative development and core investment). We are also active in healthcare, hotels and senior living.

We work as a combined unit with the Equity Advisory team to ensure clients have a single interface for all external capital requirements.

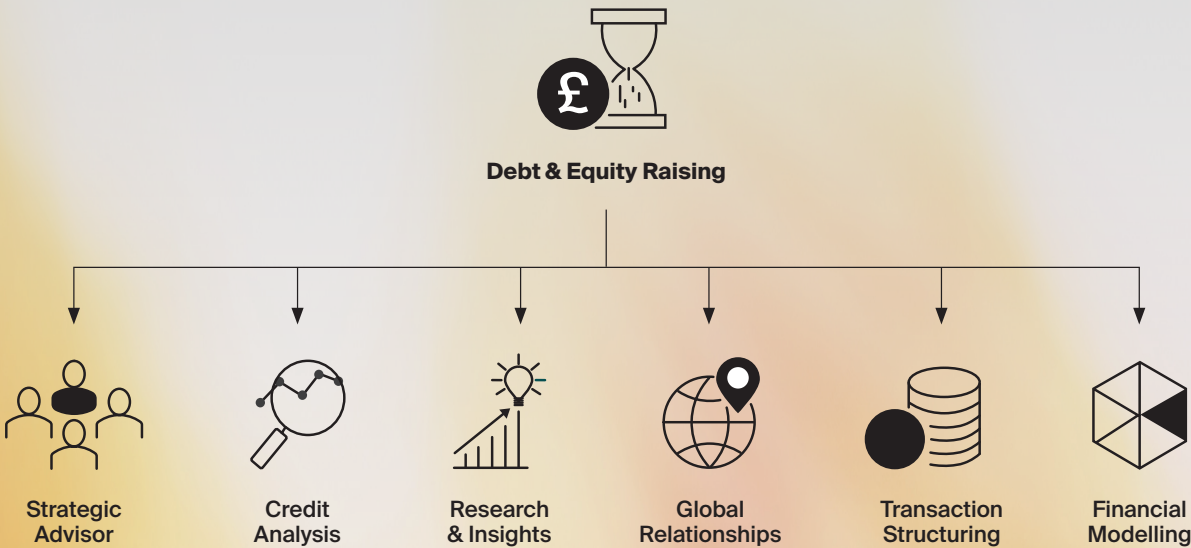
Our global reach and track record in executing commercial, residential and alternative real estate transactions across the capital stack means that we can optimise terms and efficiently transact, reducing timescales and minimising costs.

Our clients understand the complexities involved in securing real estate finance and appreciate our expert opinion on ever-changing lender appetite, structured finance transactions, commercial negotiations and due diligence.

Knight Frank Debt Advisory has recently advised on:

- ◆ Programmatic development debt for a single family housing platform with accordion facility to facilitate future growth
- ◆ Recapitalisation of a purpose built student accommodation portfolio spread across the UK via a whole loan solution
- ◆ Whole loan acquisition facility for a large multi-jurisdictional logistics portfolio with additional accordion facility
- ◆ Construction finance for a fully speculative office development with a gross development value of over £200m
- ◆ Helping Lenders and Borrowers with their ESG Strategies

Our experts are here to help you navigate through the borrowing process and ensure you are equipped with the best possible advice surrounding green and ESG-linked loans. We have a wealth of knowledge from previous and existing projects which could help you define and set KPIs for sustainability-linked loans. We would like to partner with you to help you develop your criteria regarding sustainability-linked loans, with our debt advisory and valuation teams on hand to advise you on the impact of ESG initiatives as they relate to debt financing.





# Why Knight Frank?

We’re your trusted partners in property. We work responsibly in partnership to enhance people’s lives and environments. Founded in 1896 and headquartered in London, UK, Knight Frank is one of the world’s leading independent real estate consultancies.

**Our clients**

We provide innovative solutions for our clients that add tangible value across property sectors and services.

A relationship built on trust is vital. As your partners in property, we’ll always act with integrity and care when it comes to your unique needs; consistently thinking about the bigger picture to provide personalised, clear and considered advice across all areas of property.

Through our deep understanding of key markets and sectors – both emerging and established – we’re dedicated to meeting and exceeding your property goals.

**Our people**

Knight Frank is a partnership defined by our people and the spirit of possibility.

A true partnership is a balanced one, and we’re both passionate about, and committed to, making our business inclusive and diverse; giving every individual the space and opportunity to perform at their best and be recognised for the immense value they bring.

We empower everyone to have autonomy in their role and encourage them to use their voice. Collaborative and engaged teams naturally provide excellent and dedicated client service. Our people are motivated and incisive, ready to ensure that your experience with us is the best that it can be.

Most importantly, we know there’s so much our colleagues and clients can do together to transform our business and the property industry.

**ESG & our social responsibility**

ESG is increasingly front-and-centre of property investment decisions and has an ability to shape value in multiple ways. Sustainability is a critical topic for Knight Frank. Recognising that 40% of carbon emissions come from the built environment, we’re committed to combatting this head on: working with our clients to deliver on their commitments and on how we operate as a business.

People, Place and Planet is a call to action for the firm. We work together to make the difference – for ourselves, for our clients, and for our communities.

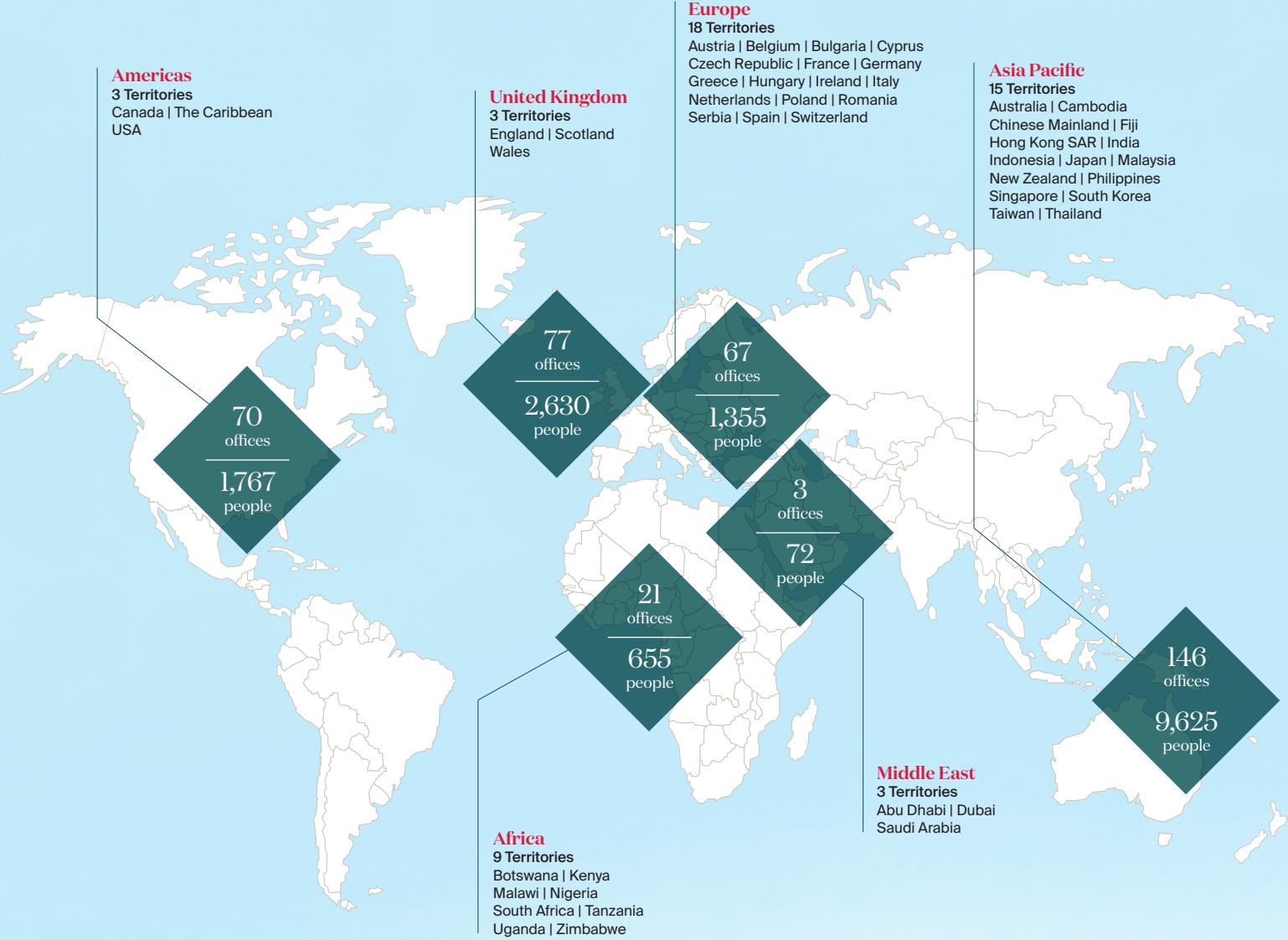
**Our footprint**

Headquartered in London, we have 384 offices across 51 territories and more than 16,000 people.

We operate in locations where our clients need us to be, providing a worldwide service that’s locally expert and globally informed.

Our determination to give you the best experience has led us to be recognised as an innovative business leader in exceptional customer service globally.

# Our Global Map







Your partners in property