

# prd

Driven to make a change?

Candidate information for  
Associate Director - Director in  
Property/Development/Regeneration

June 2026

[prdweb.co.uk](http://prdweb.co.uk)

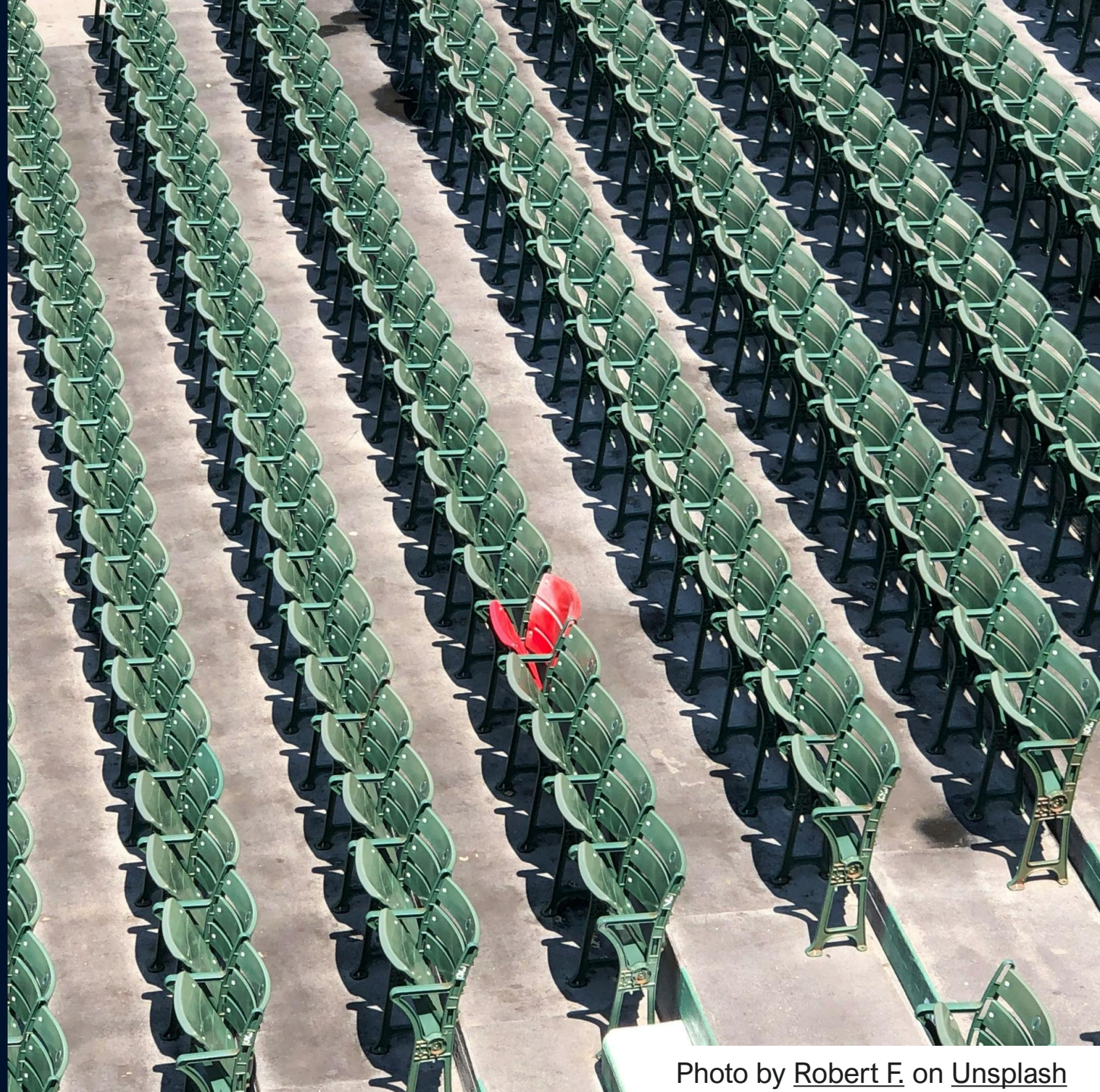


Photo by [Robert F.](#) on [Unsplash](#)

# Welcome

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PRD is a place-based consultancy helping people, businesses and communities realise their potential. We work across economic strategy, social value, investment, regeneration and development, turning evidence into action that makes places better.

We understand traditional ways of delivering things, but we challenge those traditions to find innovative, integrated pathways to solve the challenges our towns and communities face.

We are seeking experienced leaders who have a desire to further their property careers in a dynamic multi-disciplinary environment and to consider property and the built environment differently.

# About us

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PRD is an award-winning, B Corp certified regeneration consultancy. Founded over 13 years ago, we work at the intersection of infrastructure, development, economics and place, helping partners move from evidence to action and strategy to delivery.

We are independent, delivery-focused and genuinely different in how we approach our work. We don't just produce reports – we build strategies based on robust evidence and we stay in the room until things happen. That means building client capacity and identifying the funding and governance structures that make ambitious projects viable and deliverable.

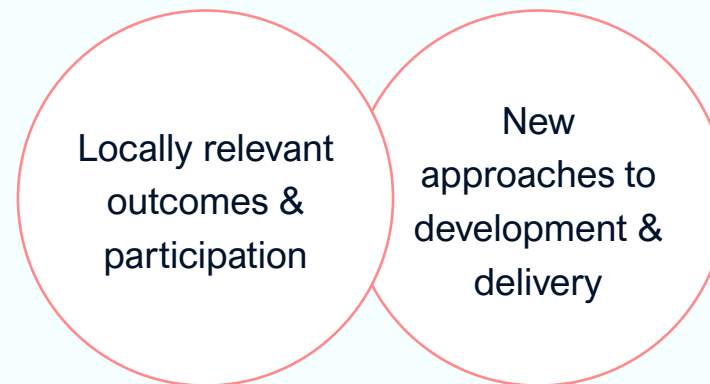
**PRD was founded on the belief that there is a 'win-win' way to deliver development for both local communities and developers**

Our work coalesces around three main pillars which create better places and lasting impact:

**Tackling the housing crisis:** unlocking land, funding and delivery models to get homes built where they're needed most.

**Enabling growth and prosperity:** building the economic and infrastructure cases that attract investment and create lasting opportunity for places and their communities.

**Unlocking impact and social value:** ensuring development works for the communities it touches, not just around them.



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# The opportunity

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We are looking for an Associate Director, Senior Associate Director, or Director to play a lead role in developing our property, investment, and delivery offer.

We want to hear from passionate, well-networked candidates seeking to develop the next stage of their career in a creative and fast-moving environment which values fresh perspectives on how property development, assets and land work for clients, partners and communities.

Property is a fundamental pillar of what we do at PRD and our work involves:

- bringing an appreciation of development to our ideas for projects and places
- identifying strategic investment opportunities
- reshaping the role of the public sector in property and building local capacity
- Optimising limited resources
- making applications for funding to support projects
- consideration of the role of assets and property within masterplans and other place-oriented initiatives
- championing asset re-use and re-purposing
- creative approaches to portfolio investment and management
- thinking differently about the role that property can play in places considering net zero and sustainability challenges
- identifying opportunities for value creation and designing inward investment strategies
- building property strategies informed by evidence and data
- considering practical and realisable steps for onward delivery

# Salary and benefits

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- We operate hybrid working arrangements. We are based in London but service projects throughout the UK and Ireland. Regular in-person attendance in London is essential (3 days per week, including Wednesdays) but our employees need not be London-based
- Base salary £54k (Associate Director) upwards, depending on experience and level of appointment (Associate Director to Director)
- Employer pension contribution of 5% gross salary
- Profit-linked bonus based on personal and company performance
- 25 days holiday (in addition to public holidays)
- Annual away day
- Health plan benefits
- Enhanced maternity and paternity leave
- Paid sabbatical after long service
- Cycle to work scheme
- Company Tate membership
- Structured career progression plan and budget for training and professional development
- Ringfenced CSR time

# You

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You are an exceptional property and development professional who is either ready to step up or is already undertaking a senior leadership role in a consultancy or industry-adjacent role. You will lead PRD's property offer, shaping how we deploy development expertise across public, private and civil society clients and acting as a senior voice in complex, multi-disciplinary projects.

You will take ownership of projects, work-winning and client relationships, bringing the commercial and technical rigour needed to deliver high-quality development and strategy work. You will direct research and analysis, guide multi-disciplinary teams, and be accountable for the quality of PRD's outputs. You will bring structure and diligence without losing sight of the bigger picture.

You will actively grow PRD's pipeline, bringing an established

network of contacts and collaborators and the confidence to generate opportunities, lead bids and build new client relationships. Business development as a core and natural part of your professional life, not a separate task.

You will play a significant role in developing our junior team, fostering a high-performance culture and helping PRD continue to attract and retain excellent people. You lead in a way that raises colleagues, clients, and yourself, being generous with your knowledge and remaining open to new ideas and being challenged.

You are genuinely curious about how PRD approaches its work and energised by the prospect of operating in a consultancy that breaks with convention and is committed to doing things in a better way for places and people.

# Essential and desirable attributes

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## Essential

- 8 to 10 years of relevant experience in property development, regeneration or development economics from the consultancy or client side, with the seniority to be appointed at Associate Director to Director level
- A professional qualification from RICS, RTPI or equivalent and ongoing commitment to professional development
- An established network spanning public sector clients, developers, investors or Combined Authorities that PRD could actively benefit from
- Experience leading client relationships at a senior level, with the gravitas and judgement to provide credible, high-value advice
- A genuine passion for regeneration, cities and the built environment, and an appetite for thinking critically about how property can work harder for places and communities
- Comfortable operating in conditions of complexity and uncertainty and driven to find solutions to complex problems
- A confident communicator with strong personal presence, able to

engage credibly with senior clients, partners, public officials and communities

- Strong technical diligence with a deep understanding of development economics, funding structures, land and property markets, and the realities of delivering complex projects
- Strong analytical skills, including constructing and interrogating development appraisals, interpreting property market evidence and developing robust investment cases
- Excellent written skills and able to produce content that is clear, persuasive and fit for senior audiences

## Desirable

- Experience securing public sector funding – including Homes England, MHCLG or combined authority programmes – and an understanding of how funding strategies shape development viability
- Proficiency in development appraisal in Excel or Argus
- Familiarity with Green Book business case methodology

# Behaviours & competencies

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**Leadership:** bringing confidence to support colleagues to grow their skills and experience, to support clients to make decisions in a fast-changing and uncertain economy, and to develop new business opportunities and relationships

**Organisation:** ability to lead different projects and activities, delegate and direct tasks, and effectively balance fee-earning and non-fee-earning work

**Collaboration:** ability to thrive in small teams where you can lead, empower, and develop teammates; ability to work with external partners to develop and steer projects

**Interpersonal skills:** ability to communicate complex ideas and information in person and in writing, develop strong relationships with senior-level clients and partners, and develop clear and persuasive arguments for particular approaches

**Analytical thinking:** ability to draw insights and stories from evidence and to link your analysis to client needs and opportunities

**Problem solving:** taking the initiative to overcome challenges and develop new ideas to move projects and ideas forward

**Delivering a variety of quality work at pace:** ensuring consistently high quality in the outputs you are directing in line with PRD brand and tone of voice guidelines

# Our values

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Our work is always...

Useful & useable

Positively disruptive

Our work supports...

Fairness in places &  
communities

A just transition to net  
zero

We do this by being...

Collaborative

Adaptable & agile

Generous with our  
knowledge

# Hallmarks of our approach

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We

- are creative in the way we approach our work and relationships
  - use our multi-disciplinary expertise to drive innovation and better outcomes
  - support our clients to help them mobilise the strategies we develop together
  - are values driven in the work we chose to do, how we do it and how we treat each other
  - are committed to creating a positive work environment where everyone is supported to reach their full potential (including opportunities for training and personal development)
- are proud of our record of delivering projects that have enabled local people to shape the places they live, work and study and have created more inclusive and prosperous places
  - listen to communities and respond to their ideas, aspirations, and concerns
  - are committed to considering people and planet in everything we do
  - stay at the cutting edge, keeping plenty of exciting projects and opportunities underway and on the horizon
  - come from broad range of technical backgrounds, bringing different perspectives to our work and opportunities for team knowledge sharing

# Project examples

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## Peterborough city centre

PRD is working with Cambridgeshire and Peterborough Combined Authority, Homes England and Peterborough City Council to shape the development and investment strategy for one of the UK's most ambitious city centre regeneration programmes. Designated a Fast Growth City and Opportunity Zone, Peterborough has 206 hectares of strategic opportunity and a 68-hectare development-ready pipeline. PRD is driving the development agenda by building the economic case, framing the Opportunity Zone proposition and aligning partners around a programme designed to deliver transformational change in employment, housing and placemaking.



Cambridge and Peterborough Combined Authority Mayor Paul Bristow launching the UKREiiF 2026 programme with a focus on Peterborough as a Fast Growing City. Event and programme sponsored by PRD.

# Project examples

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## **North Huntingdonshire Opportunity Zone**

PRD is working with CPCA, Homes England and Huntingdonshire District Council on the strategic delivery framework for four major sites: Alconbury Weald, Wyton Airfield, Hinchingsbrooke and Brampton Cross. Together, they form one of the most significant growth corridors in the East of England. PRD's focus is on the investment and delivery logic: building the evidence base, shaping the delivery strategy and helping establish a Growth Taskforce to coordinate partners and unlock private sector commitment across the corridor.

# Project examples

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## **Worcester Shrub Hill**

PRD has partnered with Worcestershire County Council since 2019 to lead the long-term regeneration of the Shrub Hill area, a part of Worcester's city centre that had stalled through market failure. PRD has supported the council to acquire land, develop a new economic narrative, secure Towns Fund and Brownfield Land Release funding, and act as client representative through masterplan development and delivery strategy. The result is a credible, locally-controlled pathway to regeneration, which will transform a neglected city centre quarter into a linchpin of Worcester's economic future.



# Project examples

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## Gravesend town centre regeneration

PRD is leading delivery preparation for Gravesham Borough Council's four town centre sites, which can bring more than 750 new homes and a new civic heart to Gravesend. Appointed alongside Levitt Bernstein, PRD treated four individually challenged sites as a single investable programme, resolving viability, sequencing and design development through to RIBA Stage 2 – and prompting Homes England to engage with the project. PRD is now supporting both priority sites through RIBA Stage 3, the critical step towards developer market engagement in 2026.



# Project examples

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## East Norwich regeneration programme

PRD provided strategic development advice for Norwich City Council and Homes England in relation to the former Colman's Mustard Factory, the East of England's largest brownfield opportunity, with potential for 3,500 homes and 4,000 jobs. We stress-tested viability, reviewed infrastructure assumptions and defined the economic purpose framework for the site. In March 2026, Homes England acquired Carrow Works (the new name for the Colman's site) and immediately launched design team procurement, a direct consequence of the investable case PRD helped build.



# Project examples

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## **Southwark Land Commission**

PRD oversaw the launch and management of the Southwark Land Commission, the first of its kind in London, and only the second in England. Bringing together experts, community groups and major landowners, the commission fused evidence and engagement to produce a suite of practical recommendations and an Action Plan for the council. The seven recommendations include rebalancing influence over land and property, freeing up land for public good, and embedding long-term environmental sustainability into how the borough's assets are managed and developed. The result spans system-level policy change and immediate tactical interventions, demonstrating how evidence-led land reform can serve communities and unlock development.

# Project examples

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## Margate Creative Land Trust

PRD played a founding role in establishing the Margate Creative Land Trust (CLT), a pioneering model for safeguarding affordable creative workspace through property acquisition and discounted subletting. Stemming from a recommendation from the Margate Town Investment Plan (developed by PRD and We Made That), PRD led the initial project development and business case for government, securing £6m of Town Deal funding. We then designed the property acquisition decision framework and supported recruitment to the CLT board. The House of Lords Committee on Creative Industries has since cited the CLT as best practice, demonstrating PRD's ability to turn bold ideas into lasting projects.



# Application process

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We are committed to being an inclusive employer and we welcome applications from everyone regardless of age, gender, ethnicity, sexual orientation, faith or disability. If you have accessibility needs, please get in touch and let us know any requirements you may have. We are more than happy to make reasonable adjustments.

You must have the right to work in the UK without requiring employer sponsorship.

If you have any questions about the role or recruitment process, please contact Martin Woodhouse, [martin.woodhouse@prdemail.co.uk](mailto:martin.woodhouse@prdemail.co.uk)

**Direct applications only please, no recruiters.**

**To apply, send the following items to [careers@prdemail.co.uk](mailto:careers@prdemail.co.uk) with PROPERTY in the subject bar by 9 am on 22 July 2026.**

1. CV (max two pages)
2. Confirmation of your right to work in the UK
3. Responses to the following questions:
  - Tell us about two commissions or projects where you played a senior leadership role. For each, tell us what you were responsible

for, what made it complex or challenging, and what you personally delivered. We want to understand your depth of experience, your commercial judgement and what distinguishes your approach. (max 250 words per example)

- PRD operates differently from most consultancies. Tell us what, in your view, is most broken about how the property and development sector currently operates in places, and how you would approach it differently. We want to see your strategic thinking, your values and your appetite for doing things in a better way. (max 400 words)

4. Fill in our [Equalities Monitoring Form](#). This form will be separated from the rest of your job application upon receipt and will not be considered as part of the short-listing or appointment process. **Your application will not be considered complete unless this form has been submitted.** If you do not wish to provide some of this information, there is an option within the form to select 'Prefer not to say'.

At our discretion, PRD may require up to two references for candidates.