

prd

Take a different path in
property

PRD Recruitment Pack
Property

May 2024

prdweb.co.uk



Photo credit: Gary Hughes

Welcome

We are a progressive, delivery focused consultancy, working to transition places to deliver better outcomes for people and the planet.

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

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

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About PRD

Based just off Union Street in Southwark, London we are a focused team (about 20 of us) of subject area specialists who combine our skills around our shared passion for designing strategies to deliver more inclusive economies, impactful investment, and considered development.

Our core areas of work include social, economic, investment, activation and delivery strategies for places.

We empower our clients to shape and realise their ambitions as well as to measure and demonstrate positive impact.

The team has experience supporting some of the most interesting and challenging areas of the UK to develop holistic, progressive and transformative place and asset strategies.

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



We are a values driven company

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

We

- are creative and entrepreneurial in the way we approach our work and relationships
- partner with our clients to help 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 community engagement 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
- are growing fast, with 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

The opportunity

We are excited to offer a new opportunity at Consultant level for about to be or newly qualified Chartered Surveyors.

We want to hear from 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
- the optimisation of limited resources
- making applications for funding to support project delivery
- running viability appraisals, including early-stage viability to influence the trajectory of a project
- strategic consideration of assets and property within masterplans and place-based initiatives
- championing re-use and re-purposing assets
- 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
- reshaping the role of the public sector in property and building local capacity
- building property strategies based on a fresh approach to assimilating place-based evidence and data
- considering practical and realisable steps for onward delivery

Salary and benefits

- We currently 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 (with a minimum of three days per week in the office) but our employees need not be London-based
- Starting salary dependent on role and experience – entry level for a **Consultant** at £31,500 rising to £36,500
- Employer's pension contribution of 5% gross salary
- Discretionary bonus 25 days' holiday (in addition to public holidays)
- Annual overnight away day
- Medicash scheme
- Enhanced maternity and paternity leave
- Paid sabbatical after long service
- Cycle to work scheme
- Tate membership
- Structured career progression plan and budget for training and professional development
- Ringfenced CSR time

You

You are an interested and passionate professional with experience in property through a combination of regeneration, development and investment. You will play an integral role in curating, managing and supporting the delivery of our projects, bringing property expertise to a range of regeneration work. Your work will span projects for the public, private and civil society sectors, and you will be a key voice within multi-disciplinary project teams.

You will support project managers, Associate Directors and Directors on multiple projects concurrently and will be active across the spectrum of our development and strategy projects. You will be expected to be able to manage tasks across multiple projects, taking ownership of timely and quality outputs. This will include being responsible for market research and analysis, engaging and liaising with clients and partners, including work with spatial and technical advisors, contributing towards strategy development and leading on production of reports and other outputs. As part of this, you will work closely and effectively with PRD colleagues and external collaborators.

You will support the development of PRD's new business pipeline such as by helping write bids and proposals, inputting your expertise from a property and delivery angle. You will support the broader external positioning of new ideas and campaigns and wider activities to support the business.

There will be unlimited opportunities for internal collaboration with colleagues who specialise in different areas, but who also see things differently and are focussed on better outcomes for places, communities and stakeholders.

You will be actively encouraged to think creatively and challenge the perceived normal way of doing things.

Essential and desirable attributes

Essential

- A minimum of one year of relevant development experience from the consultancy or client side
- Experience of appraising development through Argus Developer or MS Excel
- Membership of the RICS or actively building towards RICS qualification (ideally looking to submit within 12 months' time)
- Ability to analyse and assess property market data across commercial and residential sectors
- An interest in regeneration, cities and the built environment and generally exploring new ways of working in these areas, with an interest in guiding the development of masterplans and area-based studies
- A creative thinker who is motivated by problem solving and finding ways for projects and plans to happen
- An excellent communicator who is comfortable expressing their opinion with colleagues and external audiences
- Interest in developing your own ideas and market-offering in a dynamic consultancy environment
- Possess a practical and commercial understanding of the complexities

of property development, regeneration led development and the motivations of the various stakeholders in achieving the successful delivery of development

Desirable

- Understanding of the financing and funding of development and associated investment models
- Experience of, or an interest in, developing cross sector working between the public, private and third sectors
- Strong analytical skills, to be used in developing property market baselines, evolving complex development appraisals, and determining creative options for large regeneration sites
- Able to deliver pragmatic and creative advice that supports our clients to meet their objectives
- Excellent written skills

Behavioural competencies

Management: ability to work within teams and manage aspects of projects effectively and efficiently, balancing project budgets and resource needs with client delivery requirements and our own expectations for quality and value add

Organisation: ability to work effectively on different projects and activities simultaneously, retaining diligence and quality

Collaborative approach: ability to thrive in small teams where you work with teammates with a broad range of skills

Interpersonal skills: ability to participate in engaging discussions with clients, partners, team members and communities

Analytical thinking: ability to identify key messages and clear insights from data

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

Delivery focus: interested in making things happen

Leadership: appetite to contribute towards PRD's values via an area of expertise or via contribution to business networks, systems or processes.

Some of our current and past projects

Rotherham Station Masterplan

We are developing a masterplan for a new mainline station for Rotherham Metropolitan District Council, working alongside Architects Weston Williamson Partners.

PRD's involvement has been to understand how Rotherham as a place is performing from a social, economic and market point standpoint, and to synthesise this data into key drivers for action and focus in masterplan development.

PRD have carried out an early high level viability appraisal to assess the relative viability of different land uses, which have informed the masterplan. PRD have additionally combined findings through socio-economic research with property market data to drive a vision for the masterplan. We have supported our client team to engage with leading developers active in the area to inform a delivery strategy which provides actionable recommendations on how Rotherham Borough Council can move forward to deliver the masterplan.

Colchester Delivery Vehicle

We are working with Colchester City Council and Essex County Council to establish a delivery structure which will support them to deliver development and regeneration in Colchester city centre. This work is ongoing and will run for the remainder of 2024.

PRD have led a series of stakeholder workshops which have brought the two authorities together, to establish the strategic priorities of regeneration in Colchester, understand key viability challenges and review the primary legal structures for working together. This includes engaging with political leaders as well as technical briefings with legal, property and finance stakeholders.

Future work will include collaborative working with Essex's legal services team to design, draft and complete a contractual Joint Venture. PRD will also support both authorities in undertaking design work across a portfolio of sites, providing guidance on land uses and viability review.

A fuller list of projects can be found on our website [here](#).

Worcester Shrub Hill

PRD has worked with Worcestershire County Council (WCC) over a four-year period to support them to formulate a comprehensive strategy for the long-term regeneration of the Worcester Shrub Hill area of the city which was experiencing a market failure to commence the comprehensive regeneration of the area.

Over the course of the commission, we have supported WCC to acquire strategic land, develop a new vision and economic narrative for Shrub Hill, helped secure Towns Fund and Brownfield Land Release funds, acted as client representative on developing a new masterplan for the area and developed a delivery strategy to mobilise the progression of the 1st phases of activity.

The blended support we have offered WCC has set a pathway to transition a previously neglected part of Worcester's City Centre and, inactivated part of its local economy into an area which can provide growth to Worcester's local and regional economy. Under the control of the local stakeholders it has an opportunity to be at the vanguard of change for the area whilst positively supporting diversifying the local economy.



Some of our current and past projects

Southwark Land Commission

PRD led the launch and management of the Southwark Land Commission, the first commission of its kind in London, and only the second in England. This work brought together a panel of experts, community groups and major landowners. Together they worked to free up more of Southwark's land, for the benefit of local people.

To deliver this project PRD fused evidence and engagement to support the Commission to arrive at a suite of ambitious yet deliverable recommendations, which informed an Action Plan that PRD will develop for the council.

Recommendations ranged from lobbying for long-term changes to the system, to shorter-term tactical and practical interventions such as better use of evidence and structures to tell the story of land use in Southwark and to increase community influence over processes, individual sites and assets. Leading by example, Southwark Council will also endeavour to influence other key institutional landowners in the borough to follow its lead.

Brent Cross Social Impact Strategy

The Joint Venture between Related Argent and the London Borough of Barnet jointly commissioned PRD to develop a bespoke social value framework for 'Brent Cross Town' (BXT) in North London – a brand new 180-acre, £8bn park town development. This commission built on previous work PRD had delivered for Related Argent at King's Cross in central London, which analysed the social and economic impact of their £3bn, 67-acre development.

The work at Brent Cross Town involved the development of a detailed 'needs assessment' to understand the socio-economic challenges facing local communities living in and around the site. This assessment involved analysing secondary datasets and engaging with key stakeholders to identify priority themes for intervention. The assessment informed the production of a robust evidence framework which will be used to measure the social and economic impact and outcomes of the scheme across the design, construction and operational phases

Margate Creative Land Trust

Working with Thanet District Council, PRD developed a spatial and economic plan for the Margate Town Deal which was instrumental in securing over £30m of government funding for initiatives within Margate. One of the initiatives proposed by PRD was to establish a Creative Land Trust.

This innovative project has established a charitable trust with £6m of Town Deal Funding. The purpose of the trust is to safeguard space for creative and community uses through purchase and leasing of property.

We have supported the recruitment of the board and the development of an Investment Framework to guide their initial investments and activities. The CLT has been cited as an example of best practice by the House of Lords Committee on Creative Industries.



Application process

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 particular accessibility needs, please get in touch and let us know any requirements you may have. We are more than happy to make reasonable adjustments.

Applicants must have the right to work in the UK.

If you have any questions about the role or recruitment process, please contact Jen Gutteridge, Jen.Gutteridge@prdemail.co.uk.

Direct applications only please, no recruiters.

To apply, send the following items to careers@prdemail.co.uk with PROPERTY in the subject bar, by 9am on Monday 20th May 2024.

Please provide all the information requested below. Applications will not be assessed if any component is not provided. You do not need to provide a cover letter.

1. CV (max two pages)

2. Responses to the following prompts:

- Tell us about two previous jobs or assignments. We want to hear

about what you delivered, how the work relates to the role, why you are proud of your work and what value you added personally (max 250 words per job)

- Tell us about a specific challenge or opportunity you observe in a specific place (as big or small as you like). How would you personally tackle this through better approaches to property development and investment? (max 300 words)

3. Please also 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.

Thank you

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