



Our Consultancy Services in the South East

redloft

Who we are

Red Loft's excellent reputation is built on the knowledge, commitment and professionalism of our team. Established for over 20 years our team possess a great variety of skills – which is reflected in the breadth of specialist services we offer.

Delivering brilliant projects takes real experience, vision and collaboration.

Market leaders in UK housing consultancy, development and regeneration

We deliver seamless, end-to-end project services at any or all stages of development, from initial site finding through to the handover of new homes. We started our journey over 20 years ago and are proud to be building the foundations of a better tomorrow with leading partners of Councils, Housing Associations and Private Developers. We are deeply embedded in public, private and affordable housing scheme networks, delivering high-profile projects valued up to £2 billion across the South East and are active members of Kent Developers Group, Developers East Sussex and Essex Developers Group.

Development consultancy

Our development consultancy and project management services cover all stages of the development process, alongside strategic advice and project and funding compliance.

Total expertise in property development and project management

Our qualified consultants have extensive experience helping registered providers, local authorities and private developers guide their projects to success, through a combination of outsourced management services and interim development expertise.

A complete end-to-end service

From helping you prepare development strategies, assembling sites and financial viability assessments, through to the construction, sales and marketing of your new homes, we offer trusted advice from beginning to end helping you navigate through the complexity of the development journey and

different market cycles. Our service is tailored to your needs, ensuring all unique aspects of your project are noted and expertly managed.

Our development services

- Interim Development Management
- Outsource Development Management
- Regeneration project assessment and delivery
- Assisting with Temporary Accommodation strategy and delivery
- Financial Viability assessments & appraisal
- Advice on tenure options including First Homes
- Pre and post planning project management
- RICS Red Book Valuations (for rent setting and audit purposes)
- Bid writing
- Strategic consultancy such as Development Strategy
- Competitor Analysis
- Policies & Procedures
- Training & CPD



Land and viability

We provide an extensive range of land and viability services, including land sourcing, S106 negotiations, feasibility and agency work.

We advise on development viability from initial feasibility stages, helping to inform our clients business planning, design development and delivery strategies.

Commercial-ready land opportunities

We identify land from our well-established network that fits your vision. Having built close-knit relationships with councils, landowners and clients UK-wide, we scour our extensive pool of locations and present you with all viable plots for consideration.

Tap into our vast network

Our long-term relationships with the development and new business teams of housing associations and councils leave us uniquely placed in the market to secure early land opportunities.

Our land and viability services

- Financial Viability and Appraisals (FVAs)
- Market Research and Intelligence
- Land Matching/Partnerships
- Affordable Housing Advice
- Land / Property Finding
- RICS Red Book Valuations

Sales, marketing and lettings

We offer sales, marketing and letting agency services for a wide choice of sale and letting products, in addition to market research and analysis to help inform decision-making on both marketing and selling your properties.

Where marketing, sales and business know-how meet, great things can happen. Our team is made up of some of the most well-known property marketing professionals in the industry – so you know you're always in good hands.

When you need focused, end-to-end sales marketing, we can provide an in-house or subcontracted team of professionals. From an all-encompassing offering including show homes, creative campaigns, design, digital campaigns, microsites and site signage, to a single area of expertise – we can give you as much or as little support as you need.

Manage your property sales marketing under one roof

We strongly believe that no other agency can offer the same mix of experience and skill in sales within the affordable housing sector backed up by our wider understanding of the development process. From social media and property portal management to sales brochures – we will help you generate high quality leads, qualify those who are relevant and convert them into all-important sales.

Our sales, marketing and lettings services

- Sales and Lettings Agency
- Consultancy - sales, marketing and lettings strategies, programme management and overview
- Market research, customer profiling and competitor analysis
- Marketing collateral and digital media campaigns
- Sales resource audits
- Policies and procedures
- Training and mentoring







Case Studies

Medway Development Company – brownfield site land viability

Key Facts

Client:

Medway Development Company

Scheme Description:

Commissioned to provide RICS compliant valuation and viability report for key brownfield sites in town centre, ranging from 70 to 350 residential units.

Red Loft's Role

Red Loft's land team was appointed to provide RICS compliant appraisals to support Medway Development Company's application for subsidy from the Brownfield Release Fund, on a number of schemes. Each was identified to have significant enabling infrastructure works, which we were required to evidence transparently to ensure the funding request was commensurate to the costs for these specific elements.

We appraised each scheme in accordance with RICS guidance and set out our findings clearly as part of the submission for funding.

Gravesham Borough Council- development strategy

Key Facts

Client:

Gravesham Borough Council

Scheme Description:

Commissioned to develop Council's housing strategy 2022-2027

Red Loft's Role

Gravesham Borough Council had an aspiration to deliver around 1,000 additional primarily affordable homes to meet housing need in the borough in 2023 rising to 4,000 additional homes by 2027. Red Loft's development consultancy team was commissioned to provide a report to set out the possibilities to grow the programme of new homes over the period 2022 – 2027.

This strategy document reviewed the existing programme and advised on all aspects of securing their new homes target over the period including potential opportunities, the financial resources required, and the necessary skills and the resources to support delivery of an increased development programme.

We identified significant investment and partnership opportunities for the Council. The advice provided has been instrumental in shaping the Council's strategy for housing delivery including their Investment Partnership with Hill Partnerships.



“Red Loft provide a range of housing and property consultancy services that the Council uses, to include; viability testing, regeneration and interim project management support too.

The Team are a pleasure to work with and are always client focussed.”

William Cornall,
Director of Regeneration & Place,
Maidstone Borough Council.

Gravesend Churches Housing Association – development project management for Meopham Police Station redevelopment, Kent.

Key Facts

Client:

Gravesend Churches Housing Association

Local Authority:

Gravesham Borough Council

Scheme Description:

Redevelopment of the former Meopham police station to provide houses for Social Rent.

Red Loft's Role

Our development consultancy team managed this project from agreement of Heads of Terms onwards, including successful management of the planning application and on-site project management through to Practical Completion in September 2022.

We managed all pre contract due diligence, managing the client's consultant team. As part of this service we identified and mitigated risks including a ransom strip risk.

During the construction phase we ensured active engagement with residents and close working with on-site management throughout the build to successfully address resident concerns.

Maidstone Borough Council – development consultancy services

Key Facts

Client:

Maidstone Borough Council

Location:

Kent

Scheme Description:

Residential development consultancy including sourcing opportunities and project management to support the Council in meeting their target to deliver 1,000 new affordable homes.

Red Loft's Role

Red Loft is appointed to provide development management services to Maidstone Borough Council to support the delivery of the Council's significant new Affordable Housebuilding Programme, with a target of 1,000 residential plots to be secured over the next five years. We are also assisting the Council with major development proposals and with temporary accommodation solutions.

Red Loft are working closely with other consultants including BPTW and Calfordseaden to source and deliver opportunities. This includes identifying site and partnership opportunities, using our wide range of developer contacts and our involvement in industry networks.



Small Sites programme- development project management

Key Facts

Client:

South East Local Authority client

Location:

Various small brownfield sites, mainly former garages sites within housing estates.

Scheme Description:

As part of this Council's affordable housing development programme, several small sites were identified as suitable for infill development for homes for affordable rent.

Red Loft's Role

Our development consultancy team is appointed to project manage the programme of sites from RIBA stage 1-5 including management of due diligence, planning application and the procurement of the build. This includes:

- Due diligence checks on all sites
- Working closely with the Council's legal, finance and technical services teams

- Regular communication with internal and external stakeholders
- Production of reports for committee approvals and internal reporting
- client representative role and first point of contact at the Council.

Added Value

Red Loft managed initial local opposition to the proposed developments through careful communication and resident engagement.

Bringing forward this number of separate sites though a packaged approach brought complexity and the risk of programme slippage. We mitigated this risk through a highly organised approach with close management of all project team activities.

Infill sites often have complications such as existing access routes, rights of way claims and the possibility of adverse possession rights acquired by residents over time. Red Loft worked closely with the professional team to identify and address each site-specific set of issues in a coordinated and timely way.



Kent site land acquisition- new business, land acquisition and project management

Key Facts

Client:

Orbit Group

Location:

Kent

Scheme Description:

Red Loft were appointed to project manage a programme of projects, from RIBA stages 0-4. This particular project involved acquiring a site for a 100% affordable housing development on a short deadline

Red Loft's Role

Our development consultancy team provided development management services for the acquisition of this site including:

- Technical and financial due diligence including close working with Orbit's in house team on build cost budget, issues and risks and mitigation strategy.
- Management of progression into contract including negotiation with vendor and instructing solicitor throughout




- Securing all required internal approvals including Board approval.
- Managing internal processes including execution of engrossments and funds transfer, achieving exchange and completion within two days of Board approval.

Added Value

Through attention to detail and early site visits, we identified and resolved boundary discrepancies prior to acquisition.

We identified planning risks and worked closely with a planning consultant to successfully address them



Sussex town centre site – brownfield site land viability and market testing

Key Facts

Client:

Local Authority

Location:

South East

Scheme Description:

Advising on disposal strategy including provision of Red Book valuation, land consultancy assessment and soft market testing to support the Council to achieve best value in disposal of this 0.25ha town centre site.

Red Loft's Role

Our land and viability team provided a Red Book site valuation, land consultancy assessment, and soft market testing exercise for the client and delivered a comprehensive report advising on risks and opportunities, advising on how various types of developer would assess the site, and making recommendations as to disposal strategy including outline terms for offers. We also provided advice regarding an offer received for the site making recommendations to best place the Council in their negotiating strategy, enabling them to extract best value from the site in light of market circumstances.

Added Value

When assessing bids from perspective parties we are aware that is important to consider not just the caveats to an offer presented but also the information omitted from the offer. We were able to give the client insights as to how the perspective bidders might form their offers to promote their own interests in conflict to the Council's interests.

In this assessment we undertook extensive research, appraisals, and sensitivity analysis to identify the potential sales values, best markets to approach for the site, including housing association, private developers and retirement living sectors. This assisted the Council to focus their disposal strategy to maximise the returns from the site, as well as putting them in an informed position to review bids and undertake negotiations, in the full context of market conditions and site constraints



“YMCA DownsLink Group is a specialist supported housing organisation. We have consistently worked with Red Loft's housing development and their specialist valuation teams. We value their expertise, especially within the supported housing sector. Their responsiveness, attention to detail and the excellent value for money they offer.”

**Chas Walker, Chief Executive -
YMCA DownsLink Group**



"The team at Red Loft are in my opinion the best in their field. Knowledgeable, professional and a pleasure to do business with, I couldn't recommend them highly enough"

**James Taylor, CEO and Founder -
And Company**

S106 Affordable Housing Agency – Alford Garden Centre

Key Facts

Client:

HSPG (Park Properties) Housing Association

Location:

Cranleigh, Waverley Council

Scheme Description:

S106 affordable housing agency for seventeen homes

Red Loft's Role

Our land and viability team provided agency services to act on behalf of HSPG (Park Properties) Housing Association to secure this S106 affordable housing scheme.

We secured the opportunities within identified timescales, acting on behalf of HSPG, within agreed price parameters

Added Value

We identified the opportunity and supported the acquisition through price negotiation, Heads of Terms and into contract. To facilitate the acquisition, we provided market research including open market pricing (to support the valuation), comments upon the S106 agreement, and supported the board and executive approval stages where required. Though mediation and market benchmarked commentary we negotiated the acquisition despite challenging requirements

Moira House – Financial Viability Assessment

Key Facts

Client:

Moira Development Limited

Location:

Rodean Moira House, Upper Carlisle Road, Eastbourne

Scheme Description:

Financial Viability Assessment

Red Loft's Role

Our land team provided viability advice on this proposal for fifty-two residential units, comprising a mixture of new build and converted homes.

Added Value

Owing to the complex nature of conversion and development of this heritage asset, there were significant abnormal costs and allowances. It was important for these to be accurately assessed and transparently set out, as this document would be presented in the public domain on the planning portal. Our findings were presented clearly and in a manner which enabled the Local Planning Authority to understand the scheme and scrutinise the financial results of the development performance. This enabled uncontentious resolution of viability matters and allowed the scheme to progress to planning committee in a timely manner.



Southern Housing – Sales Agents

Key Facts

Client:

Southern Housing

Location:

Godalming, Farnborough & Cranleigh

Scheme Description:

Sales agency services across three developments
Ockford Park, Southwood Mews & Rose Garden in
Surrey & Hampshire.

Red Loft's Role

Red Loft's experienced sales team provided full sales agency services to Southern Housing's inhouse team. Providing a customer focussed proactive service and achieving five Help To Buy, four private sale and twenty eight shared ownership houses and apartments in Southwood Mews.; twenty five shared ownership houses and apartments at Rose Garden, and sixteen shared ownership apartments to date at Ockford Park.





Computer generated images

Croydon Churches Housing Association (ccha) – Sales, Lettings & Marketing Agents

Key Facts

Client:

CCHA

Location:

Croydon, Bromley, Merton

Scheme Description:

Sales, Lettings and Marketing agency services across three developments: The Waldrons, Woodford Court, St Helier Place

Red Loft's Role

Red Loft's experienced sales team provided full sales, lettings and marketing agency services to the client's development team. We delivered a proactive, customer focussed service and achieved sales and lettings on:



- Shared Ownership apartments at St Helier Place, Merton and Tilbury Lodge, Croydon
- Help to Buy and Shared Ownership apartments at The Waldrons, Croydon
- London Living Rent apartments at Woodford Court, Purley.



Developing Solutions in Temporary Accommodation

Market Overview

The Homelessness Reduction Act 2017 has placed new duties upon councils towards assisting homeless households and reducing the risk of homelessness. The rising cost of rents in the private sector, matched with the cuts to welfare benefits, and a lack of funding for homelessness prevention has hindered councils' ability to provide move-on accommodation and has resulted in rising Temporary Accommodation costs. Given the challenging market conditions, increased demand for Temporary Accommodation and the need for Councils to try to deliver increased and secure supply we have been working with a range of partners to explore solutions.

Funding Strategy: Inner London Borough, South East London

We are advising a London Borough by preparing a Temporary Accommodation Funding Strategy. The Council's intention is to ease the financial pressures generated by its existing portfolio of properties and increase temporary accommodation provision.

We:

- Undertook a thorough review of the current mechanism for temporary accommodation provision in the borough
- Carried out an analysis of alternative approaches adopted by a sample of TA providers, private funds and developers

- Evaluated the organisational and financial implications of the different ownership and delivery approaches
- Evaluated the risks and benefits of different funding models and the links to the wider Temporary Accommodation strategy

Different Delivery Models

Working with a North London borough we reviewed the effectiveness of its independent Community Benefit Society model.

We:

- Reviewed its effectiveness and performance to date
- Explored the potential for growth and economies of scale
- Reviewed how the offer for tenants housed could be improved
- Outlined the opportunities and challenges for growing the offer and the link to the Council's wider TA strategy

Emergency Accommodation

We are working with a range of charities to explore the potential of Housing Justice Night Shelter Transformation funding which can be utilised to provide single-room accommodation for rough sleepers and associated non-residential support.

We are working with other clients to explore better utilisation of charity assets to alleviate homelessness by providing more permanent solutions.

How to Procure Us

Our housing experts can work with you on an all-in or consultative basis. Whatever input you need, we have dedicated teams to guide you in any capacity.

Please contact one of our Partners or Directors for an informal discussion on our services. We can provide full written fee proposals tailored to your brief.

We are registered on a number of Frameworks and Dynamic Purchasing Systems (DPS) allowing your organisation to buy in to the procurement process. To find out more about current Frameworks and DPS we are registered with please visit our website by scanning the QR code.



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