

David, principal of Chippendale Consulting & Research (CCR), has 25 years experience in the property industry. He is a real estate analyst specialising in property market analysis and strategic planning research on UK commercial and residential markets. He established CCR in 1994 and has long-term research relationships with key players in the London property market, two of which retain CCR as their outsourced research department. Over 25 years he has advised a diverse range of clients including developers, investors, banks, chartered surveyors, architects, built environment professionals, estate agents, local authorities, regional government and central government.

Since 2007 he has collaborated with Ramidus on the following projects: the Greater London Authority London Office Policy Review 2007 (LOPR07) and LOPR09; an analysis of the market for secondary industrial property in the Outer London region for investor Alycidon; an expansion strategy for the managed offices subsidiary of a UK plc; and an investment strategy for a City of London property fund manager.

David's academic background is in geography and planning, giving a broad perspective to property research and analysis.

- University College London (1980-1983) BA (Hons) Geography
- Bartlett School of Architecture and Planning, UCL (1984-86) M.Phil, Town Planning
- Applied Property Research Ltd (1986-1991) Senior Analyst
- Applied Property Research Ltd (1991-94) Equity Holding Board-level Director
- CCR (1994-present) Principal

At Applied Property Research (APR) David was responsible for the management of LORA (London Offices Research & Analysis), a real-time database covering London office stock and planning activity. He was also involved in sales and marketing of the office database to range of clients in property, banking, funding institutions, construction, property professions, building products and systems furniture. In his role as a real estate analyst, he authored numerous reports on geographical markets and advised developers and investors on individual sites.

At CCR, David has focussed on consulting, with a combination of regular reports for retained clients alongside bespoke consultancy. CCR has been retained by London Midtown office specialist Farebrother since 1996 to provide its in-house office research function on the Midtown, Southbank and Central London office and retail markets. Since 1998, CCR has been retained by residential agent Hurford Salvi Carr to advise on the Midtown, City and Docklands residential market.

While at APR, David was commissioned by the London Planning Advisory Committee (LPAC) in 1992 to provide regional level strategic planning advice on London offices. LPAC's successor body, the Greater London Authority, has continued to commission the LOPR series to provide advice on planning policy for offices in London in what now constitutes a 12-edition series from 1992 to 2009. David has been a principal co-author on each LOPR, the last two as a consultant to lead contractor Ramidus.

Recent experience

Alycidon: In collaboration with Ramidus Consulting, advised this industrial property specialist on the market for secondary industrial property in London and the M25 region. This was to support the client in expanding its existing £30 million portfolio through external investment. CCR and Ramidus authored two reports on the London & South East Industrial Property Markets in March 2008 and December 2009.

Carrot Land Fund: Advised London residential specialist Carrot on a potential “Land Fund”, which aimed to acquire “white land” within the Greater London area, achieve planning permission for residential development and then sell on.

Farebrother: Retained since 1996 to research, analyse and write reports on the Midtown office market, including the maintenance of Farebrother’s confidential in-house database, producing the firm’s quarterly bulletins and Powerpoint presentations on the Midtown and Southbank office markets.

Farebrother also commissions CCR to advise on specific projects, with recent work advising Shell UK Ltd on the re-use of surplus offices on Strand, WC2, a Canadian institutional investor on the 180,000 sq ft Centrium Building, Kingsway, WC2, a relocation report for law firm Lewis Silkin and a retail market report on gaps in the shopping market within London Midtown. David has also been instrumental in forging a research collaboration in 2009 with Investment Property Databank (IPD), which has led to the publication of the Farebrother IPD Midtown Investment Review.

Greater London Authority: Since the GLA’s inception in 2000, CCR has been joint author of the London Office Policy Review Series, from 2000 to 2006 with London Property Research and 2007-2009 with Ramidus Consulting. The LOPR series provides an interface between office market data and analysis and the development of both strategic office policy and advice to local planning authorities. The reports are also presented to London office think tank the London Office Review Panel.

Hurford Salvi Carr: Retained since 1998 to research and write reports on the central London residential market, including new homes, the sales market, investments, rentals and prospects. In the industry the report is viewed as one of the few from an estate agent that “tells it how it is”.

London Borough of Hackney: With London Property Research undertook a major “Review of Live-Work Policy” for London Borough of Hackney. Analysing the regeneration effects, the study proved widespread “abuse” of live-work by developers and occupiers, leading to a significant change in Hackney’s policy towards live-work use.

St Bride’s: Consultant to Ramidus on a major two part study on the drivers of change in the UK property market over the next 25 years. Part I of the study identified and analysed potential changes in seven key drivers: demographics, economics, workplace, lifestyle, infrastructure, politics and sustainability. Part II of the study examined the impact of the drivers on the performance of property by sector and location.