

Ian began his career in property 25 years ago at the London School of Economics, studying the roots of the 1980s property boom and the reasons that most observers did not see it coming. This led to a long-held interest in the role of demand in forming property booms and, in particular, methods for analysing market information with a view to identifying nascent booms or busts.

He moved to the private sector where he was involved in the original plans for the redevelopment of the King's Cross Railway Lands and many other major London schemes as well as revamping the Baker Harris Saunders Development Survey so that it provided a more comprehensive picture of the state of the market

He also worked on projects in the West End and south London and developed technical expertise in analysis of diverse market data on projects from office development to housing stock transfers.

He began working as an independent analyst and freelance property writer, developing a reputation as a provocative but constructive critic of many of the cherished certainties of the property and planning system

He took a full time post as a property journalist, first with *Estates Times* and then *Property Week*, where he covered every aspect of property as a news and features writer. Initially a Senior Reporter he became Chief Correspondent. News Editor and then Assistant Editor (Regional).

During this time he led debate about the newly emerging discipline of property forecasting, providing sharp critique of, in particular, methods that ignored the business context of the property market arguing that great transparency and clarity in the market would benefit all those involved.

Taking this wider he argued for a more balanced relationship between occupier and supplier.

Later he was managing editor of *RDA News*, a monthly publication specialising in regional development, while contributing to its parent title *The Municipal Journal* and working as a freelance writer covering property, small and medium enterprises and planning.

He also provides public relations services, copy writing and other media services, predominantly for small and medium enterprises and web design services for several writers and similar professionals.

He runs master classes for business that want to improve their business communications. His personal website can be view at <http://www.cundell.net>

Working with Ramidus

During this period he worked with Ramidus on several projects, mainly in London and the South East, including contributions to Employment Land Reviews for

Camden and the Hertfordshire Arc authorities and inward investment analyses in the M4 and M40 corridors.

Ian works with Ramidus on a variety of projects, with a particular interest in blending quantitative and qualitative analysis.

Projects with Ramidus

Institutional investor: Ramidus undertook a detailed research study of a number of M25 office markets in order to advise Scottish Widows on their investment prospects. The project involved detailed studies of six towns in the M25 region and brought together the detailed information from each of the town reports to consider the prospects for growth and change in the region. During this work Ian develop the initial version of the Ramidus Town Centre Assessment Grid, a robust and easily grasped method for comparing the strengths and weaknesses of centres.

Hertfordshire: Alongside Roger Tym & Partners, undertook market research for seven district councils – The London Arc – to assess the prospects for the commercial property market in the region. The work involved detailed assessments of sites and supply-demand dynamics.

London Borough of Camden: We have recently supported Roger Tym & Partners in an Employment Land Study for Camden. The work involved a detailed audit of all the borough's commercial and industrial markets in order to make policy recommendations relating to future supply-demand balances.

Greater London Authority: We were appointed to undertake the 2007 London Office Policy Review. The research involved a strategic overview of the entire Greater London office market, its supply and demand dynamics and the drivers of change. The output is used by the Mayor's office to influence the office policy framework of the London Plan.

Greater London Authority: Following our successful completion of LOPR 07 (see below), we were appointed again in 2009 to prepare a more expansive LOPR 09. This edition included research on Outer London markets, London's mega schemes and the implications of the changed economy and new employment forecasts.

Buckinghamshire: Work with a local authority to examine the scope for attracting inward investment. And providing advice on how best to achieve this.

East London: Working with a client to provide an economic impact assessment for a retail and residential development in an area affect by both Crossrail and the development of Stratford.