



2024-25 MEDIA PACK

ADVERTISING RATES
AND MEDIA INFORMATION

Connecting expertise in the public sector property arena

We are an association of senior estate surveyors and asset managers who share knowledge and experience and promote best practice in all aspects of the property profession and built environment, in the interest of the community and public services.

WWW.ACES.ORG.UK

HOUSING POLICY Founding housing policy on sound economics

Charles Dugdale charles.dugdale@knightfrank.com

Charlie stresses the importance of simple, well-conceived policy measures and the need for a renewed emphasis on delivery in partnership with the private sector. "Is policy founded on sound economics with a clear strategy or is it tinkering with little thought to the market distortion it causes?"

We need to be honest about the challenge at hand. References to a 'housing crisis' mask the real challenge facing people. People can go to an estate agent and find homes to buy or rent – it's just that they cannot afford them. Language is important, so let's call it what it is – an 'affordability crisis'.

Seven points about the market

Policy has tinkered with the housing development sector but seemingly without a practical appreciation of the economic fundamentals and without clarity on the intended outcome. Here are seven points I believe need to be better understood:

1. Private enterprise will not over-supply the market:
A housebuilder's commercial incentive is to maximise the number of sales without over-supplying a housing market. They are generally seeking to maximise their return on capital within the shortest possible timeframe, so it would be an inefficient use of capital to build homes that remain unsold. If the intended outcome of policy is to encourage housebuilders to over-supply their markets to improve affordability, then I'm afraid we need to think again.

2. The market for new homes is adequately supplied:
Housebuilders always tell me they could build faster if they could sell more. They

are very skilled at matching the pace of delivery to the rate of sale. If every housing development site in the country is balancing supply to demand, we can be confident that the supply of new homes accurately matches the demand for new homes. I am sure these comments will raise some quizzical eyebrows of those living in city centres, National Parks, and other restricted areas where supply is inherently constrained. Yes, supply is constrained in large parts of the country, but demand moves to areas of perceived value and prices adjust to reflect local imbalances. My point is that – taking the national housing market as a whole – and given that almost all housebuilding sites have capacity to increase production to respond to greater demand, we can expect that supply will continue to adequately meet the national demand for new build housing.

3. Planning reform will not increase delivery:
Planning is far from perfect, and the system is 'high risk' for applicants due to the slowness of local plan preparation, indefinite timescales for planning determinations, and the volatility of planning decision-making. Planning requires significant investment in systems, technology, resource, and skills.

However, don't be fooled into thinking an efficient planning system will necessarily increase the number of new homes sold each year, because housebuilders will still be delivering

THE TERRIER - SPRING 2024

Your partners in property Delivering the conservation areas of the future

Edinburgh New Town was stewarded by the Town Council with a collaboration structured in partnership with private sector builders and shaped by James. In the dynamic urban development landscape, there is a need to draw on models alongside new innovative strategies and steadfast execution. As you of new communities, we invite you to partner with a team that not only of the process but is also dedicated to shaping vibrant, sustainable conservation areas of the future.

Contact our team:



Charlie Dugdale MRICS
Development Partnerships
charles.dugdale@knightfrank.com



Ian Tasker
Public Sector Advisory
ian.tasker@knightfrank.com



Rachel Patch
Stewardship
rachel.patch@knightfrank.com





ACES - the Association of Chief Estates Surveyors and Property Managers in the Public Sector - represents the chief estates officers (aka Heads of Property) and their staff; we are the property, strategic asset management, facilities management, and valuation professionals in approximately 260-member public sector organisations throughout the UK and Ireland. Membership is growing, both in terms of numbers of members and breadth of public sector organisations represented and has well over 400 members and an active database of over 1,000 senior people in public sector estates. Membership includes the range of local authorities and other public sector organisations including the Valuation Office Agency, health, education, fire and police authorities and central and devolved government offices.

ACES publications present an opportunity for highly focussed advertising directed at top decision makers in the fields of public sector estates, asset management and regeneration.

ACES' Terrier is published quarterly and focuses on professional advice and other items of topical interest written by public and private sector practitioners across the spectrum of property services. Each edition regularly features between 20 and 30 articles covering the varied range of property and built environment matters that ACES' members are involved with. Résumés of the professional papers presented at ACES conferences are also included. To view copies of ACES' Terrier go to <https://aces.org.uk/library/>

"ACES' Terrier is distributed widely to ACES members"



Jessie is an Estates Surveyor at South Gloucestershire Council, currently working on developing a property strategy to manage the asset portfolio, while considering the alternative land use options and optimising benefits to the local community. She started her career in Knight Frank as a graduate surveyor, where she completed her APC training in Hong Kong and mainly worked on professional litigation support and advising landowners on planning and development feasibility. She relocated to Bristol in 2021 for her master's study and rejoined the real estate industry in August 2023.

Jessie is keen to inspire the next generation of talents and actively contributing to outreach events to promote diversity and equality in the surveying profession.

MIPIM and FACES MIPIM Challengers 2024 - Invest in our future

Jessie Leung

Jessie gives a personal view of MIPIM, which seems to be reawakening its image. One indication is the MIPIM Challengers event, which Jessie took part in. She also updates readers on ACES' FACES initiative and the all-important issues of limited diversity in the real estate world.

MIPIM Challengers

"MIPIM, or Le marché international des professionnels de l'immobilier, is a four-day networking and exhibition event for the real estate industry taking place in Cannes, France every year in March. Although it is described as a 'global urban festival', I must admit to not having heard of MIPIM when I was working in Hong Kong, and naturally wasn't aware of the scale of the event, or variety in the background of delegates. I remember receiving an email from my Head of Services in October 2023 forwarded from ACES, that there is a new initiative at MIPIM 2024 called 'MIPIM Challengers', and wondering if I should give it a go as I have

just started working for 2 months in a new country for the first time. The programme is a new initiative that invites a group of young built environment professionals under the age of 30 to take part in the event of MIPIM to challenge the real estate industry, by making our case for solutions to the current urban issues. Everything happened very quickly, from drafting my 600-word essay for the question 'What is the most crucial challenge confronting global urban development, and how can young professionals contribute to its solution?' within two weeks to receiving the email that I was selected as one of the 15 Challengers in December last year.



moment on a Friday afternoon working from home.

A MIPIM organiser arranged an exclusive masterclass for the cohort to learn about public speaking and presentation skills, hosted by UNESCO Ambassador Gaila Clara Kossou, who is very charismatic and empowered us with her personal tips in overcoming the anxiety for public speaking. For me, it was even more special because English is my second language and the workshop boosted my confidence to present in the Challengers Conference on the third day of MIPIM, where we shared our ideas and had a panel discussion with Annette Köber, Chief Executive Officer Europe of PwC, and the President of the Royal Institute of British Architects (featured in the image).

The theme for our presentation is 'Retooling and cost of the road to zero'. Our team chose a name of RETRO - Reminiscing the Existing To Reach net 0 - to capture the message we wanted to bring to the audience. If only our world was built of Lego, we could replace old buildings with new ones and shift them around easily. In reality, we can only work with the existing fabric and avoid further wastage in the construction industry.

We made the case that the debate should no longer be whether to retrofit or not, but how to do it more efficiently as a team, engaging every stakeholder in

the process. The call for action is to upskill the entire workforce, from professionals working behind the scenes, to frontline workers with the technical skills for retrofitting. We need enhanced soft skills to persuade homeowners to retrofit, and this can only be done through building trust and understanding. It's time to invest in the people, which is the most important asset of real estate industry. It echoes with my personal submission of essay on heat management. In the UK, we have used too much effort to trap heat in the winter and then only realise the need to keep heat out in the summer under the extreme weather conditions brought by climate change. I think if we start to tackle smaller issues that affect our daily life incrementally and focus on finding a simple solution, through retrofitting for example, then we can unlock the road to reaching net zero.

As I was the only person from South Gloucestershire Council at MIPIM this year, I received a few meeting invitations from businesses to explore partnership opportunities. Although I was more of a messenger than final decision-maker, it was an interesting experience to learn from their marketing skills. I have also met a lot of different people at the exhibition stands, understanding what they are doing in their respective roles to shape the built environment into a better place. However, the best people I've met is the cohort of

Challengers who come from very different backgrounds - planner from Wales, lawyer from Scotland, architects from Mauritius, Italy and France, engineer who worked on the Falkland Islands, researcher from Nigeria, and so on.

Going to MIPIM without a team can be daunting and lonely at times, but having the supportive and like-minded group who are also exploring an early stage of career has made the experience much more memorable. Apart from the pitching skills and innovative ideas within the built environment, I've learnt most about the significance of networking. It is beyond simply procuring a new business deal, but more about knowledge-sharing, communicating fresh ideas, and challenging each other against existing bias towards new practices. The Opening Keynote for MIPIM 2024 by former Prime Minister of Finland, Sanna Marin, was really inspiring when she talked about the value to be a front-runner and create new opportunities, despite the difficulty and uncertainty. The main message I have taken from MIPIM 2024 is never to stop learning from each other and be courageous to push the change.

MIPIM - Making changes?

When people heard about the new MIPIM Challengers programme, they were all surprised either positively or with a shred



Our team in the Challengers workshop discussing and preparing our presentation

Charlotte joined Carter Jonas in September 2018 as part of its Strategy Planning team based out of the firm's London headquarters, One Chapel Place. She is adept at advising on planning projects from the inception stage through to delivery, and has experience across the breadth of the real estate sector, having worked on commercial and mixed-use projects in the South East.

"ACES' Terrier is available to download to all visitors to the website"



48

Context

But as those reading this in progressing a development is not the choice of the developer: it is the unfortunate result of a range of issues. Letwin identified market absorption as the main reason for delay; and other issues, then and now, have concerned planning hold-ups, a construction industry staff shortage and a difficulty of obtaining building materials. More recently, the problem has been exacerbated by planning moratoriums on nutrient neutrality and electrical capacity, and local planning authorities stalling on decision making due to political uncertainty. If the gap between the developer's commitment to a site and the first spade in the ground has grown, it is rarely at the behest of the developer, whose raison d'être is to develop.

And this is demonstrated by Carter Jonas' clients up and down the country who are compensating for unavoidable delays in the most positive way possible – creating worthwhile 'meanwhile uses' on development sites.

The evolution of meanwhile uses

A meanwhile use is the short-term use of a temporarily empty building or site

introduced at a disused paper factory, Metropolitan at a disused paper factory. It gave new food and beverage businesses the opportunity to 'incubate' in a purposely designed new business hub. This concept proves highly successful and can be seen in cities across the country, allowing owners to test the market for their business ideas without committing to the ongoing cost of rent and business rates as is usually necessary. Ultimately those who may not have done so otherwise are given the opportunity to start a business.

The social value of such spaces is now being recognised. Say, for example, someone who enjoys cooking for their family and friends and sees a gap in the market for their food. They may wonder if they could turn their interest into a viable business. Initially they may take on a market stall, moving into a semi-permanent space within a dedicated meanwhile space with other vendors. This would attract footfall and then, with the reassurance that the food is popular, they may open a restaurant. It's a good news story all round!

Co-working spaces

Meanwhile uses in Cambridge

On the outskirts of Cambridge, the Seamark of Carter Jonas is a U+I on the regeneration of the treatment works. The 47,000 sq ft part of the wider Cambridge Fringe East - will eventually house 5,000 homes, offices, shops, and a new community space and a new development include a mix of uses, including leisure, education, and U+I's vision of an innovative community to create a thriving, sustainable environment.

THE TERRIER - SPRING 2024

Current advertisers include:

Carter Jonas

WH&E
WILKS HEAD & EVE

norse
GROUP

Knight
Frank

Valuation Office
Agency

Lambert
Smith
Hampton

savills

BPS
Chartered Surveyors

BATTERY
BOX

Tariffs for ACES' Terrier for 2024-2025

	4 x ACES' Terrier plus website	ACES' Terrier single edition
Full page	£2,600	£900
Half page	£2,000	£700
Quarter page	£1,700	£600

ACES' Terrier is distributed widely to ACES members and is available for downloading to visitors to the website. The digital version of each journal has the automatic ability for hyperlinks to advertisers' websites and email contacts, and other material featured.

Advertisers taking a full year's advertising will receive a complimentary copy of the four journals. You will also benefit from your company logo appearing on the website on a scrolling basis and include a link to your own website. If you wish to see how this currently works then visit us at www.aces.org.uk

CONTACT

Trevor Bishop MRICS,
ACES Secretary
Tel: 07853 262255
Email: secretary@aces.org.uk
Web: www.aces.org.uk

Betty Albon FRICS MRTPI
Tel: 01359 230755
Email: editor@aces.org.uk or
bettyalbon@gmail.com

Neil Webster
ACES Head of Engagement
Tel: 07774 483353
Email: neil.webster@aces.org.uk

ARTWORK SPECIFICATIONS

FULL PAGE

FORMAT A4:
FULL PAGE (Portrait)

DIMENSIONS:
210^{mm} X 297^{mm}
3^{mm} BLEED ALL ROUND
216^{mm} X 303^{mm}

Keep all text within 12mm
on the outside edge

HALF PAGE

FORMAT:
HALF PAGE (Landscape)

DIMENSIONS:
180^{mm} X 130^{mm}
NO BLEED or CROP MARKS

FORMAT:
QUARTER PAGE (Portrait)

DIMENSIONS:
87mm X 130mm
NO BLEED or CROP MARKS

**QTR
PAGE**

**TO ENSURE YOUR ADVERT PRINTS CORRECTLY
PLEASE CHECK THESE ARTWORK SPECIFICATIONS:**

FORMAT: PDF This is a universal format
Press-ready PDF files.

COLOUR: Colours must be 4 colour process –
CMYK (No RGB, Spot or Pantone Colours).

FONTS: All fonts must be embedded in the file.

The specification required by our designer for **Website logos** is:

LANDSCAPE LOGOS:

Width to be exactly 140pixels

PORTRAIT LOGOS:

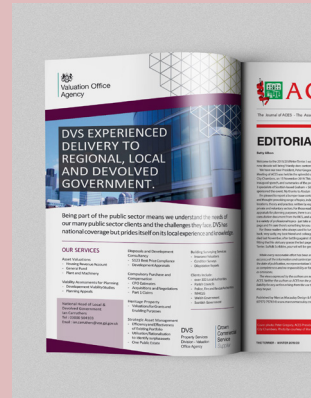
Height to be exactly 80 pixels

RESOLUTION:

72 dpi*.gif

BACKGROUND:

Please bear in mind that the logos will
be placed on a white background.





ACES is the only professional body whose membership is exclusively dedicated to aspects of public property. One of ACES' main strengths is its networking, where the main reason for getting together is to share knowledge and experience and help each other to do our jobs better through mutual support. Together with the annual national conference and regular webinars with partners, ACES' Terrier is a major source of this sharing. Advertisers and speakers at conference and branch meetings are commonly invited to contribute articles.

Online

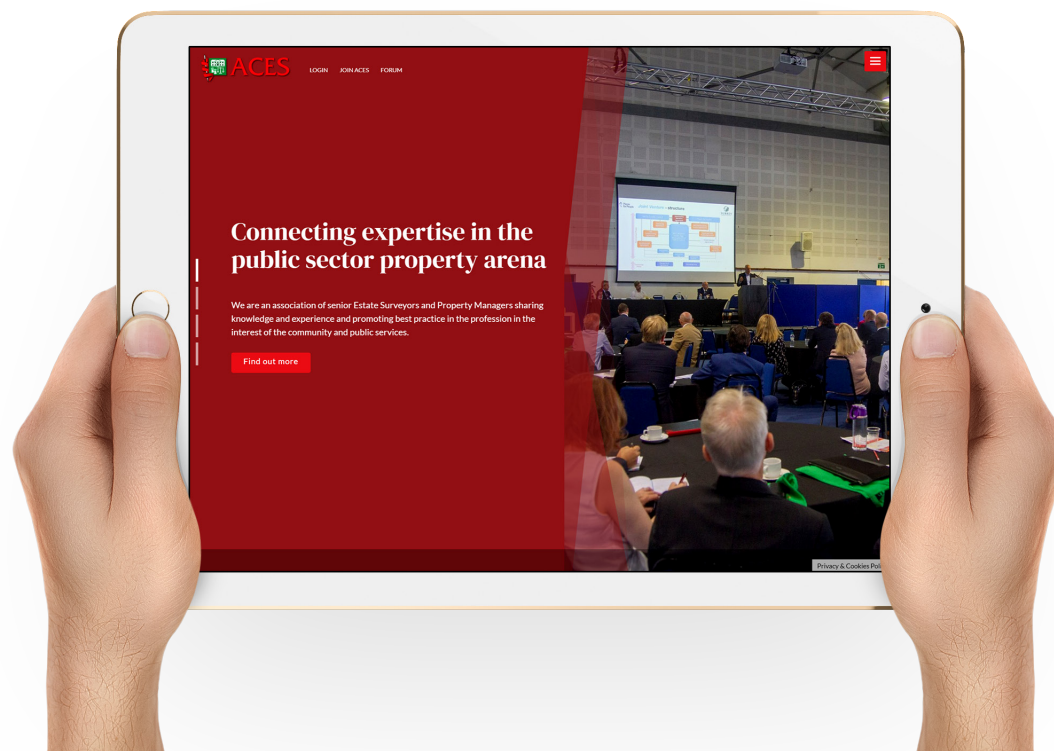
ACES functions both as a formal and informal networking association and members regularly "get together" online using the website facilities, many of which are available to members and visitors alike. The website, relaunched in July 2020, and ACES' Terrier are the prime tools to do this.

Analytics of the new ACES website show how much members and visitors are using the many facilities available, including access to ACES' Terrier and other documents of practical use to public sector surveyors, posting topics and generating discussions on the Forum and dedicated pages on key topics and consultations on property matters.

EVENTS

There are opportunities to engage in sponsorship of ACES' events through **corporate membership options**.

The flagship event of the year is the Annual National Conference organised by members and traditionally hosted in the elected President's home region. The format may be a one or two-day conference, of presentations on areas of professional interest, often with a common theme. Social networking opportunities abound, with formal or informal evening meals before and after the professional days. Presentations held at the chosen venue are interspersed with breaks to encourage interaction between members, speakers, guests and delegates.





EVENTS

Conferences are open to non-members and there is strong representation from our private sector friends and colleagues. ACES' members are encouraged to bring their work associates to the conference and there is a strong cohort of young professionals looking to achieve full professional status and Continuing Professional Development.

The Annual Meeting and Annual Lunch is another key event incorporating networking and sponsorship opportunities. This takes place at prestigious locations in England, Scotland and Wales. It includes the installation of the ACES President and the members' Annual Awards for Excellence, which recognise outstanding performance in a range of professional disciplines.

Underlying all this is ACES' regional branch activity. The nine UK branches meet regularly in person or online throughout the year. Meetings are typically supported by our partners in the delivery of professional presentations and generally lead to dissemination of knowledge throughout the Association. Our Branch Liaison Officer, Marcus Perry, is the best contact for learning more about branch activities - marcusjcperry@gmail.com

For more information on corporate membership opportunities, please contact ACES' Secretary, Trevor Bishop, or Neil Webster, Head of Engagement in the first instance (or download the Corporate Membership pack from the website).

**Previous sponsors
of ACES events:**

Carter Jonas



**Lambert
Smith
Hampton**



fieldfisher

**AVISON
YOUNG**

For more details on sponsoring one
of our events please contact:

**Trevor Bishop MRICS,
ACES Secretary**

Tel: 07853 262255

Email: secretary@aces.org.uk





WWW.ACES.ORG.UK

