

## PEOPLE &amp; COMPANIES



**WSB Property Consultants** has appointed **Adam Mobley** an equity partner in Leeds. He joins from King Sturge to head the retail, leisure and hotels side of the business (0113 234 1444).

London-based transport specialist **Travel Point Trading** has appointed **Kevin Etchells** a graduate surveyor and **Pritpal Juttia** head of client accounting (020 7921 2930).

**Stirling Ackroyd** has named **Robert Law** head of its professional department. He joins from Jenkins Law and will focus on the central London and South East retail and office sectors (020 7749 3815).



**Aron Samra** has joined retail specialist **Briant Champion Long** as a senior surveyor concentrating on the Midtown, City and Greater London markets. He previously worked for Brecker Grossmith (020 7434 7600).

**Stiles Harold Williams** has made two appointments in its London property management departments. **Paul Farrell** has joined as a senior property manager in the residential team (020 7389 1516) and **Tessa Newton** has joined the commercial team on an internship (020 7389 1517).

Wembley-based Mizen Properties Group has appointed **Gavin Charlton** to the board of directors of **Mizen Design Build**. He has 28 years of experience with major firms in the UK building industry (020 8903 2442).



Sheffield-based surveyor **Fowler Sandford** has recruited **James Bruce** as head of the investment department at St James Street. He qualified with DTZ and has worked with M3 and CBRE (0114 275 1441).

Surveyor **CS2** has named **Mark Newman** a director. He has also taken over management of the firm's Manchester office (0161 238 9800).

**Knight Frank** has made **Michael Crowe** an associate in the London commercial valuations team. He joins from Jones Lang LaSalle (020 7861 5258).

**Cushman & Wakefield** has appointed **Anne Rush** a partner in the retail asset management team, to focus on strategic development. She joins from Capital & Regional (020 7935 5000).

**James Brown** has joined the London office of **Martin Robeson Planning Practice** as a partner. He has 10 years' experience in planning consultancy and will work on strategic residential and commercial projects (020 7930 0007).



**Anna Manthorpe** rejoins **Barton Willmore** as an associate in the landscape planning team. She most recently worked with PLACE in south-west London (020 7446 6888).

**Adam Jennings** has joined Leeds surveyor **Central Retail** as an associate partner to deal with high street and shopping centre instructions (0113 244 8668).

Agent **Milton Ashbury** has appointed **Steven Lambeth** a negotiator at the Ramsgate office and **Claire Crow** a property manager in the Margate office, while **Marc Johnson** has been promoted to sales manager (01843 225533).

**Chesterton Humberts** has appointed **David Burlinson** director of landlord and tenant services at its office in Swiss Cottage, north London (020 3040 8500).



Architect **Sheppard Robson** has made five promotions in its office in Manchester. **Rupert Goddard** and **Alex Solk** (pictured) have been made associate partners, and **Neil Allen Burt**, **James Jones** and **Mark Peterson** have become associates (0161 233 8900).

## New addresses

Former Colliers directors **Edward Dodson** and **Michael Jones** have re-established **Dodson Jones** at Bishop Bateman Court, Thompsons Lane, Cambridge CB5 8AQ (01223 358114).

Property and construction consultant **Hardies** has merged with surveyor **WJR Christie & Partners** to trade as **Christies in association with Hardies**. It is based at St Ronans Building, Dalkieth Road, Dundee DD4 6JU (01382 459988).

## how to...

## MAKE USE OF PUBLIC CONSULTATION

## JAMES SACHON



As the localism agenda looks likely to give the public a greater say in the planning process, those who may previously have only paid lip service to consultation will increasingly need to approach it as an essential part of the preplanning process.

Many property professionals, however, remain in the dark about what consultation actually is, and what it can and cannot do. Before undertaking consultation, it is important to know the answers to some key questions.

## Is consultation appropriate for you?

Consider whether you are actually looking for input on a scheme or simply carrying out an exercise to show public support for a development. If it is the latter, targeted meetings with key stakeholders can be more productive than a full public consultation.

## Who are you consulting with?

Consultation with local residents will take a different form to consultation with councillors or businesses. Knowing the concerns of your audience will shape the approach and format of the consultation and define its tone and message.

## What do you want to use the consultation results for?

Consultation for its own sake is pointless, even counterproductive. It is what you do with the results that counts, and this requires strategic planning from the outset. Ultimately, consultation is only as effective as the way in which its findings are communicated – and acted upon.

If consultation is not properly integrated and prioritised in the wider preplanning process, time and costs will be incurred, and the chance to minimise opposition will be missed. However, if approached and delivered well, public consultation can defuse issues affecting development proposals, enable strong relationships with key decision-makers and help to secure planning consent.

**James Sachon** is an account director and head of public affairs for **Redwood Consulting** in London