

A large yellow abstract shape on the left side of the slide, featuring two white circles. The shape has a wavy, organic form.

Year 1 Review

4TY PLANNING.



Wow, what a year!

It's hard to believe that 12 months have passed since 4TY Planning Ltd first started trading. Time flies when you're busy and enjoying yourself!

I always think it's important to step back at the end of any year and reflect on the last 12 months, analysing what's gone well, what can be improved upon next year and whether all objectives been met.

When first stepping away from the security of employment in 2022 it was daunting. Very daunting. There were times towards the end of last year when I was asking myself whether I was actually making the right decision for me, my family and my career.

As I reflect on the last 12 months, the resounding answer to all those questions is "yes!". However, I couldn't have had the overwhelmingly positive experience I've had across this first year without the tremendous and flattering support of my clients, contacts and a significant number of people who I'd not met, or even swapped an email with 12 months ago.

I decided, therefore, to spend some time composing this Review so I can consciously pause, reflect and begin the process of setting accountable goals to meet across Year 2.

I've tried to keep my review as light touch as possible, so I hope you enjoy turning the pages and seeing what it is that I've been doing.

I hope you all have a very happy Christmas and a healthy, successful and prosperous 2024 to follow.

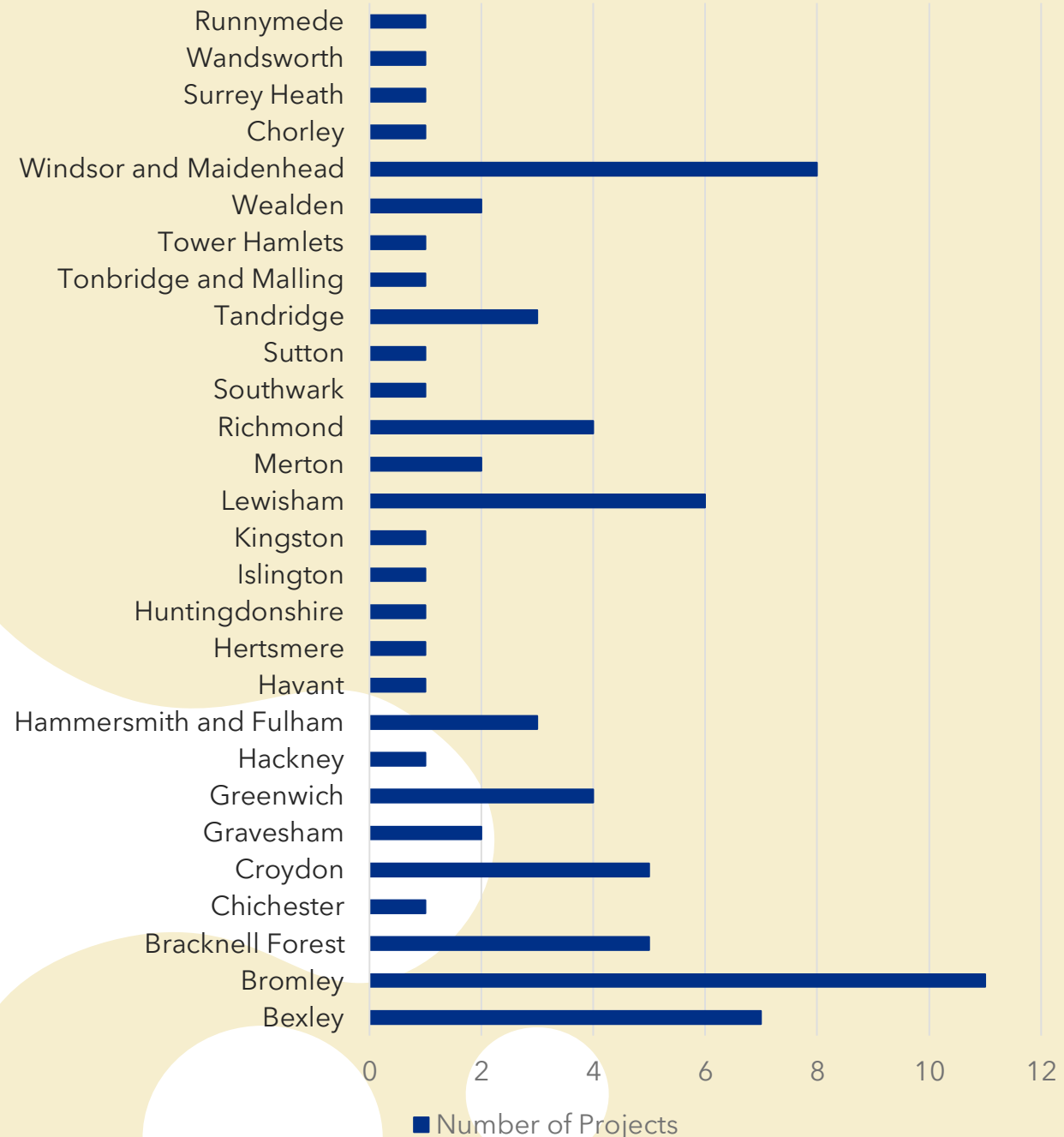
Mark.

Project Locations

As the chart across the page shows, instructions this year have come in locations far and wide. Predominantly the sites I advise on are based across London and the SE region but there are a few projects located further afield.

As always, I remain particularly busy advising in connection with the development of sites in SE London, but I'm delighted that since locating 4TY Planning in Windsor, I've been able to secure a significant number of instructions here, having previously only handled a limited number of projects in the Royal Borough. That will hopefully grow across the course of the next 12 months.

As I show on the next page, as project locations have diversified, so too have the types of project I'm advising on. There are fewer developments of dense 1 and 2 bedroom flats in London and more family housing with gardens, which is unsurprising given buyer demands post-Covid and current market conditions and build costs.



Project Sectors

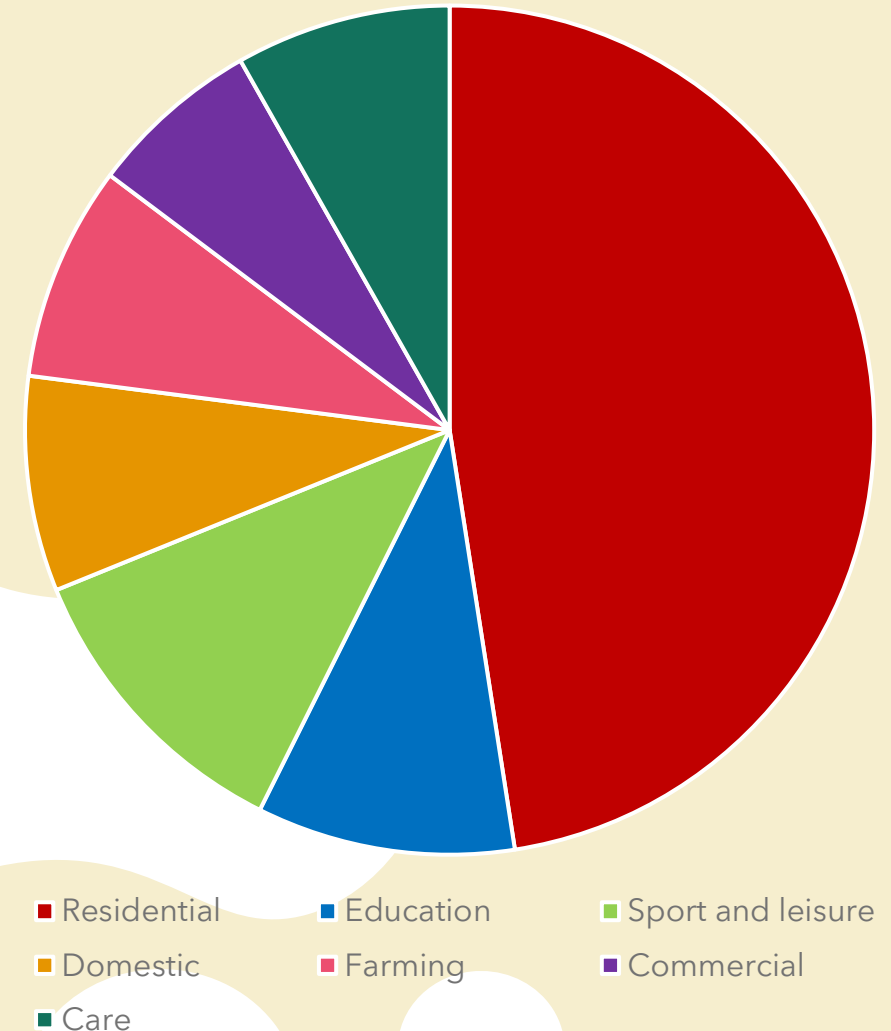
I'm fortunate to have a great client base who work across multiple development sectors. Since the 2008 financial crisis, project diversity has always been a high priority of mine. During the crisis, significant housebuilding work halted for 12-24 months while other sectors remained buoyant.

I'm so pleased that my work has further diversified this year with significant instructions in education and sport and leisure, including advising in connection with the development of a training academy for Sunningdale Golf Club and advising 2 independent schools on significant estate development plans.

As I explain later, I've also been able to use my time to advise charities and local sports clubs in connection with the development of their properties on a *pro bono* basis and my work with - and support for - the third sector is something I'm looking to expand across the coming years.

Around half of my projects continue to be in relation to housing and housing led developments, ranging from single house schemes up to developments of 100+ homes in tall buildings.

Project Sectors



Project Examples

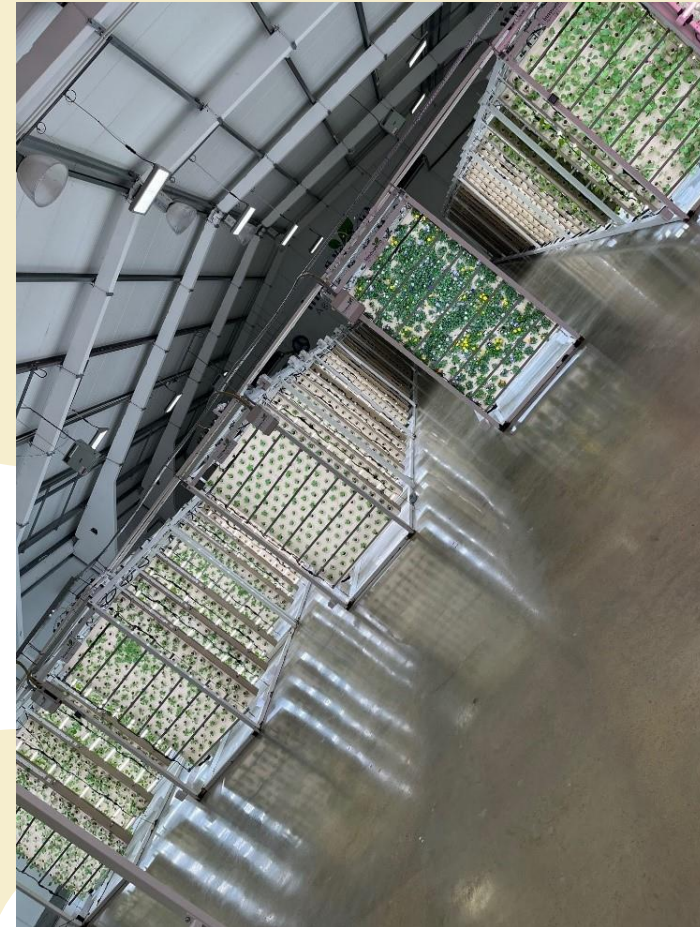
I've been working on some amazing projects this year. I can't list all, so here's a small selection ...



Sunningdale
Golf Club:
Training
Academy



Catford: New
commercial
space and 59
flats



Innovation
Agri-tech
Group:
Vertical farm
in Bracknell

Project Examples



Wealden:
Development
of 9 family
houses



Greenwich:
Development
of 9 family
houses



Foxbridge Golf
Club,
Chichester:
Development
as a wellness
resort and spa



Slade Green,
Bexley:
Development
of 44 flats.

Community Impact

A high priority of mine is always to ensure that my work delivers tangible benefits to local communities and charities. This year my focus has been on donating time to a number of charities and causes close to my heart, giving professional advice where it's needed, perhaps because those groups don't have the in-house knowledge and skills to protect and promote their interests.

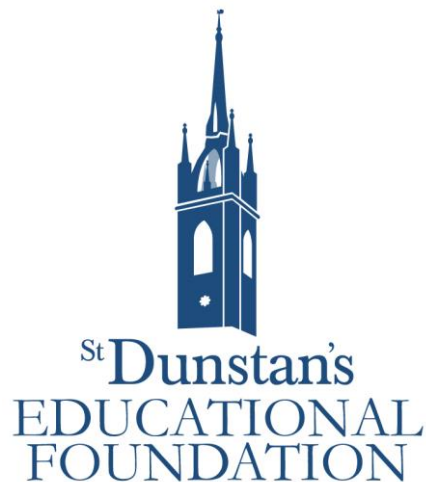
This year, I have been delighted to give **51 hours** of free professional advice to charities and local sports clubs.

I have also donated time to schools, giving **4 hours** to St Dunstan's College through attending their annual Careers Convention, speaking with students from the College and nearby schools about careers in planning and the property industry more widely.

Closer to home, I am excited to have forged a relationship with **Alma Beacon**, a Windsor-based charity which includes **Street Angels, Windsor Homeless Project** and **Foodshare Windsor**. As some readers will know, there is a significant and growing issue of homelessness in Windsor and as such, I'm delighted that my work can help support the charities' essential work in the town. I have donated over **£2,000** to this and other charities across the course of the year and I'm hoping to expand on this going forward.

I have also supported **Phoenix Rugby Club** in Taplow, giving free planning advice in connection with the installation of new floodlights and club house improvements. Further work with the Club will continue across 2024.

In 2024, I will actively seek opportunities to work with other local charities and sports clubs so I can help them progress and enhance the vital services they provide to their communities. If anyone knows of any charities and clubs who need advice, please do put me in contact with them!



Health and Wellbeing



It's true to say that running a business and the pressures of work generally can take their toll and it's so important to have an outlet - a way of keeping fit and de-stressing. Historically I've done running and swimming, but this year's been a little different...

Linked with the time I've donated to Phoenix Rugby Club, I've become closer to the Club and was persuaded (it really wasn't that difficult!) to start playing tag rugby at the start of 2023 and since then have progressed to playing for the 2nd Team. I've not played for 20+ years, but I've loved every minute of getting back out on the pitch with a great group, even if I did end up getting injured in my first match!

My life / work balance has also been amazing, with the flexibility my work provides allowing me to spend important time with my young family. Again, that's something to be nurtured next year and beyond.



Looking ahead...

So, now that I can reflect on 2023 as a successful first year in business, attention inevitably turns to 2024 and setting targets to be achieved across Year 2. The previous pages have highlighted some initial objectives which will be a focus for me across the coming months but as always, it's important to set a number of "SMART" objectives.

The economic and political landscape is, to say the least, challenging. Whispers of reform fade away, NPPFs come, go and come again (occasionally on the same day!). Permitted development rules get revised, but fundamentally the system which drives the most important and significant development remains the same. It's a system which is clunky, out-dated and which only ever becomes increasingly difficult for developers, consultants, Councils and consultees to navigate and understand. Despite that backdrop, there is significant pent-up demand from investors and developers to continue to work, to grow and to deliver outstanding and exciting projects across all sectors.

So, with all the above in mind, my objectives for 2024 will focus on the following core areas:

- Further establishing 4TY Planning in the industry, working to raise the profile of the business in the geographical locations and sectors where most work is done;
- Continuing to nurture and enhance a diverse range of project scale and type;
- Ensuring that my work continues to benefit clients and local communities;
- Expanding my work with local charities and sports clubs; and
- Scoring my first try for Phoenix...

If you've made it this far, thank you for reading my Review and I'll hope to have opportunities to work with you next year and beyond.



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