

# Shaping The Future of New Towns, Centres & Settlements

Lambert  
Smith  
Hampton

[lsh.co.uk](http://lsh.co.uk)

# Unlocking the Value of Your Centres

**Are you facing the challenge of delivering truly vibrant, commercially viable, inclusive and sustainable centres that meet the needs of everyone?**

**Are you considering how to unlock the full economic, social and placemaking potential of your centres and new development?**

**As pressure mounts to fund and deliver more new homes and critical regeneration and infrastructure projects, our team of expert advisers can work in partnership with you to help shape and deliver your vision and future plans.**

At Lambert Smith Hampton (LSH), we understand that great places do not happen by chance - they are shaped through a genuine understanding of the local area, its communities and an approach rooted in high quality design, robust evidence, and expert delivery.

LSH's multi-disciplinary team is unlocking the potential of existing and new centres across the UK. We are guiding our public and private sector clients through the complexities of planning, placemaking, viability, and implementation. If you are looking for joined-up thinking and results that stand the test of time, we are ready to deliver.

We bring together commercial insight, urban foresight and a track record of delivery - helping to plan and realise the full potential of new places.

We can help you tackle today's place-based challenges more effectively, efficiently and intelligently.



# Delivering Expert Solutions for Today's Regeneration Challenges

## ...what are the challenges?

Aligned with the Government's aim to build 1.5 million new homes during this parliament is the need to provide thriving, sustainable and viable centres that meet the needs of our diverse and growing communities.

Developing new homes as part of new towns and settlements requires an optimum mix of retail, commercial, employment and community uses, as well as critical built, social-economic and environmental infrastructure.

Read our latest research reports to gain more insight around how we can collectively shape the new towns, centres and settlements of the future:

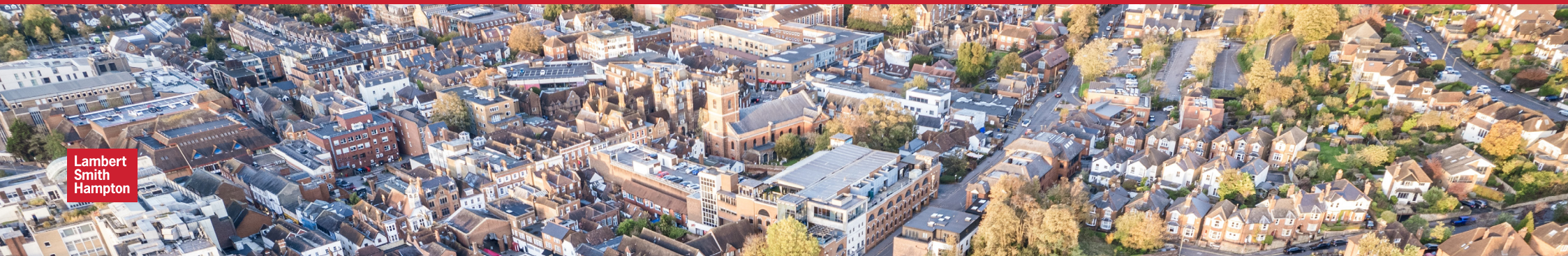
SHOPPING CENTRES  
REPORT 2024



LSH REVO  
REPORT 2025

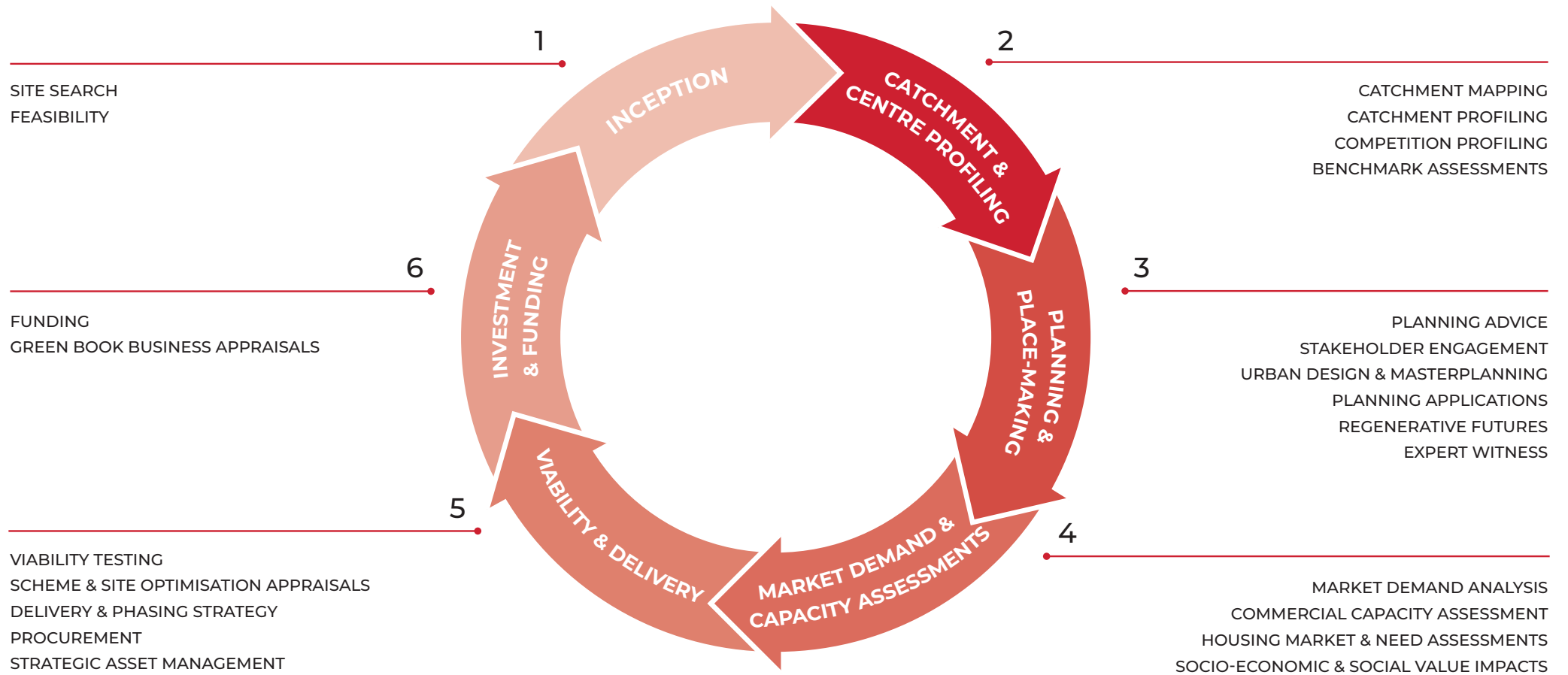


VITALITY INDEX  
REPORT 2025



# Shaping the Future of Centres: From Visioning to Delivery

Our expert multi-disciplinary team advises at all stages of the property and development lifecycle; from early visioning through to delivery and beyond. Working in partnership with our clients, we are helping to plan and shape high quality centres and places that meet community needs, and deliver long-lasting commercial, economic, social value and environmental benefits.



# How Can We Help?



## INCEPTION

### SITE SEARCH

We can conduct site searches at a scale from borough-wide to regional, to identify suitable opportunities for housebuilders and land promoters, informed by adopted and emerging policy at the local, regional and national level.

### FEASIBILITY

We can appraise the planning and development options for centres and sites for different housing tenures and other uses (including commercial, educational, community and healthcare) and recommend next steps.



## CATCHMENT & CENTRE PROFILING

### CATCHMENT MAPPING

Drawing on our in-house GIS platforms and datasets, we can map robust drivetime, cycling and walkable catchments for centres, places and sites.

### CATCHMENT PROFILING

For defined catchment areas we can use our in-house CREATE model to forecast the growth in population and expenditure over the short, medium and long term (10+ years).

### COMPETITION PROFILING

We can assess how proposed centres would compare to and compete with existing centres for market share in their defined catchments, and how they can secure a viable role and function in the centre hierarchy.

### BENCHMARK ASSESSMENTS

We can advise on market trends and refer to exemplar benchmark centres to help identify the optimum and most flexible mix of uses to support sustainable and viable centres and places.

# How Can We Help?



## PLANNING & PLACE-MAKING

### PLANNING ADVICE

We can provide expert advice at all stages of the development lifecycle to help plan, design and deliver new homes, commercial, leisure, education, healthcare and community uses.

### STAKEHOLDER ENGAGEMENT

We are leading and supporting wide-ranging stakeholder, business and community engagement and consultation as part of major planning, development and masterplan projects.

### URBAN DESIGN & MASTERPLANNING

We provide contextual and commercially informed design advice that prioritises people, place, and community inclusive of design codes. This ensures that new developments align with community aspirations and the natural and environmental characteristics of the area.

### PLANNING APPLICATIONS

We can prepare and submit major, minor and amendment planning applications. We are experts in managing multiple sub-consultants and working in partnership with the public and private sectors.

### REGENERATIVE FUTURES

We can build thriving places through insight, process design and stakeholder co-creation.

### EXPERT WITNESS

We can provide Expert Witness advice for planning, development and compulsory purchase appeals and legal judgements.



## MARKET DEMAND & CAPACITY ASSESSMENTS

### MARKET DEMAND ANALYSIS

We can carry out “soft” market testing at early stages in the development lifecycle to help ascertain and test operator, developer and investor appetite for new centres and regeneration projects.

### COMMERCIAL CAPACITY ASSESSMENT

Our CREATE model can forecast the economic capacity for new retail and leisure floorspace to help identify the optimum scale, mix and configuration of uses for existing and new centres.

### HOUSING MARKET & NEED ASSESSMENTS

Drawing on the market knowledge of our extensive network of regional and local agents we can advise on supply/demand dynamics to help identify current and future needs for different housing tenures and commercial uses.

### SOCIO-ECONOMIC & SOCIAL VALUE IMPACTS

We can assess and measure economic and social value impacts and benefits, and identify essential infrastructure needs.

# How Can We Help?



## VIABILITY & DELIVERY

### VIABILITY TESTING

We can prepare development and financial appraisals to help test and identify the optimum scale and mix of new housing, commercial and other uses for sites and centres.

### SCHEME & SITE OPTIMISATION

Masterplan and scheme conception and optimisation.

### DELIVERY & PHASING STRATEGY

Our team can prepare robust delivery strategies to advise on the optimum phasing, viability, and funding options.

### PROCUREMENT

Our team can advise in navigating complex tender procedures, ensuring compliance with procurement laws.

### STRATEGIC ASSET MANAGEMENT

We can develop evidence-based strategies that optimise assets, support service delivery, enable long-term organisational goals, and drive sustainable economic and social value for centres, places and communities.



## INVESTMENT & FUNDING

### FUNDING

We can provide expert funding support and advice that strengthens investment cases, unlocks opportunities, and maximises the chances of securing external funding.

### GREEN BOOK BUSINESS APPRAISALS

We can prepare robust HM Treasury Green Book Business Cases that align investment decisions with strategic priorities, optimise public value, and secure funding confidence. Our appraisals set out the economic, financial, commercial, and management justification for investment in critical development and regeneration projects.

# Our Track Record

LSH has advised our public and private sector clients on new centres and developments ranging from major regeneration projects to urban extensions and new settlements. Our projects include:

## LEEDS TRANSFORMATIONAL REGENERATION

**CLIENT:** Leeds City Council  
**ADVICE:** Regeneration

Working with Mott MacDonald, LSH is advising on the potential need and market demand to provide new commercial amenities across six regeneration neighbourhoods in Leeds City. The commission is part of the Leeds Transformational Regeneration Project. This is the largest regeneration project in the UK which seeks to create sustainable neighbourhoods to serve the Council's ambitious plans to build over 20,000 new homes across the city over the next 10 years.

## NORTHFIELD, OXFORD

**CLIENT:** Urban&Civic / Catesby Estates  
**ADVICE:** Town Centre and Retail Agency

LSH advised master developers Urban&Civic / Catesby Estates in 2023 on the feasibility of delivering a new local centre to support a residential urban extension site (1,800 homes) on the southeastern fringe of Oxford City. We assessed forecast need for new retail, leisure and service uses to support a sustainable local centre based on: future population and expenditure of the new community and surrounding catchment; and a market demand analysis to gauge likely interest from the potential operators.

## GARFORTH, WEST YORKSHIRE

**CLIENT:** Richborough Commercial Limited  
**ADVICE:** Employment Land, Residential and Town Centre & Retail Agency

LSH is advising Richborough Commercial Limited on proposals for a major mixed-use development at Sturton Grange, Garforth. The site is being promoted through the emerging local plan and could deliver up to 1,300 homes, over 1 million sq.ft of industrial and logistics space, roadside and retail uses, community facilities, and open space. To support this, LSH has produced an Employment Land and Housing Statement assessing the strengths of the draft allocation sites, along with a Supporting Statement promoting retail, service, and community uses needed to create a sustainable development.

## GOFFS OAK, HERTFORDSHIRE

**Client:** Redrow Homes  
**Advice:** Urban Design & Masterplanning

LSH prepared the masterplan design for a Reserved Matters planning application for 360 new homes in the village of Goffs Oak in Hertfordshire. Combining housing with community, social, and economic infrastructure, the development provides high quality accommodation in a parkland setting including a legible pattern of connected streets and spaces, central tree-lined avenue, and multi-functional green spaces that include equipped play areas, open space corridors, and SuDs. LSH led the production of the Design and Access Statement, and associated Design Code.

# Our Track Record

## CROXLEY GREEN, RICKMANSWORTH

**CLIENT:** Richborough Commercial Limited  
**ADVICE:** Town Centre and Retail Agency

LSH advised land promotion experts, Richborough, on the potential convenience goods floorspace capacity for a proposed local centre within a planned new housing development (600 homes). We also conducted a commercial market assessment to gauge operator interest in the proposed convenience store.

## HAMMERSMITH AND FULHAM CAPACITY STUDIES

**CLIENT:** London Borough of Hammersmith and Fulham  
**ADVICE:** Residential Portfolio Review

LSH undertook a two-stage review of up to 99 of the Council's existing portfolio of sites to understand whether there was capacity for additional affordable housing provision. We produced a longlist of sites with potential, before agreeing a shortlist, where we commenced a detailed policy review of the draft schemes and made recommendations regarding the preferred options and next steps, which will likely entail follow up pre-application meetings with the Council.

## HARTREE, NORTH CAMBRIDGESHIRE

**CLIENT:** Landsec U+I & TOWN  
**ADVICE:** Town Centre and Retail Agency

Our team provided specialist planning, economic and commercial agency advice on delivery of a new District Centre and two Local Centres as part of the masterplan application for c.5,600 new homes in North-East Cambridge. Our advice included strategy & planning, market testing, growth forecasting, revenue potential and catchment analysis & growth forecast.

## ST ANN'S NEW NEIGHBOURHOOD

**Client:** Peabody Trust and Hill Group  
**Advice:** Mixed-use Planning

We prepared and submitted a hybrid planning application for the redevelopment of the former St Ann's Hospital in Haringey. The initial hybrid application and subsequent two Reserved Matters applications received unanimous approval. This delivered 995 homes at 60% affordable and c. 3,700sqm of non-residential floorspace. The scheme was awarded "Best Use of Publicly-Owned Land" at the Planning Resource Awards 2024, in addition to a Housing Design Award in 2024.

# Our Track Record

## ICELAND WHARF

**Client:** Sanctuary Affordable Housing Limited  
**Advice:** Mixed-use Planning

Our team prepared and submitted a full planning application for the redevelopment of a site within the London Legacy Development Corporation, which transferred to LB Tower Hamlets during application preparation. This includes two tall buildings providing 165 dwellings, as well as more than 4,000sqm of employment space. The application is pending Committee where permission is expected to be granted.

## NORTHSTOWE, CAMBRIDGE

**Client:** Homes England  
**Advice:** Strategic Consultancy and Land Agency

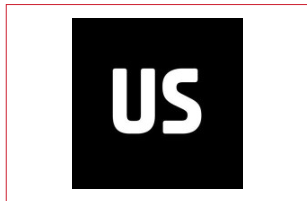
LSH is advising Homes England on an optimal land release strategy, making sure of appropriate land sale sequencing and best value is achieved. This aims to ensure that Northstowe is delivered in accordance with Homes England's vision. LSH is also involved in a number of workstreams relating to the disposal of land parcels at Northstowe which collectively extend to c.4,000 homes plus ancillary uses.

## MERIDIAN WATER, LONDON

**Client:** London Borough of Enfield  
**Advice:** Regeneration Consultancy

LSH provided comprehensive regeneration advice in connection with a full range of development consultancy, valuation, viability, agency and procurement services. LSH worked to overcome viability challenges by optimising the masterplan, creating value associated with good place-making, whilst also ensuring costs were contained. LSH undertook this task through close collaboration with multiple stakeholders, as well as internal liaison with teams within LSH including Cost Consultancy, Affordable Housing, and Office/Retail specialists.

# You're In Good Company



# Meet The Team

To find out more about any of our services, please contact a member of our team:



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# Let's Work Together

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