



Richard Frudd

Director

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Areas of expertise

Richard has provided development advice to the property industry for over 20 years. This experience has been focused on the private sector, with local, regional, national and international clients including development companies, retailers, accommodation operators, and commercial institutions.

Project experience ranges from micro-managing the performance of existing assets through to strategic promotion of large scale and complex development schemes, including the provision of expert witness evidence.

He has a strong reputation amongst clients and peers due to the application of his extensive knowledge of the planning system allied to his attention to detail and tenacious approach to achieving the desired outcome.

Having worked between Leeds and Manchester for the entirety of his career, Richard has developed an excellent understanding of, and working relationships with most local authorities in the north of England and the Midlands. This is complimented through his involvement in a range of extra-curricular property based steering groups and advisory bodies to local business.

Key experience

Becketwell, Derby– Richard has led the consultant team in securing hybrid consent for the mixed use regeneration of the most significant development opportunity in the City Centre.

Heath Farm Lane, Partington– Richard was retained to provide strategic planning advice in respect of securing support for the principle of a residential development on this 16ha site, through the development plan process and the consequent disposal strategy for the site.

Student Residential–Richard has advised a range of Land-owners , Developers and Operators regarding opportunities

Key projects

Becketwell, Derby

Crown Point Shopping Park,
Leeds

Voltage Park, Partington

Belgrave Road and Melton Road,
Leicester

Pheonix 10, Walsall

St James Retail Park, Sheffield

Manor View, Newcastle

Key clients

Henry Boot Developments

National Grid

Aviva Investors

St James Securities

iQ Student Accommodation

Caddick Developments



for student residential development (promoting over 4,000 bed spaces) across various Northern Cities. This has included the provision of expert witness evidence at Public Inquiries.

Phonix 10, Walsall– Richard is leading the consultant team in proposals to regenerate one of the most contaminated sites in the West Midlands. The Proposals include an extensive remediation programme followed by the delivery of over 800,000 sqft of industrial and logistics floorspace via a hybrid planning submission.

Voltage Park, Partington– Richard led the team that secured outline planning permission for up to 1 million square feet of mixed employment floorspace in this deprived area of Trafford.

Soil Treatment Facility, Partington– Richard led the team in preparing an Environmental statement and planning application submission for the pioneering facility designed to treat contaminated soils removed from former gas work site remediation projects across the north of England. Temporary planning permission and a subsequent extension to the consent were successfully negotiated.

Retail Park and Out of Centre Retailing-Richard has acted on behalf of many national retail operators, retail park landlords, and developers, securing consent for new stores and schemes, extensions to existing developments, and modifications to planning controls affecting those schemes to facilitate occupation by new retailers.

Belgrave Road and Melton Road, Leicester-Richard secured two hybrid planning permissions on behalf of Sainsbury's to effectively relocate their district centre store at Belgrave Road to a prime out of centre site at Melton Road, more than doubling the size of the store in the process. He continues to be involved in the sites now, advising Henry Boot Developments regarding redevelopment of the residual land holdings.

St James Retail Park, Sheffield-Richard secured full planning permission for a new retail park, with no restriction on retail use on the site of the former Norton College to the south of Sheffield. The scheme is fully let and trading successfully.

Fountain Retail Park, Oldbury-Full planning permission was secured for a new open A1 Retail Park on the edge of Oldbury Town Centre. Richard is currently advising on the scope to modify the scheme to reflect prevailing retailer demand.