



Richard Frudd

Senior Director

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Areas of expertise

Richard has provided development advice to the property industry for over 20 years, and sits on the Management Board of Quod.

Professional experience has been focused on the private sector, with local, regional, national and international clients including development companies, retailers, residential, 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.

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 West Yorkshire businesses.

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. So far a build to rent residential scheme and a public square have been completed, with a new indoor arena under construction.

Student Residential – Richard has advised a range of land-owners, developers and operators regarding opportunities for student residential development nationwide. This has included the provision of expert witness evidence at Public Inquiries, and covers applications for new development alongside asset management initiatives.

Key projects

Becketwell, Derby
Crown Point Shopping Park, Leeds
Leeds Valley Park
Belgrave Road and Melton Road, Leicester
Spark, Walsall
St James Retail Park, Sheffield
Kings Manor, Newcastle
Hollis Croft, Sheffield

Key clients

Henry Boot Developments
Aviva Investors
St James Securities
iQ Student Accommodation
Caddick Developments
Torsion Developments
London & Scottish Property Investment Managers



Spark, Walsall – Richard is leading the consultant team on proposals to regenerate one of the most contaminated sites in the West Midlands. On completion of remediation works, detailed applications are being progressed for over 80,000 sqm of industrial and logistics floorspace.

Leeds Valley Park – Richard led the design team in securing full planning permission for a logistics scheme adjacent to an out of town business park on a site allocated for office use, and continues to advise on the development of residual plots across the remainder of the business park.

Hollis Croft, Sheffield – Richard initially secured full planning permission for the high density redevelopment of a former car showroom across two plots for market sale residential development. He has since secured permission for an alternative build to rent residential scheme, which includes a significant increase in height and massing.

Retail Parks 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 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, with a car showroom on site, and more to follow.

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.

Knottingly Park, Wakefield – Full planning permission secured for the phased development of c.70,000sqm of largely B8 logistics floorspace, including all supporting infrastructure on and off-site.

Commercial Asset Management – Richard is retained to provide ongoing advice regarding the development potential across a variety of commercial property portfolios. This covers initial advice to inform valuations through to progressing development options via the planning system.