

## Core sectors: Rural Diversification



Our services including preparing feasibility studies for a range of rural sites. This could include anything from a barn conversion, a development of new homes, farm shops, leisure activities, or visitor attractions. Today's rural economy might even include holiday lets, glamping sites, or wedding venues. There are a variety of diversification options and increasingly farm businesses have a number of "strings to their bow", providing a variety of income streams. Together with other teams in Carter Jonas, we help clients release the full potential of under-used assets.

### Our Rural Diversification services include the following:

#### Site context studies & baseline appraisals

Undertaking context studies to assess site locations, including baseline mapping studies - typically flood risk, heritage, planning and landscape designations

#### Analysis of baseline technical reports & data

Reviewing technical reports and other site data in order to determine opportunities and constraints, and records of risks and assumptions

#### Documenting site opportunities & constraints

Producing combined opportunities and constraints plans, together with supporting tables of constraints

#### Commerciality

Working closely with our rural division and development consultancy teams to ensure rural development proposals are commercially viable and deliverable in a given location

#### Masterplan strategies & options

Producing masterplan strategies in diagrammatic and illustrative formats - demonstrating land use and site, followed by more detailed services including:

- Site Visions
- Engagement and Consultation with LPA's and Stakeholder Groups
- Masterplan and Area Frameworks
- Development Prospectuses
- Town Centre Regeneration Plans
- 3D Massing Models
- Illustrations and Visualisations
- Outline Applications
- Supplementary Planning Documents
- Design Codes or Development Briefs



## 34 offices across the country, including 9 in central London

Bath	North Wales
Birmingham	Northampton
Bristol	Oxford
Cambridge Central	Peterborough
Cambridge Lettings	Shrewsbury
Cambridge Sales & New Homes	Suffolk
Cardiff	Taunton
Harrogate	Truro
Kendal	Warrington
Leeds	Winchester
Marlborough	Winchester Residential
Newbury	York
Nottingham	
Barnes	Mayfair
Chapel Place	Parsons Green
Fulham	South Kensington & Knightsbridge
Holland Park & Notting Hill	Wandsworth
Marylebone	

### Find out more

To find out more about our masterplanning services, download our brochure at [carterjonas.co.uk/masterplanning](https://carterjonas.co.uk/masterplanning)

### Other core sectors our team work within

- Strategic land projects
- Urban regeneration projects



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