

## PRESS RELEASE: ChelmerPlus

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### Turley Associates' and Cambridge Econometrics launch integrated planning and demographic modelling service for residential developers

Independent planning and urban design consultancy, Turley Associates and Cambridge Econometrics, an economic forecasting and modelling consultancy, have today (16<sup>th</sup> February) launched an exclusive new planning and demographic modelling service for the residential development sector.

The integrated planning and modelling offer, called '*ChelmerPlus - a service for residential land promotion*', is based upon Cambridge Econometrics 'Chelmer Population and Housing model' and Turley Associates' extensive experience of advising leading developers across the UK.

Rob Lucas, Chief Executive, Turley Associates, adds: "The proposed revocation of the Regional Spatial Strategies by the coalition Government has generated a new market for high quality planning, population and housing forecasting services. The ChelmerPlus service will produce housing models that can be tailored to specific local areas which will be invaluable in helping bring forward much needed residential development."

Anthony Barker, Director, Cambridge Econometrics adds: "Cambridge Econometrics has invested strongly in the development of this powerful modelling tool. Cambridge Econometrics is one of the UK's leading employment modelling consulting firms and ChelmerPlus will also tap into this as part of the service. We are delighted to be working with Turley Associates to offer this integrated model to service the residential development sector."

Key features of ChelmerPlus include:

- Standard series of projections of population, housing numbers, household composition and labour supply, taking account of short term migration trends, zero net migration, and replicating latest sub-national population and household projections;
- Extended series of projections, including up to three additional scenarios. For example, dwelling targets, assumed migration trends or any other variant scenario available within ChelmerPlus;
- Bespoke commissions, for example, extended analysis of local labour market dynamics;

- Operates at the level of a single locality (or district) or multiple localities; and
- Includes analytical reporting using expertise from Turley Associates and Cambridge Econometrics from standard projections through to expert witness.

Greg Mitchell, Head of Residential Development at Turley Associates adds: “We are delighted to be able to offer this sophisticated new service exclusively for the benefit of our developer clients. The Government supports the need for more housing to be provided in the UK and we believe that ChelmerPlus will help our clients to achieve this objective under the emerging Localism agenda.”

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### **About Turley Associates**

Turley Associates is the UK’s leading independent planning and urban design consultancy. The company operates from 10 offices – London, Southampton, Bristol, Cardiff, Birmingham, Leeds, Manchester, Edinburgh, Glasgow and Belfast – and has market leading expertise in planning, urban design, masterplanning, sustainability and heritage. The company has a strong reputation in the residential, retail, infrastructure, energy, health, education, sports and leisure, waste, minerals and mining and financial sectors.

### **About Cambridge Econometrics**

Cambridge Econometrics is an independent private limited company and is owned by a charity, the Cambridge Trust for the Promotion of New Thinking in Economics. The company, established in 1978 to provide commercial access to research in the University of Cambridge, specialises in the application of economic modelling and data analysis techniques to the needs of clients in business and government. It is a leading independent economic forecasting group with the fullest portfolio of forecasting services available in the UK, and has particular expertise in the analysis of highly disaggregated data sets.