

**counter**balance

# Counterbalance

*It is often said that the housing market in England is “broken” or in “crisis” and to tackle this issue there needs to be a substantial increase in the number of new homes being built to rebalance supply and demand.*

Counterbalance looks to help address this issue along with sustainable land supply by being a force and influence to counteract the status quo. We believe that successful projects are achieved when all parties involved equally benefit from the process: balancing all interests to an optimal moment where equilibrium is achieved, allowing homes to be built in sustainable locations, procured quickly, while diversifying and improving the housing market for all.

Counterbalance was founded by housing architect Gareth Robert Price in 2021. It was born out of a desire to help brownfield sites prevail over greenfield developments in the south east of England. As an architect-led company we see it as our social responsibility to use our skills and knowledge to become part of the solution in providing sustainable housing and helping protect our natural environment whilst improving existing urban settlements. By increasing densities within our existing towns and cities through thoughtful design, we can reduce the need for large amounts of land and investment required in new infrastructure for new towns and urban extensions.

We offer solutions to complex housing problems, helping reduce risk that developers, investors and house builders face in procuring and delivering housing developments. We achieve this

by providing creativity in housing design and land procurement, taking advantage of an aging, slow and unimaginative housing sector.

As a company we provide a unique service which locates development opportunities, assisting land owners in maximising the value of their land or property. This can be done either by entering into a joint venture or finding a suitable buyer. Counterbalance receives its commission once the development is complete or from the buying property developer, rendering our services to land and building owners completely free.

Counterbalance also benefits from its founder Gareth Price being an active and well-connected member of the development and architectural community through his involvement as board member of the Young Architects and Developers Alliance (YADA).

Counterbalance is not a conventional company looking for endless profits or one that takes the path of least resistance. Development should never come at the expense of people. We believe there are financially, socially and environmentally sustainable methods of housing our growing population while simultaneously improving our urban environment, and most importantly, protecting our natural environment for future generations to enjoy.

# Gareth Price

Born 1989 in Farnborough, Hampshire, Gareth graduated in 2015 from full-time architectural education prior to qualifying as an architect in 2017. During this period he developed an interest and passion for housing design and urban town planning, leading towards a career focused on small and large scale UK based residential projects ranging from single dwellings for private clients to large masterplanning mixed use developments for national housing developers.

He has campaigned for more sustainable methods of housing for future generations with Local Authorities which has led to a series of research papers related to urban sprawl and town planning in suburban districts. In 2016 he helped create Young Architects and Developers Alliance (YADA) which looks to improve dialogue between young architects and developers in the hope of bridging together what divides us to create a better built environment.

Gareth is an enthusiastic, professional and diligent team player with a keen eye for development opportunities in relation to housing and urban design. His knowledge and experiences of high density architecture gives him an advantage in finding housing solutions to the shortage of land in our towns and cities, leading him to create Counterbalance.



## Current Positions

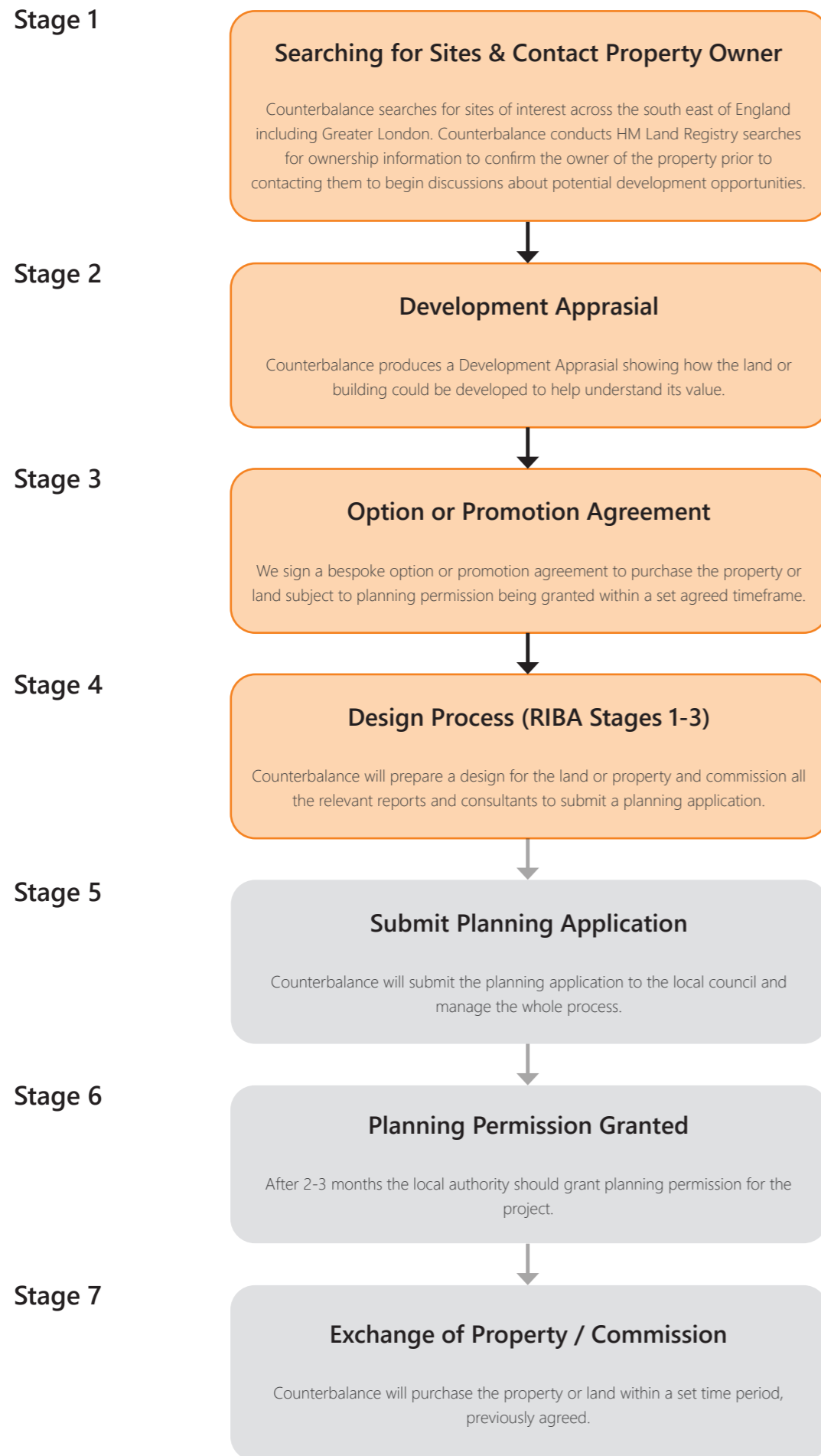
- Director / Founder - Counterbalance
- Founding Board Member – Young Architects and Developers Alliance (since 2016)

## Previous Positions

- Pollard Thomas Edward Architects - 2019 to 2021
- Lyndon Goode Architects - 2016 to 2019
- PKS Architects - 2012 to 2016
- BUJ Architects - 2011

## Qualifications and Education

- ARB/RIBA Part III – Postgraduate Diploma in Professional Practice & Management in Architecture  
The Bartlett School of Architecture, UCL  
January 2016 to July 2017 (Part-time)
- ARB/RIBA Part II – Professional Diploma in Architecture Distinction  
London Metropolitan University  
September 2013 to July 2015
- ARB/RIBA Part I – Bachelor of Architecture BA (Hons)  
University of Portsmouth  
September 2008 to July 2011
- National Diploma in Construction Triple Grade Distinction  
BTEC National Achievement Award 2008  
Basingstoke College of Technology  
September 2006 to July 2008



# Our Process & Service

## Stage 1

### Searching for Sites

Counterbalance searches for land and buildings across the south east of England with a particular focus on north Hampshire and south east London given our advanced knowledge of the urban and political landscape in these areas.

We assess these in person via desktop studies using Ordnance Survey information and aerial images for potential land and building redevelopment opportunities. Our architectural background helps unlock the potential development opportunities that others might often overlook, giving us a unique advantage.

### Contact Property Owner

Once Counterbalance has found a suitable building or site, we undergo a desktop study through the HM Land Registry to confirm the building/land owner. We then proceed to contact the owner to discuss potential development opportunity, explaining our services, and how we can increase the value of their property. Once the property owner has agreed to proceed with Counterbalance's services we begin our Development Appraisal process. We work on a 'no win no fee basis', removing all risk from the land / building owner.

## Stage 2

### Development Appraisal

Counterbalance will produce a Development Appraisal demonstrating the potential development opportunities/options of the site to help facilitate discussions to establish a formal agreement between Counterbalance and the property owner.

## Stage 3

### Option or Promotion Agreements

At this point it will be necessary to enter into a legal agreement with Counterbalance to set out the terms of developing the site.

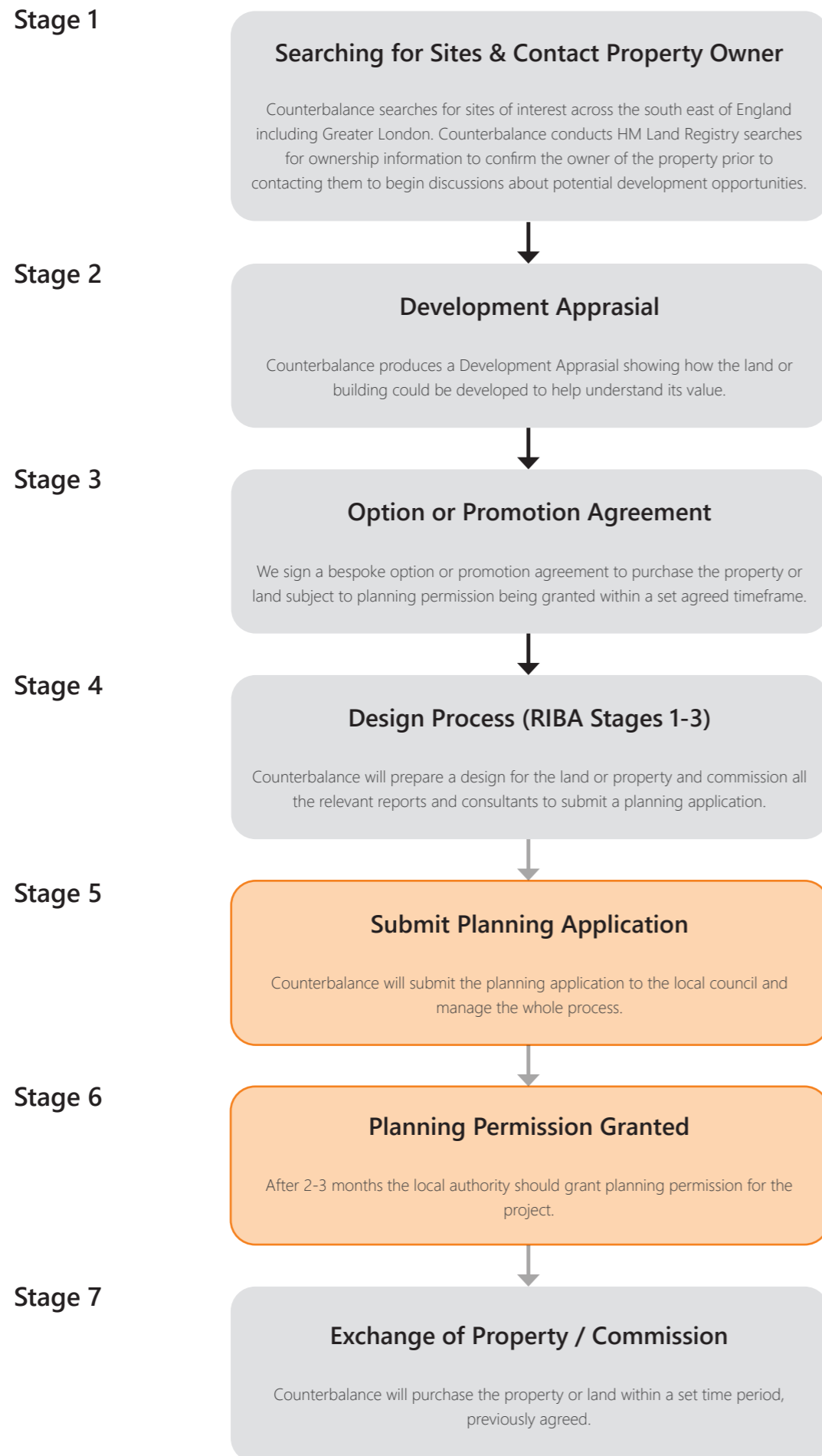
- Option Agreement: Counterbalance are given the right to buy the property either at a fixed price or via a percentage of market value. We would have the option to buy the property upon gaining planning permission.
- Promotion Agreement: Counterbalance would be entitled to a percentage of the sale proceeds when planning permission is granted and the property is sold.
- Joint Venture Agreement: You enter into a development partnership with Counterbalance until the end of the project and full profits are shared between each party.

## Stage 4

### Design Process

Counterbalance will prepare a design for the land or property and commission all the relevant reports and consultants to submit a planning application.

We follow the Royal Institute of British Architects (RIBA) Plan of Work Stages (1-3). This process can take about 3-4 Months before a planning application will be ready for submission to your local authority. To give the project the best opportunity of success we undertake pre-application meetings with the local council.



## Stage 5

### Pre-Application Meetings

Once a preferred design option has been selected, Counterbalance's will produce a feasibility document to begin discussions with the relevant Local Authority.

We will commission a design team ranging from planning consultants, architects, engineers and specialist professionals to develop a design for future pre-application meetings. When using an option agreement Counterbalance will pay for the design team, removing all risk and costs from the land/building owner. When using a promotion agreement these costs would be shared.

Counterbalance will guide the property owner during the planning permission process from the initial pre-application meetings to the final decision at planning committee.

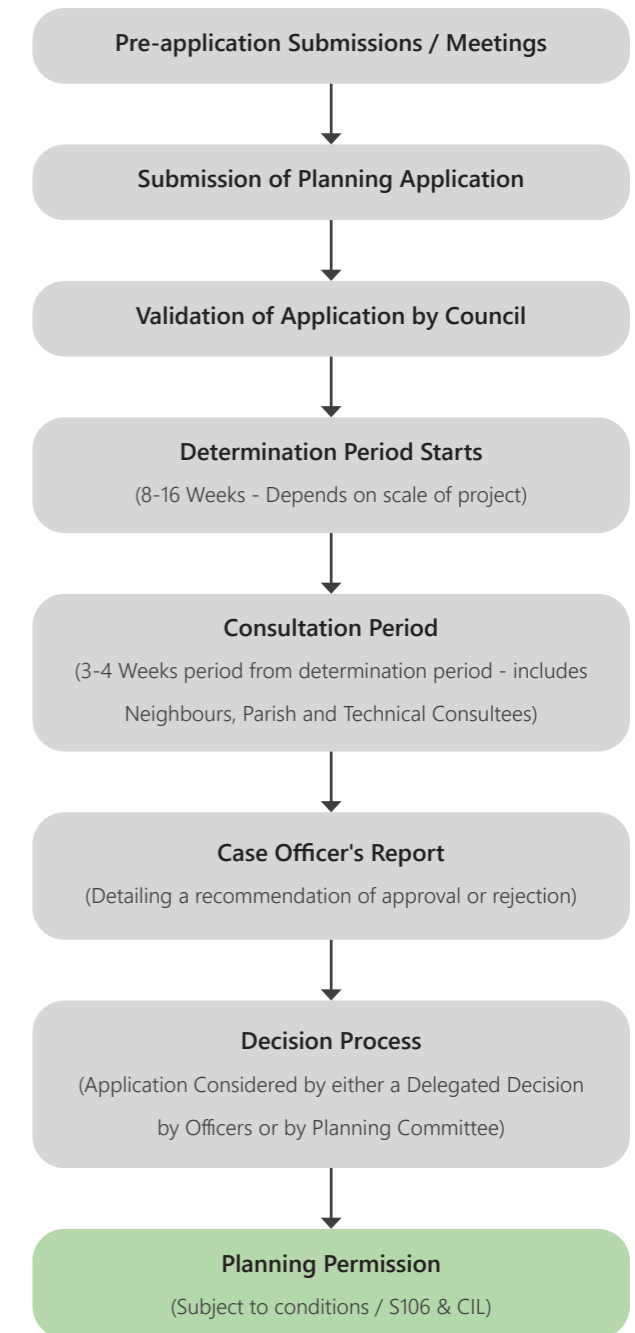
### Planning Application

Once Counterbalance believes the design of the building is in line with the local authority's expectation and the chance of gaining planning permission is high, we will submit a planning application on behalf of the land/building owner and manage the application. This includes responding to any queries the local authority may have and presenting the application at committee meetings. (Please note that planning permission is not guaranteed through the use of our services.)

#### Land / Building Owner - Stage Inputs:

- Counterbalance may request property information to aid the planning application submission.

### Route to Planning Permission



**Stage 1**

**Searching for Sites & Contact Property Owner**

Counterbalance searches for sites of interest across the south east of England including Greater London. Counterbalance conducts HM Land Registry searches for ownership information to confirm the owner of the property prior to contacting them to begin discussions about potential development opportunities.

**Stage 2**

**Development Appraisal**

Counterbalance produces a Development Appraisal showing how the land or building could be developed to help understand its value.

**Stage 3**

**Option or Promotion Agreement**

We sign a bespoke option or promotion agreement to purchase the property or land subject to planning permission being granted within a set agreed timeframe.

**Stage 4**

**Design Process (RIBA Stages 1-3)**

Counterbalance will prepare a design for the land or property and commission all the relevant reports and consultants to submit a planning application.

**Stage 5**

**Submit Planning Application**

Counterbalance will submit the planning application to the local council and manage the whole process.

**Stage 6**

**Planning Permission Granted**

After 2-3 months the local authority should grant planning permission for the project.

**Stage 7**

**Exchange of Property / Commission**

Counterbalance will purchase the property or land within a set time period, previously agreed.

# Stage 6

## Exchange of Property

Once planning permission has been granted by the Local Authority, the exchange of property will take place in accordance with your agreement with Counterbalance set out in Stage 3.

The exchange will be conducted by both sides' solicitors (either by phone or in person) who will oversee the exchange of monies/property.

**Land / Building Owner - Stage Inputs:**

- Conduct land/building sale in accordance with the agreement as set out in Stage 4 via your solicitor.

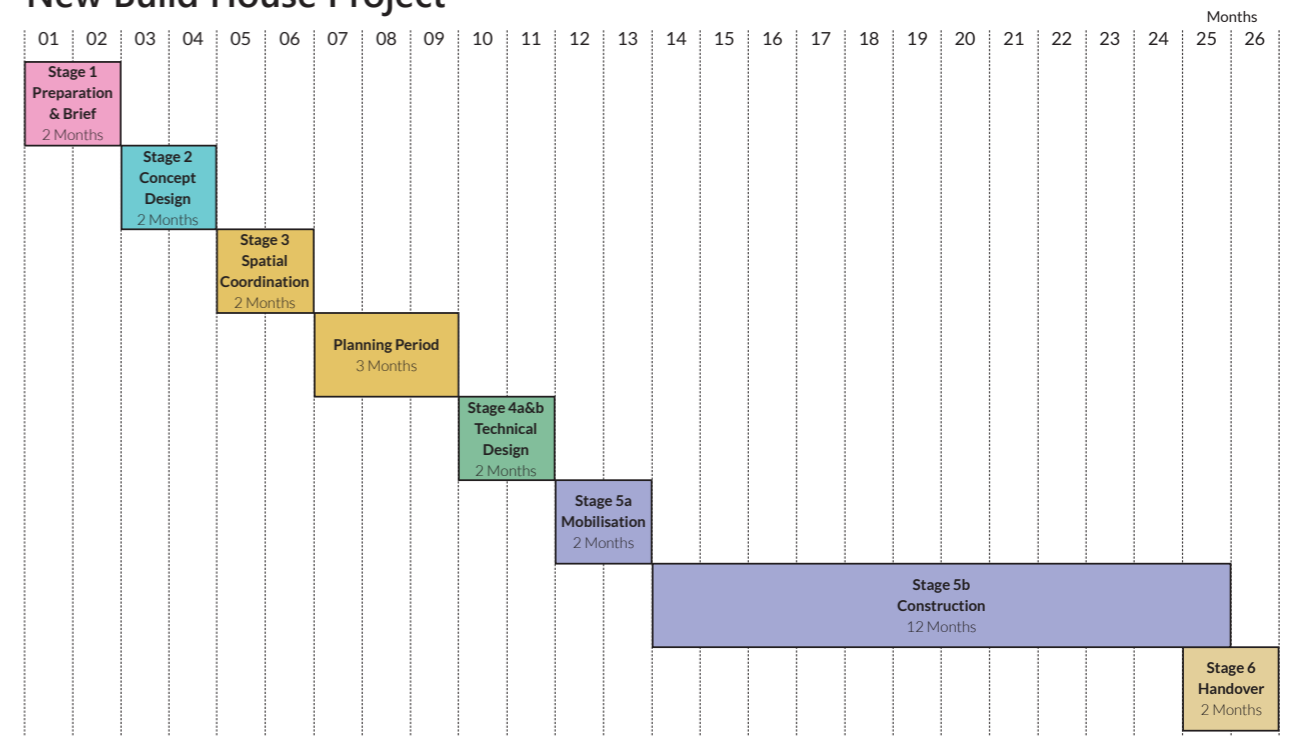
## Promotion Agreement

When using a promotion agreement, Counterbalance's commission is typically based on a percentage of the final purchase price. It is in Counterbalance's interest to increase the level of development on each site as it is directly related to the level of commission received once the land/building is sold.

We work on a 'no win no fee basis' and do not receive any commission until the exchange of property takes place (unless otherwise agreed). We believe our service adds real value to the land/buildings we work with and will obtain the highest price possible for the property owners we work with. Developers enjoy working with us because we take away the initial risk/costs that they usually incur in finding sites themselves.

# Typical Timeline

## New Build House Project



**Notes:**  
We will endeavour to meet our typical programme, however, we cannot guarantee the time frame can be achieved. External factors such as consultant or builder availability along with local authority and other statutory bodies can cause unforeseen delays. Where a delay is likely to occur Counterbalance will inform the land/property owner as soon as possible.

## How to get in contact

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If you have a building or land that you believe would be of interest to Counterbalance, please feel free to phone or email. We can arrange a site visit at your discretion to discuss your property and the options available.

Counterbalance is always excited and interested to hear about potential development opportunities from building/land owners and will always be happy to discuss any opportunity, provided they are not greenfield development projects.

**Contact Information:**

Gareth Price - Founder & Director  
Ba (Hons) Dip Arch PGDip- Architect

**Website:** [www.counterbalance.xyz](http://www.counterbalance.xyz)

**Email:** [gareth@counterbalance.xyz](mailto:gareth@counterbalance.xyz)

**Phone:** +44 (0) 7 505 143 146

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+44 (0) 7 505 143 146



[gareth@counterbalance.xyz](mailto:gareth@counterbalance.xyz)



[@c\\_b\\_xyz](https://www.instagram.com/c_b_xyz)



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