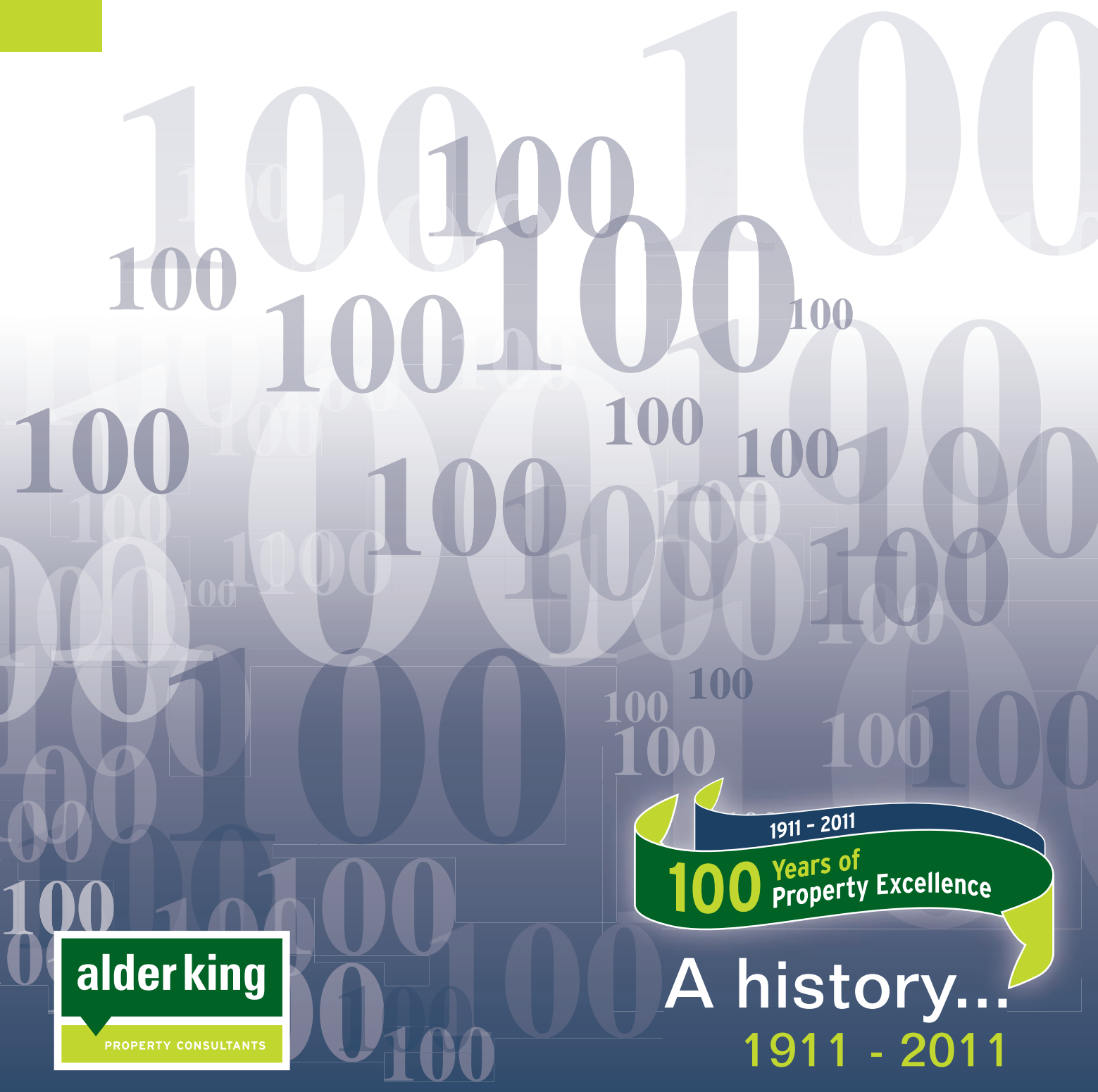


akfocus

100 years young | Celebrating our Centenary



A history...
1911 - 2011



Alder King... A History

1911 – 2011

Welcome to the spring edition of AK Focus. This year Alder King celebrates its centenary, a momentous event for the firm and one that we are delighted to share with you. This edition is dedicated to the history of the practice and profiles a selection of the key events, people and achievements which have made Alder King the market leading firm it is today.

Alder King is a practice that has developed from a business based just in Bristol to being the market leader of the South West of England and an expanding business in South Wales. This article outlines the history of the company and profiles some of the personalities who have guided the firm through the past 100 years, creating the respected partnership that it is today.

The firm was originally established by Stanley Arnold Alder, who left Messrs. Nichols, Howes, Young, Alder and Co. to set up his own venture. Known as Stanley Alder, it operated from offices in 23 Clare Street, Bristol and offered auction, valuation and estate agency services.

On 22 January 1912, Reginald Henry King Price joined the company, which became known as Stanley Alder and Price, the trading name for the next 74 years.

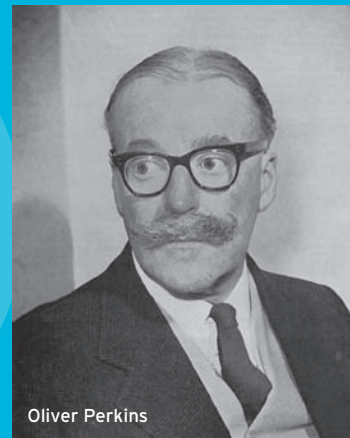
The firm continued to grow and establish itself in Bristol, becoming known as "Specialists in City and West End Properties" and in 1922 relocated to larger premises in 7 St Stephen's Street, Bristol.

In 1930 Stanley Alder, the founding partner, died aged just 46. Reginald Price became senior partner and in 1933 recruited Arnold Oliver Perkins (known as Oliver Perkins), who would later become one of Alder King's longest serving senior partners.

Under the guidance of Reginald Price, the firm grew the residential side of the business, opening an additional office in 94e Whiteladies Road in 1936 to service its instructions. On Reginald Price's death in 1957, Oliver Perkins became the firm's third senior partner in 50 years and that year he recruited an articled pupil by the name of Grant Watson.

The 1960s saw further expansion for the firm, with another two residential offices opening in Bath and Kingswood. In 1970 Oliver Perkins retired from the practice.

Richard Kislingbury and Ted Sutor succeeded Oliver Perkins, before Grant Watson was elected to the post of senior partner in 1977, a position he would hold for the next 26 years.



Oliver Perkins

Alder King has 42 partners who have worked at the firm for a combined total of 748 years. On average each partner has worked with the firm for 18 years.

Grant Watson guided the firm through the biggest changes seen in its history. The business relocated its head office to Northcliffe House, Colston Avenue and began to specialise in commercial property, shifting away from its residential roots. The practice also began to expand from being a Bristol focused business to advising clients across the South West of England and in 1980 set up a new office at 8 Brunswick Square in Gloucester.

In August 1986, Stanley Alder and Price were approached by Lloyds Bank, who was actively buying agencies across the UK. The business by this point was established as a commercial property specialist but Stanley Alder and Price put together a package for Lloyds to buy the firm and King Miles (a residential practice with 11 offices) simultaneously. The landmark deal saw the two practices renamed as Alder King.

Lloyds continued to acquire surveying practices, including Alder King's current Truro office, and at the peak of the expansion, Alder King was the largest West Country practice in both the residential and commercial sectors, having circa 75 offices and 1,000 staff. It was during this period that the firm's Exeter office was established at 19 Southernhay West in 1988.

In 1991, a group of senior executives at Alder King decided to buy back the commercial business from Lloyds Abbey Life and established an independent partnership. The practice at this point had offices in Bristol, Exeter, Gloucester, Taunton and Truro and employed around 55 staff and partners.

Further expansion beckoned and in 1993 Alder King merged with Cairns Barefoot, an established Swindon based property consultancy employing 10 people. To accommodate the growing business Alder King relocated its head office from Northcliffe House to larger premises in Pembroke Road and also established an office in South Wales, at 16 Windsor Place in Cardiff. Andrew Hughes was appointed as the firm's first managing partner in 2001.

In 2003, and after 26 years as senior partner, Grant Watson became chairman at Alder King and John Benson was elected to the post of senior partner. John Benson led the practice through conversion to a limited liability partnership in 2004. Alder King was one of the earliest UK property consultants to make the change, which has subsequently been followed by most professional practices. In 2006 Lynn Guest succeeded Andrew Hughes as managing partner and oversaw the acquisition of a seven member planning team, further expanding the firm's range of services.

In 2009 Martyn Jones succeeded John Benson and is Alder King's current senior partner. Martyn has more than 25 years of experience in commercial property and leads a total of 154 partners and staff in offices across the South West of England and South Wales.



Martyn Jones

Alder King has been instrumental in the Temple Quay redevelopment, the most significant city centre office redevelopment in the South West in the last 30 years.

Alder King... Evolution of the Logo

1911 – 2011

1911

STANLEY ALDER

1960s

STANLEY
ALDER & PRICE

1970s

STANLEY ALDER & PRICE
PROPERTY
ADVICE

1986

Now trading as:

 Alder King
A Black Horse Agency

1987

 Alder King
Black Horse Commercial

1990s

Alder King
CONSULTANT SURVEYORS

2002-2004

Alder King

2004-2006

Alder King
PROPERTY CONSULTANTS

2006-present



Alder King... Key Developments

1911 – 2011

In 1911 Stanley Alder described himself as an “Auctioneer, Valuer, House and Estate Agent. Sales by Auction of Real and Personal Property of Every Description. Particulars invited of Properties for sale by Private Treaty”.

The firm worked on the following instructions:

“No. 2 Berkeley Crescent, Clifton. A well situated residence close to the University and Trains. For sale by auction at the Queens Hotel, Clifton on Tuesday May 16 1911 at seven o'clock in the evening. Subject to a farm rent of £4 4S.”

“108 Redland Road. Mr Stanley Alder has been favoured with instructions from Mrs James (who has given up housekeeping) to sell by auction on the premises on Wednesday June 14 1911, the whole of the household furniture and effects.”

On Monday 18 December 1911 Stanley Alder was appointed by Oscar Berry, Chartered Accountants to sell by auction “the fixed and loose plant and effects of a skirt and blouse manufacturer called RE Cabot Works Ltd in Devon Street, St Pauls”.

The first instruction advertised by the newly named Stanley Alder and Price was a “Well built Residence at 12 York Crescent Road, Clifton” on January 27 1912.

On 1 March 1913 the firm advertised the “Sale of Charming Country Residence Known as ‘The Haydene’ with Gardens and Orchard, together with Four Cottages Adjoining.”

By the end of the 1920s, Stanley Alder and Price were established as the “Specialists in City and West End Properties”.

The firm was marketing a range of prestigious properties, including:

“On the edge of the Downs, a Most Attractive Detached Two Storey Residence known as “The Hermitage”, Westbury Road. Well Built and Designed for Comfort, Delightful Grounds. Lawns and Flower Gardens. Tennis Court. Vegetable and Fruit Gardens. Carriage Drive and Motor-House, Glass House.”

Over the next three decades, the firm continued to specialise predominantly in residential property and in March 1933 advertised the sale of a “Distinctive Detached Residence... known as ‘Hazlewood’ 38. Tyndall's Park Road”.

Emersons Green, Bristol

- In the 1980s, Alder King advised on a new development by Tony Porter, which created an 80 acre (32.37 hectare) business park to the north of Bristol. Alder King provided assembly and development consultancy.
- In 2010 Alder King acquired a 4.5 acre (1.82 hectare) site at SPark, Emersons Green on behalf of the University of Bristol and the South West Regional Development Agency, which will be used for the first National Composites Centre in the UK.



Gloucester Docks

- Pearce Developments (later known as Crest) appointed Alder King in 1985 to advise on the main dock basin in Gloucester. Alder King's role was to provide development and agency advice on the redevelopment of the docks as a festival shopping centre. This development plan was halted after completion of the first phase of retail by the 1990s recession and the proposals concentrated on office development and refurbishment.
- Alder King acted for Crest in the letting of Britannia Warehouse and Victoria Warehouse to tenants including the Gloucestershire Health Authority and Barclays Bank.
- In 1990 Alder King let 1 and 2 Kimbrose Way, two new build offices totalling 40,000 sq ft (3,716 sq m), to the Lord Chancellor's Department and Crown Prosecution Services.
- In 2000 Alder King advised on the subsequent sale of the main docks area to the South West Regional Development Agency.

The firm is currently marketing 641 agency instructions.

Alder King... Key Developments

1911 – 2011 (continued)



MOD Site, Bristol

- In 1992, Alder King sold a 120 acre (48.56 hectare) site in North Bristol to the Ministry of Defence for £23 million. J.T. Group had assembled the land, masterplanned it and obtained planning permission for an extensive office park, then known as Bristol Business Park.

Exeter Business Park

- Alder King has advised on Exeter Business Park since 1988.
- Exeter Business Park is the largest out of town office development south west of Bristol. Over the last 15 years the scheme has attracted an array of high profile occupiers including the Metrological Office who occupy 400,000 sq ft (37,160 sq m), British Telecom, EDF Energy, Ashford Solicitors, Regus and many others. Phase 2 of the development will comprise up to 160,000 sq ft (14,864 sq m) of new build offices.
- Alder King has been responsible for the letting and sale of buildings on the scheme both to owner occupiers and investors.



Princesshay, Exeter

- From 1993 to 2007, Alder King provided advice to Land Securities regarding Princesshay, a £225 million project in the centre of Exeter. The development created 530,000 sq ft (49,237 sq m) of retail floor space for Exeter as well as 123 residential apartments.
- Alder King provided development consultancy advice and compulsory purchase advice, site acquisition services and was then instructed as a joint letting agent on the scheme.



Blackbrook Business Park, Taunton

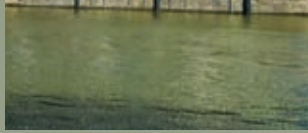
- In 1992 Alder King was instructed by Summerfield Developments to provide agency disposal services on Blackbrook Business Park in Taunton.
- Blackbrook Business Park currently comprises over 300,000 sq ft (27,870 sq m) of business accommodation with ancillary leisure uses, which has been developed over a phased period.
- The first pre-let at the business park was completed by Alder King to Clarke Willmott and comprised 10,000 sq ft (929 sq m) of office accommodation. The most recent deal at the park was a 12,000 sq ft (1,115 sq m) office building, which was pre-let by Alder King to Ashfords Solicitors.
- Alder King is now marketing the final phase of development on Somerset's premium office park.





Temple Quay, Bristol

- In 1995, Alder King acquired the development interest at Temple Quay, a 1.4 million sq ft (130,060 sq m) brownfield mixed use regeneration scheme in the centre of Bristol, which over the next 10 years was established as Bristol's prime business location.
- Alder King were sole agents throughout the period providing development consultancy and acting as sole letting and investment agents on multiple developments totalling 850,000 sq ft (78,965 sq m).



- Alder King subsequently assembled and undertook a similar role on the second phase "Temple Quay Central" a mixed use development comprising 1.1 million sq ft (102,190 sq m) of residential and commercial development which remains an active instruction today.

East Wichel, Swindon

- In 1993 Alder King acted on behalf of a private landed trust to Option 135 acres (54.63 hectares) of farmland located between the M4 and Swindon's Old Town to Taylor Wimpey for their promotion of an urban extension. The subsequent land deal facilitated the first urban village expansion now known as East Wichel and was the catalyst for the development of two further urban villages yet to be built, known collectively as Wichelstowe.
- Alder King has an ongoing involvement with the scheme, providing development and monitoring advice.

Cardiff Gate International Business Park

- Alder King was instructed in 2002 by Cardiff Gate Management Limited to provide property management services over the estate common parts and agency services at Cardiff Business Park, a 100 acre (40.47 hectare) site situated to the north east of Cardiff adjacent to the A4232, on Junction 30, M4.
- In 2006, Alder King's role was expanded to provide facilities management and support services in addition to property management services.

White River Place Shopping Centre, St Austell



- Cornwall's largest new retail scheme for many years opened for trading in October 2009. It was developed by White River Developments in conjunction with the South West Regional Development Agency and comprises 180,000 sq ft (16,720 sq m) of new retail and leisure floorspace including a multi-screen cinema and multi-storey car park. Retail occupiers include Wilkinsons, TK Maxx, Peacocks, Superdrug, Game, Frankie and Benny's, New Look and HBoS.
- Alder King's planning team has advised on White River Place since the original conception of the regeneration scheme on the former Aylmer Square site.
- The firm is now instructed to manage the Centre for White River Developments.

Windmill Hill Business Park, Swindon

- Alder King has provided development consultancy, professional and agency advice throughout the development of Windmill Hill, a flagship development by St Martins Property Corporation Limited next to Junction 16 of the M4.

- The 85 acre (34.4 hectare) development has planning permission for 1 million sq ft (92,900 sq m) of floorspace. 800,000 sq ft (74,320 sq m) of space has been built to date, which is predominantly office premises but includes a data centre (pre-let by Alder King) and a crèche.

St Oswald's Park, Gloucester

- In July 1999 Alder King was appointed to provide development, acquisition and CPO advice on Granchester's (now Hammerson) proposals to redevelop the Cattle Market and adjoining 53 acres (21.45 hectares) of brownfield land on the edge of the city centre for a mixed use redevelopment.



- The approved scheme for the site comprised 180,000 sq ft (16,722 sq m) non food retail, 10,000 sq ft (929 sq m) A3, and 600 residential units.
- Occupiers on the site include B&Q, Mothercare, Comet, Argos, NatWest Bank and Costa Coffee. Persimmon is developing 450 new homes and a 166 bed care village known as St Oswald's Village has recently completed.
- The project continues with the final phase of 10 acres (4.05 hectares) where Alder King is providing development consultancy and agency advice.

Alder King... A History

1911 – 2011

Swindon since 1993
01793 615477

Gloucester since 1980
01452 623290

Bristol since 1911
0117 317 1000

Cardiff since 2001
02920 220 000

Taunton since 1976
01823 444879

Exeter since 1988
01392 353080

Truro since 1986
01872 222174

alderking.com

Staff achievements:

- Former Lord Mayor of Bath
- Six former BPAA Presidents
- Current Chairman of Newport Urban Regeneration Company
- RS 800 European Champion 2004 (Sailing)
- Former High Sheriff of Bristol
- Commanding Officer of the Royal Marines Reserve, Bristol 1990-1993 and Honorary Colonel 2005-2012
- Director of Reserve Forces and Cadets (in the MoD) 2000-2002
- Current RICS South West Chair
- Former Chairman of the Association of Property and Fixed Charge Receivers (NARA)

Alder King's professional staff are actively involved in a number of regional and national organisations, with accreditations as follows:

- Royal Institution of Chartered Surveyors (RICS)
- Royal Town Planning Institute (RTPI)
- Association of Property and Fixed Charge Receivers (NARA)
- CDM Planning Supervisors
- Member of the British Council of Shopping Centres
- Members of the CBI
- British Institute of Facilities Managers
- Chartered Institute of Arbitrators
- Forum for the Built Environment (FBE)
- Members of the Grateful Society
- Members of the Guild of Guardians
- Members of the Wooden Spoon
- Members of Rotary Clubs across the South West
- Member of the Board of Trustees of the SS Great Britain
- Member of the RNLI Bristol Central Committee
- Trustee of St Peter's Hospice
- Trustee of the Bristol Rugby Charitable Foundation
- Governor and Trustee of Queen Elizabeth's Hospital Independent School, Bristol
- Governor of King's School, Gloucester

Estates Gazette awards:

- Most Active Agent in the South West 2001-2010
- Winners of Office Agency, South West 2008, 2009, 2010
- Winners of Industrial/Distribution, South West 2008, 2009, 2010
- Most Active Agent in Bristol, Bath and Swindon 2009, 2010
- Property Adviser of the Year South West
- Most Active Agent for Somerset, Devon and Cornwall 2008, 2009
- Most Active Agent in Gloucestershire 2008, 2009, 2010

