

detail

www.detaildmc.com

This is where we create

OUR VISION & MISSION

First and foremost we are a Real Estate Investment and Development business, marrying visionary concept with in-house expertise to create a business which prides itself on unlocking hidden value. This is where we create.

At Detail, we believe in the long-term and hence why quality is always at the forefront of our approach. This along with our sheer ambition, confidence in what we do and network places us in a unique position to embrace new opportunities. This approach defines us as a team and reflects what we endeavour to contribute to each place we transform and to the lives of the people who will live, work and play in our developments.

As Detail's in-house team and professional partners, we rigorously investigate better ways to do things by testing each element of scope and capability for alternatives. We continuously strive for the highest possible standard in custom design, construction and delivery.

Our consistent track record is underpinned by our experience in the acquisition, development and management of Real Estate. We have over 80 years of combined experience and a track record surpassing £1bn. Our team's skills and expertise have played a crucial role in ensuring the successful delivery of some of the UK's most notable and complex mixed-use schemes.

In this document, we are pleased to publish the values, history, strategy and forward-looking commitments of the business. This is the next stage of Detail's journey; we are excited about the opportunities ahead.



Raj Lal, Director

- Investment
- Development Management
- Construction
- Professional Design Services
- Design Management
- Value Engineering

Number of years of experience	End value of developments worked on
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Value of live developments



West Midlands
Growth Company
PARTNER



OUR EXPERTISE & STRATEGY

For our investment partners, only the most captivating opportunities are selected that offer potential for significant added value through skilful planning, development and active asset management.

INVESTMENT

Detail is always looking for exceptional real estate opportunities to turn into speciality residential or commercial development projects. We are particularly interested in dynamic urban hubs – creative and honest – where modern life reinvents itself and areas which have been neglected and need reinventing with the aim of appealing to every generation.

DEVELOPMENT MANAGEMENT

At Detail, holistic development management is one of our joys. From the acquisition onward, we orchestrate every single legal procedure and collaborate with the most talented specialists – from our in-house design team, investors and other partners in order to give each project its distinct character. We turn our vision into reality by selecting the best construction techniques and superior materials. It reflects our style and what we do best.

CONSTRUCTION

Detail offers a comprehensive construction traditional format – from a concept to the finished building or where the plans have already been drawn up to be adopted by us as a contractor. This is not 'construction' as you once knew it. It's a fresh approach to the process of building, undertaken by individuals who love what they do.

PROFESSIONAL DESIGN SERVICES

Detail have an experienced resource of designers, who have a proven track record in producing designs for some very complex / award-winning projects across all sectors of the industry. Central to our design methodology is the belief that the optimum solution is often the simplest, this has resulted in projects that have clear, legible and efficient designs whilst at the same time are exciting and enjoyable to live and work in.

DESIGN MANAGEMENT

We have the means to track and control the conditions for success and a collaborative way of working to spread that passion and focus throughout the project team. The leadership and direction we can bring to a project is strengthened by a whole business approach, which draws on our in-depth market knowledge, expertise and understanding of all the process involved.

VALUE ENGINEERING

Our value engineers know how to eliminate unnecessary aspects from concept design without reducing the value or comfort of the project so that owners can enjoy maximum return on investment. Our appreciation of value engineering is that it's not a cost reduction exercise but it is a vehicle of removing any element that adds cost without contributing to function or performance.



OUR SENIOR TEAM

Our team are passionate about working on successful projects, one of the key success factors of our approach is based upon our solution driven ability. We listen, we understand and then we execute the requirements of the project in question.

Raj Lal
Director



Raj is an experienced investor in real estate and has a proven track record in property development, finance and investment transactions.

Over the last 20 years, he has been involved with various businesses linked to the property industry from manufacturing to distribution, providing a unique insight into the procurement, supply chain and delivery of projects. He focuses on the commercial aspects of the projects to provide maximum value/return for our stakeholders and clients.

Erik Purchase
Director



Erik is an experienced construction professional with 30 years' experience. Commencing his career in Architecture then moving over to Construction 20 years ago he has had the opportunity of working on some very complex/award-winning projects across design and construction.

His extensive experience in the industry, solution-driven focus, strong working relationship and his knowledge of projects, contracts and administration allows Erik to provide effective management at any stage in project delivery.

Sunny Johal
Director



Sunny is an experienced real estate professional with over 20 years' experience in Construction, Development and Real Estate Investment.

Previously working for the highly respected developer – Argent LLP, he has developed a reputation for prompt and strategic decision making, his ability to work with key stakeholders and his creativity and vision in delivering very challenging, complex projects. He has also been responsible for delivery of a substantial part of the Paradise Development in Birmingham. He is someone who brings abundant levels of energy, leadership, optimism and resilience to the team and industry.

OPPORTUNITY CRITERIA

Detail's activities are investment criteria compliant; targeting those that align with our strategic corporate objectives, occupier trends and partner requirements. Key to sustaining our track record of outperforming target income and capital returns is the active management of projects; maintaining an appropriate balance between risk and return.

LAND OPPORTUNITY

Detail has access to extensive and aligned development equity, debt facilities and long term investment capital.

We are the preferred development partner to a new (and very exciting) Investment Fund and we look forward to announcing more about that soon.

In the meantime, we are interested to hear about opportunities that meet the following criteria:

1. We have a preference to work with long term landowners who have a broader requirement than just financial returns (but we can and will buy land if the situation requires).
2. Commercial/ Mixed-Use/ Strategic Land/ Distressed Assets/ Residential-led mixed used development opportunities (50+ new homes) preferred (with or without planning permission)
 - a. Within 1.5 hours of West Midlands;
 - b. Generally, but not exclusively, located in areas in the lowest 1/3 of the Indices of Deprivation (we can confirm this quickly)
3. For the Investment Fund:
 - a. Opportunity to deliver or fund residential buildings for operational tenants
 - b. Social housing to be owned by our funding partner stakeholder
 - c. Mixed use developments with long lease commercial and upper residential/ co-working provision

DEVELOPMENT FEE

In providing development and asset management services to partners, we take a flexible approach in agreeing on a mutually beneficial arrangement, which could include:

1. A fixed fee: a fee payable monthly, on key dates or upon completion of construction milestones
2. A percentage share: of income, proceeds of sale and/or other sums of a capital or income nature received by the owner
3. A success fee: an amount based on the profitability of the development which usually only applies where a certain threshold or hurdle rate has been achieved
4. A combination of the above

PROFESSIONAL INDEMNITY

The company holds indemnity insurance cover up to £10m, for each and every claim.

Target Returns

Our target returns will vary depending on the opportunity, its risk profile, complexity, programme and debt leverage. As a guide, we typically target:



Structured Finance

We will leverage debt through our privileged network where appropriate for any acquisition, securing competitive rates, typically in the following proportions:

1. Development Senior Debt



2. Investment Senior Debt



PARADISE ONE CHAMBERLAIN SQUARE

One Chamberlain Square transforms the civic heart of the city with its graceful curves and stunning white terracotta fins.

Leading professional services firm PwC opened its largest UK regional office at One Chamberlain Square, as it continues to invest in its regional presence. The Firm's 2000-strong team occupied the whole of the commercial space in the building.

The building was the first to be delivered on the Paradise development and also experienced the Carillion downfall during the construction period. Despite this the team were able to ensure full quality of the build was maintained and successfully delivered along with Dishoom occupying the main ground floor retail unit.

Client	Argent/ Hermes Real Estate
Area	183,000 sq ft
GDV	£115m
Completion	Dec 2019
Asset class	New Build: Residential/ Retail
Expertise	Investment/ Development Management



PARADISE ONE CENTENARY WAY

One Centenary Way creates an innovative modern landmark for Birmingham, at the entrance to the Paradise development. A triumph of engineering and design, One Centenary Way provides a striking contemporary counterpoint to the city's civic grandeur.

Detail are very proud to be leading as the development manager for this project on behalf of Argent LLP.

Prominently situated overlooking Centenary Square, the building marks a powerful entrance into the Paradise development. Accessed off the new pedestrian Centenary Way, the main reception space will create a professional and welcoming activated space with a dramatic double height lobby area. The area is defined by exposed internal columns and floor beams that echo the external architecture of the façade.

Client	Argent/ Hermes Real Estate
Area	285,000 sq ft
GDV	£181m
Completion	Due Dec 2022
Asset class	New Build: Residential/ Retail
Expertise	Investment/ Development Management



PARK HILL

Park Hill is like no other place, simply iconic. Completed in 1961, the Grade II* Listed Park Hill (the largest Listed structure in Europe) is a landmark on the Sheffield skyline atop one of the city's seven hills immediately to the east of the mainline railway station and city centre.

From inception to completion Detail provided design management and detailed design services, having an onsite presence at all times. Park Hill has won numerous awards inclusive of being shortlisted for the RIBA Stirling Prize.

Client	Urban Splash
Area	c.6250,000 sq ft
GDV	£120m
Completion	2011
Asset class	Refurb: Residential/ Commercial
Expertise	Professional Services



VICTORIA COURT

Victoria Court is Detail’s end-to-end development project. The finished building delivers a significant contribution to the streetscape, delivering a striking development to Victoria Street and the town centre.

The building consists of 49 apartments and four commercial retail units. The building enjoys facilities including a welcoming lobby for visitors, a secure car park, lifts to each floor to ensure easy access to all apartments and communal bike storage on the ground floor. A beautiful landscaped roof-top garden is unique to the development and its residents. This not only offers views of the city skyline, but also creates a new social space that meets the needs of its youthful residents to relax and socialise.

Client	DRD Victoria Ltd
Area	45,000 sq ft
GDV	£7.25m
Completion	Dec 2019
Asset class	New Build: Residential/ Retail
Expertise	Full Development cycle



METRO COURT

Metro Court has been designed to bring joy to both residents and passers-by.

Detail, with the use of their in-house expertise has cleverly re-purposed a building that sets a new standard for homes in West Bromwich. With a new inviting façade, street-level enhancements and new retail activation with a generous, composed layout design. The 47 Apartment development is further supported by the creation of ground floor commercial amenity, creating a use for the residents to enjoy.

Area	37,000 sq ft
Client	Goldthorpe Developments Ltd
GDV	£7.5m
Completion	Due Q2 2021
Asset class	Refurb: Residential/ Commercial
Expertise	Full Development cycle



PRINT CHAMBERS

The Print Chambers brings a selection of 14 one and two bedroom modern and sustainable living apartments to the market. The interior style has been developed and nurtured by experienced design professionals with a keen eye on moving West Bromwich town centre living to an enhanced level with this unique and distinct product.

The flamboyant brick and red terra cotta facade with hipped tile roof are supported with a symmetrical composition of two storeys with attic, with upper and lower cornices, and balustrade with urns. At each end are quoin strips on the ground floor and paired pilasters above.

This is another prime example of Detail end to end development expertise.

The centre of the facade has similar emphasis, with an oriel window above the doorway and an elaborate attic dormer with broken pediment. The building dates to 1883 and is the former home of the famous printing and publishing firm Kenrick & Jefferson.

Area	16,000 sq ft
GDV	£3.4m
Completion	Due Q3 2022
Asset class	New Build/ Refurb: Residential/ Commercial
Expertise	Full Development cycle





HOW WE WORK

Value Creation

Our approach is value biased, through diligent design and meticulous execution for the interest of all partners.

Innovation

We deliver on our promise and challenge the status quo. We focus on exceptional schemes at any one time and ensure a meaningful and lasting contribution without compromising quality.

Long Term

Everything we do has quality engrained to last. High-quality stewardship of buildings and spaces is key to delivering value over the long-term.

Partnership

This is a bedrock to our business. A common goal with all stakeholder in our view is the key to success for any project.

Integrity

The nature of our profession – creating real estate projects with a lasting value calls for measures to secure sustainable and fully transparent business relations on every level.



CORPORATE SOCIAL RESPONSIBILITY

Our CSR policy is at the core of our daily operations and guides our future progress. We benefit from these efforts in a number of ways. Our partners want to work with us because we are focused on a healthier and more productive world.

Our investment partners can rely on us to develop their projects to the highest standards of energy efficiency and occupant health, while creating an architecturally resonant project that reflects our mission and vision.

It's important that we save money by operating more efficiently which is a direct benefit of our Corporate Social Responsibility (CSR) efforts, however the true value we receive from our ongoing initiatives is that of social good will. We believe that by setting a good example inspires other organisations, companies and individuals 'to up their game' when it comes to social and environmental responsibility, which in turn encourages further inspiration in the community and leads to a more enlightened perspective on how to run one's business or lead one's life.

Detail is committed to operating in an ethical manner, acting with integrity across all of our dealings. The business embraces policies and practices that aim to foster a positive approach towards CSR as an integral part of our day-to-day activities.

OUR POLICIES:

- Sustainability
- Privacy
- Slavery Act
- Health & Safety



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