

18 May 2026

University of Kent

To whom it may concern,

RE: University of Kent – Croudace Hybrid Agreement

Avison Young (“AY”) was appointed by University of Kent (“UoK”) to advise on development strategy, market engagement and disposal options for the Site. As part of this role, AY undertook an extensive two-stage market engagement and developer selection process during 2024 and 2025.

The first stage comprised a Soft Market Testing (“SMT”) exercise undertaken in 2024 with a range of national and regional housebuilders, promoters and development companies active in Kent and the South East. The purpose of the exercise was to assess market appetite, delivery strategies and views on the emerging development proposals for the Site. Seven parties formally participated in the exercise and all expressed strong interest in the opportunity, recognising the Site as a significant and attractive strategic residential-led development opportunity within Canterbury.

Feedback from the SMT exercise confirmed broad market confidence in the deliverability of the Site and identified strong interest from developers capable of delivering large-scale mixed-use residential development and associated infrastructure. The exercise also provided valuable commercial and delivery feedback which informed the University’s approach to the subsequent procurement and marketing process.

Following completion of the SMT exercise, AY was instructed to undertake a full and open marketing campaign to identify a preferred development and delivery partner for the Site.

The Site was marketed during 2025 by way of an informal tender process seeking proposals for the freehold interest on a range of structures, including unconditional, subject to planning, option, hybrid and joint venture arrangements.

The marketing process included:

- National advertising through Estates Gazette and related digital platforms;
- Targeted mailshots to developers, promoters and investors active within Kent and the wider South East market;
- Operation of a dedicated online data room containing planning, technical and legal information; and
- Direct engagement, briefing meetings and clarification discussions with interested parties.

The process generated substantial market interest and resulted in 13 bids being received from 10 separate parties, including major national housebuilders and experienced land promoters/developers.

The bids reflected a range of commercial structures and delivery approaches appropriate to a site of this scale and complexity. Following detailed analysis of the bids by AY, alongside UoK and its procurement advisers, a shortlist of bidders was taken forward through clarification and interview stages. The process concluded with the selection of Croudace Homes Limited ("Croudace") as UoK's preferred development partner.

UoK and Croudace have subsequently agreed terms for a Promotion and Option Agreement (Hybrid Agreement) in respect of the Site.

In summary, the agreement provides for:

- Croudace to promote the Site through the planning process and prepare and submit planning applications for a residential-led mixed-use development;
- Croudace to fund the planning promotion, technical, consultant and associated development costs during the promotion period;
- The parties to work collaboratively in progressing the Site through allocation and planning;
- Croudace to have an option to acquire a defined proportion of the Site following the grant of a satisfactory planning permission; and
- The remainder of the consented development land to be marketed for sale on the open market, with sale proceeds shared between the parties in accordance with the agreed commercial terms of the agreement.

The agreed commercial structure with Croudace provides a clear framework for both the promotion and phased delivery of the Site over the medium to long term.

Under the terms of the Promotion and Option Agreement, Croudace will fund and lead the planning promotion process with the objective of securing allocation of the Site through the emerging Canterbury District Local Plan and thereafter progressing an outline planning application at the earliest opportunity.

The agreement establishes a long-term delivery framework intended to facilitate progression through the Local Plan process during 2026/2027, followed by planning, infrastructure delivery and phased residential development thereafter.

Yours sincerely,

Barney Hillsdon
Managing Director – Place Transactional

For and on behalf of Avison Young (UK) Limited