



Virtual Viewing Unveils Ground-Breaking Interactive Online Development and Investment Website and Tool

At the recent sixth Property Linx event, attention was focussed on the London Borough of Redbridge – a borough of ambition that is dedicated to improvement. The Borough's ambition was exemplified in the joint presentation with Virtual Viewing, who have been working in a highly embedded partnership with the Council's Planning and Regeneration Service to develop and launch the Ilford Blueprint; a truly ground-breaking solution to attracting developer and investor interest in the town centre.

To quote from the speech made by Chris Berry, Chief Planning and Regeneration Officer with the Borough, at the event:

"It is focussed, reliable, detailed and accessible technical information to a level not previously provided by a local authority, and although it looks mighty fine too, glitzy promotion is not the primary purpose of the exercise. Virtual Viewing's contribution to the Borough initiative cannot be underestimated: their services and capabilities extended far beyond technical expertise, to include 3d modelling, urban design and bringing reality to policy-making, all of which were provided as a true 'joint venture' operation."

To support their ability to provide significant value to the investment community, Virtual Viewing's team encompasses not just the skills of web-based design and presentation, but also their own Massive Scale Modelling (MSM) 3d technology, allied to a breadth of high-level experience in planning, development and regeneration.

Given the breadth and depth of their offer, and their ability to work closely with partner organisations, they are perfectly placed to partner local authorities who are seeking to embrace technology to promote development and inward investment opportunities in dynamic, resource-efficient ways that address our use of media in the twenty-first century.

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