



Proud to be EG...

# Jim Larkin

EG researcher explains the power of data and offers a glimpse into the future

## What are your responsibilities as an EG Radius data researcher?

Well, do you remember that Alex Garland TV show *Devs* that came out at the start of lockdown? It was set in the world of quantum computing (wait, come back!) in Silicon Valley and sort of made the argument that if your data is powerful enough you can predict literally everything that is going to happen, thus raising powerful questions around free will and determinism that we perhaps don't have time to go into here.

Now, the jury's out as to whether EG Radius is quite at that level yet but the aim is to provide such a comprehensive set of data that users will be able to know exactly what is going on in a particular market and make informed business decisions based on how it is likely to develop. Our job as researchers is to augment the data supplied by EG Radius subscribers – who transact around three-quarters of the total space in the UK market – and fill in the blanks by getting on the phone and finding out what else is going on.

## Since 2020 the industrial sector has experienced significant growth. What changes have you observed regarding data requirements, and what trends do you anticipate for the sector in the future?

It is debatable as to whether demand has reached its peak – Amazon's recent activities might suggest it has – but these have been a crazy few years for the logistics sector.

It is well documented how the pandemic massively accelerated the

uptake of online shopping but we have also had a global shipping crisis and Brexit-related disruptions to trade that have hammered just-in-time distribution, meaning businesses have to hold more stock. Pretty much every industrial agent out there is letting warehousing developments before a spade has even hit the ground, so EG Radius users can keep a keen eye on planning decisions and also view transactional data to see how rents and capital values are rising. One of the most eye-watering things I have seen is how low investment yields have fallen – they make London offices look like an absolute bargain in comparison.

I think one of the big trends going forward will be in cold storage. As the cost of living crisis drags on, staying in will very much be the new going out and we will see a lot of traditional distribution companies getting into the fresh and ambient food delivery space.

## Voice of the Region is a popular monthly segment on EG. Do you enjoy hosting the podcasts, and how do you select your guests and spotlight locations?

I love doing them. In a former life (not literally) I used to interview popstars and, between you and me, they could sometimes be a bit on the temperamental side. In contrast, CRE agents are always an absolute joy to talk to and I – and hopefully the listeners – learn interesting new things about the market every time. What's fascinating is to learn how much agents from different parts of

the country have in common while at the same time having a range of occupiers that make their areas unique, from the Cornish space industry to the gigaplants of the North East.

We pick guests and markets simply by looking at the EG Radius On Demand Rankings and seeing which regional agents are doing well enough to be considered an authority. There's nothing more scientific than that, so if you fancy being a guest then just get your deals on and we'll find you.

## What are the advantages of becoming an EG Radius contributor?

Well, aside from getting to be a guest on Voice of the Region, there are two principal advantages: the first is the profile that being in the EG Radius On Demand Rankings gives your business, which means not only can you lord it over your competitors next time you see them socially but it also puts your name out there in front of potential clients.

The second, and arguably more important, benefit is that by giving your data to EG Radius you get to see everyone else's in return, which is one of the most powerful tools you can have. The days of data being something you lock in a drawer are long gone and the industry has well and truly embraced the idea that it works more effectively when it pools resources so that everyone benefits.

## How has EG's approach to social responsibility contributed to your professional experience and to causes that are important to you?

EG is a ludicrously good employer in this regard, which I guess we have to be if we are to explore the wider industry to raise its game with its social and environmental responsibilities. We run allyship programmes as well as D&I courses, which are really thought-provoking, and we have dedicated teams to cover green issues and wellbeing. During lockdown we could use work hours to pick up shopping or prescriptions for vulnerable neighbours, which was a nice touch.

We do all manner of volunteering projects as a team, helping out organisations like the National Trust. Without wishing to brag, if you have ever found yourself in the pig section of Tatton Park Farm and noticed the walls are unusually well painted (and I'd be amazed if you haven't) then you have EG to thank for that.