

Fresh Vision for Growth



Photo: Andy Yallop, Group Chief Executive Croudace Homes Group (left) and Richard Holmans, Managing Director, Croudace Partnerships unveiling the new company identity.

The re-branding which took effect from September 2010 brings all the companies under the clearly identifiable Croudace Homes Group banner. This includes Croudace Partnerships, the private housing arm Croudace Homes, the strategic land operation Croudace Strategic, and the bespoke developer Croudace Portland.

In particular, the move aims to strengthen recognition of the Croudace Partnerships' brand by offering a 'one stop shop' utilising the extensive skill base and experience of the Group, including design, engineering, construction, land and planning expertise.

"This is a new era for Croudace" says Andy Yallop, Group Chief Executive. "With a renewed commitment from our shareholders (the second generation of the Brotherton-Ratcliffe family), we can move forward with confidence and a real desire to strengthen our position as one of the south-east's most successful developers of new homes. We're actively seeking to increase our land supply and client base to significantly grow the size of the business."

The privately owned Group currently builds around 500 units a year within the southern half of England. To find out more information about the Croudace Homes Group and see the full complement of refreshed identities visit www.croudace.co.uk.

GROUP FINANCIAL UPDATE

"Croudace Homes Group Limited is proud of its financial standing and has net assets in excess of £75m. The Group is trading profitably and the net worth is set to increase as a result of the current year's trading.

The Group has strong support from its banks and as a result has a substantial funding facility in place. Net borrowing by the Group is very low and is forecast to remain below 25% of the Group's net worth. The Group is not subject to short-term profit demands and is able to take a long-term view with regard to the contracts and development projects it undertakes.

Consequently its approach to risk management is conservative ensuring that it does not engage

in work which may be damaging to its future financial security.

Croudace Partnerships Limited is a wholly owned subsidiary of the Group and the Group guarantees the performance of each of the subsidiary companies.

Given the support of the shareholders, banks and the financial strength of the Group, Croudace Partnerships is well placed to undertake competitively priced contracts and joint development projects for its clients in the confident knowledge that it can deliver a high quality product on budget".

Allan Carey, Group Financial Director

Welcome to the new look Croudace Partnerships.

"We have taken the opportunity to freshen up our image as part of a move to strengthen the identity of the whole Croudace Homes Group. So bid goodbye to Croudace Homes in Partnership (affectionately known as CHiPs) and say hello to Croudace Partnerships, our new name.

In conjunction with the re-branding of the Group of companies we have exciting plans afoot to expand our business and operating area, and as part of this process we are establishing a business development team within the Group's new regional office in Letchworth, Hertfordshire. This will give us a positive springboard to work with new clients in this region delivering affordable housing in the counties immediately to the north of London. Our new operating area is detailed on the back cover.

We are entering a new era of affordable housing delivery and Croudace Partnerships have the expertise and financial strength to offer innovative solutions to affordable housing provision in the future."

Richard Holmans

MD Croudace Partnerships



Petersfield Scheme for Drum Housing Association Wins Silver

Both Drum Housing Association and Croudace Partnerships were delighted when they hit the headlines by winning the Silver Award for Best Sustainable Development at the 2009 What House? Awards with their scheme at Privett Green in Petersfield.

Privett Green comprises 148 environmentally sustainable mixed tenure homes located centrally within a well established residential neighbourhood in Petersfield, Hampshire. The homes were designed by PRP Architects and built by Croudace Partnerships to replace 58 pre-cast reinforced (REEMA) properties owned by Drum Housing Association and a number of owner occupiers.

The What House? Awards are considered the 'Oscars' of the house building industry. Representatives from both Drum Housing Association and Croudace Partnerships were delighted to receive the Silver Award at the presentation lunch, on behalf of all those who worked on the project.

In addition we are pleased to report that the project has won the following awards:

- Silver Award – Building for Life 2009
- Highly Commended – Life in Petersfield Award Green Initiative.
- Contributed to the 2007 HCA Gold Award for Excellence in Environmental Sustainability.



Meet Phil Craxton: our in-house CfSH Assessor

Phil Craxton is a trained and registered Code for Sustainable Homes and SAP Assessor.

Having his skills as an integral part of the team allows us to assess the sustainability issues at the initial design stage of a project and then monitor and assess achievements as the design and build progresses. With Phil in post we are able to provide this service as part of our complete development package. It's an increasingly important role as we move towards achieving zero carbon new homes by 2016.

We are continually monitoring changes in the legislative requirements and the setting of new targets and review these changes on a project by project basis incorporating new technology and products as they become available. In this way we ensure our schemes are at the forefront of the sustainability market.



Phil Craxton the Croudace in-house Code for Sustainable Homes and SAP Assessor

Real Professionals

Congratulations to Dave Butler and Ian Thompsett who have successfully gained full membership to the Chartered Institute of Building following their professional interviews, and can now boast MCIQB qualifications after their name. They were part of a bumper crop of eight members of staff from the Group who received their certificates at a private graduation ceremony.

Dave received his membership via the EPA (Experienced Practitioner Assessment) Programme of study, and Ian via gaining an Accredited Degree and both were supported by the Company following the formation of a formal Training Partnership with the Institute in July 2009.

The Croudace Group has for many years promoted a multi disciplined capability amongst its staff. This creates high levels of flexibility amongst the staff and importantly ensures that personnel are knowledgeable about the whole business operation.



Our Graduate Training Programme has been a particular success and encompasses the following disciplines:

- Site Management
- Design & Engineering
- Land Buying
- Sales & Marketing

The training includes specific graduate days enabling discussions about individual experiences and creating a wider understanding of all facets of the business



The Groups MCIQB 2010 graduates

ISO 9001 Accreditation

To work alongside and complement our existing in-house procedures, we have completed a successful audit with The British Assessment Bureau and are now ISO 9001-2008 certified.

This gives complete peace of mind for our clients and ensures that all our systems and procedures are tried, tested and audited.

To pass the audit and achieve the ISO 9001 standard our quality management system must fully encompass:

- The process we undertake
- The sequence we undertake them in
- How we undertake them
- The resources required to perform and support them
- How to monitor measure and analyse
- How we improve





Surbiton, St Andrews Church

Client:

Thames Valley Charitable Housing Association
1st Surbiton (Sea Lion) Sea Scouts Group

Project Details:

A scheme to develop sixteen new one and two bedroom flats including two specialist wheelchair adapted units and a new Sea Scout Meeting Hall with associated facilities.

Contract Value: £2.1m

Team:

Architect – Design Planning Services
Engineer – Tully De’Ath
EA – Churchill Hui

Challenges:

- A town centre site with limited access and storage.
- To meet the Code for Sustainable Homes Level 4 as required by the client the project has incorporated high levels of insulation, photovoltaic panels, timber frame construction and extensive on site storm water storage and permeable paving solutions.
- Integration of a traditionally built Sea Scout facility on a confined site.



Maidstone, Brunswick Street

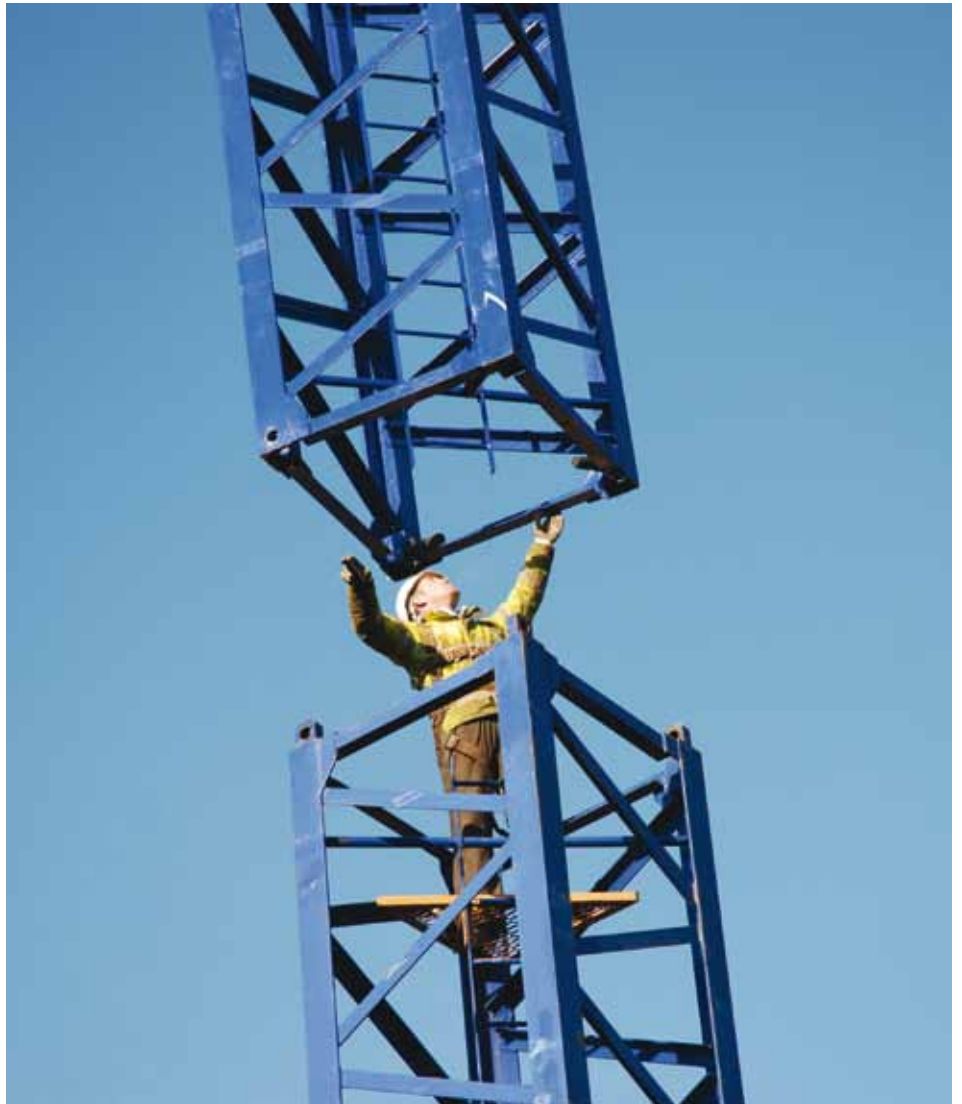
Client:
Moat Housing Association

Project Details:
A development on a brownfield site purchased by Moat in the centre of Maidstone for 14 one and two rented and shared ownership apartments.

Contract Value: £1.35m

Team:
Architect - Prime Consultants
Engineer - Tully De'Ath
EA - Calford Seaden

- Challenges:**
- A tight town centre site with no room for site storage necessitated the use of a tower crane and 'just in time deliveries'.
 - Significant level differences with adjacent buildings resulted in innovative retaining solutions.
 - A mix of traditional construction to form the undercroft parking podium, with a timber frame solution above.





Abbeywood, Sewell Road

Client:
L&Q Group

Project Details:
Demolition and redevelopment of disused garages/workshops to create 16 new houses and flats for rent and shared ownership. 2 houses have been specifically constructed to allow full access for wheelchair users.

Contract Value: £1.80m

Team:
Architect – BPTW
Engineer - Copp Wilson Pettitt & Moore
EA – Airey Miller

- Challenges:**
- A tight site requiring forward planning in relation to material, deliveries and storage.



Tadworth, Long Walk

Client:
Raven Housing Trust

Project Details:
The project involved the demolition of an existing garage block and the construction of 12 traditionally built houses and flats all built to meet CfSH Level 3.

Contract Value: £1.14m

Team:
Architect – Croudace
Engineer – Tully De’Ath
EA – Welling Partnership

- Challenges:**
- A completely enclosed site where the rear boundaries to existing properties comprised of the rear walls of the garages to be demolished. These had to be retained, strengthened and refurbished.
 - Soil contamination resulting from previous uses.
 - Close liaison with adjacent and surrounding residents.



Grayshott, Beech Hanger End

Client:
Drum Housing Association

Project Details:
A scheme of 25 new houses and flats, constructed in two phases on the site of an existing sheltered housing unit. The current tenants will move from the existing buildings into the new phase 1 scheme upon completion. Phase 2 will see the demolition of the existing sheltered block to make way for the new development.

Contract Value: £2.45m

Team:
Architect - Ken Scaddon
Engineer - Upton McGoughan
EA - Rund Partnership

Challenges:

- Confined phased development working in close proximity to existing elderly residents.
- Extensive offsite highway and services works and alterations.
- Specialist liaison with the council's tree officer regarding works necessary around existing trees. The works have involved the use of air spade excavation techniques to protect existing trees.



Welling, Faraday Road

Client:
L & Q

Project Details:
Site acquired through land assembly deal led by Croudace Partnerships. A scheme consisting of 8 flats and 9 houses for Shared Ownership and rent.

Contract Value: £2.26m

Team:
Architect- DPS
Engineer- BEP Consulting Engineers
EA- BPM

Challenges:

The access to the site is tight so the co-operation of local residents was essential.





Harlow, Meadow Court

Client:
Home Group

Project Details:
Demolition of existing buildings and the construction of 21 new apartments.

Contract Value: £2.21m

Team:
Architect – MEPK
Engineer – Tully De’Ath
EA – Hunter & Partners

Challenges:

- Site surrounded by heavy tree belt requiring a piled foundation solution.
- Elevation treatments and balconies required significant on site coordination to ensure that the detailing was correct.
- High quality hard and soft landscaping incorporating large areas of timber decking and steps to accommodate level changes.



Send, Sandfields

Client:
Home Group

Project Details:
The demolition of 9 Airey houses and 6 bungalows and the construction of 33 houses, bungalows and flats for rent.

Contract Value: £4.00m

Team:
Architect – Churchill Hui
Engineer – Tully De’Ath
EA – Ridge and Partners

- Challenges:**
- Decanting issues resulting in a phased construction programme
 - A bat roost was identified in one of the existing homes and as a result we will be incorporating a bat roost into the loft of one of the new dwellings. The bat created challenging programme issues as works can only be carried out in specific seasons.





Sunbury, Staines Road

Client:

Richmond Churches Housing Association

Project Details:

Demolition of existing bungalows and the construction of 14 new one and two bedroom flats for rent.

Contract Value: £1.26m

Team:

Architect - HP Architects

Engineer - Tully De'Ath

EA - Tester Associates

Challenges:

- Access for construction only available via a small residential side road, requiring close liaison with local residents.
- Mixed construction techniques to facilitate undercroft parking.



Crawley, Dunsfold Close

Client:
Downland Housing Association Ltd

Project Details:
A former garage site now transformed to provide 24 one and two bedroom apartments.

Contract Value: £2.30m

Team:
Architect – RH Partnership
Engineer – Tully De’Ath
EA- Tester Associates

- Challenges:**
- Completion of road and parking alterations to the front of the site prior to commencement of new works.
 - The building design created numerous issues with achieving a watertight structure during one of the worst winters for many years.



Our area of operation



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We Need Your Land

‘Ask not what your country can do for you – ask what you can do for your country’



We can offer

- A wealth of experience
- Long standing well funded private company
- Maximise your site’s potential
- Professional skilled team
- Quick decisions
- Open to new ideas
- Proven track record

Sites acquired unconditionally with or without planning



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