

## New Homes Week

We were delighted to support New Homes Week 2018, an initiative from the Home Builders Federation to promote the benefits of buying a new (rather than second-hand) home which ran from 14 to 18 May.

Larkfleet Homes and Allison Homes ran a series of themed days on social media, blogs and websites throughout the week, including a competition offering a prize of £100 in shopping vouchers.

We have also launched a survey to get the thoughts and experiences of house buyers. We are keen to hear from anyone currently searching for a new house or who has purchased a new house in the past twelve months.

**Complete our survey and we will enter you into our prize draw for a chance to win £500. Agree to a follow up interview and you will be entered in a second draw to win a further £500.**

Go to [www.tiny.cc/larkfleet-survey](http://www.tiny.cc/larkfleet-survey) to take part in the survey.

The Larkfleet Homes team is always working to develop new ways to provide the best possible products and services to our customers. We want to know what house buyers really think of the housing market and what they want from housebuilders like us.

We have teamed up with leading media organisations First Time Buyer Magazine, What House and What Mortgage to deliver a comprehensive survey to find out what our customers are really looking for in a new home.

It takes less than ten minutes to complete at [www.tiny.cc/larkfleet-survey](http://www.tiny.cc/larkfleet-survey). The survey is being managed by independent marketing company OlsenMetrix Marketing and all the data collected will be anonymous.



## Working together

**Larkfleet Homes and Gusto Homes are jointly developing Collingham Brook which will eventually have a total of 80 homes – 40 from Larkfleet and 40 from Gusto. 24 of these will be 'shared ownership' and 'affordable rented' homes creating a great way for local residents to 'get onto the property ladder'.**

In addition, the development will provide up to 60 'extra care units' – individual homes with on-site support for people who need some assistance to continue living independently as an alternative to moving into a care home.

There will also be a development of offices and light industrial units that will bring additional employment opportunities to the village.

Work has already started on site and Larkfleet is actively selling new homes, with the first residents set to move in during the summer.

Larkfleet is offering three, four and five-bedroom family homes with ten different property types at Collingham Brook. Gusto will offer one, two, three and four-bedroom homes, with five plots available to buyers who would like to customise the design of their properties.

Steff Wright, chief executive of Gusto Group, said: "We obtained planning permission for development at Collingham Brook but because we are a relatively small developer it is sensible to bring in another developer such as Larkfleet. They are able to

help us increase the number of houses being built and complete the development much earlier than would otherwise be possible.

"Larkfleet has proved to be an excellent partner in the project and between the two of us we will offer an excellent range of house types and options for buyers wanting to live in Collingham."

Daryl Kirkland, land director at Larkfleet Homes, said: "The historic village of Collingham is proving attractive to home buyers because it offers an array of amenities including three churches, three pubs, a post office, medical centre, pharmacy, dentist, takeaways, butchers and convenience stores, library and a primary school. There are regular train and bus services to Lincoln and Newark.

"There are mainline rail services to London via Newark, making Collingham convenient for commuting. The university cities of Nottingham and Lincoln are within easy reach."



## Concern about energy costs

**Midlands house hunters compare energy costs but Londoners don't care about house running costs?**

Around 57 per cent of East Midlands buyers rate ongoing costs, such as energy bills, as 'very important' when they are choosing a new home compared with 51 per cent of buyers across the nation as a whole.

By contrast, buyers in London are the least concerned about the running costs of their new purchase with just 36 per cent rating these as 'very important'.

These are among the interim results from our ongoing survey into the views of house buyers. We are continuing to offer prizes of up to £1,000 to anyone doing the online questionnaire at [www.tiny.cc/larkfleet-survey](http://www.tiny.cc/larkfleet-survey). It takes less than ten minutes to complete.

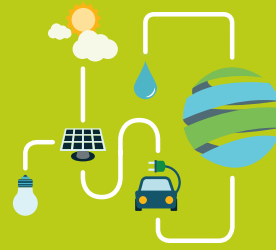
Mike Holland of OlsenMetrix Marketing, which is managing the study on behalf of Larkfleet Homes, said:

"Energy costs for running a home in the East Midlands are pretty much the same as in other parts of the country but house prices are lower. The bills associated with running a house are a larger proportion of total expenditure and therefore get more attention.

"House buyers in London are far more concerned with the initial purchase price of their new home than they are with the running costs. The results do not mean that Londoners are indifferent to energy bills but these perhaps pale into insignificance when compared with mortgage repayments associated with London house prices."

The full results of the survey are expected to be published in September when more data has been obtained.





## New homes plan in Eye

Larkfleet Homes is launching a public consultation on proposals for a development of up to 280 new homes on land east of Eyebury Road, Eye, near Peterborough.

The proposed development would include primarily two-storey properties ranging from one to four-bedroom homes for first-time buyers and families. Some of the homes would be 'affordable' to assist those struggling to get onto the 'property ladder'.

The proposals would also provide additional land to allow for an extension to Eye Primary School and provide a new access to the school.

A letter was distributed to local residents providing information about the proposals, along with details about a public exhibition which was held on Tuesday 22 May at Eye Primary School.

Members of the development project team were on hand at the exhibition to answer questions about the proposals and people were also able to complete a feedback form with their comments.

Mark Mann, planning director at Larkfleet Homes, said: "There is both a national and local need for new homes. The site has been allocated for housing by Peterborough City Council in the submission version of its new local plan and is key to helping meet housing needs in the area.

"The new development in Eye would provide much-needed housing and we are keen to consult with local residents on these proposals. We encouraged people to attend the public exhibition where they could ask questions and provide us with their feedback."

The proposed plans are also available to view online at [www.larkfleetplanning.co.uk/eye](http://www.larkfleetplanning.co.uk/eye).



## Support for the community

Over the past few weeks the Larkfleet Homes Community Fund has made donations to a number of local groups and events. The cash helps to build communities around the locations where Allison Homes and Larkfleet Homes are building new houses.

Among the donations were:

**The Gosberton and Quadring Good Neighbour Scheme** – which assists people who don't have a support network and those who need help in times of crisis.

**The Priors Hall Park Neighbourhood Committee** – to stage 'a right royal event' to celebrate the Queen's official birthday.

**Stamford Rugby Club's under-7s team** – to help meet the costs of developing the talents of the next generation (and beyond) of rugby players.

**Spalding & District Gymnastics Academy** – to help maintain equipment and meet the running costs of its building.

**Bourne Town Juniors six-a-side tournament** – which helps to raise much-needed funds for junior football in Bourne.

**A summer fair in Gosberton, near Spalding** – run by the Gosberton (& District) Community Action Team (GCAT).

**Residents in Mayfield Gardens, Baston** – to purchase a defibrillator and install it in a heated and weatherproof cabinet at the Mayfield Gardens community hall.

Karl Hick, CEO of The Larkfleet Group of Companies, said: "A community is more than just houses. When we are building new homes we want to support the local groups that our residents can participate in to help build a real community."



Our photo shows, from left, Les Newcomb and residents of Mayfield Gardens, Baston, with Annie, the CPR training dummy, and the new defibrillator.

