



# How the Private Sector can Support Regeneration

Philip Whitehead – Regional Regeneration Director



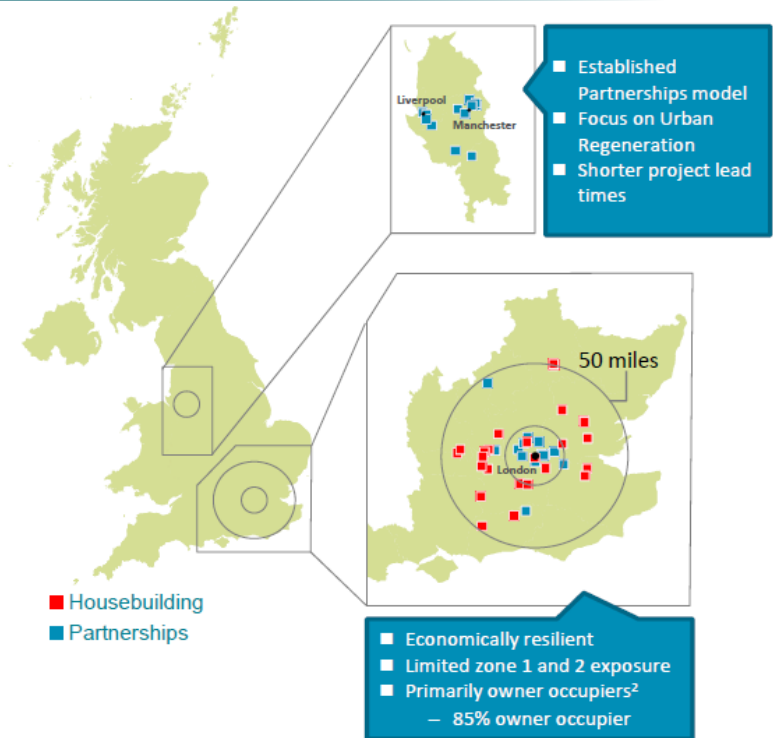
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# Countryside Today

## Summary

- Leading UK homebuilder specialising in place making and urban regeneration
- Operations across London, the South East, the West Midlands and the North West of England – well positioned in areas of strong demand
- Expert in strategic land development
- Innovative Partnership model
- Strong political support for the sector and home ownership

## Areas of operation



# Business Overview

- Operates through two differentiated and complementary divisions: Housebuilding and Partnerships
- Both divisions focussed on design quality and place making – more than 350 awards since 2000.
- Strategically sourced land Housebuilding model entirely focussed on the economically resilient areas of Outer London and the South East
- Two Housebuilding brands: Countryside and Millgate
- Partnerships: specialise in urban regeneration of public sector land delivering private and affordable homes by partnering with local authorities and Registered Providers
- Partnerships operates in and around London and the North West of England and the West Midlands













WELCOME TO  
**SHIT CREEK**  
SORRY, WE'RE OUT OF PADDLES.



# How may we help you?

1. **Developing housing for private sale and rent alongside affordable tenures.**
2. **By delivering at pace by the adoption of Modern Methods of Construction**
3. **Delivering socially sustainable communities**
4. **Delivering economic sustainability**
5. **Delivering excellence in design and planning.**
6. **Adding value through long term partnerships**
7. **Protecting the environment and securing a more environmentally sustainable and affordable lifestyle for our customers.**

# 1. Developing housing for private sale and rent alongside affordable tenures.

- **Cross Subsidy**
- **Betterment and Overage**
- **First Time Buyers**
- **Shared Ownership Affordable Housing Programme**
- **Tenure Blind**
- **Private Rent**

## 2. By delivering at pace by the adoption of Modern Methods of Construction

- **Pace of Delivery**
- **Accelerate Place Making**
- **Modern Methods of Construction**

# 3. Delivering socially sustainable communities

- **Mixed tenure communities**
- **Provision of retail and commercial floor space**
- **Masterplanning and Design**
- **Integration**
- **New Community Facilities**

## 4. Delivering economic sustainability

- **Supply chain partnering**
- **Local Suppliers**
- **Employment and Training**

# 5. Delivering excellence in design and planning

- **Design Awards**
- **CABE**
- **Stirling Prize**

## 6. Adding value through long term partnerships

- **Partnership Housebuilder**
- **Framework Partnerships**
- **HCA Delivery Partner Panel**
- **Local Authorities**



# 7. Protecting the environment and securing a more environmentally sustainable and affordable lifestyle for our customers

- **Sustainable Development**
- **Internationally Recognised Standards**
- **Key Objectives**

# Regeneration Initiatives

- **Doughnut area around our Towns and Cities**
- **Brownfield Sites**
- **Former mono-tenure housing estates**

# Norris Green Village, Liverpool

Partnerships: Liverpool City Council  
Sigma PLC  
Homes and Communities Agency

Start Date: February 2011

Role: Master planner; Designer;  
Developer; Constructor;  
Equity Provider

Scheme Content:	Private for sale houses	474
	Affordable houses	134
	Private rented houses	221
	<b>Total</b>	<b>829</b>



# Knowsley Housing Initiative



Partnerships: Knowsley MBC  
Sigma PLC

Start Date: March 2016

Scheme Content: 5 Sites

Bridgefield Forum: 103 No. 3 and 4 bedroom private for sale houses  
10 No. 2 and 3 bedroom affordable houses

Huyton Leisure Centre: 31 No. 4 and 5 bedroom private for sale houses  
4 No. 2 and 3 bedroom affordable houses

Macketts Lane: 50 No. 2 and 3 bedroom private rented houses

Scotchbarn Lane: 35 No. 2 and 3 bedroom private rented houses

Tower Hill: 144 No. 3 and 4 bedroom private for sale houses  
214 No. 2, 3 and 4 bedroom private rented units

Role: Masterplanner; Designer; Developer; Constructor; Equity Provider

# Brinnington, Stockport



Partnerships: Stockport MBC

Start Date: November 2016

Scheme Content: 3 Sites:

Blackberry Lane: 98 No. 3 bedroom houses in a variety of styles

Castle Hill: 166 No. 3 bedroom houses in a variety of styles

Lapwing Lane: 10 No. 2 and 3 bedroom affordable houses

Role: Designer; Developer; Constructor; Equity Provider



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Thank you