

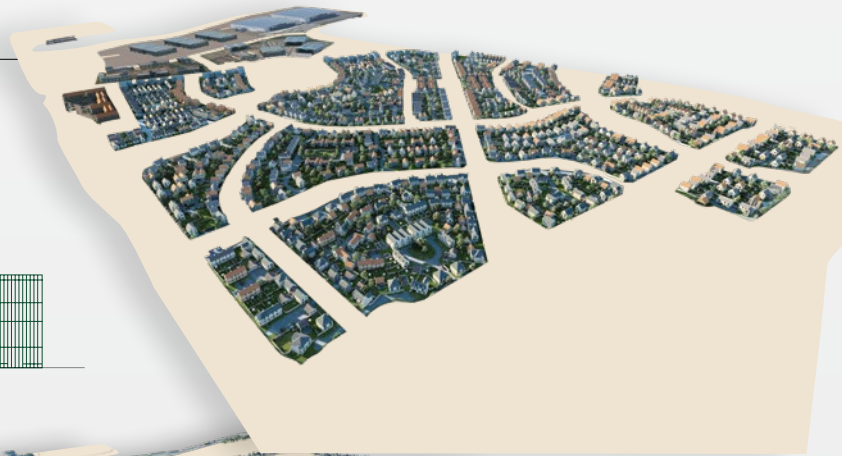
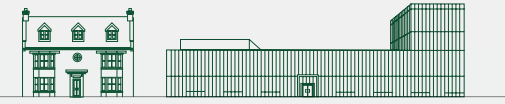


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Key Phase 1
Alconbury Weald

7

Homes and Employment



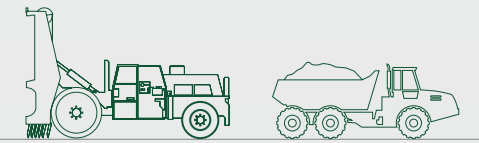
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Green Infrastructure and Community



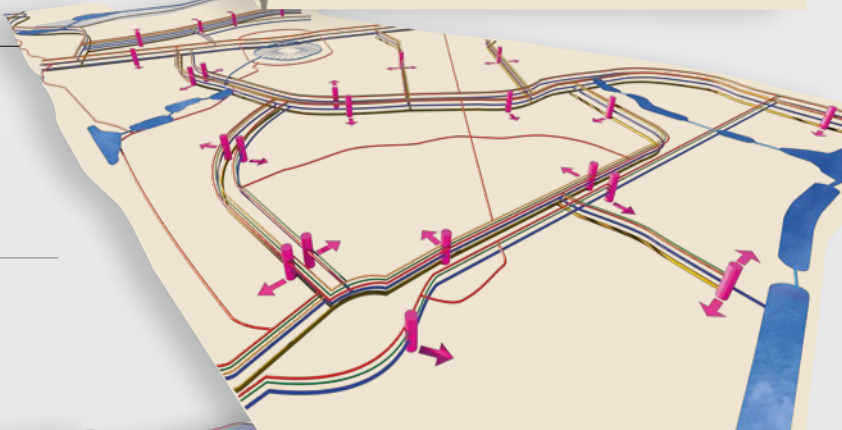
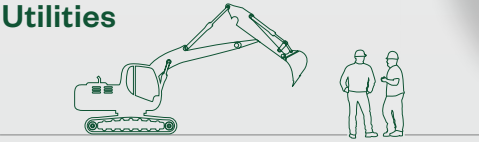
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Grey Infrastructure



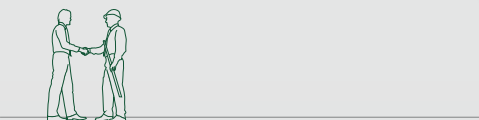
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Utilities



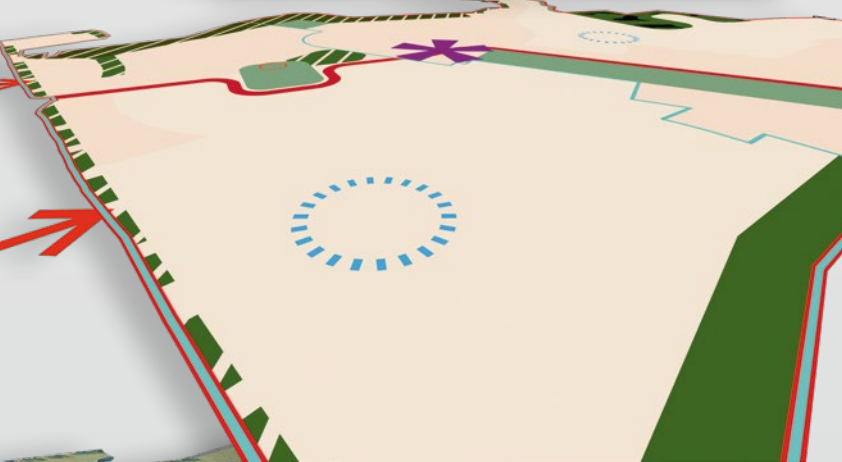
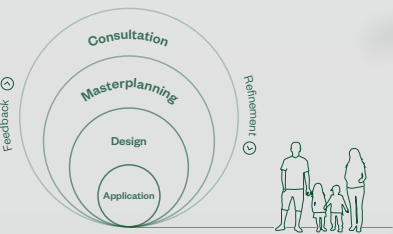
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Phase Approval



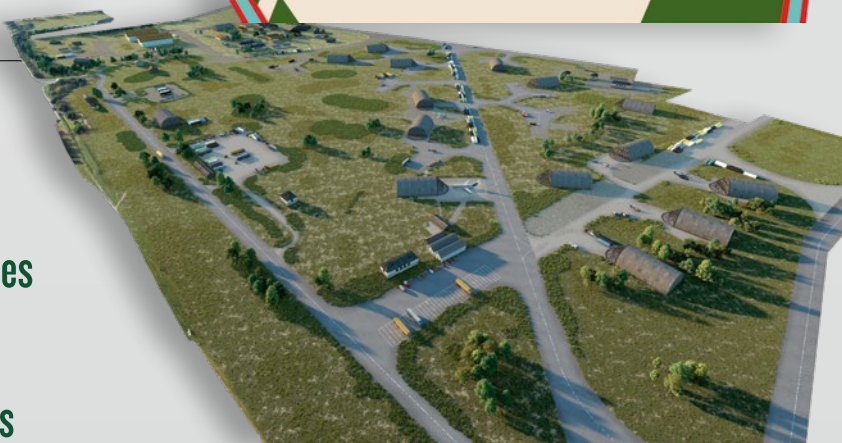
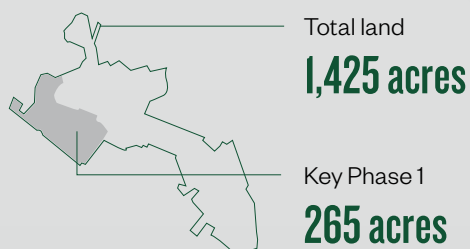
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Outline Planning



1

Raw Land



SERVICED LAND

- Our Master Developer approach creates a level playing field for all sizes and types of housebuilders to compete and a multi-channel route to market for our product.
- We produce fully serviced and de-risked parcels of land within large high quality market leading sites for residential and employment delivery.
- To our housebuilding customers, many of whom are now operating across a number of our sites, delivering a diverse range of styles, methods and tenures, we sell these on consistent terms which provides us with a percentage of end sales values.

QUALITY

- Our Master Developer approach establishes exemplar environments people are proud to be both delivering and living in.
- We really care about quality and establish a high benchmark from the outset.
- We use planning and contractual controls, the scale of our business and the example of site wide and self-delivery to maintain standards.

DELIVERY

- Our Master Developer approach harnesses the experience from across our portfolio to address challenges, provide community benefits and deliver a range of fully serviced land parcels, which increases overall absorption rates.
- We work at scale, are able to de-risk issues at the earliest opportunity and leverage our investment to maximise jobs and skills opportunities.
- We assume responsibility for the delivery of utilities together with high quality green, grey and community infrastructure and work with Homes England to accelerate site-wide infrastructure wherever possible.

PLANNING

- Our Master Developer approach speeds up the planning process and creates the flexibility needed for quality and diverse delivery.
- We fully embrace and understand the importance of stakeholder engagement at all levels.
- We assume planning risk and have evolved a range of planning and transport methodologies which are now considered best practice for strategic sites.

LAND

- Our Master Developer approach unlocks significant areas of land and establishes confidence in delivery.
- We target big, often complex, sites in key growth locations.
- We work with a wide range of like-minded partners through a variety of structures.



Scan the code to see the full interactive online version