

# WELCOME TO ROSE

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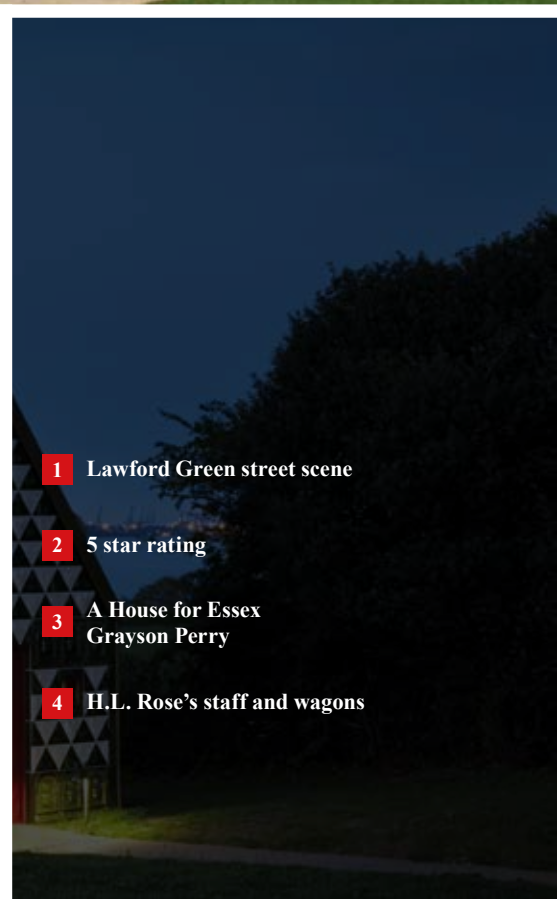
*Builder – Contractor – Developer*

# ROSE

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*Homes for life*





- 1 Lawford Green street scene
- 2 5 star rating
- 3 A House for Essex Grayson Perry
- 4 H.L. Rose's staff and wagons

*Rose Homes for Life is our housing development business that evolved from the original family business of HL Rose, who started as a bricklayer some four generations ago. The company first started building new homes in the 1890s and is still largely faithful to its geographical roots in Essex.*



A traditional family-run firm of builders, contractors and developers established circa 1896, we are one of the leading construction companies in East Anglia.

We are run by a highly qualified and experienced, hands-on management team who are passionate about every new home we build.

With an unrivalled reputation of combining traditional craftsmanship with contemporary design, we have built a diverse range of unique and iconic new homes across the East of England.

Our years of experience and superior knowledge for all aspects of our craft have earned us a reputation for the very highest standards of design and construction.

Each of our building projects are built with care, commitment and the personal satisfaction of delivering an exceptional new home.

*“We are passionate about our business and continuing to build the business on quality, reliability, a can-do attitude, respect for customers and our supply chain. This all leads to a reputation in the market for desirable homes, it is not uncommon for purchasers to select Rose Homes over other developments because of the quality of the design, built, site layout and amenities provided. We are not looking to squeeze the last penny out of a project but to deliver a sustainable business built on quality, reputation and a desire to improve the communities that we work in.”*

Steven Rose (Managing Director)

**ROSE**  
*Homes for life*





## SENIOR MANAGEMENT

### LEADING BY EXAMPLE



**Steven Rose**  
Managing Director

Steven joined the company with a clear vision for the direction in which he wanted to lead it, having gained wide experience within the construction industry. He is passionate in his commitment to the company's core values of honesty, integrity and trust.

Steven has maintained the friendly, community focus and is always interested in new opportunities and areas of activity. He recognises the benefit gained from diversity of work and personnel in the delivery of high-quality products. Steven uses lessons learned to develop and improve the company's performance.



**Sam Brown**  
Development Director

Sam has been with the company for over 20 years having started as a trainee quantity surveyor. He now oversees all land acquisitions and housing delivery across the business. Sam and Steven have grown the Rose 'Homes for Life' brand over the last decade to produce some of the most popular housing developments in the area.



**Andy Bowles**  
Finance Director

Andy has been with the company since 2004 having worked in construction since moving from a Big 4 firm of chartered accountants. He combines his considerable financial acumen with an interest and commitment to the development of the company and staff team. Andy contributes to the increasingly varied nature of the business through providing commercial advice and support.



**Will Vote**  
Planning Manager

Will has been with the company for over 4 years having previously worked for national housebuilders, local councils and the NHS, and has worked in the industry for 20 years. This experience spans both strategic level and site specific planning and development. Will is a chartered town planner and a member of the Royal Town Planning Institute.



**Neil Wilcockson**  
Construction Director

Neil has over 20 years experience within the construction industry, having worked for several national housebuilders and previously for a major regional housebuilder. Neil oversees the construction of all our housing projects across the business.



**Paul Wile**  
Technical Design Manager

Paul leads our technical design team and plays an integral role in the set up and delivery of all our housing projects across the business. Paul has many years' experience having worked previously for a national housebuilder and is a Chartered Member of The Institute of Building and an Associate Member of The Institute of Architectural Technologists.



**Alex Leader**  
Sales & Marketing Director

Alex has been involved in the sale and marketing of new build property for over 15 years. His extensive experience both in agency and commercial environments helps drive forward the delivery and promotion of our 'Homes for Life' business. Alex also provides specialised consultancy advice on the acquisition and disposal of our land.



## COMMERCIAL STANDING

### ROBUST COMMERCIAL BASE

**The company works across many sectors of the construction industry, not just as a housing developer but equally as a deliverer of affordable social housing schemes and wider construction project work.**

Our broad approach combined with financial prudence creates a solid business strategy. This enables the business to achieve stability and longevity in a notoriously volatile and cyclical industry.

### Strong financial performance

We have a strong balance sheet and maintain low financial gearing. Many of our housing developments are self-funded from retained reserves reinvested in the business. We have a successful relationship with our bank which gives us flexibility and support when we need it.

WE WORK ACROSS MANY SECTORS  
OF THE CONSTRUCTION INDUSTRY,  
NOT JUST AS A HOUSING DEVELOPER,  
SO WE HAVE A BROAD AND STABLE  
CLIENT PORTFOLIO

- 1** Aerial view of Lawford Green within open countryside
- 2** Stylish dining room at Millers Green, Weeley
- 3** Open plan living at the Lawford Green show house
- 4** Stunning entrance hall at Lawford Green
- 5** Exterior view of a Lawford Green home







# LAND & DEVELOPMENT

OUR EXPERIENCE IS YOUR SUCCESS

**We have built committed partnerships with landowners across the East of England and work with them to build sustainable homes and environments that are sympathetic to the fabric of the location, a place where people aspire to move to and are proud to call home.**

Our expertise and experience in the arena of land acquisition has delivered many success stories and we consider the individual needs of landowners at every stage of the acquisition process. We are also experienced in navigating local political, environmental, and economic climates to formulate solutions that will benefit everybody. We have forged an enviable reputation for delivering excellent customer service and have received many prestigious accolades over the years for the properties we build, the design and landscaping of our developments, as well as our talented team. Most importantly for you, we can realise the true potential of your land and maximise its value. We develop high-quality, sustainable projects in exceptional locations. By developing, restoring, and refurbishing land and property to the highest possible standard, we can help you achieve the highest possible return on your precious resource.

## Methodology & Approach

You can be sure, that as a privately owned family company with a reputation built on quality and trust, we have the expertise required to guarantee your success. We offer a range of unique services that will help you to maximise your precious land resource. We devise competitive land bids tailored to your requirements. Our in-house planning experts will work on your behalf to give you the best possible chance of securing a planning consent. We put a wealth of resources, professionalism and expertise at your disposal and we will draw on decades of knowledge of local regulations. Above all we will keep you informed at every stage of the process with honest, straight-talking updates.

WE DEVELOP HIGH-QUALITY, SUSTAINABLE PROJECTS IN EXCEPTIONAL LOCATIONS.



17  
Sites



627  
Plots built



228  
Plots in build



409  
Plots in planning



# NEW ACQUISITIONS

## NUN'S GREEN, GREAT YELDHAM

A collection of 33 two, three and four bedroom houses and bungalows situated around an open green and located within the heart of the village.

Great Yeldham is a charming semi-rural village in north Essex within the Colne Valley and close to the Suffolk border. The village benefits from a wide variety of local amenities, including a post office, village store, veterinary surgery, doctors surgery, pre-school and primary school. The village is well connected via the A1017 from Braintree to Haverhill (or from Felixstowe to Cambridge) with minor roads to Halstead and Sudbury.

*Due for delivery 2022/23*



# NEW ACQUISITIONS

## KINGS ORCHARD, WEST BERGHOLT

An elegant collection of 2, 3 and 4 bedroom homes in the heart of the charming village of West Bergholt.

West Bergholt lies just a couple of miles to the north west of Colchester – one of the UK's fastest growing towns and home to a significant commuter population who make the 50-minute train journey from Colchester to London Liverpool Street. West Bergholt is full of character and has a vibrant and active village community.

*Due for delivery 2022/23*







## DEVELOPMENT IN-BUILD

LAWFORD GREEN, LAWFORD, ESSEX



**360**  
New homes



**22 hectares**  
(56 acres)



Lawford Enterprise  
Trust Houses



A new community  
building with a  
**campsite**



Village green



Early years centre



Equipped play area



Phase 1  
**sold out**



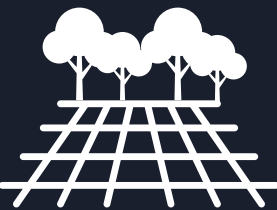
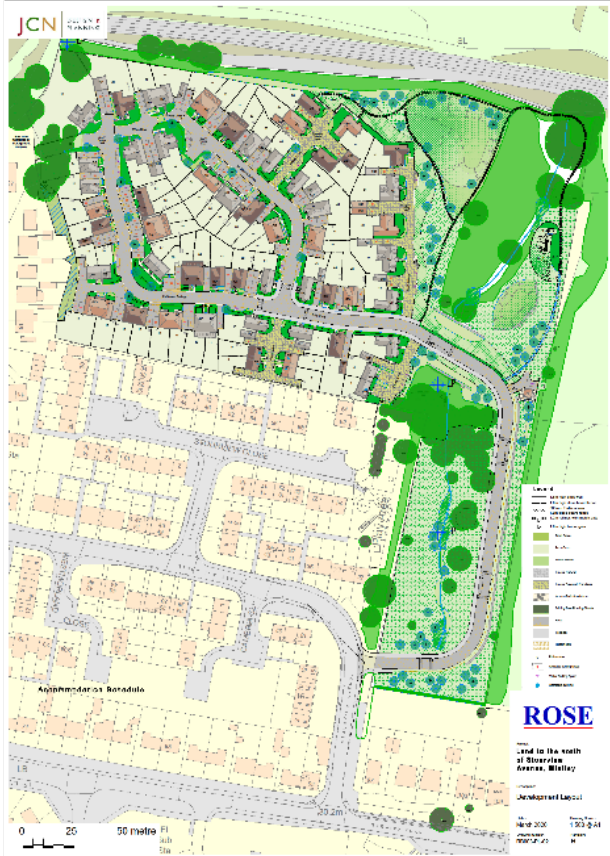
# DEVELOPMENT IN PLANNING

BARLEYFIELDS, WEELEY. ESSEX



# DEVELOPMENT IN PLANNING

STOURVIEW, MISTLEY. ESSEX



17 hectares  
(42 acres)



30,000 sqm  
of commercial



280  
New homes



70  
Affordable homes



Outline consent  
**granted**



Due for delivery  
**2023**



4 hectares  
(11.6 acres)



5  
Gifted new homes



70  
New homes



Outline consent  
**granted**



Due for delivery  
**2022**



# AWARDS

## AWARDED 5-STAR CUSTOMER SATISFACTION FROM THE HOME BUILDERS FEDERATION

**We are delighted to have been awarded the prestigious, 5-star customer satisfaction award from the Home Builders Federation.**

The annual survey is one of the most comprehensive, large-scale surveys of its type carried out in the UK. Since its launch, well over half a million survey returns have been received making it one of the most comprehensive continuous industry research exercises in the country.

*“We are extremely proud to have won this award. We’re committed to providing our homeowners with the highest standard of service and quality of product and that they enjoy the unique experience of purchasing and living in a Rose home. We continue to build the business on quality, reliability, a can-do attitude, respect for customers and our supply chain. We are not looking to squeeze the last penny out of a project but to deliver a sustainable business built on quality and reputation.”*

Steven Rose (Managing Director)



## NATIONAL HOUSEBUILDING AWARDS WIN - WHAT HOUSE AWARD

**We are delighted to announce that we have been awarded the Silver Award for ‘Best Small Housebuilder’ at one of the biggest events in the UK new homes industry, the WhatHouse? Awards. Commonly known as the ‘Oscars’ of the UK housebuilding industry, the WhatHouse? Awards is the country’s largest event that celebrates the very best new homes.**

It was the 40th year of the Awards but due to the pandemic, for the first time the ceremony was held digitally, with the audience watching online.

The judging was intense, as well as the quality, design and range of the houses built. All aspects of performance were assessed, including the influence of senior management, staff values, recruitment and training, sustainability initiatives, marketing, home buying assistance schemes, aftersales service and customer care.

*“We are extremely proud to have won an award at this highly prestigious event. The award helps showcase the hard work and commitment from our team to deliver developments that our buyers are proud to call home”*

Alex Leader (Head of Sales and Marketing)



## ROYAL TOWN PLANNING INSTITUTE AWARDS

**Our development, Summers Park in Lawford, recieved the highly commended award at the 2020 East Anglian, Royal Town Planning Institute Awards for Planning Excellence.**

The East of England Awards for Planning Excellence celebrate projects and people who have helped create exceptional places and improved the lives of those who live and work there; highlighting how planning and planners work to create a safe, healthy and sustainable future.

The site at Lawford was identified as an emerging site allocation, which led to constructive engagement with all key stakeholders and local residents to develop a community-led concept and vision for the site that comprised 150 new homes, including affordable starter homes to be delivered by a locally created housing trust, 700 sqm of office floorspace, 2.6ha of

community open space, an off-road school bus park for the Manningtree High School, and a multi-use games area.

The highly commended award was for the proactive and positive engagement process undertaken in the planning, consultation and design stages.



## NATIONAL APPRENTICESHIP AWARDS

**We are incredibly proud to have been awarded two awards at this years prestigious National Apprenticeship Awards, winning the East of England regional heat of the SME Employer of the Year and the Regional Recruitment Excellence Award.**

The National Apprenticeship Awards are England’s biggest apprenticeship awards ceremony. Now in their 17th year, the awards have grown from strength to strength. Nine regional ceremonies and one national final have now taken place, all to honour the country’s best apprentices, champions and employers. These awards are across all sectors and it is such an achievement and recognition not only for the company but the construction industry too.

Our apprentices, and all those that support them, play a crucial part in our business and are going from strength to strength with apprenticeships in carpentry, brickwork, painting and decorating, groundworks and trainee management.





# AWARDS

## HOUSEBUILDER AWARDS 2020 – FINALIST

We are delighted to announce that our development Queens Drive was shortlisted in the ‘Best design for three storeys or fewer’ category at the Housebuilder Awards 2020. A great result for all the team that have been involved in the delivery of this amazing project. Congratulations to all of those that have been shortlisted.

Queens Drive is a collection of 32 new and converted homes set in the heart of Woodbridge. The design and layout reflect all that is great about traditional design and detailing. The material palette is in keeping with this concept, reinforced by a relatively low housing density and a heavily landscaped layout.

The Housebuilder Award supported by House Builders Federation and the National House Building Council, are now in their 16th year and are geared to reward innovation and excellence. These are the industry’s own awards and recognise those in the industry who are improving quality, design, efficiency and customer care in housebuilding.

We were selected alongside eight other nationally recognised builders/developers and the winner was revealed at a virtual presentation on Thursday 3rd December, which brought the industry together online and showcased the best of the best in what has been a completely unprecedented year.



## UK BUSINESS HERO AWARDS

We are thrilled to have been nominated for the UK Business Hero award which recognises those businesses which have helped to make a positive contribution to their community during the Coronavirus outbreak.



*“It has given me great pride to hear how businesses have gone the extra mile to help during the Coronavirus pandemic. For this reason, I am delighted to support the British Chambers of Commerce UK Business Heroes campaign that recognises the incredible work businesses have carried out across the UK, in the most challenging of years.*

*It has been a particular pleasure to hear stories of how you have supported your local communities throughout the outbreak and to see you nominated as UK Business Heroes by your local Chamber of Commerce.*

*I want to take this opportunity to thank you for your positive contributions, congratulate you on your recognition as a UK Business Hero and wish you every success in your endeavours in the weeks and months ahead as we look to the recovery of our country.”*

(HRH The Countess of Wessex GCVO)





“

**Carl Hockey**  
Director of Development and Sales  
Chelmer Housing Partnership

I just wanted to thank you and your team for the tremendous effort in overcoming all the ecology and contamination issues and then progressing the construction works to a high standard. Your team has always been open with us and sought to achieve solutions for the benefit of the project.

”

**1** The Millers Green show house

**2** The Darcy, Woodbridge



MOST OF THE STAFF LIVE IN THE LOCAL AREA AND WE HAVE A STRONG PERSONAL COMMITMENT TO THE WORK WE DO

# STAFF VALUES

VIBRANT AND DYNAMIC

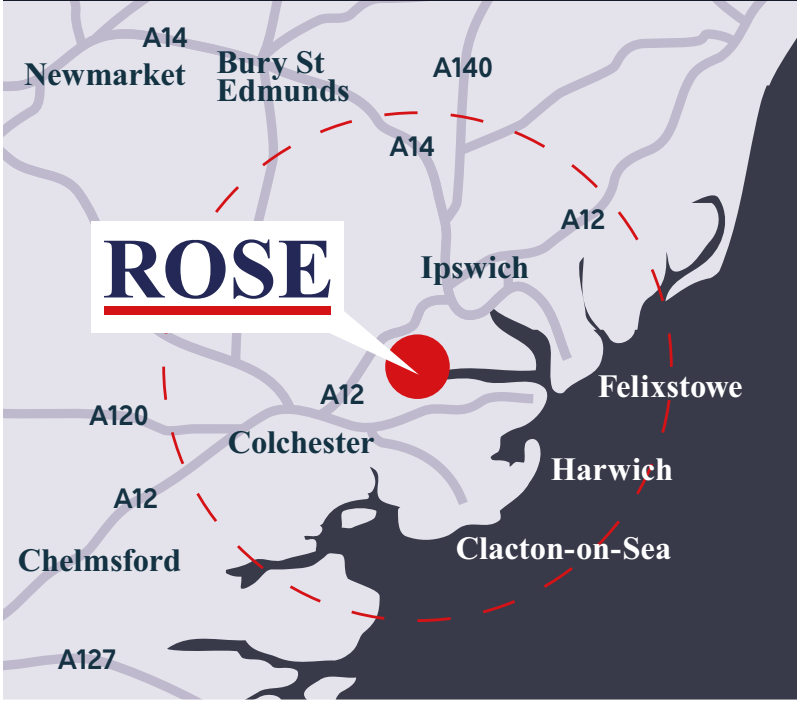
Since he took on the role of Managing Director, Steven Rose has increased the range of housing the company carries out, championed new approaches and focused on staff development and community support. His vision is shared by the board and senior management.

## Energetic Leadership

Steven’s energy, enthusiasm and commitment to building high-quality projects that enhance and improve the community, means that our clients trust us and return time and time again.

Most of the staff live in the local area and have a strong personal commitment to the work we do. The values of quality, integrity and trust that H.L. Rose brought to his company, are as integral today as they were 124 years ago.

Most Rose staff live in close proximity to head office



1 Pouring foundations at Summers Park

2 Katie Barnham - managing the store's warehouse





“

**Mr and Mrs Hobbs**  
Millers Green, Private Sale

I wanted to say how thankful I am for the support you have all given me, a five star service. I have bought a fantastic home and this wasn't achieved without your help and support.

”

**1** Cambridge Drive, Summers Park, Lawford

**2** Summers Park show home under construction



RECRUITMENT & TRAINING  
DIVERSITY IS KEY

Our team of staff has grown to just over 200 with 120 skilled tradespeople. The team includes project management staff, quantity surveyors, town planners, design managers, health, safety, quality and environmental management and the administration team together with training, development and human resources.

**Diversity is key to quality:** We recruit widely and aim for a diverse workplace; our staff include quantity surveyors, accountants, plant technicians, technical support and skilled trades including painters and decorators. We support the ‘Girls into Construction’ initiative and have two female construction ambassadors, who promote the great opportunities in construction through visiting schools and colleges and taking part in educational forums and exhibitions.

WE DELIVER HIGH-QUALITY  
HOMES BY HAVING WELL-TRAINED  
AND COMPETENT STAFF

**Training – the gift of the future:** We deliver high-quality homes by having well-trained and competent staff. We achieve this through careful staff supervision and performance review. If we identify a training need, we decide how best to address it and then make the arrangements. This may be formal professional courses, e-learning, subject specific short courses or mentoring and gaining additional experience. Our training and development team runs the training programme and ensures that all staff receive the training and development they need.



**Growing the future team through apprentices**

We carry out a lot of work with our own skilled trades. Our joinery shop produces bespoke timber items and we run our own groundworks and civil engineering teams. This contributes to the quality of our projects and also supports our community through providing employment. We take on 3-4 trade apprentices every year and we have three management trainees. Our apprentices come from a range of backgrounds including local schools, people leaving the armed forces, and through supported employment initiatives including those run by Essex County Council.

We took on a soldier who left the army in December 2020, he completed his work experience with us. We have also employed an army veteran as an assistant site manager, following his period of work experience. We have many more apprenticeship applicants than we can employ so we signpost them to other organisations. We also ‘lend’ our apprentices to our supply chain so they can widen their experience.



- 1 Rose employ a diverse workforce
- 2 Craft bricklayer working on vaulted ceiling at Love's Farm
- 3 Sarah Deal from the aftercare team
- 4 Darren Enfield senior technician servicing our plant
- 5 Rose apprentices at work





“

**Caroline & Dean**

Millers Green, Private Sale

We wanted to say a big thank you to you, Shirley and Alex for your brilliant customer service and help and support throughout our purchase. We are so happy with the house, it's absolutely beautiful and we would definitely recommend Rose homes to anyone.

”

**1** Show house at Summers Park, Lawford

**2** Kitchen at Millers Green show house



# SUSTAINABILITY INITIATIVES

## SUSTAINABLE HOMES

**We design our homes to be efficient in operation and to minimise our use of raw materials in constructing them to reduce our carbon footprint.**

Here are just a few of the ways in which we ensure we stay sustainable:

- Take a fabric first approach
- Design to reduce waste
- Build a thermally efficient envelope with low air permeability
- Use low surface temperature technology
- Install underfloor heating
- Create large areas of soft landscaping incorporating swales and SUDS which also increase biodiversity
- Recycle more than 96% of our waste
- Prewired for electric car chargers
- Fibre into the home with effectively

WE ARE COMMITTED TO REDUCING OUR CARBON FOOTPRINT; WE ARE EXPLORING AND DEVELOPING OUR USE OF WIND GENERATED AND PV PANEL POWER WHICH TOGETHER WITH BATTERY POWER STORAGE WILL ENABLE US TO INCREASE THE AMOUNT OF SELF-GENERATED ENERGY OUR HOMES CONSUME.

no limit on up/down speed to allow even the most technical people the ability to work from home with all the health and sustainability benefits this offers

- Rainwater butts

### Future developments

Cement-free concrete is currently being considered as a further way of reducing our carbon footprint and our research and development budget is being expanded to provide more resources to further consider and research more sustainable initiatives.



- 1 Plant Room
- 2 Photo voltaic panels on a garage roof
- 3 Underfloor heating
- 4 Electrical car charging point
- 5 6 7 Riverblades at Wixoe

## SUMMERS PARK – A HIGHLY SUSTAINABLE DEVELOPMENT

Using Summers Park\* in Lawford as an example, it showcases many of the highly sustainable aspects of our developments. Summers Park changed the face of Lawford and has won awards including the Local Authority Building Control 'East Anglian Excellence Award' and the National House Building Council 'Pride in the Job' award.

### The highly sustainable aspects of Summer Park include:

- High efficiency gas boilers\*\*
- Mechanical ventilation\*\*
- Underfloor heating\*\*
- Zonal thermostatic control\*\*
- Water butts in every garden
- Cycle storage\*\*
- 2.8ha of landscaped conservation and green space complete with attenuation pond
- Network of footpaths and cycle paths
- A commercial development of 12 small units, providing employment space
- All local amenities such as, shops, GP surgeries, dentists, schools and public transport (railway station and bus stops), commercial and industrial employers are within walking distance.



Recycle  
**96%**  
of our waste



Install  
underfloor  
heating



Pre-wired for  
**electric car**  
chargers

\*\*also included in every home





“

**Katie Pyle**  
Lawford Green, Private Sale

From the first time I walked into the site office at Lawford Green, unannounced, I was made to feel welcome. They are welcoming, approachable and always on hand if needed. Buying a new home through Rose has been a great experience, one which I would highly recommend.

”

**1** Lawford Green  
Show house

**2** Florence Gardens,  
Summers Park, Lawford



## SOCIAL IMPACT

### WORKING WITH THE COMMUNITY AT SUMMERS PARK

**We started work on a Summers Park\* masterplan in 2010, working with the community to identify issues. The development is located between two tired 1970s and 1980s estates. It backs onto Manningtree High School and its frontage is Cox's Hill, a busy road leading to the railway station. The site was to be included in the emerging local plan and with an option on the land, we started a wide consultation of all local stakeholders to identify community concerns.**

The consultation revealed many issues that were crystallised in negotiation with the district council planning team and local council members and incorporated by ADP Architects into the masterplan for the development. Some of the community issues centred around the local school and a strong desire for low cost housing for local people who were priced out of the market.

In terms of the development design, people wanted the design to avoid creating rat runs, avoid high rise and flats and recognise the importance of adequate parking within the site boundary. There was also a concern over the provision of enough public open space and the access routes from and through the development to enhance the permeability of the area.

#### Collaboratively creating the solutions

The planning authority and ward member were very supportive of the benefits the development could bring to Lawford. They wanted to improve the quality and standard of accommodation and avoid the mistakes of the two adjacent estates that were built without community consultation and with little regard for the village.

The ward member worked directly with Steven Rose who led the negotiations to channel the education contribution to Manningtree High School, so the local community benefitted. This meant the school received additional land to extend and improve the school playing field to provide a compliant 400-metre running track and new multi-use games area that is shared with the community and a new coach park to improve safety and reduce the congestion on the road.

### WE STARTED A WIDE CONSULTATION OF ALL LOCAL STAKEHOLDERS TO IDENTIFY COMMUNITY CONCERNS

**1 2 3 4** Children from Lawford CofE Primary School enjoy taking part in the archaeological investigation by Archaeology South East at the start of the Lawford Green development

**5** Dairy Barn Mews at Summers Park - 12 small commercial units

**6** Summers Park play area - opening



1

AN IMPORTANT ASPECT OF OUR CULTURE IS THE SUPPORT THAT WE GIVE TO THE COMMUNITIES IN WHICH WE WORK

## WORKING WITH THE COMMUNITY AT SUMMERS PARK - *Continued*

### Incorporating community consultation

It was vital to us that the development incorporated the wishes of the community, so our architect, ADP developed the masterplan to reflect and include the comments. The result was a 2.8ha increase in the amount of conservation and open space – increasing biodiversity, a development of 12 small, high-tech business units arranged in a barn style courtyard and a density of only 20 homes per acre with one more parking space than number of bedrooms per dwelling. The site has two access points with no vehicular through route.

Footpath and cycle links provide a safe route to the railway station, to adjacent facilities and to Manningtree town centre and a fully equipped playground for both school and community use has been built. A 20-metre deep, elegant landscaped frontage to the main access from Cox's Hill is overlooked by the first homes on the development.

### Providing affordable housing for local people

To directly address the lack of local affordable housing, we created the Lawford Housing Enterprise Trust (LHET). It is a not-for-profit housing scheme that assists local, young people to save for a home and in the meantime, live at modest rent in a comfortable, modern home. We gifted eight houses from Summers Park to the LHET with a further 14 to come from Lawford Green.

The homes are let at £400/month with an additional £100/month which is held in trust to be returned at the end of the tenancy. Tenancies can be up to five years at which point the savings are returned to be combined with the tenant's own savings to help buy a home. There are no fees for a tenancy.

The Trust is focused on local young people and the scheme has been so successful we have received many enquiries from other villages about how to start one.

## SUPPORTING OUR COMMUNITIES TO THRIVE

An important aspect of our culture is the support that we give to the communities in which we work. We sponsor many sports clubs including local cricket, rugby, bowls, football and sailing clubs.

We also support Scout and Guide groups, the Manningtree museum and library, local churches, Clacton Carnival, Clacton Airshow and many more.

We promote construction through our four construction ambassadors and attend a wide range of education related events such as job fairs, career days and interview practice days at the local high schools and colleges.

2



3



### Number of Rose gifted houses via the Lawford Housing Enterprise Trust (LHET)



**8** Summers Park



**14** Lawford Green

4



5



**1** Lawford Housing Enterprise Trust (LHET) first tenants

**3** Orwell Park School - construction demonstration

**2** Rose HR Manager Claire introduces school children to Ivor Goodsite the construction industry's mascot

**4** Demonstration at the Ivor Goodsite the construction industry's mascot

**5** Tending Job Fair 2019





## SUPPORTING LOCAL CHARITY THROUGH SPONSORSHIP, CONTRIBUTIONS AND EVENTS

Our staff have been involved with and continue to take part in a fantastic range of fund raising activities for local and national charities.

- 1 Cancer Centre Pink Thursday
- 2 Tendring Job Fair 2019
- 3 Muddy 5k run
- 4 Midnight Walk St Helena Hospice 2019
- 5 Cheque presentation for Cancer Care







“

**Elaine & David Fletcher**

Lawford Green, Private Sale

Rose Builders came highly recommended to us by our very close and discerning friends who live in a beautiful property at Summers Park. Having visited their home and seen the exceptional quality of the workmanship and the fixtures and fittings we decided to view the properties on sale at Lawford Green.

The transfer of ownership was handled quickly and efficiently and the after sales service has been nothing short of exemplary. We would have absolutely no hesitation in recommending your company.

”

**1** The Avenue, Lawford Green**2** The Avenue, Lawford Green





## MARKETING RENOWNED REPUTATION

We are renowned as having an excellent reputation with our customers and known for our quality and style. Many buyers return again and again to our developments and provide a unique referral role via their praise, testimonials and endorsement of our houses, their build quality, the buying process and our customer care.

### Consistent exposure

We use a wide variety of marketing methods across multiple platforms, including traditional advertising, digital advertising, print, signage, hoarding, marketing suites and brochures. Consistent exposure has strengthened our brand as one to which buyers aspire.

Each of our developments has its own unique brand aesthetic, portraying a scheme of high-quality and craftsmanship to match the build.

MANY BUYERS RETURN AGAIN AND AGAIN TO OUR DEVELOPMENTS AND PROVIDE A UNIQUE REFERRAL ROLE VIA THEIR PRAISE, TESTIMONIALS AND ENDORSEMENT

To further reinforce the branding, the stylisation is carried across all media, sponsorship and signage to support and promote the character, style and distinction of the our brand.

### View more online:

Lawford Green - <https://vimeo.com/372044020/4acd41f660>

Lawford Virtual Tour - <https://my.matterport.com/show/?m=2AW1g52upsv&brand=0>

Woodbridge - <https://vimeo.com/399081316/7b13aa3a9e>

Woodbridge Virtual Tour - <https://my.matterport.com/show/?m=4tfKaMf1Z4y>

Queens Drive - <https://rosebuilders.co.uk/queensdrive/>



1 Alex Leader with the marketing and aftercare team

2 Effective marketing campaigns

3 Shirley showing Lawford Green model to young couple

4 Distinctive branding at Queens Drive, Woodbridge





“

**Sarah Barrett**  
Lawford Green, Private Sale

The development is spacious, in a lovely spot and well thought out with lots of attention to detail to make life just that little bit easier. The homes are pleasing on the eye and well designed. Best of all the service team are fabulous, warm, friendly and extremely helpful!

”

**1** Barbier 3 bedroom home

**2** Braithwaite 4 bedroom home



# HOMEBUYING ASSISTANCE SCHEMES THE ROSE APPROACH

## Armed Forces Covenant

We have a longstanding commitment to the Armed Forces Covenant (we are gold members of the employer’s recognition scheme) and operate the Forces Help to Buy Scheme which provides financial support to members of the armed forces purchasing a home.

## Welcoming Sam to his new home

We were very pleased to welcome army veteran Sam and his family to their new home in Millers Green with the assistance of the Help to Buy scheme.

## Armed Forces Covenant assistance includes:

£500	£500	£1000
contribution for every £25,000 of property up to a maximum of £5,000	towards legal fees	towards flooring from our standard range

## LAWFORD HOUSING ENTERPRISE TRUST (LHET)

This is the housing scheme that we devised in response to the Summers Park consultation. It helps young local people to save for a home.



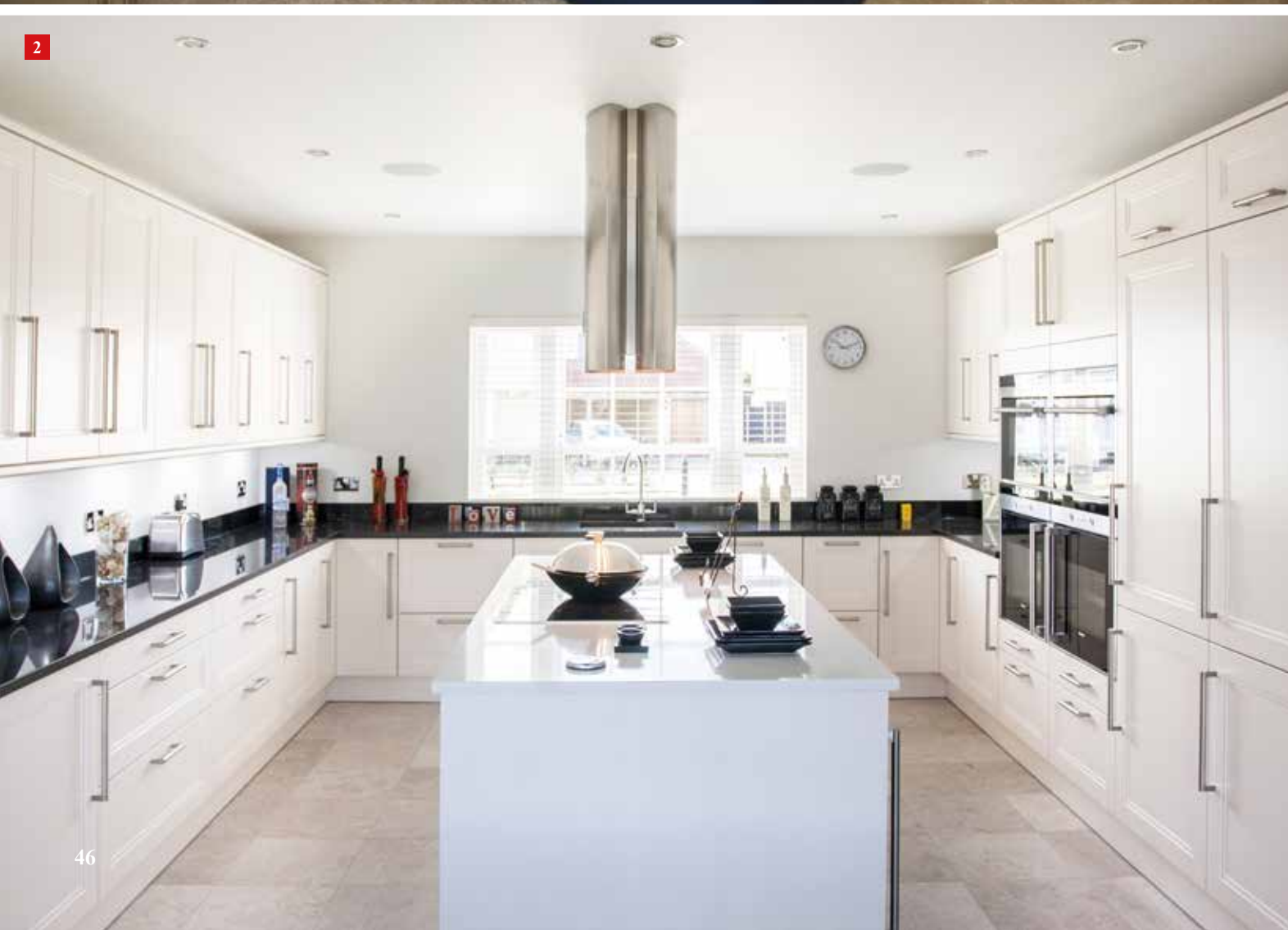
1 Ella Hutchings and Carl Richardson with their son outside their new home on Summers Park

2 Army Veteran receiving his keys to his home at Millers Green, Weeley having used the forces Help to Buy scheme

3 Lawford Housing Enterprise Trust first tenants







“

**Kevin & Marie Miller**  
Lawford Green

We have been very happy with the overall process throughout with Rose Builders. Everything we asked for was completed before we moved in and the finish was to a high standard. The reason we bought with Rose was the rooms are a larger size than other new builds we visited which allowed us space to make the house a home.

”

**1** Striking bedroom decor  
at Lawford Green

**2** Stylish kitchen



## AFTERSALES SERVICE

### IMPROVEMENTS THROUGH INNOVATION

**Our involvement doesn't stop when we handover the keys. We want our homeowners to enjoy their homes, free from any worries. At handover we introduce our aftercare team, provide contact details and encourage people to make use of it. We have a 24/7 call out service as well as scheduled appointments for the convenience of our homeowners. Our team are very happy to help - it's all part of getting to know a new area.**

After two weeks we call round to check how the homeowner is settling in. People often have questions once they have familiarised themselves with the home and by arranging to see them, we can clarify any issue before it turns into a problem. We are proud of our developments, but know they can always be improved - new ideas, new products and new aspirations mean our homes and service are always an exciting work in progress.



## LIVING MASTERCLASS

Our latest initiative is the 'Living Masterclass'. This was created in response to the queries we received that showed new homeowners were finding the operation of modern facilities could be confusing. To help people understand how to get the best out of their new home we created the 'Living Masterclass.'

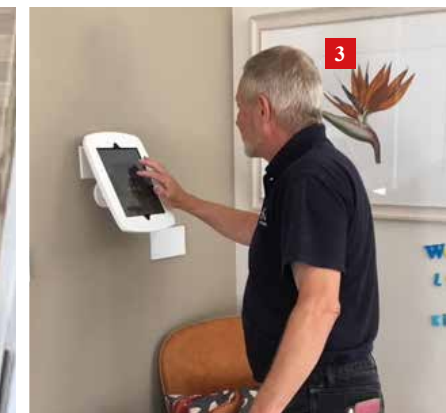
A recent masterclass focused on the kitchen, and two experts from our appliance supplier, Neff, used our Rose charity cookbook to rustle up some tasty treats and demonstrate to our home owners just what their new kitchen could produce. The session was a great success with the added bonus that people had the opportunity to meet their new neighbours.

Held in our show home on Lawford Green before the homes were released, it was an informal session that showed the residents how to successfully operate the installed equipment through interesting demonstrations.

The follow up Masterclass focused on health and wellbeing and took place outside on the new village green. It introduced the new residents to local business - 'Fitness@Summers Park' who ran an invigorating boot camp session. To encourage community development, those attending received a voucher for a month's free membership at the gym based in Dairy Barn Mews at Summers Park.



WE HAVE A 24/7 CALL OUT SERVICE AS WELL AS SCHEDULED APPOINTMENTS FOR THE CONVENIENCE OF OUR HOMEOWNERS



## DIY OR LET US DO IT?

The feedback we receive shows that many of our home owners are short of time, so we offer a Handyman Service. People can buy as many hours as they wish, to be used when they want and our team will put up shelves, redecorate rooms and clear gutters which lets people get on and enjoy the weekend!

1 Living Masterclass kitchen demonstration

2 The Rose Cookbook

3 Home check

4 Rose Handyman Service





OUR APPROACH IS TO HELP PEOPLE FIND THE HOME THAT SUITS THEM BEST.

## CUSTOMER CARE

COMMITTED TO OUR CUSTOMERS

**We fully understand the excitement and significance of buying a new home so to make it a fantastic experience we aim for the very best service standards.**

Our show homes are tastefully set out to show the possibilities of the rooms and are staffed with friendly, knowledgeable people. Our approach is to help people find the home that suits them best.

### Streamlined house buying process

If a viewer wishes to reserve a home, one of our team will be their named contact and guide them through the process. We have a streamlined on-line process that puts the purchaser firmly in control and helps them to stay informed about the stage they have reached.

### WIDE RANGE OF OPTIONS TO PERSONALISE THE HOME

We want people to have a home that is personal to them, so we offer a very wide range of finishing options including colours and type of kitchen and bathroom suites, flooring, tiling and paint colours. To respond to people's aspirations, we have an immense range of extras which provide everything from a single additional special item through to a truly luxurious finish. These include technology upgrades such as smart security systems, smart heating controls, electric car charging point, electric garage doors, luxury kitchen ranges, fully fitted kitchen with all appliances, additional sockets, wine fridge. We are very flexible and happy to accommodate requests from purchasers.

Our team update the purchaser throughout construction and agree a date for handover. Around two weeks before handover one of the construction team will show them around their home and explain how the facilities work. On the day we meet them onsite to go through how the house operates and handover a comprehensive package of guides to their new home.

PERSONALISE YOUR HOME...

**ROSE**  
*Homes for life*

FINISHING ROOM

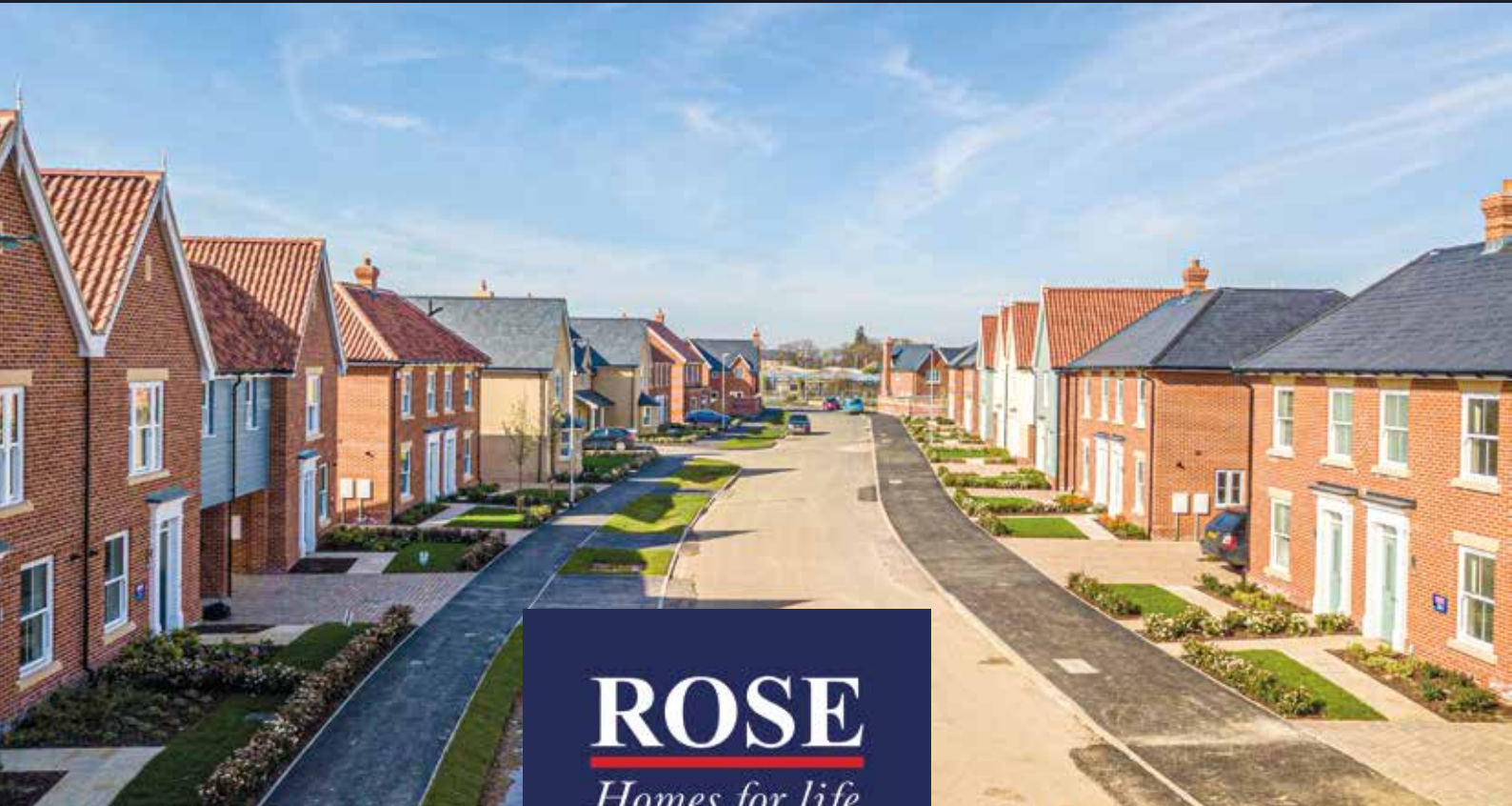
**1** John and Pauline Pryor in their 'Chatsworth' home

**2** Rose Homes for Life Finishing Room, a comfortable space for clients to choose their finishes



ROSE DEVELOPMENTS

DEVELOPMENT LOCATIONS



Summers Park, Cox's Hill, Lawford, CO11 2EZ – Completed scheme  
Lawford Green, Bromley Road, Lawford, CO11 2JE – Phase one nearly complete out of five phases  
Contact: Alex Leader on 07710 712791 / 01206 394057





# ROSE

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*Homes for life*

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