



## **REDROW GROUP BROCHURE**

Front cover headline alternatives:

1. Developing solutions nationwide
2. Valuing the present - building the future
3. Valuing the present, enriching the future
4. Creating future value
5. A passion for quality
6. A developing passion
7. Developing the future today
8. Material progress
9. Together, we make things happen
10. The resources to make things happen
11. Constructing a brighter future
12. A national organisation with the resources to get it right
13. A major force in nationwide building & development
14. Committed to progress
15. Overtaking the future
16. Professional resources for land development
17. Professional answers to developing change
18. Developing answers in a world of change
19. Development solutions in a world of change
20. Professional solutions to the challenge of change
21. Responding to the challenge of change
22. Taking the broader view
23. Looking ahead from a solid foundation

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## **An introduction to the Redrow Group plc**

**"Together, we'll make it happen..."**

**OR: "A track record of exceptional growth..."**

From modest beginnings in 1974, Redrow has grown into one of the biggest and most respected names in the UK construction industry.

Exceptional organic growth has been given added impetus with a series of acquisitions, notably Whelmar Homes in 1987 and Costain Homes in 1993. Today, Redrow is a truly national organisation with a turnover of £X million and employing over X,000 people.

The Group's resources and expertise mean it can handle a wide cross-section of private house-building and commercial developments. Redrow Homes operates through seven regional companies, whilst another house-building subsidiary - Harwood Homes - was set up in 1995 to provide easily affordable, quality housing. Redrow Commercial Developments, meanwhile, specialises in non-speculative pre-let and pre-sold developments ranging from industrial and office developments to retail and leisure interests.

Underpinning all the Group's activity is its established and successful approach to acquiring land and managing the planning process in a professional and responsible way. Specialist local planning teams

work to maintain the Group's lifeblood - its land bank - which currently stands at over X,000 housing plots.

Redrow has thrived on a culture which emphasises continuous improvement and innovation to provide high quality, carefully-priced homes in desirable locations. In addition to winning many awards, this success has established a strong financial foundation from which the Group can move with confidence into the future.

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## **Brownfield Development 1**

**"Satisfying demand in a sensible way"**

OR: **"Resourced for the right solution"**

As Britain's way of life and the needs of commerce and industry change, increasing amounts of previously-used land becomes available for development.

Although half of Redrow's building already takes place on brownfield sites, the company is continuing to increase its activity in this sector in line with government aspirations. Sympathetic development of such sites raises living standards, benefits local communities and improves the environment.

Through its vast experience of brownfield site development, Redrow will continue to make a significant contribution especially with regard to restoring technically difficult and contaminated areas to clean, safe and environmentally acceptable sites.

This applies to land use across the board from residential to industrial, from office to mixed-purpose. In all cases, Redrow have the resources to create the best solution for each project and get the job right first time.

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sub: **Refurbishment**

Although many buildings may be structurally intact, they may be too old or unsuited to modern requirements and lifestyles. By refurbishing, Redrow can regenerate an area or building without losing the essentials of the history and architecture.

By retaining the original exteriors, or even restoring them to their original form, important characteristics are not destroyed. This was a key feature in the upgrading of Park Heights Apartments at St Hellier, Jersey which comprise four separate buildings overlooking the town and harbour.

Similarly, careful and sensitive interior work ensures that living conditions are of the same high standard as those in newly-built properties.

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## **Brownfield Development 2**

### **"Turning obstacles into opportunities"**

sub: **Redevelopment**

When buildings are no longer usable or are unsuitable for adaptation, there is no alternative but to demolish them and redevelop the site.

Redrow regularly undertake redevelopment work in conjunction with local businesses as well as taking part in joint ventures with local government.

Redevelopment presents a clear opportunity to revitalise decaying areas by replacing dereliction with new buildings and landscaping that can make a major contribution to civic pride. Very often,

materials can be reclaimed from the demolition and incorporated into new structures.

As far as possible, the architectural designs and materials used by Redrow are in sympathy with local vernacular styles.

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sub: **Urban Regeneration**

Urban land that has become derelict or has buildings that are beyond redemption is an eyesore and may be a hazard. This land is often close to town centres and is one of the first things seen by visitors - creating an unfavourable first impression.

Carefully planned developments on such land turn a liability into an asset by adding value and creating a far more pleasing environment.

Redrow has experienced personnel and the resources to develop sites to their full potential. Study teams ensure that the land is safe for development by investigating its use history and instigating any reclamation or decontamination work that may be necessary to return the land to a clean, safe level.

A typical example of the opportunities that urban regeneration offers is the project undertaken by Redrow for Llanelli town centre which transformed a former gas works into a modern shopping facility.

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## **Greenfield Development 1**

**"A large and well-qualified land team"**  
OR: **"The ability to plan forward..."**

sub: **Land & Planning**

Although only fifty per cent of Redrow's building takes place on greenfield sites, the company nonetheless has a land bank of X,000 housing plots. In all cases, the primary aim behind the Group's land policy is to add value to existing land interest by careful, forward-looking and environmentally sound development.

Not all greenfield land is as lush as its name implies, and the preservation of poor land actually puts more pressure on richer countryside. By developing such land, Redrow ensures that the best use is made of it while preserving mature trees, ponds and other natural features.

The Group's strength in acquiring land and planning its use stems from regionally-based planners who can take the developments smoothly from purchase to completion.

The Redrow land team is one of the largest and best qualified in the UK and includes architects, engineers, surveyors and other experts who can be supported by external consultants when intimate specialist knowledge is required.

Having locally-based teams means they are in frequent contact with local authorities and have a detailed knowledge of county, regional and planning mechanisms as well as any locally sensitive political issues.

They will appraise available sites for planning and development potential and devise a strategy for promoting a particular scheme through the planning system. Support for planning applications takes the form of designing attractive schemes complete with detailed local improvements such as landscaping and providing community amenities.

Equally important, the Group's financial strength enables land owners to realise the potential of their assets very quickly.

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## **Greenfield Development 2**

**"Considering local issues"**  
OR: **"Adding value and interest"**

sub: **Quality Developments**

The quality of a Redrow development depends not only on high standards of building work but also on careful pre-planning which provides a total solution to sensitive environmental and community factors.

Redrow has a long history of successfully adapting to local planning requirements. This is taken as the minimum starting point in a policy which ensures that both architectural and environmental considerations are in harmony with the immediate locality and community.

New developments, for example, must reflect and complement the existing architectural vernacular whilst, wherever possible, the same brick or stone building materials which predominate in that area are used. Similarly, retaining natural features is important, as is the addition of sensitive landscaping.

In a very short time Redrow quality developments blend in perfectly with the characteristics of the area to become an accepted part of the surroundings and not an obvious, unattractive addition.

Dickens Heath in the rural Midlands is a particularly good example of the Redrow approach. An entire village was built near Solihull where the challenge was to meet the strict planning requirements for building in the countryside.

In competition with several other development plans, the Redrow scheme successfully met these criteria with its emphasis on environmental harmony. As well as a wide range of standard house-types, Dickens Heath has a community hall, village green, shops, a church, managed parkland and a nature reserve. Redrow have even included a bridge over a nearby canal which was specially built to retain the foraging habitat of resident badgers.

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## **"In touch with the environment"**

### sub: **Specialist Schemes**

Because Redrow is a large national construction Group, it may be thought that the company's skills are specifically for large projects - but that is not so. Many of Redrow's sites are as small as two or three acres.

On smaller sites like these it is even more important that the development has integrity and does not stand out as an ugly intrusion.

Whatever their size, Redrow developments are always sympathetic to the local surroundings. Materials that are commonly used in the area are selected, and architectural styles are customised to combine the essentials of a modern home with architecture that is in keeping with the immediate locality.

The former Oakley Hall School in Cirencester is an interesting example. The old hall was completely refurbished as luxury apartments, whilst a small number of new executive homes were built on adjacent land in a style to match. Similarly, at Kittock Muir in Scotland, white cladding was used to blend in with the predominant local building style.

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### **Mixed Use Developments**

**"Integrating business and the community"**  
OR: **"Planning policies encourage mixed use sites"**

Mixed use sites have to combine the specific needs of commercial, retail, residential and leisure use. Precise planning skills are required to ensure that such sites strike the right balance between the community, the environment and business.

In particular, it is important for Redrow to identify sites that will meet mixed use specifications and for which it is likely that planning permission will be secured.

The experience of Redrow in this field is especially relevant in the context of increased local authority and central government control over planning policy. 'Sustainable development' is a concept which is best realised through mixed use development and one which is becoming increasingly popular as a means of reducing car-exhaust emissions and encouraging local social cohesion.

Redrow's flagship development (1998) is a 137-acre mixed use site near Chester. It comprises 500,000 sq ft of offices, 390 houses, a four-star hotel, nursery, village green and amenity areas.

Every mixed development has individual requirements that call for tailor-made solutions. To ensure their success, Redrow will build local roads and contribute to the overall infrastructure as part of its 'planning gain' approach. Moreover, the financial strength of Redrow means the Group is uniquely placed to implement best solutions - and to respond quickly to commercial opportunities.

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