

#LovellAnglia



# Major Housing Partnership | King's Lynn

#partnerships

#land

Case Study

## AT A GLANCE

---

### PROJECT

Major Housing Partnership

---

### CONTRACT DATES

Phase 1  
2014-2025

---

### LOCATION

Areas across the Borough of  
King's Lynn & West Norfolk

---

### PARTNER

Borough Council of King's  
Lynn & West Norfolk

---

### VALUE

Phase 1 - £80 million

---

### HOMES

1,066 across 10 sites

---





“

Meeting housing need is a key priority, as is using our assets effectively and generating income in order to keep our portion of council tax down. This housing site would not have been developed commercially in the medium term. By working with a developer partner, we have been able provide new housing and generate income to fund the next phase of the development. We have also been able to invest in improvements around the Lynnsport Leisure Park with new hockey pitches and tennis courts, a new car park, new access road and better access to wildlife areas.

”

*Cllr Alistair Beales, Cabinet Member for Corporate Projects*



16% reduction in Group lost time incidents  
#protectingpeople

25 apprentices and trainee roles to date  
#developingpeople



95% waste diverted from landfill  
#improvingenvironment

25% companies within 10 miles of the sites  
#workingtogether



Average £1.97 generated locally for every £1.00 of contract spend  
#enhancingcommunities



## The Project

The Major Housing Partnership aims to stimulate growth by bringing forward development on council-owned land which would otherwise not be developed in the medium term, addressing the urgent demand for new homes in the area. In addition to new housing, the project is also providing funding to help enhance the sports facilities at Lynnsport, with new hockey pitches, additional car parking and new tennis courts, as well as town-wide infrastructure and utilities upgrades and new roads. This improves connectivity for the town as a whole and future-proofs flood defences.

## The Contract

The Partnership was negotiated through a comprehensive two-stage tender process, which saw us working with the Council to devise a scheme that would meet their housing needs, boost the local economy and give them a commercial return.

The project is wholly funded by the Council and we receive a fee as the contractor and for the design, sales and marketing of the properties.

Ninety per cent of the development profit up to an agreed price goes to the council and we receive the remaining 10%, with any profit above this split 50/50 between the partners.

We have extended the original remit of 600 new homes across five sites, bringing new land into the partnership and allowing maximisation of housing delivery.





## The Design

We worked with the Council and the design team to build on the concept drawings within our tender submission and take each of the sites through the planning process.

We have adapted our approach to each of the sites, recognising the different demographic focus of each and introducing our own Lovell house-types and varying the style to create

developments that are complementary without competing with one another.

Throughout the process, we led extensive engagement with the Council's planning, housing, highways and drainage teams as well as with local stakeholder groups. We held monthly project design reviews to keep the team clear on progress and the next steps.



## Sales and Aftercare

One of our key strengths for the Council was our own strong sales brand, Lovell Homes, and the extensive expertise in developing successful sales and marketing strategies that accompanies it. As partners, we have collaborated on the design and style of the show homes, bringing the benefits of our experience as a housing developer in our own right alongside working with local interior designers to generate the right feel for the show homes. Our marketing suite opened in August 2017, with show homes open in November of that year. Since that time we have maintained a sales pace across the sites of approximately six units per month.

Part of our offering to the Partnership has been our Aftercare team, which delivers an outstanding service to customers across our open market and contracting schemes. It includes a team of multi-skilled engineers with specialisms in carpentry, plumbing and electricals, who are able to support our subcontractors, giving customers high-quality repairs at times to suit them. Our Aftercare service is linked to our sales customer relationship management tool, allowing us to keep an accurate record of each property and ensure no job is 'closed' until the customer is satisfied.





*“We set the students the challenge to select names that would ensure the developments could be marketed successfully while promoting all the best aspects of the area for future residents. Wherever we build, we look to involve and benefit local communities, so we’re delighted to have been able to engage with the Springwood and St Clements students so successfully through this project. We plan to continue working with the schools throughout the construction programme.”*

*Simon Medler, Regional Managing Director, Lovell*

## Community Engagement

As part of our commitment to investing in local communities, we are providing a range of local job and training opportunities over the course of the King’s Lynn Partnership.

On the first phase we have employed two new apprentices: a bricklayer who attends college on a weekly day-release basis and a carpenter who goes to college in three-day stints. We are also delivering a range of short training courses and a programme of visits for local school, college and university students.

In July 2016 we worked with the Council to challenge students from local high schools to come up with names for the three future phases. After visiting the sites, students pitched their ideas to a panel of judges including our team, the Council and West Norfolk Academies Trust. The winning names – Valentine Fields, Cowper Place and Dewside – were inspired by the local landscape and historical and cultural figures associated with the area. As a follow-up task, we asked students for potential road names for the new developments and will be putting these forward for consideration by the Council.

# LOVELL

---

Stay Social



@Lovell\_UK



/LovellPartnerships



/lovellhomes



@lovell-partnerships-limited