

**HEAD OFFICE:**  
Brooks Lane  
Middlewich  
Cheshire CW10 0JQ

T: 01606 738 099  
F: 01606 836 758  
E: pochinhomes@pochins.plc.uk  
www.pochins.plc.uk

homes

# POCHINPOST

winter 2007

## Building The Team



JOHN RUSSELL

**There have been some changes and new faces at Pochin Homes over the past few months building on the professionalism and expertise within the team.**

The company appointed its first dedicated land buyer, David Bithell, in January, a strategic move that will help us capitalise on the success of the Pochin Homes brand. An experienced land buyer whose career has included site acquisition for Warrington Development Corporation, St Helen's Council and Hassall Homes, David, 58, joined us after eight years as senior land manager for the North West region with David Wilson Homes Limited.

David comments:

"The company has achieved phenomenal success since it was established just four years ago, with year on year growth of more than 100%. By putting a clear focus on land acquisition, we will

ensure we continue to offer the stylish, quality homes Pochin is known for in the locations that buyers want."

The company has also promoted John Russell to commercial director, again a strategic move to strengthen our management team in supporting the company's growth through recognising the importance of committed and experienced employees.

Prior to joining Pochin's in June 2003, John was commercial manager at Hillcrest Homes for four years and Bellway Homes North West for ten years as senior quantity surveyor.

Chloe Zotkiewicz, who joined the company in January 2005 as a trainee quantity surveyor having attended South Cheshire College for two years, has now achieved a BTEC in construction with double distinctions.

"The company has achieved phenomenal success since it was established just four years ago, with year on year growth of more than 100%."

## Win Win For Pochin Homes



AN ASCOT FOUR-BEDROOM

**We've become double award winners recently, scooping both a prestigious RoSPA Health & Safety Award and a 'Built in Quality' Award for our development at Preston Brook, The Coppice.**

We were recognised by RoSPA (The Royal Society for the Prevention of Accidents) for our excellent track record in Health & Safety and the processes we have in place will ensure that this always remains a priority across the business.

Managing director, John Coupland said: "The RoSPA awards are unique because they don't celebrate what has happened, but reward what has not happened. We are delighted that our dedication to keeping our staff, homebuyers and the public safe has been recognised."

Rewarding dedication to building quality, compliance with regulations and high standards of performance, Halton Borough Council presented us with a Built in Quality Award for The Coppice. It's the second time we have received this accolade, having previously won a Built in Quality

Award for our Valley Road development in Crewe, and it once again demonstrates our professionalism and high standards of quality construction. "Our all round performance is due to commitment shown by the team for which I express my thanks for their support over the year, in turn looking for that commitment to continue for our future growth.

John continues: "Although our year has been successful, having strengthened our turnover, we must look to the future. With our industry facing some tough challenges being not only the shortage of land supply and delays caused by the planning system but also the introduction of the Code for Sustainable Homes, which will drive a step-change to building practice. This will mean more work for developers prior to submitting a planning application and may prolong development starts."

As all new homes are to be zero-carbon (Level 6) for 2016, we at Pochin Homes have made the decision to commence the introduction of efficiency standards to achieve Code Level 3 by the planned target date of 2010.



AN ASCOT FOUR-BEDROOM INTERIOR

# A Growing Portfolio

**Bringing quality and affordability to the Potteries town of Longton, work on site is now well underway at our 58-unit Churchill Gate development.**

Providing a mix of two-bedroom 'Essex' apartments, plus two-bedroom 'Gwent' and three-bedroom 'Devon' homes, the scheme is being marketed with an innovative 25% discount available on selected properties for buyers who were born in Longton, who currently live there, or are moving back to the area for work.

Mark Scott, sales and marketing manager at Pochin Homes explains: "We are offering a mix of homes at Churchill Gate, which are ideal for both first time buyers and families and the discount scheme for local buyers demonstrates our commitment to building developments that complement the existing community.

"It's no surprise that sales are soaring at Churchill Gate, with 16 properties reserved during the first weekend they were released, and we look forward to completing the development in November 2007".

Meanwhile in the Cheshire town of Winsford, work began on a 24-home development, Saville Rise, in February. Located close to the town centre, the scheme offers a range of two, three and four bedroom homes, as well as two-bedroom apartments, and is already attracting a wide cross section of family, young professional and first time buyers.

Mark comments: "We have only been marketing this development for five months and already 29% of the new homes at Saville Rise have been sold off plan. This success shows that we are building the kind of homes that buyers are looking for in the right locations. It also testifies our attention to detail, with high quality finishes, excellent after sales service and our 'Easy Move' scheme all helping buyers to purchase the home of their dreams.



DAVE BITHELL

"With these two new developments now well underway, we have also turned our attention to bringing new schemes on board, and have acquired two new sites that will see us building new homes further south and west than ever before."

The village of Cockshutt near Ellesmere, Shropshire will be the location for a development of 39 new homes, due to start on site in August 2007. Meanwhile, pushing the boundaries of our 'patch' further to the west, we have also acquired a site for development in the historic village of Oxton, Wirral.

David Bithell adds: "By continuing to develop sites in a variety of locations we are offering real choice to home buyers. Following the appointment of a dedicated land buyer earlier this year we look forward to announcing further new schemes soon."



A GWENT TWO-BEDROOM

## All Snapped Up

**It's bad news for prospective buyers at Brocks Croft Farm in Biddulph and Minerva Courts in Fenton.....all the new homes have already been snapped up!**

Offering three and four bedroom detached and semi-detached homes on the edge of the beautiful Staffordshire countryside, Brocks Croft Farm was incredibly popular with buyers.

"Biddulph is a fantastic location, offering a great family retreat for busy commuters thanks to its close proximity to both Cheshire and Staffordshire and easy access to the motorway network. This type of semi-rural, family-oriented development will continue to be core to our portfolio in the future."

Meanwhile the mix of two, three and four bedroom houses and two bedroom apartments at Minerva Court attracted a mix of family, young professional and first time buyers.

Mark adds: "Close to retail, leisure and commercial centres, Minerva Courts has a very distinctive character that combines quality and affordability. We have been impressed by this sales success and are delighted that the properties have been snapped up so quickly."



A DEVON THREE-BEDROOM HOUSE

## Keeping A High Profile



THE HOMEBUYERS WEEKEND

**It's hard to believe, but it's just four years since Pochin Homes was first established, so really we're still in our infancy. Amazingly though, thanks to our innovative approach to marketing and the quality of our developments, we have a profile that many housebuilders would envy.**

Providing wide ranging coverage in both the regional and national press, our 'Green Transport' free bicycles scheme for Churchill Gate in Longton has been one of the most talked about initiatives in the residential development market over the past few months. Offering free bicycles to homebuyers to help them keep fit and reduce carbon emissions has been popular with buyers and the media alike, gaining a feature article in The Daily Telegraph as well as widespread regional press coverage.

The Homebuyers weekend held at The Coppice also proved a winning angle for the region's media. Interior designers Sue and Robin Langdon, who designed the exquisite showhome, were on hand at the event to delight visitors with insider tips and expert advice on styling their new home. With excellent attendance figures over the weekend, it provided a fantastic opportunity to showcase our luxury product.

It was great that so many people came down to visit our show home, but those with a little less time to spend house hunting can also gain a flavour of what's on offer from Pochin Homes these days. All our new homes are now featured on Rightmove, a dedicated property search website used by thousands of househunters every day.

Comments Mark: "When prospective buyers see the variety and quality of the Pochin Homes product they are really excited by what's on offer. By ensuring that we highlight our developments in the media, on the web and within the communities in which we are building, we are really enhancing the reputation of the Pochin brand."