



MARCHES HOMES

'Unlocking Your Lands Potential'

Introduction

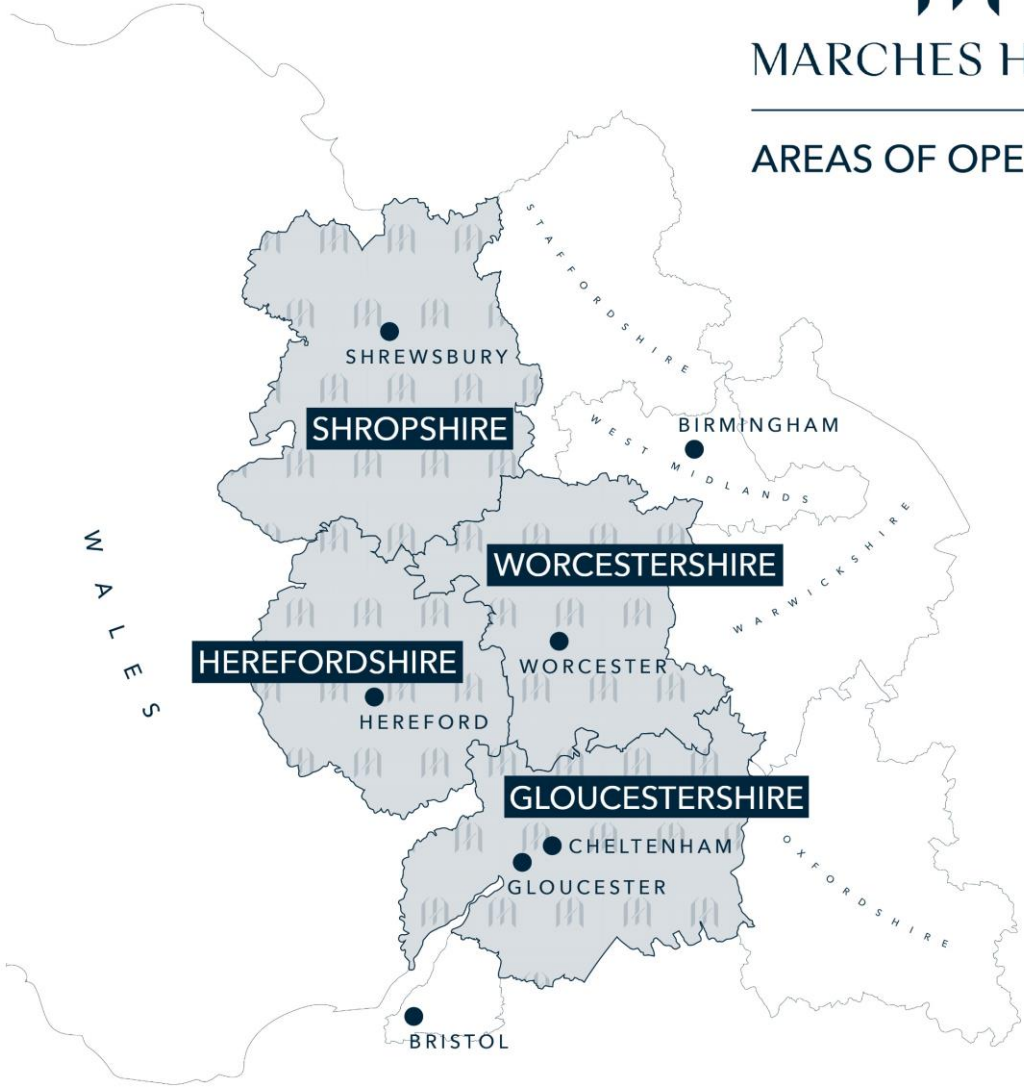
- Based in Hereford, Marches Homes is family run and privately owned residential development company. Marches Homes was founded in 2020 by Managing Director Hugh Pattison-Appleton along with son Miles Pattison-Appleton.
- Since then, Marches Homes has established itself as a leading supplier of much needed quality homes across Herefordshire, Worcestershire, Gloucestershire and South Shropshire.
- We pride ourselves in building a diverse portfolio of quality homes across the Three Counties and Shropshire. We offer a broad range of properties to suit our equally broad range of buyers, wherever they may be in life, and we never compromise on customer satisfaction.
- With a focus on superior architecture and thoughtful interior design, meaning we build homes designed to stand the test of time.
- Our land and planning team is vastly experienced, with a deep knowledge of the industry and the areas in which we operate. We have considerable expertise in resolving challenging planning issues and are proud to have a 100% success rate with every project we have taken through planning.
- As a small and privately owned company, we can act quickly with our decision making and pride ourselves on straight talking and being easy to work with.
- We would very much welcome discussing any land proposals with you.





MARCHES HOMES

AREAS OF OPERATION



Land and Planning Team



Hugh Pattison-Appleton
Managing Director
hugh@marcheshomes.co.uk

- Hugh has a background in both property and running companies. Hugh is an ex-army officer serving in 1st Queens Dragoon Guards, a trained chartered surveyor and has had over 30 years in the property industry as well as owning a portfolio of single lets and HMOs in Telford and Hereford. Hugh has spent the majority of his surveying career being responsible for the development of large residential and commercial estates gaining a vast understanding of construction and development projects.
- Outside of Marches Homes, Hugh is a keen sportsman, enjoying rugby, hockey and squash. He enjoys walking and countryside pursuits, as well as travelling, trying new wines and collecting antique furniture.



Miles Pattison-Appleton
Land Director
miles@marcheshomes.co.uk

- Miles studied Real Estate Management at Oxford Brookes and is responsible for site acquisition and fund raising from investors.
- Miles is a full-time property investor, developer and entrepreneur focusing on expanding Marches Homes as well as growing our innovative letting agency, Relocation PA.
- Miles is a keen shot and fisherman. When not in the office you'll find him in the countryside. Miles is a regular rower and squash player and enjoys travelling, wine and reading



Marches Homes Land Requirements

Marches Homes are always hungry for suitable new development opportunities. We are interested in a variety of land and development sites.

- As a business we need land to deliver between 20-50 new homes per year
- Our aim is to achieve 4-6 new land transactions per annum
- We are looking for sites in Herefordshire, Worcestershire, Gloucestershire and Shropshire– please see our map above.
- Our preference is for subject to planning acquisitions, but we are also able to acquire sites unconditionally, both with and without planning permission The opportunities we are interested in can be divided into 4 distinct categories:
 1. Immediate land - land that tends to be within existing settlement boundaries, where there is already a planning policy designation in favor of residential development which allows us to develop the site within a 2-year timeframe.
 2. Strategic land – land which doesn't have planning permission or a presumption in favour of residential development currently but has potential to be promoted for development over a longer period. This tends to be in the form of greenfield land holdings which haven't been previously developed, or even large brownfield sites, outside but adjoining/close to existing settlements.
 3. Mixed Use sites – sites which have a mixture of use classes where there is a residential element to be delivered. An example of this would be a supermarket with residential apartments above.
 4. Commercial Sites – these tend to be brownfield sites that are redundant or underutilised that can benefit from being redeveloped into residential schemes. Offices, pubs, petrol filling stations and old industrial estate are good examples.



1. Immediate Sites

We are looking for land within an existing settlement boundary where there is already planning policy in place in favor of residential development which will allow us to develop the site out within 2 years.

Immediate land requirements:

- Sites with or without planning for between 5-50 units.
- Purchase price between £500k - £5m
- Has a minimum GDV of £1,000,000
- Average exit values of £250 - £500 psf or from £200,000 - £500,000 capital values per unit.
- New build, conversions, commercial office to residential and airspace type developments.



2. Strategic Sites

We will also look at strategic land where there is not yet planning policy in place but has the potential to be promoted over a longer timeframe. We can either buy subject to planning or on a Joint Venture/promotion basis to help promote the land on behalf of the landowner where suitable to do so.

Strategic land requirements:

- Sites from 1-10 acres
- Can deliver a minimum of 10 dwellings
- Ideally adjoining existing settlements but fall outside of the settlement boundary
- Parcels of land that form part of the wider residential allocation previously identified in the SHLAA
- Can be delivered from 2-10 years.



3. Mixed Use Sites

These sorts of opportunities come in many guises, but they must contain a suitable element of residential development, in line with our immediate land requirements. We are able to get involved with sites that other housebuilders will not consider because they are not set up to deal with the different construction methods that are required. As we often work with main contractors, we simply do not have this constraint and are therefore able to build out these schemes alongside the commercial developer.



4. Commercial Sites

As well as land, as developers we are also looking for redundant or underutilised commercial premises that can be redeveloped into residential homes. These are known as Brownfield sites and these opportunities tend to be buildings that have fallen into disrepair or are no longer in use that need restoring to help regenerate the local area.

We will look at these sites on a conditional, unconditional or JV basis depending on the opportunity. If the sites are still in use and income generating, we would consider acquiring the commercial premises on an unconditional basis and hold as an investment until the site is capable of redevelopment.

- B1 Offices - Permitted Development
- Care homes
- Hotels
- Industrial Units
- Pubs
- Petrol filling stations
- Industrial Units
- Garages
- Car Forecourts



Land Acquisition

The following 3 options are individual types of purchases that Marches Homes conduct as developers on suitable opportunities that meet our criteria.

1. Unconditional Freehold purchase

If the price is agreed by the parties, and there are no conditions attached to an offer, the contract is generally binding. If an unconditional offer is made and accepted, we must complete the purchase.

2. Conditional Freehold purchase

The essential difference between this type of deal and the two above is that the transfer of the property interest may not necessarily be completed. Whilst the parties exchange a contract the final completion and transfer of the property is conditional on certain conditions being fulfilled. The most commonly used form of conditions relate to planning matters, where the purchaser will only buy the property if a planning consent is granted first.

3. Option Agreements

An option agreement is an agreement made between a landowner and a potential purchaser of their property. Both parties enter into an agreement, in return for a non-refundable sum of money, the potential purchaser of the land has a legally binding option to buy at a certain date or within an agreed time-frame, or after completion of a certain event (for example after obtaining planning permission).





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