

Solid foundations for sustainable growth

Planning successes see Larkfleet Group well positioned for ambitious growth plans.

Multiple planning successes in the last year are set to provide a firm footing for Larkfleet Group – which includes Larkfleet Homes and Allison Homes – as it seeks to triple the size of the business in the next five years.

Major sites approved in the last twelve months:

The Oaks at Broadlands, Norwich

520 new homes and a new primary school site

Morton Heights, Morton, South Kesteven

22 affordable new affordable homes for young people and families

Kings Meadow, Fernwood, Newark

350 new family homes

Holborn Fields, Sawtry, Huntingdonshire

340 new homes alongside a site for a new primary school

The Orchard, Corby Glen, South Kesteven

66 new family homes

Manthorpe Park, Manthorpe, Grantham, South Kesteven

480 new homes, a new school and a local commercial centre

Hackleton Heights, Hackleton, Northamptonshire

21 affordable new affordable homes for young people and families



David Morris, Land Director Larkfleet Group, said, “We’re delighted that we have been able to secure approval for 1,799 much needed new homes in such a short period of time. Many of the developments will encompass facilities such as new schools or commercial spaces helping us to create thriving self-sustaining communities.

“We pride ourselves on our success in promoting land throughout the process from initial conversations with landowners through to construction and the handing over of keys to new owners.

“We have an enviable consented and emerging landbank both in the local area and further afield and are confident that this level of planning success will continue throughout 2021–22, supporting the group’s growth ambitions.”

John Anderson, CEO Larkfleet Group, said: “The delivery of new homes is essential if we are to support the government’s efforts to address the housing crisis. But beside this, the economic benefits of the 1,799 homes we’ve been granted approval to build are highly significant both on a local and national level. In overall terms the approved schemes will support over 5,500 jobs and boost spend in local shops by over £47million*. Alongside this, we’ll plant around 4,000 trees and create over 150,000 m² of public outdoor space.

“Despite these impressive figures, the huge benefits of new home building are often lost. I believe breaking down these headline numbers into more tangible local benefits could vastly improve the relationship between communities and developers.

“Taking Holborn Fields as an example, the approved Glatton Road development in Sawtry, we can look beyond the headline figures to demonstrate that the delivery of 340 new homes will contribute over £1.2million towards community infrastructure and public services, a boost of almost £9million toward spending in local shops, and support over 1,000 jobs.*

“I’m proud of the huge benefits our schemes will deliver in the coming year and of how David and our wider team has responded to the growth challenge. We can certainly look forward to some exciting times ahead.”

*Figures based on Home Builders Federation economic footprint statistics

Allison Homes announces the opening of the marketing suite at its latest development

Bishops Grange, a new development in Laceby, north east Lincolnshire overlooks the picturesque Lincolnshire Wolds, a designated Area of Outstanding Natural Beauty. Bishops Grange will offer 10 styles of home including detached, semi-detached and terraced, ranging from two to five-bedroom.

Buyers can enjoy the beautiful countryside as well as the warm and welcoming community of Laceby. The coast and historic port town of Grimsby is also just a stone’s throw away, offering residents the best of both worlds.

With a range of eateries, public houses, leisure facilities, golf club and shops in Laceby and the surrounding area, residents will be spoilt for choice. The location is also ideal for families with a range of good

primary schools and secondary schools nearby.

Housing plots are now available to buy off-plan, giving buyers the chance to purchase their dream home and tailor it with a suite of optional extras, fittings and upgrades to suit their taste and style.

Samantha Hart, Sales and Marketing

Director at Allison Homes, said: “We are thrilled to have launched our Bishops Grange development in the lovely village of Laceby. The development is in a wonderful location, looking out over the

rolling hills of the Lincolnshire Wolds and close to the amenities of Laceby and other nearby towns including Grimsby.

“Bishops Grange is perfect for families and those looking for more space in a rural location and our Virgin Media and workspace packages are ideal for homeworkers.”



Innovative partnerships to provide ultrafast broadband to residents



Larkfleet Group reveals partnerships with Virgin Media and Open Fibre Networks Ltd, to bring ultrafast and reliable broadband to new developments.

All new Allison Homes, Larkfleet Homes and Larkfleet Homes South West developments will have access to reliable and ultrafast broadband from 2021. These new partnerships come at a time where people are more reliant than ever on broadband to live and work from home.

Through these new partnerships, homeowners can benefit from reliable and trustworthy broadband, whether they are working from home or watching the latest films or sports matches.

When buyers purchase a Larkfleet or Allison Homes home at one of the participating developments, they can choose from a range of Virgin Media packages including ultrafast gigabit broadband speeds, TV and mobile services.

Homeowners can take their connectivity to the next level as Virgin Media also provides gigabit broadband speeds to more than seven million homes across the UK and its entire network will be connected to the market leading speeds by the end of the 2021.

Buyers based in the South West, can select their preferred package from a choice of 15 internet providers through Open Fibre Networks Ltd.

John Anderson, CEO Larkfleet Group, said: "We are very excited to announce our new partnerships with Virgin Media and Open Fibre Networks Ltd and to be able to offer our buyers the option of fast and reliable broadband, not matter their location.

"We know just how important strong and dependable internet is to our daily lives and the pandemic has only enhanced that, with many more of us not only spending leisure time at home but also having to work from home too. By creating these new partnerships, all our developments will have high-quality broadband built-in, and homeowners will receive reliable and highspeed internet from day one, ensuring a seamless transition to their new home."

"Alongside our broadband offering, we are also developing a range of home office options, from bespoke units for kitchen desks to garage conversions and garden pods. The way we are working has changed and with these options we can give buyers full flexibility to find their ideal home setup."

Luke Pattinson, Head of Business Development at Virgin Media, said: "This partnership between Virgin Media and Allison Homes and Larkfleet Homes will mean that new homeowners will have access to the UK's fastest widely available broadband speeds upon moving into their new home.

"It is vital that all new homes have access to fast broadband at a time when connectivity has never been more important. We are expanding our partnerships with other housing developers across the UK to ensure more homes are connected to such vital services."



Larkfleet joins community efforts to rebuild bungalow

When Dave Turner and partner Olwyn Cornwell's bungalow in Market Deeping, near Peterborough caught fire in August last year the couple managed to escape but lost their home and all its contents.

To add to the tragic situation the couple found that their buildings insurance policy had lapsed when they paid off the mortgage a few years previously.

Thanks to the efforts of friends and neighbours, the community has mobilised to support the couple. As part of this Larkfleet Homes donated a lorry load of timber to help with rebuilding. Other

companies have also donated materials and local builders volunteered their time to work on the project.

Dave Turner said: "We lost everything that we owned in the fire, and the realisation that the rebuild wouldn't be covered by insurance was just devastating. Companies such as Larkfleet have been so generous in helping us to get the rebuilding work underway. We've been overwhelmed by the support of the local community who have helped with everything from donations of clothes and furniture to volunteering their time and skills to rebuild our home."

John Anderson, CEO of Larkfleet Group said: "It's an honour to be part of the community efforts to help Dave and Olwyn get back into their own home. To lose everything in a fire is terrible at the best of times but it must have been even more challenging during the pandemic when contact with friends and family is limited. I'm delighted that the timber is already being put to good use and will look forward to hearing further updates on the build."

The couple's progress can be followed via a Facebook group set up by supporters.

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