



BIDWELLS

**WINTRINGHAM
FOR DURKAN**





**WORKING IN PARTNERSHIP
DELIVERING RESULTS**

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APPENDICES

- A. Pricing – Sales rates
- B. Driving Prosperity in the Centre of the Arc*
- C..Transportation in the Centre of the Arc*

*We have provided digital copy only to align with our green policy but would happily provide a hard copy on request.

 Please note that the URLs are only available through the electronic version.

1. EXECUTIVE SUMMARY

We are delighted to be given the opportunity to work alongside Durkan on the Wintringham development, continuing our relationship from successful land sales to new homes and forging stronger working relationships between our respective businesses moving forward. We very much hope that this is our opportunity to assist Durkan on our first sales and marketing instruction and will provide the opportunity to demonstrate the 'value add' that Bidwells can deliver on all our developments.

With the added investment through development and infrastructure within and surrounding Wintringham, coupled with the forecast growth surrounding Cambridge, this will undoubtedly have a continuing positive impact on the wider region.

Wintringham provides an important strategic site for Cambridgeshire and will deliver a much needed housing supply and new settlement within easy commute of both London and Cambridge. Post pandemic we have seen a considerable increase from purchasers for the regional towns and villages as the average buyer now commutes longer to work as the home working option continues to be established. Wintringham offers the perfect solution for any regional buyer.

In this document we demonstrate our:

- Innovative sales and marketing plan, identifying target markets, demands, needs and optimising product design to maximise outcome and value
- Team of trusted, committed and enthusiastic agents who will 'get under the skin' of the development at the earliest opportunity, providing a strong and effective platform for success
- Forward thinking approach to selling, both through digital and traditional media, adapting and challenging methods to remain one step ahead of market conditions whilst not forgetting the basic principles of agency
- Proven track record, statistics and case studies showing where we have achieved recent success.

EXPERIENCE

Making specific reference to the information required by Durkan, we have detailed below three core developments managed alongside our developer clients in which Bidwells was involved in all aspects of the sales and marketing process, working with each developer's in-house teams or adopting our own marketing campaigns where resource was not available from our developer clients.

These sites encompass a large strategic site now complete on the fringes of Cambridge: a large village scheme to the south of the city and a smaller scheme to the north west.

Great Kneighton, Cambridge – Countryside Properties

NOVO



190 private units (Phases 1 & 2)
Total GDV £81,358,161
Average £356/sq ft

ABODE



267 private units (Phases 1 & 2)
Total GDV £133,294,045
Average £372/sq ft

AURA



396 private units (Phases 1, 2, 3 & 4)
Total GDV £247,177,988
Average £461/sq ft

853 units
Total GDV £461,830,194
Average £411/sq ft
Incentives overall: 4.1%
Nine years
Average sales rate – 7.8 per month

Summary

One of the city's first strategic sites which broke 'new ground' on design. Bidwells achieved direct sales of 24% of the total and shared staffing and marketing costs.

Strong gateway and product from Countryside raised the new homes 'bar' in Cambridge although it had its fair share of construction problems throughout the journey.

Hauxton Meadows, Hauxton – Redrow



199 private units
Total GDV £100,108,829
Average £418/sq ft
Incentives overall: 3.2%
Five years
Average sales rate – 3.3 per month

Summary

This scheme benefited well in providing Redrow's 'traditional' Heritage product on the doorstep of the city which was a welcome alternative. Whilst the site had significant contamination history, this was soon forgotten as street scenes evolved. Redrow staff manned the operation with a success related fee structure for Bidwells.

Berry House Farm, Swavesey – Matthew Homes



18 private units
Total GDV £9,423,000
Average £350/sq ft
Incentives overall: None offered
Seven months
Average sales rate – 2.6 per month

Summary

A typical Matthew Homes development in a semi-strong regional location. Fully staffed by Bidwells, the development completely sold off-plan with buyer profiles mainly within a 10 mile radius. Post-Covid, city buyers increased their interest in village life as the regular traditional commute reduced.

PROPOSED STRATEGY

Bidwells will provide a full new homes service at Wintringham from launch to final completions. Our considered, proactive and effective approach to new homes will work in synergy with Durkan and together we will produce results.

We are passionate in our approach to marketing strategies and our tactics are agreed and approved ahead of the marketing of a development, raising awareness, brand and stimulating interest at the earliest opportunity.

Irrespective of whether we are integrated into a developer's in-house marketing team, or providing a support service role, our offering always remains constant. We provide qualified advice and all-encompassing practical support to achieve the sale of new homes.

For Durkan we propose a comprehensive approach for marketing and new homes sales, which is summarised below and illustrated in the diagram. For the purposes of Wintringham, Durkan have already completed the first phases of creation and preparation of product,

and we would look to align our campaign with Durkan from the first point of showcasing the product to the market.

Stage 1: Create

The creation of the product. We will work with your marketing team to ensure the right product and specification and bring the project to life.

Stage 2: Prepare

How we will get the product into the market.

Stage 3: Tease

The first showcasing of the product to the market.

Stage 4: Launch

How we will launch the project fully into the market.

Stage 5: Market

Following the launch, how we will generate sales and ensure you are fully informed.

Stage 6: Progress

Whilst agreeing sales is a key stage, the sales progression to a swift exchange of contracts is arguably more important. This outlines our process to ensure this happens.

BIDWELLS' NEW HOMES SALES PROCESS

Stage 1 – CREATE

- Identify target market
- Create ideal product mix
- Advise appropriate spec/design/value
- Advise on current competition – competitor analysis/market demands

Stage 2 – PREPARE

- Brochure preparation/design
- CGI imagery requirements
- Agree suite of teaser ads/displays
- Agree advertising schedule
- Digital campaign – Facebook and Instagram
- Standalone web page creation
- Assist with show home staging requirements
- Lettings/investment collateral
- Assisted Move marketing material
- Tech meetings

Stage 3 – TEASE

- Run teaser ads as per paper and digital schedule
- Register and qualify applicants
- Hold early reservations preliminary meeting at Bidwells' Cambridge office
- Advise applicants on sale of own properties
- Supply local and national editorial
- Advise on suite of launch ads reflecting any relevant feedback
- Coming soon web marketing and displays
- Durkan sales team based in local Cambridge office pre-launch if required

To support the new homes sales process, we believe that our expertise lies in our specialist knowledge of:

- **Pricing:** our indepth knowledge of local market conditions enables us to provide valuable insights to the selling price debate.
- **Purchasing advertising space:** we always encourage clients to utilise the benefits of our media contacts and buying capability – a capability built over many decades of dealing with the local media.
- **Sales support:** from plot sales to a full estate agency service, we will help recruit, train and support sales staff to ensure that no sales opportunity is ever missed.
- **Digital marketing:** whether it's promoting homes on desktop, mobile or tablet based sites, via portals and using social media to launch and market a development, you will benefit from every ounce of the marketing mix in order to sell the new homes.
- **Database marketing:** the strength of our reputation in each market segment ensures that at any one time we have an extensive database of qualified potential purchasers, who we know and therefore target comprehensively. However, it is not the size of our database but the effectiveness of our direct marketing tactics which is the key to selling new homes.
- **Service:** the factors which differentiate us are our continual monitoring and assessment of changing local market conditions, the integration of price, marketing strategies and delivery. These factors, coupled with our seamless client interactions, will ensure we help Durkan optimise your return on investment.
- **Filming:** exploring new marketing methods is key to keeping ahead of the market place and competitors. We have recently introduced professional filming and drone footage which is now a key tool for marketing purposes, and we can promote this on our new large LED screen.

Stage 4 – LAUNCH

- Price lists for first release
- Staff requirements
- Open weekend event
- Update web and window displays 'now open'

Stage 5 – MARKET

- Weekly reporting
- Monthly sales and marketing team meetings
- Negotiation of deals and sales agreed
- Market updates
- Competitor updates and review
- Interested parties list collated
- Monthly/weekly build meetings

Stage 6 – PROGRESS

- Solicitors instructed
- Sales progression
- Weekly report on progression
- Developer introduced to purchaser to handover on completion

ADDED VALUE

We recognise that Durkan has a proficient and organised sales and marketing team and in working in partnership with yourselves, we are confident we will add value to various elements of the marketplace including:

Events

We can help resource and organise events at key locations. Bidwells' HQ is set up to host events and we can do this in conjunction with or separate to Durkan.





Tech and tours

AVR and Matterport are a key aspect in any marketing campaign, particularly following the impact of Covid. Engagement in all aspects of our tours has increased considerably and they are a perfect way to introduce a development such as Wintringham.

 **Tour**



Filming

We like to think outside the box and are sure you will agree that video filming is a great way of creating something different for your clients. Click on the links to view our most recent films.

-  **Presented film**
-  **Short social film**

Digital

We will ensure that we drive web traffic to our website to gain maximum exposure for the development utilising our extensive database, digital marketing database and digital marketing. Promotion of the site will be through both local and regional press encompassing PR opportunities and aligned to Durkan's in-house campaigns.

BIDWELLS My Bidwells | Search | Menu

NEW HOMES

AGENCY > RESIDENTIAL > NEW HOMES

CHOOSE FROM A WIDE RANGE OF DEVELOPMENTS Save

For those looking to buy a new home, Bidwells can offer you expertise, experience and a broad choice. We sell a wide range of homes, from single [new-builds](#) through to larger developments.

Bidwells is the appointed selling partner for many [new homes developments in the Cambridge](#) area, meaning that we can give you a broad overview of the options available for you as a purchaser.

We listen to your needs and appreciate that you will have a 'wish list' of your ideal requirements. With this information in mind, we can introduce you to all the appropriate options in the market place.

We understand that your time is precious, and so will take care of arranging all the appointments for you and put together an easy schedule of viewings.

WITH BIDWELLS YOU WON'T MISS OUT

By registering your interest with Bidwells, you will receive not only our own property updates, but also information direct from developers. This means that you will be amongst the first to receive details of incentives, special offers and open weekends.

Once you have purchased your new home, our service does not end there. Even if you have agreed the sale through an office at one of our partner's developments, we are on hand to help with any questions you may have regarding the process and updates on the completion of your new home.

Register your details to discuss your needs and the latest new homes developments on offer.

REGISTER

SEARCH



The Cambridgeshire Buyer

Harvesting our knowledge of the demographic and profile of the Cambridgeshire buyer, we will focus our campaigns on specific areas/ locations.

1m

website visits in the last 5 years

7.5%

engagement on social posts

400%

increase on video engagement

New pad

We have moved into our eco-friendly and sustainable office on Trumpington Road on the south side of the city and is home to our 4m x 2m LED screen which runs films and promotions 24/7 and on which we will promote Wintringham. The screen faces one of the busiest roads in Cambridge with over 20,000 vehicles/bike/bus journeys per day. There is no other agency screen like this in Cambridge.





Get moving

We will provide expert advice on assisted moves and part-exchange values with detailed, honest valuation advice on whether opportunities should be pursued, or not.

Social media and Wintringham

We will promote the development widely across our social media platforms, engaging at every opportunity with the Cambridgeshire market to enhance the profile of the development.

Blogs

We utilise our expertise across Bidwells to create specialist blogs to engage with our target audience.

BIDWELLS | Buying | Selling | Renting | Letting | Market Insights | Who we are | Search | My Bidwells

MARKET INSIGHTS

No one knows the market like Bidwells

Find an article

Search by location, industry, sector or keywords... [Search]

[All](#) | [Reports & Briefings](#) | [Blogs & Podcasts](#) | [Events](#)

WED 16 FEB - 3 MINUTE READ

The Shelfords. Village life in the shadow of the city.

Rated as one of the best villages to live in by The Sunday Times, and situated just five miles south of Cambridge, sits the beautiful village of Great Shelford and Little Shelford. For the buyer looking for village life with access to the city, The Shelfords are the perfect option. Many young families and professionals move to the area to take advantage of its abundance of local facilities, good schools, access to open space and its good transport links.

TUE 30 NOV - 2 MINUTE READ

Will an extension add value to my home?

If you're thinking of extending your property, it's wise to consider whether you will enhance its value, break even, or even lose money if you were to sell.

FRI 10 SEP - 3 MINUTE READ

A guide to decluttering your home

Decluttering is the cheapest and most cost/time effective step in the homestaging process. With very little financial expenditure you will not only have a positive impact on the market appeal of the property that you are selling but you will also be taking steps towards packing, ready to move to your new home. Our guest blogger, Sam from SpaceStagers, talks us through the decluttering process.

MON 20 SEP, 11:00 - 2 MINUTE READ

Inventive developer's Cambridgeshire breakthrough offers another glimpse of the future

After 20 years in Cambridge's leading edge new homes market, Bidwells' David Bentley explains why innovative thinkers are being drawn to the first major modular homes development in the area.

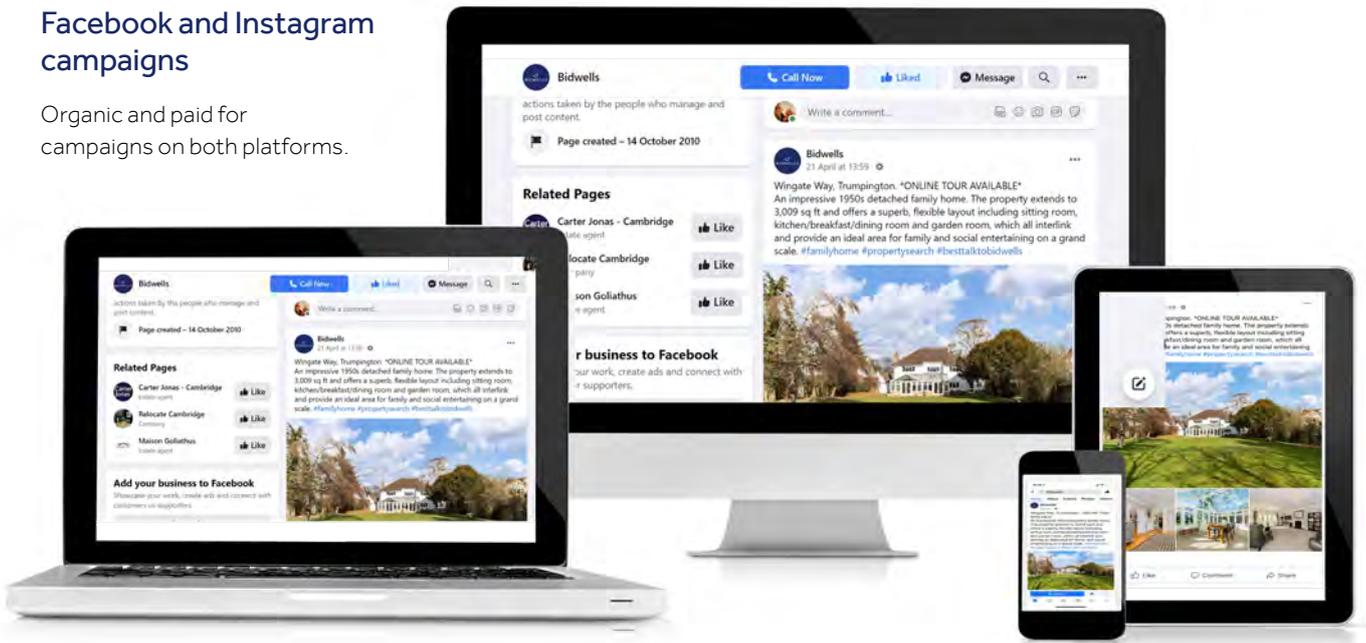
FRI 02 JUL - 3 MINUTE READ

Five reasons the rental market in Cambridge is booming right now

The Cambridge rental market is booming right now. Everything from studio apartments, city centre townhouses to

Facebook and Instagram campaigns

Organic and paid for campaigns on both platforms.



Property tours

We can facilitate the creation of presenter led tours and video of properties and the local community.



Place making video

To provide an overview of the development when streetscenes evolve and the community is taking shape.

Banners and branding

We can create banners for use on digital mailers and the property portals to promote the development and the Durkan brand.

THE PLACE
KEMPSTON

A collection of apartments and homes within the walled grounds of a former manor house

- Kempston is ideally located for commuters
- Pleasant riverside walks, local pubs and cafés
- Easy access to popular cities

PRICES FROM £204,950

Storey
HOMES

BIDWELLS

FIND OUT MORE TODAY!

There's never been a better time to move

Best talk to Bidwells

BIDWELLS

A NEW WAY OF LIFE

Innovative, modern and beautiful homes in a new neighbourhood

VISIT TODAY - 01223 841842

Knights Park
EDDINGTON

BIDWELLS

Take advantage of the stamp duty holiday

Best talk to Bidwells

BIDWELLS

Interviews and videos

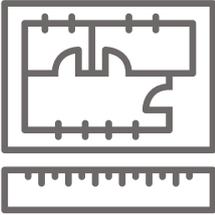
Use video in a creative way to support the launch of the development by filming interviews with Durkan representatives, the local community and surrounding area.





Bidwells' full cycle of planning, residential development and new homes track record

PLANNING



£3bn

residential development pipeline, equivalent to the size of Southampton, totalling +150,000 dwellings

>15k

homes in mixed-use schemes currently submitted via planning

RESIDENTIAL DEVELOPMENT



17k

plots sold in the past 3 years

100k

current number of long-term land bank plots

1.5k+ acres

of land sold for residential development in past 5 years

77k+

no. of units currently working on

NEW HOMES



£1.1m

daily volume of new homes stock sold last decade

£2bn+

of stock sold +6,000 units last decade

100k

applicants registered last decade

7k+

pages of new homes adverts booked last decade

WINTRINGHAM

Located on the outskirts of St Neots, Wintringham is one of Urban & Civic's major projects providing a well-connected community with design and wellbeing at its core. It is situated with strong connections for railway and traffic routes, delivering over 2,800 new homes, two primary schools, pub, nursery, health centre, offices and retail.

The site is well positioned for access into central London, Cambridge, Milton Keynes and Oxford, coupled with future plans for the expansion of the A1 and A428 and prioritised bus and metro links to Cambridge. It is also well placed for all the Cambridgeshire region will have to offer, both now and moving forward.

We have detailed below a variety of individual statistics relating to the PE19 6 postal district which encompasses Wintringham and the wider region.



£65_m

Over the last 12 months the average sales price in PE19 6 was £316,800. The total value of sales was £65,612,995.

16%

Of sales in the past 12 months were flats, achieving an average sales price of £158,219. Houses achieved an average price of £360,444.

£240_k

The highest value recorded by Land Registry over the past 12 months was £240,000 for a flat and £1,350,000 for a house.

+10%

Over the last 12 months the average rent achieved for properties let in PE19 6 was £1,010 per month. This is a +10% change on the previous 12 month period.

38%

Of properties let in the past 12 months were flats, achieving an average rental value of £819 per month. Houses achieved an average rent of £1,148 per month.

31%

Of tenants are aged between 18 and 29.

Average property values over the past 12 months

	DETACHED	SEMI-DETACHED	TERRACED	FLAT/APARTMENT
PE19 6	£467,141	£316,938	£286,802	£158,219
EAST OF ENGLAND	£453,885	£325,540	£277,185	£197,890
ENGLAND & WALES	£412,855	£253,186	£211,982	£229,115

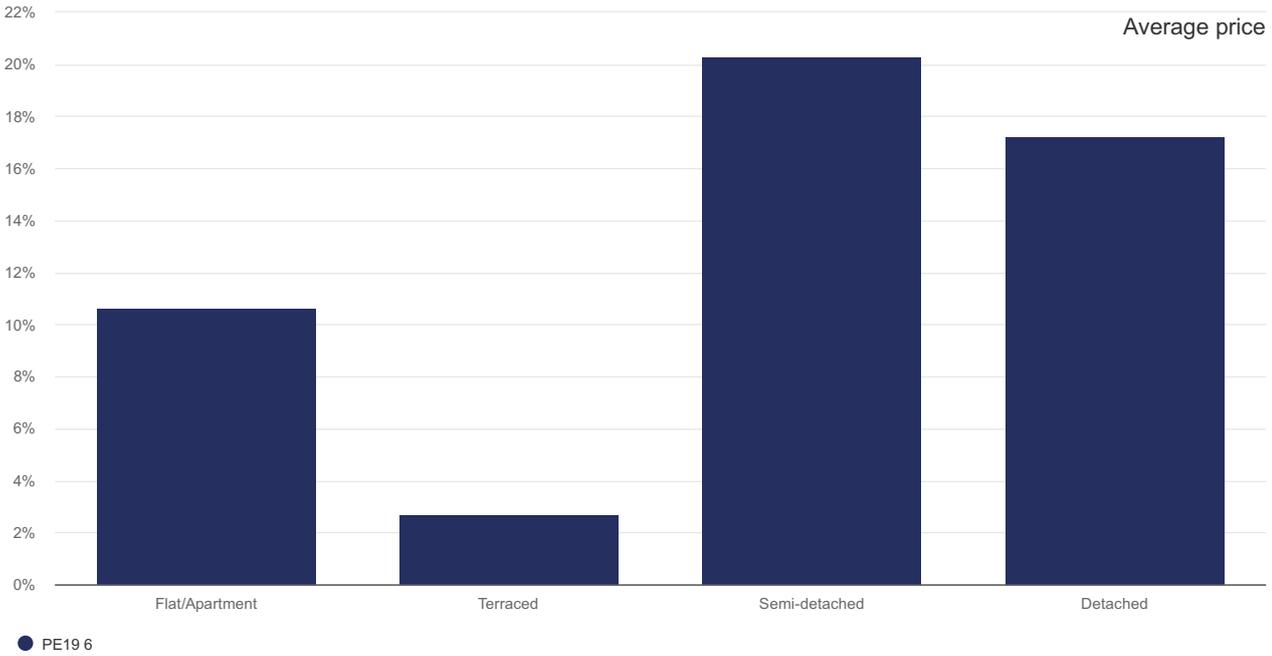
Source: Dataloft, Land Registry

Key market metrics over the past 12 months

	AVERAGE VALUES	CHANGE [%]	NUMBER OF TRANSACTIONS	CHANGE [%]
PE19 6	£316,800	11.0%	210	25.0%
EAST OF ENGLAND	£323,326	5.1%	96246	8.4%
ENGLAND & WALES	£266,718	6.9%	832184	5.2%

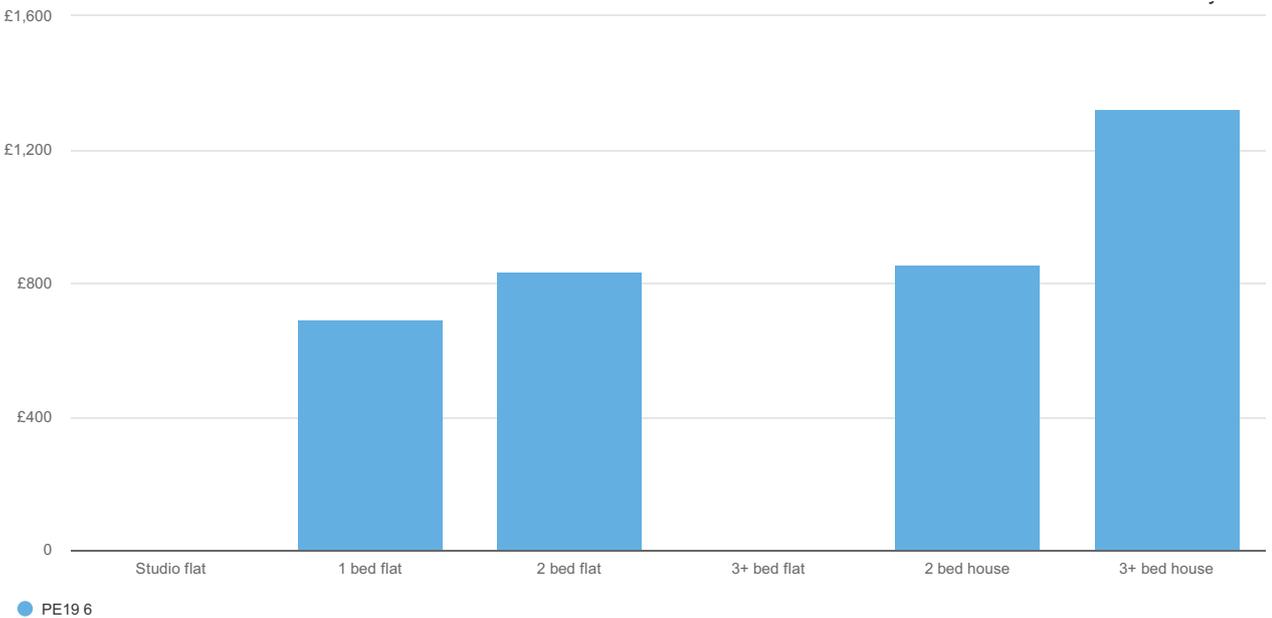
Source: Dataloft, Land Registry

Annual change in average price by property type



Source: Dataloft, Land Registry, DLUHC

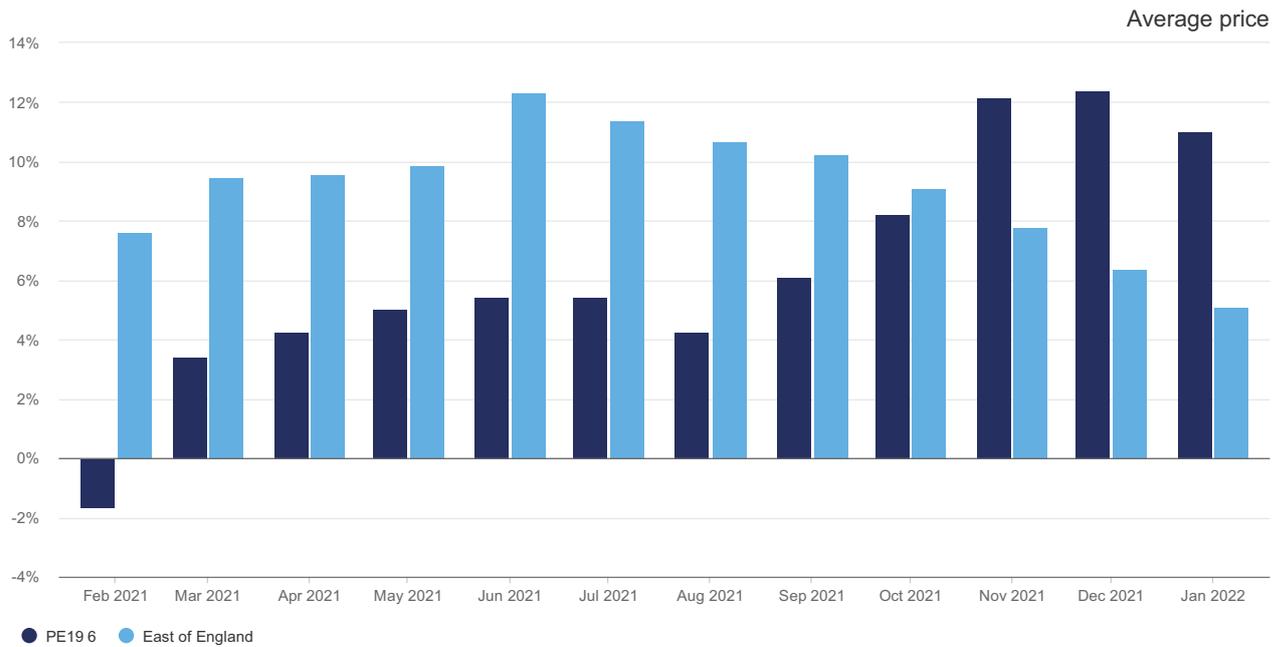
Annual prices by bedrooms and type



Filtering: March 2021, to February 2022

Source: Dataloft Rental Market Analytics

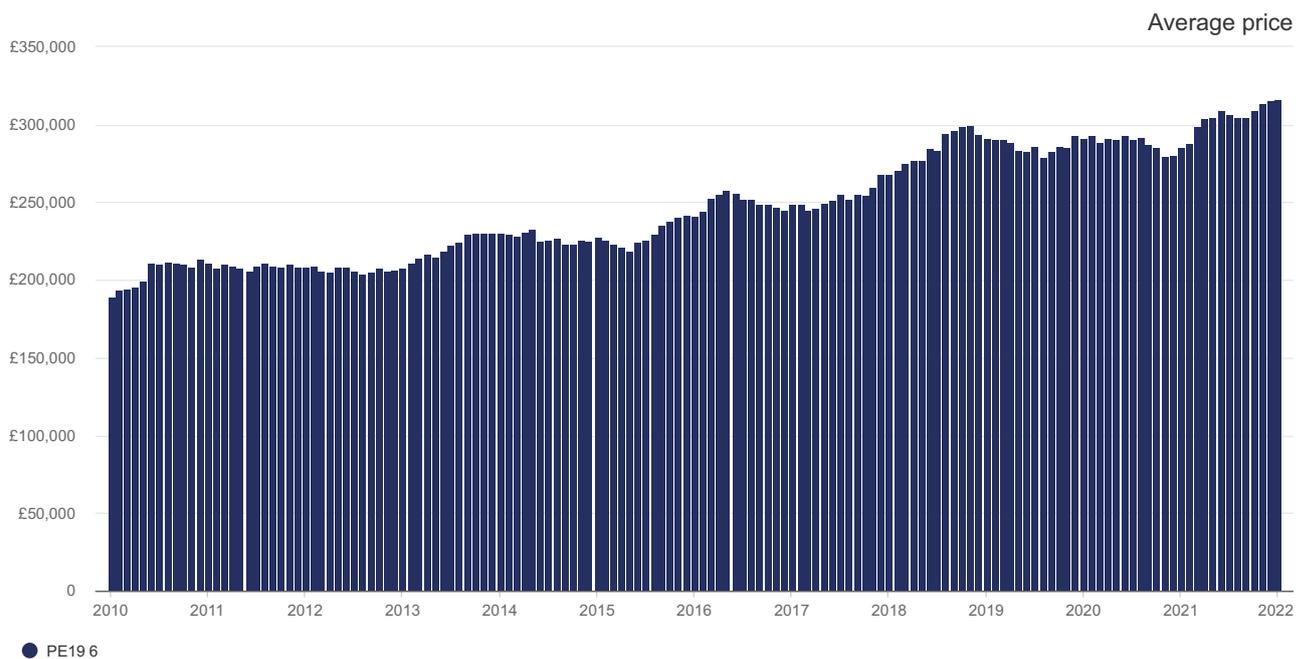
Annual change in average prices



February 2021 to January 2022

Source: Dataloft, Land Registry, DLUHC

Annual sales prices



Filtering: January 2010, to January 2022

Source: Dataloft, Land Registry, DLUHC

STAFFING

Staffing will be key for the Wintringham development and we have good experience and contacts within the industry for those sales individuals that are available.

Whilst we have been engaging with some staff over recent months, clearly taking into consideration the time constraints for the pending launch, we would need to instigate a recruitment campaign at the earliest opportunity and revisit some sales advisers we have already spoken with to offer them the opportunity.

We would look to understand more detail of Durkan's policy with regards to staffing its developments and are sure this can be discussed in more detail at an early opportunity.



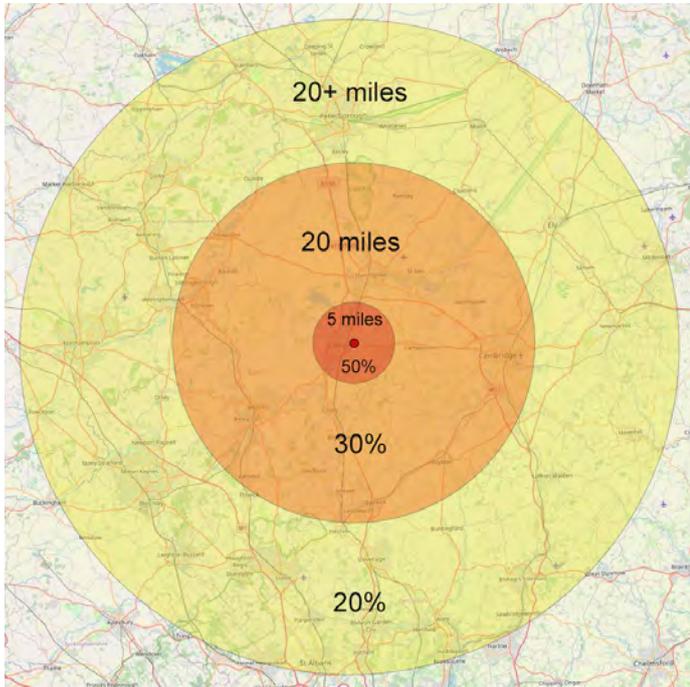
TARGET MARKET

Taking into consideration our experience with regards to the regional developments within Cambridgeshire and demographic profiling of current buyers at Wintringham, there is an expectation that the local and regional markets will remain strong.

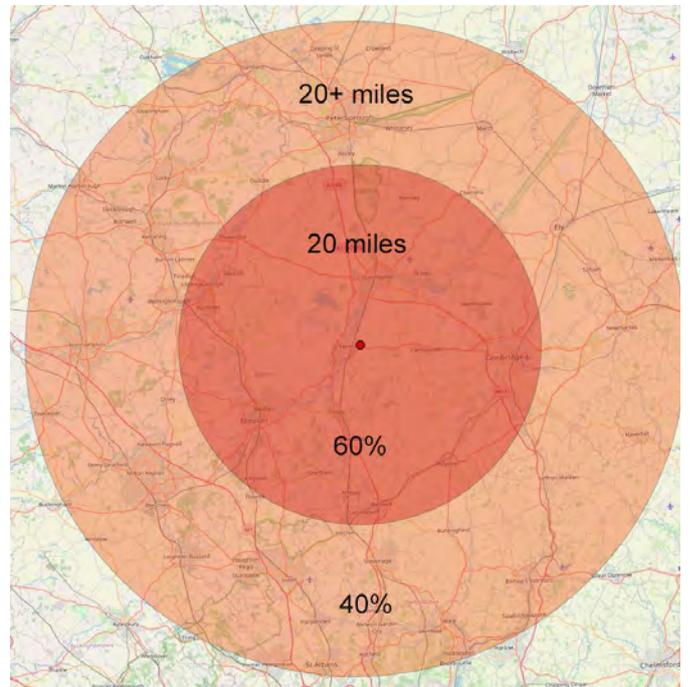
In addition, there will be a market from the London commuter looking to move northwards along the arterial routes away from London.

We have been able to source some information with regards to buyer profile and interested parties at the Wintringham development and have detailed these below for further discussion.

Interest



Purchasers



PRICING / SALES RATES

We have detailed in Appendix A an achievable schedule outlining our thoughts on current revenues.

We have considered both Morris and CALA revenues at Wintringham and would look to review these in more detail. On the basis of current sales rates at circa four per month, we feel this should be an achievable target for Durkan at Wintringham.

COMPARABLE EVIDENCE

The strongest comparable evidence is the research we have undertaken with regards to the Morris Homes and CALA Homes developments at Wintringham and we have detailed below sales at each of these schemes since January 2021 with information including discounts and sales rates achieved.

You will note that discount rates and total sales are very much aligned with each other, albeit from direct conversations with site sales staff, we are advised that the Morris Homes' specification has been raised slightly to align with CALA. We have also detailed below a brief summary of specification for each of the developments.

Wintringham – Cala



Date opened	August 2020
Total no of units	178 private units
Units sold Jan 21 to Feb 22 (14 months)	52
Value of units sold	£23.6m
Average size	1,444 sq ft
Sales rate since launch	3.71 per month
Average price	£454,134
Average £/sq ft rate	£314/sq ft
Discount given from gross to net	Circa 4.34%

Specification – Houses

- Gas central heating to radiators
- Laminate worksurfaces
- Bosch appliances; five ring induction hob, double oven, integrated fridge freezer, dishwasher, washer/dryer (except where utility room)
- Amtico Spacia flooring to kitchen/breakfast area
- Roca sanitaryware
- Amtico Spacia flooring to bathrooms
- Built in wardrobes to bedrooms 1 & 2
- Double glazed PVC windows
- A-rated kitchen appliances
- No carpet/flooring to halls, living, stairs, bedrooms

PLOT	HOUSE DESIGN	HOUSE DESC	GARAGE / PARKING	SQFT	ASKING PRICE	NET PRICE	€/SQ FT	INCENTIVES	DATE
164	Tetworth	3 bed ET	2 x PS	1227	£386,950	£380,946	£310	Flooring & turf	Jan-21
166	Tetworth	3 bed ET	3 x PS	1227	£384,950	£376,287	£307	SD £4347K, £2K legals, flooring & turf	Jan-21
28	Buckden	4 bed det	Single 2 x PS	1696	£529,950	£487,833	£288	Px, discount, flooring & turf, £2k legals	Feb-21
29	Holme	4 bed det	Single 2 x PS	1457	£499,950	£466,354	£320	Discount, £2K legals, flooring & turf	Feb-21
11	Lutton Apts	2 bed Aptmt	1 x PS	824	£241,450	£227,267	£276	Discount £10K, £2K legals flooring	Feb-21
33	Duloe	4 bed det	Single 2 x PS	1968	£599,950	£560,746	£285	Discount, £2K legals, flooring & Turf	Feb-21
30	Holme	4 bed det	Single 2 x PS	1457	£499,950	£478,013	£328	Discount £15K, flooring & turf, £2k legals	Mar-21
10	Lutton Apts	2 bed Aptmt	1 x PS	824	£239,950	£225,767	£274	Discount £12K, flooring	Mar-21
13	Lutton Apts	2 bed Aptmt	1 x PS	763	£236,450	£227,000	£298	Discount £13,450 flooring £1K legals	Mar-21
14	Lutton Apts	2 bed Aptmt	1 x PS	763	£238,950	£223,000	£292	Discount £11,950 flooring £1K legals	Mar-21
164	Tetworth	3 Bed ET	2 x PS	1227	£384,950	£370,981	£302	Stamp, £8K flooring allow, turf, £1458 management fees	Apr-21
169	Darcy	4 bed det	Single 2 x PS	1757	£569,950	£543,356	£309	Stamp, £2K legals, flooring, £1500 extras	Apr-21
155	Attenborough	4 bed det	Single 2 x PS	1851	£569,950	£538,969	£291	£20K deposit, flooring, turf, £2K legals, Silestone	Apr-21
176	Eltisley	4 bed det	Single 2 x PS	1696	£569,950	£530,298	£313	£10K discount, Legals, stamp, flooring turf & Silestone	Apr-21
182	Waresley	4 bed det	Single 2 x PS	1560	£559,950	£517,271	£332	£23K discount, legals, £10K stamp, flooring turf & Silestone	Apr-21
184	Eltisley	4 bed det	Single 2 x PS	1696	£569,950	£521,420	£307	Discount £20K, flooring & turf, £2k legals, stamp & Silestone	May-21
167	Eltisley	4 bed det	Single 2 x PS	1696	£549,950	£521,946	£308	Stamp, flooring, turf, Silestone, elec garage door	May-21
175	Ellington	3 bed semi	2 x PS	1072	£369,950	£348,995	£326	£9K discount, £2K legals, stamp, flooring, turf & Silestone	May-21
164	Tetworth	3 Bed ET	2 x PS	1227	£384,950	£371,557	£303	Stamp, flooring turf, £2K legals, Silestone	Jun-21
167	Attenborough	4 bed det	Single 2 x PS	1851	£521,946	£549,950	£297	Stamp, flooring turf, £19,950 discount, Silestone	Jun-21
164	Tetworth	3 Bed Ellington	2 x PS	1227	£384,950	£371,557	£303	Stamp, flooring turf, £2K legals, Silestone	Jul-21
181	Duloe	4 bed det	Single 2 x PS	1968	£589,950	£514,198	£261	£15K stamp, flooring turf, £2K legals, Silestone	Jul-21
173	Ellington	3 Bed semi	2 x PS	1072	£369,950	£356,042	£332	Stamp, flooring, turf, £2K legals, Silestone	Jul-21
153	Attenborough	4 bed det	Single 2 x PS	1851	£569,950	£549,950	£297	Stamp, flooring turf, £4K discount, Silestone	Jul-21
160	Tetworth	3 Bed MT	2 x PS	1227	£364,950	£357,722	£292	Stamp, flooring turf,	Aug-21

165	Tetworth	3 Bed MT	2 x PS	1227	£364,950	£346,428	£282	Stamp, flooring turf, dep contribution	Aug-21
170	Newton	2 Bed Coach house	Single	837	£274,950	£258,701	£309	Stamp, flooring, chrome sockets, towel rail, electric garage door opener	Aug-21
168	Newton	3 Bed Coach house	Single	837	£274,950	£269,321	£322	£1K legals, flooring, extra tiling, electric garage door opener	Aug-21
1	Attenborough	4 bed det	Single 2 x PS	1851	£579,950	£538,909	£291	£5K discount, £10K deposit, stamp, elect garage door	Sep-21
2	Eltisley	4 bed det	Single 2 x PS	1696	£579,950	£560,602	£331	Stamp, electric garage door	Sep-21
47	Holme	4 bed det	Single 2 x PS	1457	£524,950	£515,406	£354	Discount, flooring £1500 legals, turf	Sep-21
173	Ellington	3 Bed semi	2 x PS	1072	£369,950	£361,725	£337	Discount, flooring stamp, turf	Sep-21
174	Ellington	3 Bed semi	2 x PS	1072	£369,950	£349,901	£326	Discount, flooring stamp, turf, u/g kitchen, silestone	Sep-21
178	Tilbrook	4 Bed semi	Single 2 x PS	1366	£483,950	£478,659	£350	Discount, flooring £1500 legals, turf	Sep-21
183	Waresley	4 bed det	Single 2 x PS	1560	£544,950	£536,032	£344	Discount, flooring £1500 legals, turf	Sep-21
46	Buckden	4 bed detached	SG/3PS	1587	£559,950	£551,937	£348	1k Legals, 1.5k discount, flooring, turf.	Oct-21
133	Cople	3 bed 2.5 story, semi	3PS/ Carport	1392	£464,950	£456,709	£328	1K legals, 3K discount, flooring, turf	Oct-21
150	Buckden	4 bed detached	SG/3PS	1587	£559,950	£550,751	£347	1 K legals, 3k discount, flooring, turf	Oct-21
184	Eltisley	4 bed detached, 3 storey	SG/2PS	1696	£569,950	£530,000	£313	Cont to SD, flooring, Silestone, turf, legals	Oct-21
180	Tillbrook	4 bed semi	Single 2 x PS	1366	£489,950	£481,481	£352	3k disc, legals turf flooring	Nov-21
48	Attenborough	4 bed detached	Single 2 x PS	1851	£579,950	£545,263	£295	SD, turf, flooring, Silestone, elec extras	Nov-21
36	Buckden	4 bed detached	Sg/2PS	1587	£559,950	£550,251	£347	Flooring, turf, £1,500 leagls, £3,500 discount	Nov-21
177	Tillbrook	4 bed semi	Single 2 x PS	1366	£479,950	£459,926	£337	SD, turf, flooring, legals	Nov-21
182	Waresley	4 Bed det	Single 2 x PS	1559	£544,950	£511,024	£328	S/D, flooring, turf Silestone,	Dec-21
171	Eltisley	4 Bed det	Single 2 x PS	1695	£569,950	£557,677	£329	Flooring, Silestone £1,500 legals	Dec-21
154	Attenborough	4 Bed det	Single 2 x PS	1851	£569,950	£532,969	£288	£24K S/D, flooring, turf	Dec-21
179	Tillbrook	4 bed semi	SG Drive	1366	£489,950	£467,000	£342	Full SD, flooring, turf, legals	Jan-22
151	Abbotsley	4 bed deatched	Double Garage	2015	£649,950	£628,484	£312	S/D, flooring, Silestone, turf	Jan-22
149	Stonely	4 bed semi	SG 2 x PS	1967	£599,950	£590,750	£300	Flooring, discount, turf.	Jan-22
177	Tillbrook	4 bed semi	SG	1366	£489,950	£465,454	£341	Flooring, SD paid, turf	Feb-22
80	Tetworth	3 bed semi	2 PS	1226	£419,950	£398,765	£325	Discount to £409,700, flooring, turf	Feb-22
49	Holme	4 bed detached	SG	1457	£529,950	£503,453	£346	SD paid, flooring, turf, upgrade kitchen. 1K legals & £4,434 deposit.	Feb-22

Wintringham – Morris Homes



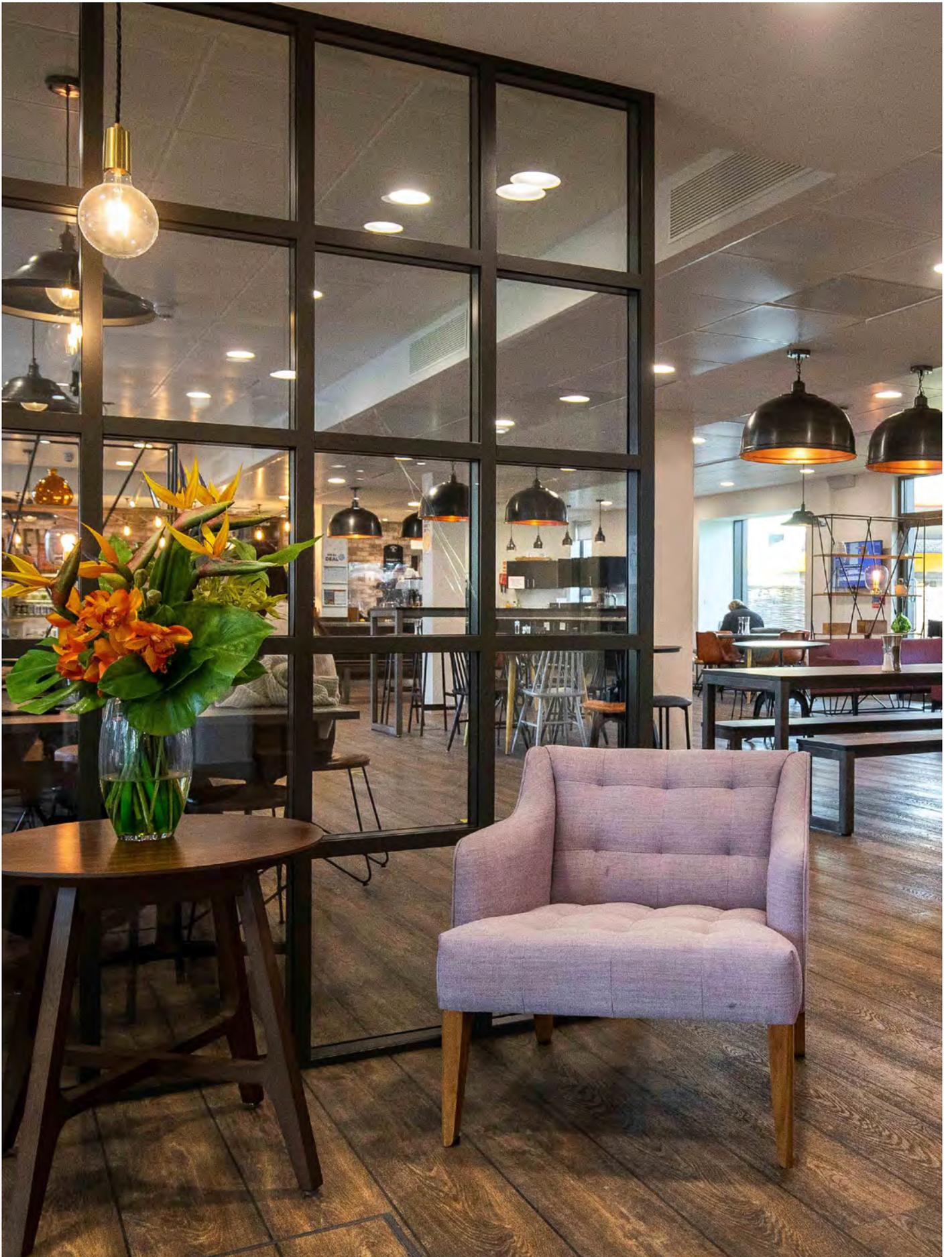
Date opened	February 2020
Total no of units	131 private units
Units sold Jan 21 to Feb 22 (14 months)	51
Value of units sold	£22m
Average size	1,267 sq ft
Sales rate Jan 21 to Feb 22	3.64 per month
Average price	£431,372
Average £/sq ft rate	£323/sq ft
Discount given from gross to net	Circa 4%

Specification – Houses

- Gas central heating to radiators
- Double glazed PVC windows
- Burglar alarm
- Wardrobes in Bed 1 (exc.The Dunham)
- Neff branded appliances including single oven to 3 beds; double oven to 4 beds ; gas hob; fridge/ freezer; dishwasher; washer/dryer
- Stone worktop
- Electric car charger point to garage
- Villeroy & Boch sanitaryware
- No flooring at all

PLOT	HOUSE DESIGN	HOUSE DESC	GARAGE / PARKING	SQFT	ASKING PRICE	NET PRICE	£/SQ FT	INCENTIVES	DATE
86	Timperley	3 bed MT	Single	1164	£354,750	£349,750	£300	Flooring, legals	Jan-21
81	Capesthorpe	3 bed semi	Single	947	£329,750	£324,750	£342	Flooring, legals	Jan-21
88	Capesthorpe	3 bed semi	Single	947	£329,750	£324,750	£342	Flooring, legals	Jan-21
90	Melford V3+	3 bed MT	Single	1484	£374,750	£368,750	£248	Flooring, appliances	Jan-21
20	Davenham	3 Bed det	Single 2 x PS	948	£359,750	£356,250	£376	Flooring	Feb-21
21	Davenham	3 Bed det	Single 2 x PS	948	£359,750	£356,250	£376	Flooring	Feb-21
35	Capesthorpe	3 bed semi	Single 2 x PS	947	£329,750	£326,500	£345	Flooring	Feb-21
87	Disley +	3 bed MT	Single	1140	£359,750	£359,750	£316	None	Mar-21
92	Chester V2 +	3 bed 3 storey	Single	1478	£374,950	£374,950	£254	None	Mar-21
91	Chester V2	3 bed 3 storey	Single	1794	£449,750	£449,750	£251	None	Mar-21
89	Capesthorpe	3 bed ET	Single	947	£329,750	£329,750	£348	None	Mar-21
83	Timperley	3 bed MT	Single	1164	£354,750	£345,500	£297	Flooring, turf, wardrobe, granite	Apr-21
84	Timperley	3 bed MT	Single	1164	£354,750	£350,750	£301	Turf, flooring & legals	Apr-21
16	Capesthorpe	3 bed ET	Single	947	£329,750	£326,250	£345	Flooring & turf	Apr-21
82	Disley +	3 bed ET	Single	1140	£359,750	£349,750	£307	Turf, legals, flooring, stamp contribution	Apr-21
87	Disley +	3 bed ET	Single	1140	£359,750	£355,250	£312	Turf, flooring & legals	Apr-21
19	Capesthorpe	3 bed ET	Single 2 x PS	947	£344,750	£344,750	£364	No incentives	May-21
36	Disley+	3 bed MT	Single 2 x PS	1140	£359,750	£359,750	£316	No incentives	May-21
37	Timperley	3 bed MT	Single 2 x PS	1164	£359,750	£359,750	£309	No incentives	May-21
38	Timperley	3 bed MT	Single 2 x PS	1164	£359,750	£359,750	£309	No incentives	May-21

94	Chester V2	3 bed 4 storey MT	Single Carport	1478	£389,750	£389,750	£264	No incentives	May-21
25	Burford	4 bed det	Single Integral	1522	£514,750	£514,750	£338		Jun-21
17	Disley	3 bed MT	Single	1140	£339,750	£339,750	£298		Jun-21
22	Brereton	4 bed det	Single 2 x PS	1172	£415,000	£415,000	£354		Jun-21
12	Brereton	4 bed det	Single 2 x PS	1172	£415,000	£415,000	£354	No incentives	Jul-21
95	Chester V3	3 Bed MT	Single	1794	£427,750	£519,750	£290	No incentives	Jul-21
24	Norfolk	4 bed det	Single Integral	1502	£499,750	£499,750	£333	No incentives	Jul-21
39	Disley+	3 bed MT	Single 2 x PS	1140	£359,750	£359,750	£316	No incentives	Jul-21
12a	Malham	4 bed det	Single 2 x PS	1189	£420,000	£420,000	£353	No incentives	Aug-21
15	Brereton	4 bed det	Single 2 x PS	1172	£425,000	£425,000	£363	No incentives	Aug-21
93	Chester V2	3 Bed MT	Single	1478	£389,750	£389,750	£264	No incentives	Aug-21
14	Malham	4 bed det	Single 2 x PS	1189	£429,750	£427,000	£359	Flooring	Sep-21
42	Malham	4 bed detached	SG, 2PS	1189	£429,750	£424,750	£357	Flooring, legals	Oct-21
41	Winsters	4 bed detached	DG / 2PS	1780	£624,750	£617,950	£347	Flooring, turf	Oct-21
51	Norfolk	4 bed detached	SG/2PS	1487	£534,750	£528,625	£355	Flooring	Oct-21
38	Timperley+	3 bed semi	Int Garage/1PS	1146	£369,750	£365,000	£318	Legal, flooring	Oct-21
24	Norfolk	4 bed detached	SG/2PS	1487	£514,750	£507,950	£342	Legal flooring turf	Oct-21
17	Disley	3 bed semi	Sg/2PS	934	£349,950	£345,500	£370	Flooring, legals	Nov-21
18	Capesthorpe	3 bed semi	Carport	947	£339,750	£335,000	£354	Turf, flooring, 500 legals	Nov-21
23	Burford	4 bed detached	Sg/2PS	1552	£519,750	£511,250	£329	Flooring, granite	Nov-21
24	Norfolk	4 bed detached	Sg/2PS	1487	£514,750	£508,000	£342	Flooring, turf 1000 legals	Nov-21
38	Timperley	3 bed MT	Sg/2PS	986	£374,750	£367,000	£372	1000 SD, flooring, turf, kitchen upgrade	Nov-21
25	Burford	4 bed detached	Sg/2PS	1552	£514,750	£505,250	£326	Flooring, granite, £1K legals	Nov-21
182	Waresley	4 Bed det	Single 2 x PS	1559	£544,950	£511,024	£328	S/D, Flooring, turf Silestone,	Dec-21
1	Melford	3 bed EOT	Carport	1168	£364,750	£366,000	£313	Flooring turf, 2237 SD	Dec-21
50	Burford	3 bed Detached	SG	1553	£430,000	£424,000	£273	Flooring turf legals	Dec-21
41	Winsters	4 bed detached	DG	1788	£629,750	£620,000	£347	Ceramic floor tiles, carpets and turf	Jan-22
11	Moreton	4 bed detached	Carport	1326	£460,000	£455,000	£343	Flooring 1k legals	Jan-22
44	Malham	4 bed detached	SG 2 x PS	1189	£439,750	£434,750	£366	Flooring + turf	Jan-22
43	Warwick	4bed detached	SG	1424	£514,750	£510,000	£358	Flooring, 500 legals	Feb-22
9	Melford+V2	4 bed MT, S storey	SG	1429	£409,750	£405,000	£283	Discount to £409,000, flooring and turf	Feb-22



FUTURE IMPACTS

Oxford-Cambridge Arc

Bidwells has played a leading role in championing the Oxford-Cambridge Arc region in recent years, bringing together key investors, developers and housebuilders with the region's leading universities and science and technology businesses to advise central government and influence policy decisions.

Your scheme at Wintringham, with its proximity to numerous science parks and a station earmarked at St Neots on East-West Rail (EWR), can only benefit from increased government support for the region. So, despite Michael Gove's much publicised focus on levelling up, we are continuing to challenge government to support the Arc. The region's knowledge economy is key to the government's aspirations for global Britain, and for the innovation sector to reach its full potential it needs more space, housing and infrastructure – ultimately supporting Durkan's ambitions in the Arc, alongside the ambitions of many of our other clients and Bidwells itself.

The science and technology (S&T) sector is the key driver for the region and by advising on 31 of the Arc's science parks and innovation districts, we have unparalleled access to these booming businesses. This means we have first-hand engagement with the thousands of people seeking to make the Arc their home – a rich vein of potential purchasers for Durkan projects.

Influencing the Arc

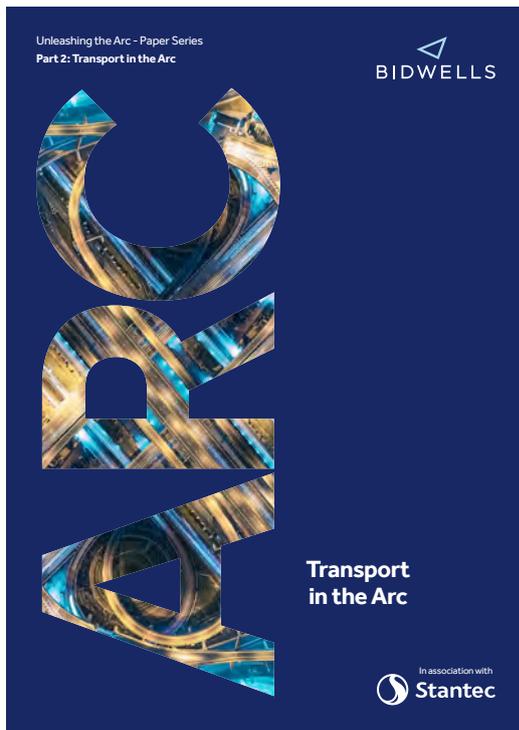
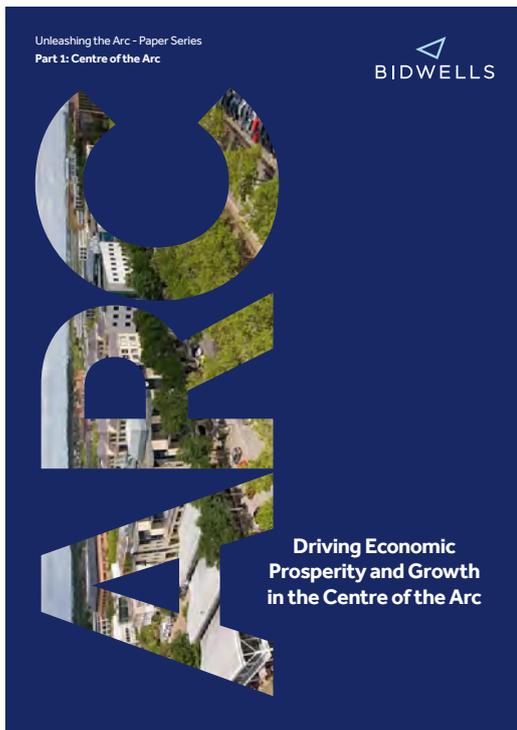
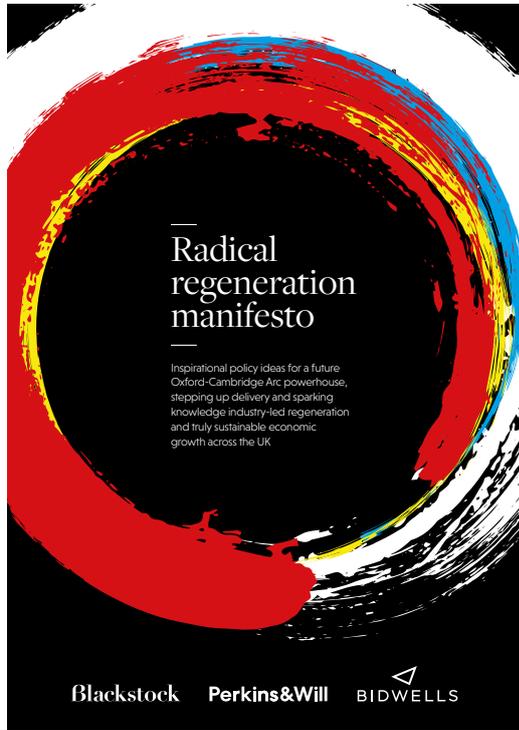
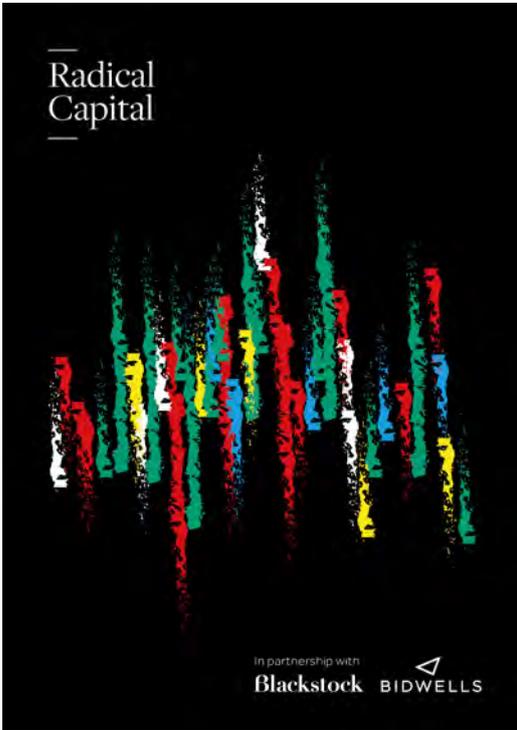
Our thought-leading research on the Arc has led to six Bidwells' recommendations being adopted in government policy. Additionally, for more than two years we have chaired a series of Chatham House think tanks with leading figures from the development sector and key representatives from MHCLG/DLUHC to influence policy.

We were mandated by DLUHC to produce two reports on the region (see Appendix B and C) – one presenting the case for the Centre of the Arc and one on Transport in the Arc, which was additionally presented to DFT. With contributions from the region's leading universities, tech businesses, politicians, developers and investors, the reports highlighted a consolidated view on what needs to happen to support the region's growth. The delivery of EWR, so critical to your Wintringham site, was a key recommendation from our report and is something that government remains committed to delivering.

In recent weeks we have once again challenged government support for the region by highlighting the potential missed economic opportunity within the Arc by focusing on levelling up and prioritising development in the Midlands and the North. Signatories to our letter to the Prime Minister and Chancellor include leading scientific enterprises – AstraZeneca, Harwell Campus, Abcam, and Cambridge Biomedical Campus, and leading investors committed to region, responsible for £2 trillion of global assets under management, including L&G, Brookfield, British Land, Oxford Properties, Kadans and Brockton, as well as each of the region's nine universities and the CBI. This demonstrates the level of trust the Bidwells has from world leading brands to represent them on the Arc.

Supporting Durkan

The Arc region has been part of Bidwells' DNA for more than 180 years and we are committed to its success. That means we take a strong lead on challenging local and national government for support and galvanising the region's most influential players behind our cause. We aim to create a vibrant, sustainable region with high growth that will enable our clients' projects like your scheme at Wintringham to flourish.



THE TEAM

In this section we outline our team, showing their role for the development at Wintringham. David Bentley and Rebecca Wilson will be the partners leading the development, supported by an experienced team who together have sold over £2bn worth of new homes in the Cambridge region since 2010.



David Bentley, Partner

David is Head of Bidwells New Homes. His core market of operation is Cambridge where he has successfully sold 70% of prime city developments and is personally involved in key strategic developments through the southern, western and eastern fringes. Working closely with his Rural, Planning and Development partners, David provides advice from unit demand and revenue to marketing and strategy. Having worked through the 'peaks' and 'troughs' of the property market during his 35 years of experience, he recognises those key points of successful sales.

Role for Wintringham

- Senior point of contact
- Overseeing sales and marketing strategy and implementation
- Driving added value and awareness of market demands
- 28 years' experience through the residential and new homes market

Relevant Experience

- Strategy and marketing management of recent key regeneration developments including: Great Kneighton, Eddington, Trumpington Meadows and Darwin Green
- £2bn worth of stock sold regionally over the last decade
- Key contributor to investment and yield markets and regulatory and legal compliance



Rebecca Wilson, Partner

Initially working with the Planning and Residential Development divisions, Rebecca joined the New Homes team in 2004 and provides a full sales and marketing service to clients. She is based in Cambridge, being a key player in all city developments including Accordia for Countryside and Redeham Homes, Vesta and Ceres for Hill, and Kaleidoscope for Crest Nicholson. She has 30 years' experience in the property sector.

Role for Wintringham

- Responsibility for delivery of sales strategy and management of sales team
- Reporting to Durkan on weekly and/or monthly meetings
- Delivery of brand and marketing strategy through full liaison with marketing partners
- 25 years of experience in the residential and new homes market

Relevant Experience

- £1.1m stock sold daily over the last decade
- Proactive management of all aspects of sales and marketing, challenging 'why' and 'how' on all approaches
- Management of key Cambridge and regional developments including Ninewells for Hill, Great Kneighton for Countryside, The Birdlings for Beechwood and Darwin Green for David Wilson Homes/Barratt
- Early 'off plan' sales experience through previous developments including product design and specification
- Key contributor to investment and yield markets and regulatory and legal compliance



Frances McDermott, Associate

Frances has worked within the region's residential market since 2009 and provides key information on market research across the region, incorporating demographic profiling. She is a highly driven individual with a real enthusiasm for sales and marketing and exceeding clients' targets and requirements.

Role for Wintringham

- Enhance sales generation and leads to the development, managing follow-ups and client care to ensure all avenues are explored
- Challenge promotion and effectiveness of development marketing and provide measured quality feedback
- Assist with the in-house completion processes and handover forms where required to manage a smooth transition working in synergy with construction

Relevant Experience

- Cambridge experience through key strategic developments including Darwin Green for Barratt/ David Wilson; Trumpington Meadows for Barratt and Aura for Countryside
- Key point of contact and management of Sorbus Walk for Dudley Developments; Grafton House for GCM Properties; Sopwith Grange, Duxford by Cala



Deborah Boorman, Sales Executive

Deborah has worked within the New Homes industry since 2014, overseeing individual projects and taking some key management roles through the Hertfordshire and Cambridgeshire markets. She has a passion for sales, particularly marketing, and is very accustomed to the client journey through the sales process.

Role for Wintringham

- Assisting with lead generation, follow-ups and marketing strategy
- Assisting site coverage and management process
- Working closely with Durkan on interested parties and progression
- Assisting with the management of on-site sales staff
- Making sure the journey from start to finish is as smooth as possible

Relevant Experience

- Cambridge experience through the developments Anstey Hall Barns by Hill and Orchard Gardens with current experience of key strategic developments including Darwin Green for Barratt/ David Wilson; Aura for Countryside; Station Square for Weston Homes



Andy Dunne, Sales Executive

Andy is a new addition to the Cambridge New Homes team having worked within the Lettings industry prior to this. Andy is passionate about the customer journey and an excellent customer facing sales team member who enjoys the interaction and challenges developments offer.

Role for Wintringham

- Assisting with lead generation, follow-ups and marketing strategy
- Assisting site coverage and management process
- Working closely with Durkan on interested parties and progression
- Assisting with the management of on-site sales staff
- Making sure the journey from start to finish is as smooth as possible

Relevant Experience

- Working within the Lettings market at Bidwells, experience is gained through some of the key large strategic developments for investor clients such as Trumpington Meadows, Darwin Green, Abode, Station Square



Michala Footman, Administrator

Michala has been with the New Homes team for 20 years and has been the support for the agents and developers throughout this time. As our team administrator, she coordinates all aspects from organising staff through to booking advertising - Michala ensures deadlines are never missed.

Role for Wintringham

- Pre and post-launch organisation from advertising schedules to digital campaigns
- Applicant registration and management
- Staff rota management and holiday/sickness cover
- Web portal profile and updates

Relevant Experience

- Managed over 2,000 full page adverts through local and regional press
- Oversees many city and regional developments working closely with marketing partners where appropriate
- Co-ordination of digital campaigns including management and demographic profiling on Facebook

SOCIAL VALUES

Bidwells has a core Social Value agenda that we are very proud of and which is continually modified and monitored. It is focused on our people, internal operations and business activities. We seek to improve the wellbeing, resilience and opportunities of those touched by our work. Our core values cover:

- Bidwells' employment activities
- Impacts on health and wellbeing associated with operational activities e.g. vehicle pollution
- Support for voluntary, charity and social enterprises, micro, small and medium enterprises
- Supply chain code of conduct
- Innovations in our business activities that help reduce inequality
- Advocacy in the industry
- Improving resilience in local communities

Across all our divisions, from investment to planning, we have a responsibility to ourselves, our clients and the communities which we serve to add value through the changes we bring about. From the most senior partner to the newest recruit, we are working to ensure positive contributions to the long-term wellbeing and resilience of individuals, communities and society in general. This ambition is at the heart of our social value policy, which we will apply to our employment activities, supply chain operations and all professional activities associated with our property consultancy business. Our words are translated into actions across 20 priority areas and captured under six themes, creating a social value plan which will be reported on annually.

Bidwells' carbon reduction plan can be found on our website.

<https://www.bidwells.co.uk/globalassets/policy-docs/bidwells-llp-carbon-reduction-plan.pdf>







FEES

Bidwells' commitment to Wintringham will encompass a fully managed sales and marketing service. We therefore propose the following:

- Bidwells will commit to two full pages of advertising per month within the Cambridge Independent, or equivalent publication, throughout the duration of the development. Should paper advertising not be required, we will allocate this spend on other mediums, to be agreed with you.
- Inclusion of the Wintringham development on bidwells.co.uk, onthemarket.com, rightmove.co.uk, zoopla.co.uk and all other associated websites, incorporating featured digital promotions where appropriate.
- Bidwells' applicant database will be utilised for all email HTML campaigns throughout the duration of the development. Full demographic and social media campaigns through Facebook, Instagram and LinkedIn.
- Full support from the Cambridge New Homes team being David Bentley, Rebecca Wilson, Frances McDermott, Deborah Boorman, Andy Dunne and Michala Footman.
- Bidwells will be responsible for staffing the development seven days a week from 10am to 5pm.

Our proposed fee in respect of the above will be charged at the rate of 1.5% of each individual unit plus VAT.

Alternatively:

We would also be happy to act as a supporting agent whereby Durkan are responsible for staffing (with Bidwells assisting in sourcing) and our fee would reduce to 0.75% with a success related structure for buyer introductions.



Bidwells' residential sales office with large LED promotion screen



BIDWELLS
Cambridge Road,
Abington
£1,000,000
Best talk to Bidwells
01223 604 573

BIDWELLS

APPENDICES

APPENDIX A – PRICING / SALES RATES

We have detailed below a comprehensive schedule outlining our thoughts on revenues based on evidence received from both Morris and CALA at Wintringham. We would look to review this in more detail allowing positives and negatives for each of the plots but feel this is a good guide for achievable revenues.

With regards to sales rates specifically, expectations aligning with both Morris Homes and CALA at circa four per month should be an achievable target based on evidence.

PLOT	TYPE	BEDS	SQ FT	ANTICIPATED £	£/SQ FT
1	House	4B6P	1,288	465,000	361
2	House	4B6P	1,288	465,000	361
3	House	4B6P	1,288	465,000	361
4	House	4B8P	1,534	525,000	342
5	House	3B5P	1,111	400,000	360
6	House	4B7P	1,448	525,000	363
7	House	4B7P	1,448	525,000	363
8	House	4B7P	1,448	525,000	363
9	House	3B5P	1,111	400,000	360
10	House	4B8P	1,534	525,000	342
20	House	4B8P	1,534	525,000	342
21	House	3B5P	1,157	410,000	354
22	House	3B5P	1,157	410,000	354
23	House	4B8P	1,534	525,000	342
24	House	3B5P	1,157	410,000	354
25	House	3B5P	1,157	410,000	354
26	House	4B8P	1,534	525,000	342
27	House	3B6P	1,161	380,000	327
28	House	3B6P	1,196	395,000	330
29	House	3B6P	1,196	395,000	330
30	House	3B6P	1,196	395,000	330
31	House	3B6P	1,196	395,000	330
32	House	3B6P	1,196	395,000	330
33	House	3B6P	1,161	380,000	327
34	House	4B8P	1,534	525,000	342
35	House	3B5P	1,111	400,000	360
36	House	4B7P	1,448	525,000	363
37	House	4B7P	1,448	500,000	345
38	House	4B8P	1,534	525,000	342
39	House	4B7P	1,448	525,000	363
40	House	4B7P	1,448	525,000	363
41	House	3B5P	1,111	400,000	360
42	House	4B8P	1,534	525,000	342
43	House	4B8P	1,444	490,000	339
44	House	4B8P	1,444	490,000	339
45	House	4B8P	1,444	490,000	339
46	House	4B8P	1,444	490,000	339
47	House	4B8P	1,444	490,000	339
61	House	4B8P	1,534	525,000	342
62	House	4B8P	1,444	490,000	339
63	House	3B6P	1,161	380,000	327
64	House	4B8P	1,444	490,000	339
65	House	4B8P	1,534	525,000	342
66	House	4B8P	1,444	490,000	339
67	House	4B8P	1,444	490,000	339

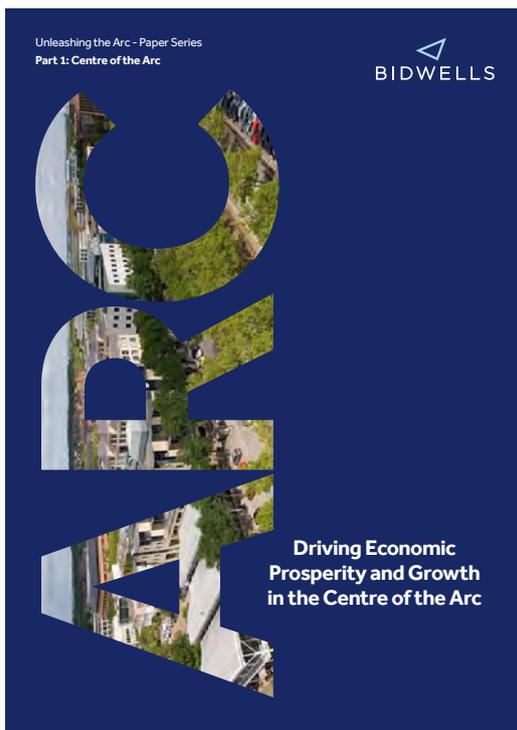
68	House	4B8P	1,444	490,000	339
69	House	4B8P	1,444	490,000	339
70	House	4B8P	1,444	490,000	339
71	House	4B8P	1,444	490,000	339
72	House	4B8P	1,444	490,000	339
73	House	4B8P	1,444	490,000	339
74	House	4B8P	1,444	490,000	339
75	House	4B8P	1,444	490,000	339
76	House	4B8P	1,444	490,000	339
77	House	4B8P	1,444	490,000	339
78	House	4B8P	1,444	490,000	339
84	House	3B6P	1,161	380,000	327
85	House	3B6P	1,161	380,000	327
86	House	3B6P	1,161	380,000	327
87	House	3B6P	1,161	380,000	327
88	House	3B6P	1,161	380,000	327
89	House	3B6P	1,161	380,000	327
107	House	3B6P	1,161	380,000	327
108	House	3B6P	1,161	380,000	327
109	House	3B6P	1,161	380,000	327
110	House	3B6P	1,161	380,000	327
111	House	3B6P	1,161	380,000	327
112	House	3B6P	1,161	380,000	327
123	House	2B4P	901	350,000	388
124	House	2B4P	901	350,000	388
125	House	2B4P	901	350,000	388
126	House	2B4P	901	350,000	388
127	House	2B4P	901	350,000	388
128	House	2B4P	901	350,000	388
130	House	3B6P	1,161	380,000	327
131	House	3B6P	1,161	380,000	327
132	House	3B6P	1,161	380,000	327
133	House	3B6P	1,161	380,000	327
134	House	3B6P	1,161	380,000	327
135	House	3B6P	1,161	380,000	327
136	House	4B8P	1,444	490,000	339
137	House	4B8P	1,444	490,000	339
138	House	4B8P	1,444	490,000	339
139	House	4B8P	1,444	490,000	339
140	House	4B8P	1,444	490,000	339
141	House	4B8P	1,444	490,000	339
142	House	4B8P	1,444	490,000	339
143	House	4B8P	1,444	490,000	339
144	House	4B8P	1,444	490,000	339
145	House	3B6P	1,196	395,000	330

146	House	3B6P	1,196	395,000	330
147	House	3B6P	1,196	395,000	330
148	House	3B6P	1,196	395,000	330
149	House	3B6P	1,196	385,000	322
150	House	3B6P	1,161	380,000	327
151	House	2B4P	901	350,000	388
152	House	2B4P	901	350,000	388
153	House	2B4P	901	350,000	388
154	House	2B4P	901	350,000	388
155	House	3B6P	1,161	380,000	327
156	House	4B8P	1,444	490,000	339
157	House	4B8P	1,444	490,000	339
158	House	3B6P	1,161	380,000	327
159	House	3B6P	1,161	380,000	327
160	House	4B8P	1,444	490,000	339
161	House	4B8P	1,444	490,000	339
162	House	4B8P	1,444	490,000	339
163	House	4B8P	1,444	490,000	339
164	House	3B6P	1,161	380,000	327
165	House	3B6P	1,161	380,000	327
166	House	2B4P	901	350,000	388
167	House	2B4P	901	350,000	388
168	House	2B4P	901	350,000	388
169	House	2B4P	901	350,000	388
170	House	4B8P	1,444	490,000	339
171	House	4B8P	1,444	490,000	339
172	House	4B8P	1,444	490,000	339
173	House	4B8P	1,444	490,000	339
174	House	4B8P	1,444	490,000	339
175	House	4B8P	1,444	490,000	339
176	House	4B8P	1,444	490,000	339
177	House	4B8P	1,444	490,000	339
178	House	4B8P	1,444	490,000	339
179	House	4B8P	1,444	490,000	339
180	House	3B6P	1,161	380,000	327
181	House	4B8P	1,444	490,000	339
182	House	4B8P	1,444	490,000	339
183	House	4B8P	1,444	490,000	339
184	House	4B8P	1,534	525,000	342
185	House	4B7P	1,324	475,000	359
186	House	4B7P	1,324	475,000	359
187	House	4B7P	1,324	475,000	359
188	House	4B7P	1,324	475,000	359
189	House	4B7P	1,324	475,000	359
190	House	4B7P	1,324	475,000	359
191	House	4B7P	1,324	475,000	359
192	House	4B7P	1,324	475,000	359
193	House	4B7P	1,324	475,000	359
194	House	4B7P	1,324	475,000	359
201	Flat	2B4P	761	245,000	322
202	Flat	2B4P	761	245,000	322
203	Flat	2B4P	749	240,000	320
204	Flat	1B2P	539	200,000	371
205	Flat	2B4P	785	250,000	318
206	Flat	2B4P	749	240,000	320
207	Flat	2B4P	749	240,000	320
208	Flat	1B2P	539	200,000	371
209	Flat	2B4P	752	240,000	319

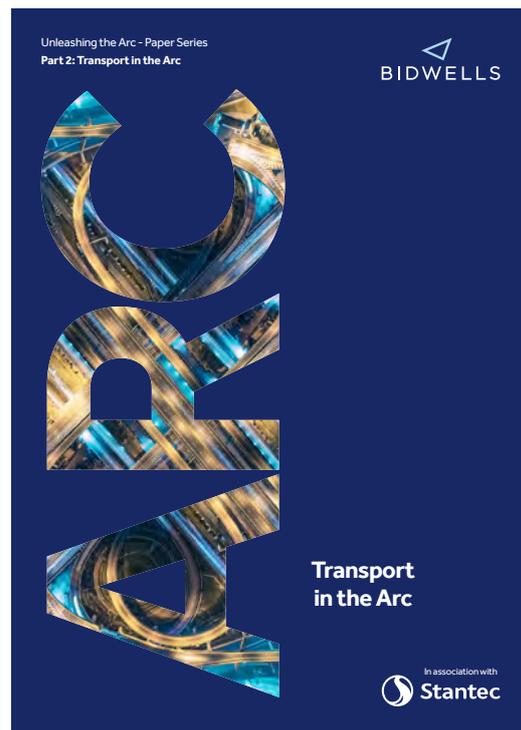
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211	Flat	1B2P	539	200,000	371
212	Flat	2B4P	749	240,000	320
213	Flat	2B4P	749	240,000	320
214	Flat	1B2P	539	200,000	371
215	Flat	2B4P	752	240,000	319
216	Flat	2B4P	752	240,000	319
217	Flat SF	1B2P	539	200,000	371
218	Flat SF	2B4P	749	240,000	320
219	Flat TF	2B4P	749	240,000	320
220	Flat TF	1B2P	539	200,000	371
221	Flat TF	2B4P	752	240,000	319
222	Flat TF	2B4P	752	240,000	319
223	Flat TF	1B2P	539	200,000	371
224	Flat TF	2B4P	749	240,000	320
225	Flat GF	1B2P	549	200,000	364
226	Flat GF	1B2P	540	200,000	370
227	Flat GF	1B2P	563	200,000	355
228	Flat GF	2B4P	757	240,000	317
229	Flat GF	2B4P	757	240,000	317
230	Flat FF	2B4P	755	240,000	318
231	Flat FF	1B2P	549	200,000	364
232	Flat FF	2B3P	657	230,000	350
233	Flat FF	2B4P	755	240,000	318
234	Flat FF	2B4P	757	240,000	317
235	Flat FF	2B4P	757	240,000	317
236	Flat SF	2B4P	755	240,000	318
237	Flat SF	1B2P	549	200,000	364
238	Flat SF	2B3P	657	230,000	350
239	Flat SF	2B4P	755	240,000	318
240	Flat SF	2B4P	757	240,000	317
241	Flat SF	2B4P	757	240,000	317
242	Flat TF	2B4P	755	240,000	318
243	Flat TF	1B2P	549	200,000	364
244	Flat TF	2B3P	657	230,000	350
245	Flat TF	2B4P	755	240,000	318
246	Flat TF	2B4P	757	240,000	317
247	Flat TF	2B4P	757	240,000	317
270	Flat GF	2B4P	755	240,000	318
271	Flat GF	2B4P	757	240,000	317
272	Flat FF	2B4P	755	240,000	318
273	Flat FF	1B2P	544	200,000	368
274	Flat FF	2B4P	757	240,000	317
275	Flat SF	2B4P	755	240,000	318
276	Flat SF	1B2P	544	200,000	368
277	Flat SF	2B4P	757	240,000	317
278	Flat GF	2B4P	757	240,000	317
279	Flat GF	2B4P	755	240,000	318
280	Flat FF	2B4P	757	240,000	317
281	Flat FF	1B2P	544	200,000	368
282	Flat FF	2B4P	755	240,000	318
283	Flat SF	2B4P	757	240,000	317
284	Flat SF	1B2P	544	200,000	368
285	Flat SF	2B4P	755	240,000	318
286	Flat FOG	2B3P	761	245,000	322
287	Flat FOG	2B3P	761	245,000	322

Totals				£76,730,000	£341
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APPENDIX B AND C



Appendix B:
Driving Prosperity in the Centre of the Arc



Appendix C:
Transportation in the Centre of the Arc

We have provided digital copy only to align with our green policy but would happily provide a hard copy on request.



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