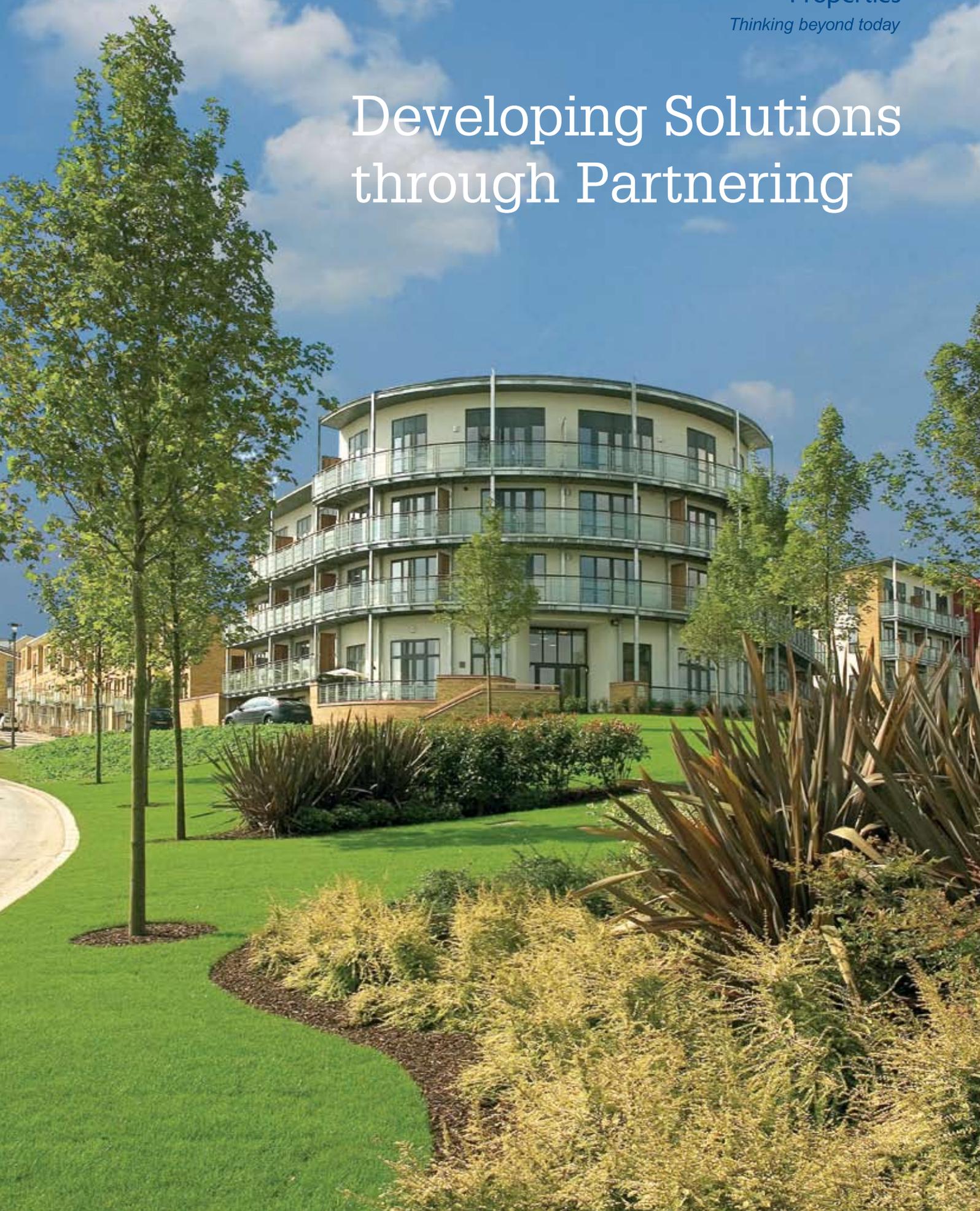




Countryside
Properties

Thinking beyond today

Developing Solutions through Partnering





New Broughton, Salford, Greater Manchester



Skyline 120, Braintree, Essex



Old Brewery Quarter, Cardiff



Beaulieu Park, Chelmsford, Essex

Countryside Properties

Countryside Properties is a leader in property development, the creation of sustainable communities and urban regeneration. Our vision is to create places for people where they can enjoy a good quality of life.

Through our broad base of expertise and the exceptional ability of our people we can deliver every aspect of development, including private and affordable housing, commercial property, mixed-use and mixed-tenure schemes, and recreational and community facilities. This enables us to deliver all the ingredients required to create truly sustainable communities.

The Group has more than 50 years experience in development and has a strong reputation for the quality of its projects. This includes new and refurbished affordable housing, and homes for private sale. In recent years we have also developed some 3.8 million sq ft of commercial property consisting of quality office, industrial, retail and leisure schemes.

Developing Solutions through Partnering

With more than 50 years of development activity our track record in producing high quality sustainable solutions is unprecedented. The diversity of our projects has ensured that we are leaders in residential, commercial and mixed-use development. We are continually evolving, and I am therefore proud to launch a comprehensive range of partnering services to our existing and prospective public and private sector partners.

This full range of services enables us to create tailor-made solutions to your particular development requirements. You will therefore benefit from an optimal solution that utilises the skills and experience of one of the UK's leading developers.

We look forward to working with you.



Alan Cherry CBE DL
Chairman

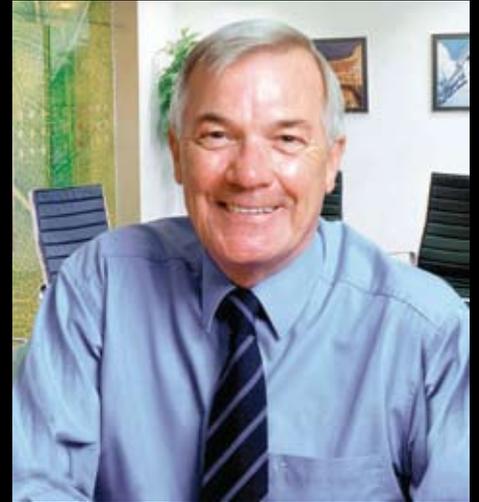


Image Tim Crocker

What We Can Offer

Countryside Properties offers you an extensive range of services that will meet a wide range of requirements. These services are underpinned by expertise gained through the delivery of a very wide variety of schemes, as illustrated by the case studies.



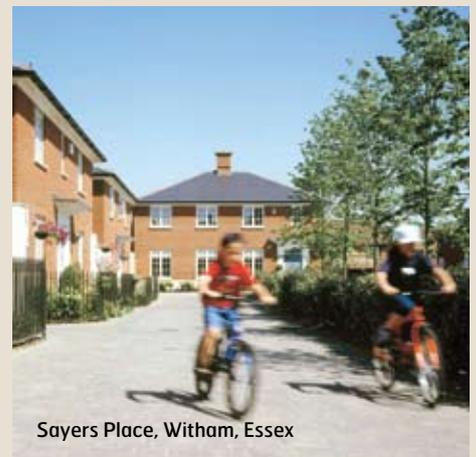
Ridgemoor, Mill Hill, London

Development Investment

To help move your development forward we can invest in it in a variety of ways, ranging from straight forward acquisition through joint venture to funding of the construction works. This is available on residential, commercial and mixed-use schemes.

Public Funding

We have an excellent relationship with the Homes and Communities Agency and over the years have secured many millions of pounds of grant and other aid, for our partners and ourselves. We can work with you to explore funding opportunities and then submit, and progress applications.



Sayers Place, Witham, Essex

Development Management

We can provide advice on all aspects of residential, commercial or mixed-use development, including land value optimisation, accommodation mix, design brief, specifications, layout, phasing and financial appraisal.

Sales and Marketing

We can expertly manage all aspects of the sales and marketing of your development. This will normally include amongst others: sales and marketing strategy, pricing, incentive packages, showhome and sales centre design, advertising, website, brochure and media relations.

Project Management

We can take responsibility for all aspects of the project up to the start of construction, including design team coordination, programming, risk management and value management.

Town Planning and Architecture

We have an enviable record of securing planning consents. Our Town Planning Service can be provided on a stand-alone basis or in conjunction with our Architecture Service to give you seamless progress from first scheme concept through to detailed planning application and consent. We can also offer a Construction Stage Design Service.

Design and Build Contracting

We have provided a Design and Build Contracting Service to public and private sector clients in the residential industry for over 25 years. We can provide it to you on a stand-alone basis, or in conjunction with one or more of our other services.

We specialise in the residential sector, building both affordable housing and homes for private sale. We undertake schemes from 30 to 3,000 homes and have experience in both new build and refurbishment. Our projects range from green field sites in rural areas to multi-phase city centre regeneration schemes.



St Mary's Island, Chatham Maritime, Kent



Crossways, Tower Hamlets, London

Case Studies

Grahame Park, Colindale

We are providing Genesis Housing Group subsidiary Choices for Grahame Park with a comprehensive package of services for the regeneration of the Grahame Park Estate in Colindale, North West London. These comprise Design and Build Contracting, Project Management, Development Management and Sales and Marketing.

This has enabled Choices for Grahame Park to secure all of our skills and expertise in housing for sale, including the use of the highly valued Countryside brand in a one stop service, in conjunction with contracts to undertake the design and construction of all the new homes.

The £800 million regeneration of Grahame Park comprises 3,000 homes and will be completed in around 18 years.

Crossways, Tower Hamlets

We are undertaking the multi-phase regeneration of the Crossways Estate in Tower Hamlets for Swan Housing Group. Through our Design and Build Contracting Service, when completed in 2013 we will have refurbished 297 existing homes and built 290 new homes, together with associated demolition and infrastructure works.

We are also providing employment and training opportunities for local people, and supporting Swan's community development programme.

"Our highly successful joint venture with Countryside Properties has enabled us to deliver an outstanding sustainable new community at St Mary's Island. Over 1,000 new homes have been built already and a further 700 planned. St Mary's Island is a thriving residential community, combining high quality urban design with the most stringent sustainability standards.

Our long-term relationship has led to the regeneration of the island and provided a catalyst for the renaissance of Medway."

Pam Alexander, Chief Executive, SEEDA



Grahame Park, Colindale, London



Great Notley, Braintree, Essex

Developing Tailor-Made Solutions

The key to our approach is to draw up a tailor-made solution which specifically addresses our partner's requirements. For example, the solution needed for a vacant piece of land without planning consent is likely to be very different to that needed for a partly completed development.

Our preferred approach will therefore be to carefully consider your particular situation and, review with you the package of services that will provide the most appropriate and cost-effective solution.

"We chose Countryside Properties as our development partner for the first phase of Ebbsfleet Valley at Springhead Park because they understand how good design and place making adds value. We have also enjoyed an excellent relationship with them forged in delivering the award winning Waterstone Park development in Greenhithe. Countryside has exceptional skills and experience and is a very good partner to work with."

Mike Hussey, Former Managing Director,
London Portfolio, Land Securities



Waterstone Park, Greenhithe, Kent



Hart Street, Brentwood, Essex



Great Notley, Braintree, Essex



New Broughton, Salford, Greater Manchester



Stonebridge, Harlesden, London



Chertsey Opportunity, Chertsey, Surrey



iBuilding, Croydon - part of the London Wide Initiative

Case Studies

The London Wide Initiative

Countryside Properties has been providing its consortium partners Hyde and Metropolitan Housing Associations with a comprehensive range of services since 2005 as part of the London Wide Initiative programme with the Homes and Communities Agency.

The services respond to the particular requirements of the London Wide Initiative, which involves the delivery of 1,500 mixed-tenure homes, together with commercial and retail floor space.

We have provided a Project Development Service on all three of our schemes in the programme which has, amongst other things, secured detailed planning consents. We are building the schemes on fixed price design and build contracts.

We are jointly funding the housing for sale with the Housing Associations and are providing a Development Management and Sales and Marketing Service on these projects.

The Chertsey Opportunity

The Chertsey Opportunity is a major town centre revitalisation project in partnership with Runnymede Borough Council to bring new life to a run down area of Chertsey.

The scheme has involved the development of some 14,446 sq m of office accommodation in 5 separate buildings, 93 apartments, a new town square and retail accommodation.

Under the development agreement the Council had responsibility for assembly of the land and the implementation of the wider infrastructure, with Countryside Properties being responsible for the design, construction, letting and disposal of the completed elements.

If you'd like to find out how Countryside Properties can help you please contact:

In the South
Michael Hill, Business Development
Director on 01277 260 000
email michael.hill@cpplc.com

In the North
Philip Whitehead, Regional Regeneration
Director on 01925 248 900
email philip.whitehead@cpplc.com

Countryside Properties PLC
Countryside House
The Drive
Brentwood
Essex CM13 3AT
T 01277 260000
F 01277 690600
E group@cpplc.com

Countryside Properties PLC
Countryside House
Lakeside Drive
Centre Park
Warrington WA1 1RW
T 01925 248900
F 01925 248901
E northern@cpplc.com

www.countryside-properties-corporate.com