

Potential redevelopment of Wyton

Airfield

Event for Councillors

21st January 2015

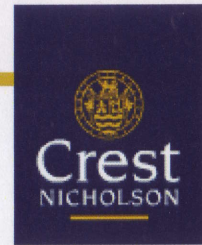
Wyton Airfield Presentation January 2015

Crest Nicholson

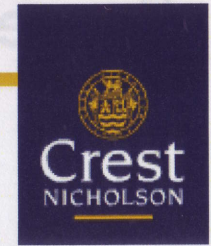
Scott Black
Group Director of New Business – Crest Nicholson



Presentation Contents



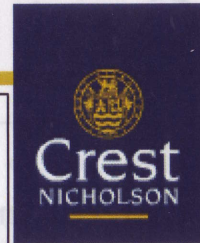
1. Introduction – who we are, what we do, what we stand for
 2. Our Journey so far at Wyton
 3. Our emerging vision for the redevelopment of Wyton Airfield
 4. What next?
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1. Crest Nicholson – who we are, what we do and what we stand for



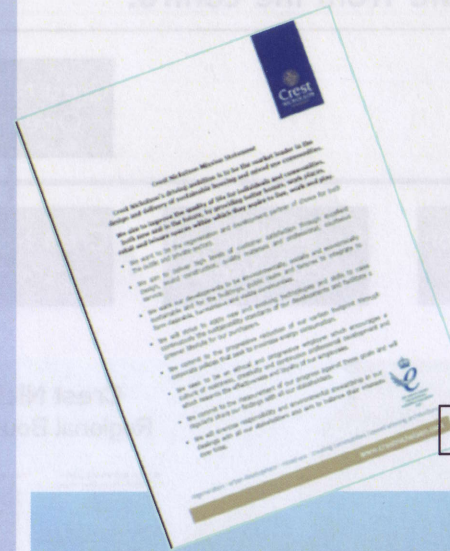
Crest Nicholson



For over 35 years Crest Nicholson traded successfully as a publically quoted house builder. The acquisition of the company by HBOS in May 2007, followed by the credit crunch, has been a turbulent period in the company's history. The Varde acquisition and recapitalisation of the business provides a stable and strong foundation for future success

Crest :

- is the 8th Largest residential and mixed use developer in the UK delivering:
 - Circa 2,500 Dwellings p.a.
 - from 50 sales outlets predominantly in the South East & South West
 - £40m+ mixed commercial turnover p.a.
- has a short term land bank of 14,000 plots and a strategic land bank of 18,000 plots
- undertakes 35% of its development in Partnership with the Public Sector, NHS, Other developers etc
- has an leading reputation for design quality and environmental sustainability
- Has a more diverse business model than many of the quoted "volume" house builders

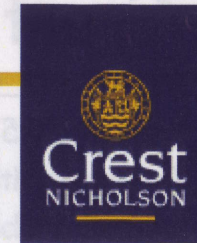


**Crest retains the
"Driving ambition to be
the market leader in the
design and delivery of
sustainable housing and
mixed use communities"**

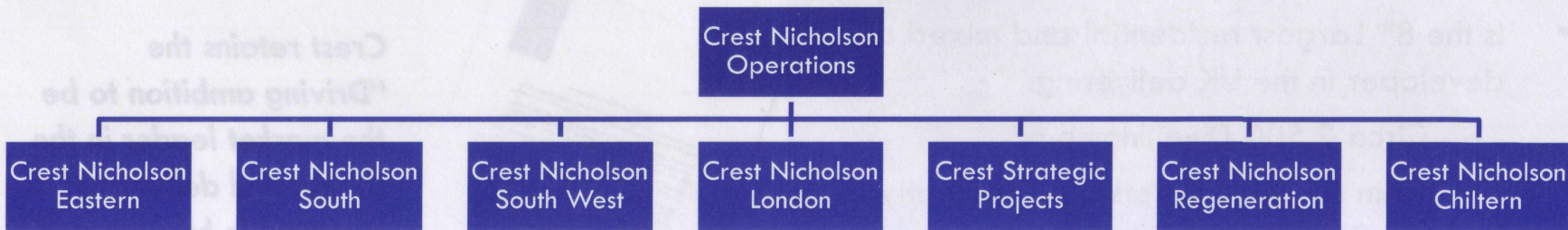
Extract from Crest's mission statement



Crest Current Organisation Structure



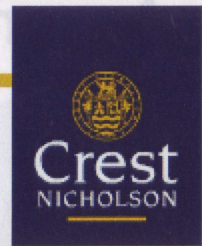
The Group currently operates four traditional housing divisions; two covering the South East, one in the South West and one to the north of London which extends into the Midlands. In addition we have Crest Strategic Projects and Crest Nicholson Regeneration who operate from the centre.



Specialist Head office teams support the Group in the following areas:

- Partnership housing
- Group marketing
- Group buying
- Group accounts
- IT
- Sustainability
- HR and Company secretariat
- Health and Safety

An Added Value Business Model



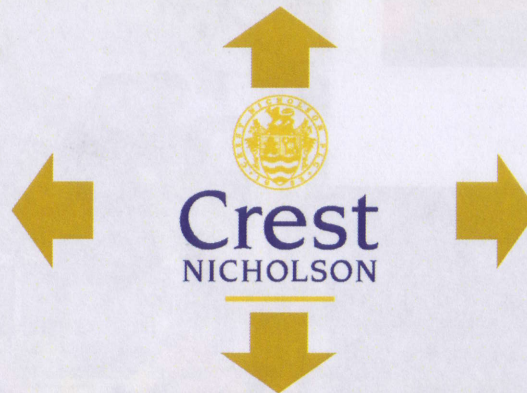
Design Quality

- Reputation for developing quality housing with well conceived master plans which create places where people want to live, work and play, underpinning a value-added strategy which responds well to the aspirations of our purchasers
- **More CABA 'Building For Life' Gold Standard awards than any other developer**



Mixed Use Capability

- Crest retains a broad cross-section of development skills allowing it to access a wide variety of opportunities
- From traditional housing to strategic land and mixed use town centre redevelopment, the **Group can both meet its partner's development aspirations and create a forward land supply**



Sustainability

- Crest remains one of only two house builders who received the Queen's award for sustainability
- The Group is partner of choice for the public sector
- **Consistent Top Performer Next Generation Sustainability Benchmark**

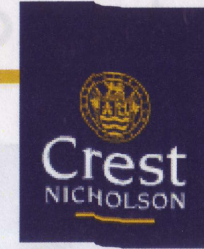


5* Customer Experience

- The quality of Crest's developments, highly trained sales force and the care we take in delivering first class customer care has enabled the Company to outsell the competition throughout the downturn and underpins our public sector land buying
- **90%+ of our customers would recommend Crest to a friend**

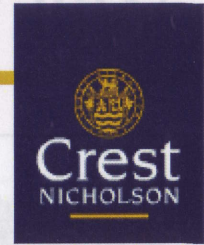


An enviable housing portfolio

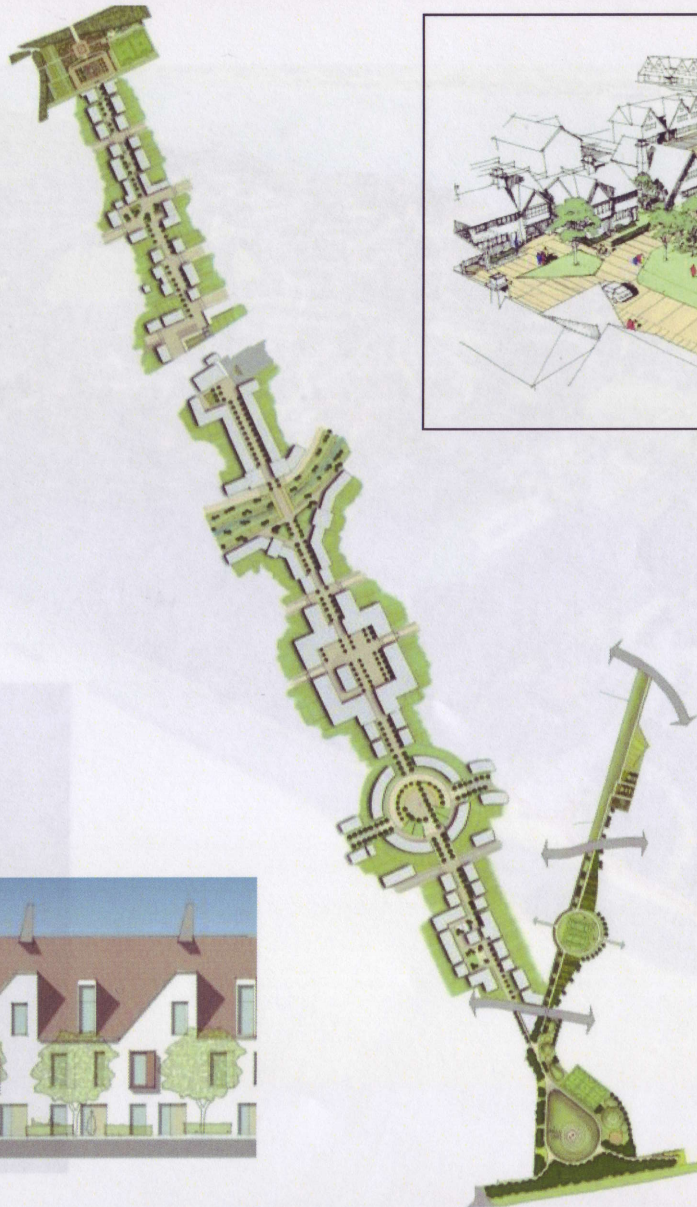
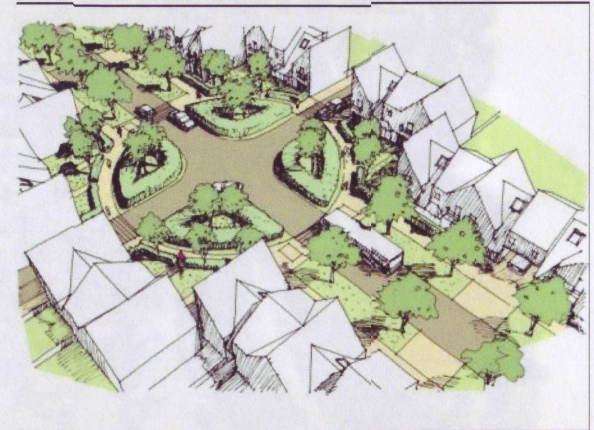
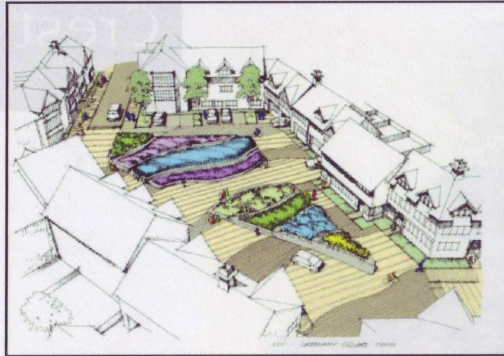
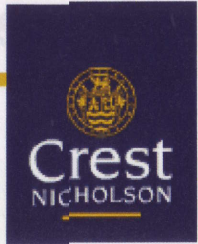


Crest delivers traditional and contemporary housing and has over 40 housing sites in production at any one time.

Development with a Clear Vision

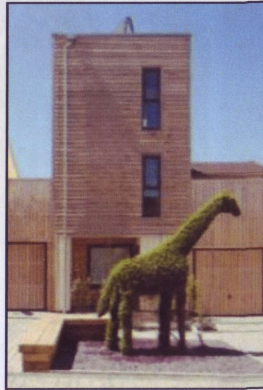
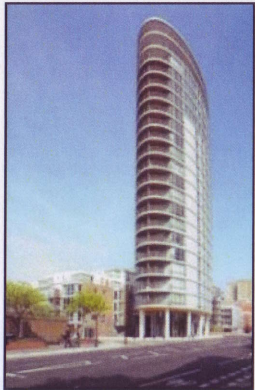
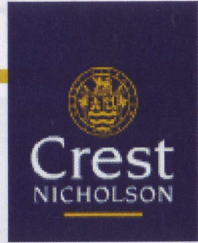


With Place Making at their Heart



Which Value Good Design

Over the last 20 years Crest has acquired a reputation for developing quality housing within well conceived master plans which create places where people want to live, work and play. This underpins a value added strategy which responds well to the aspirations of our purchasers.



**BUILDING
FOR LIFE** GOLD STANDARD

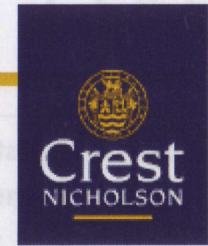
Crest's developments have more Building for Life Gold standard awards than any other UK developer



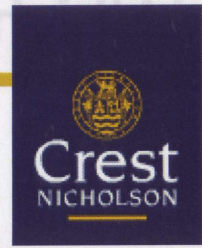
Design Quality



With the Right Attention to Detail

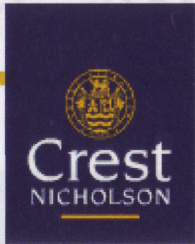


Which Create Great Living Environments

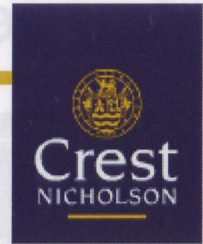


Which seek to deliver an enduring legacy

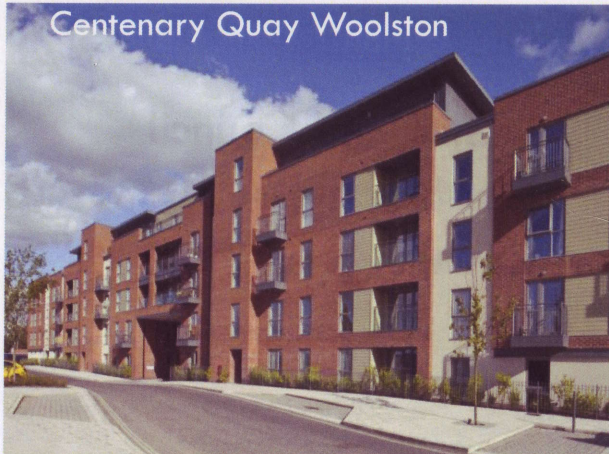
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A Strong Partnership Culture



More than 35% of Crest's development is undertaken with various forms of partnering



Centenary Quay Woolston



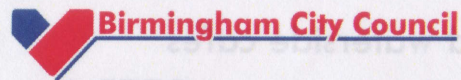
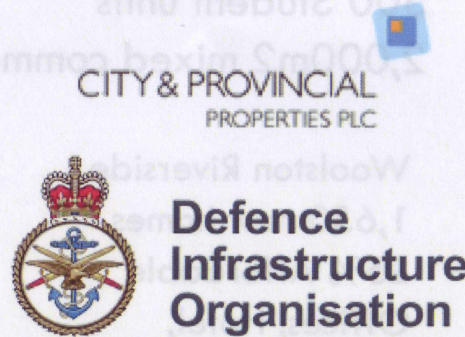
Arborfield Garrison



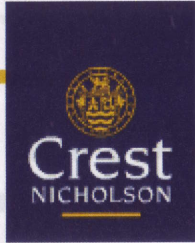
Arborfield Garrison



Milton Keynes



Large scale housing regeneration



Portishead Quays
£600m, 15 Year Programme
4,500 dwellings
400,000sqft mixed use
2 Schools/District Centre

Bristol City Council
North Somerset
Council



Bath Western Riverside
£500m, 15 year Programme
2,000 dwellings
500 Student units
2,000m2 mixed commercial

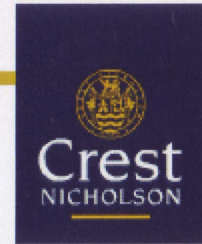
B&NES



Woolston Riverside
1,650 new homes
25% Affordable
Offices, Hotel,
140,000 sqft Marine employment
Community hub
Restaurants and waterside cafes
Children's play area

SEEDA

Mixed use development



Camberley Town Centre
£120m, 4 year programme.
300 new homes
30% Affordable
Bowling/Cinema
Retail/Restaurants



Surrey Heath
Borough Council

Bristol Harbourside
£300m, 10 Year Programme
600 dwellings
120,000sqm offices/leisure
New Public Realm



Bristol City Council

