

## OUR COMMUNITIES

Delivering new homes is about a lot more than bricks and mortar. Our developments are primarily responding to local housing need but they can also unlock many more benefits for communities.

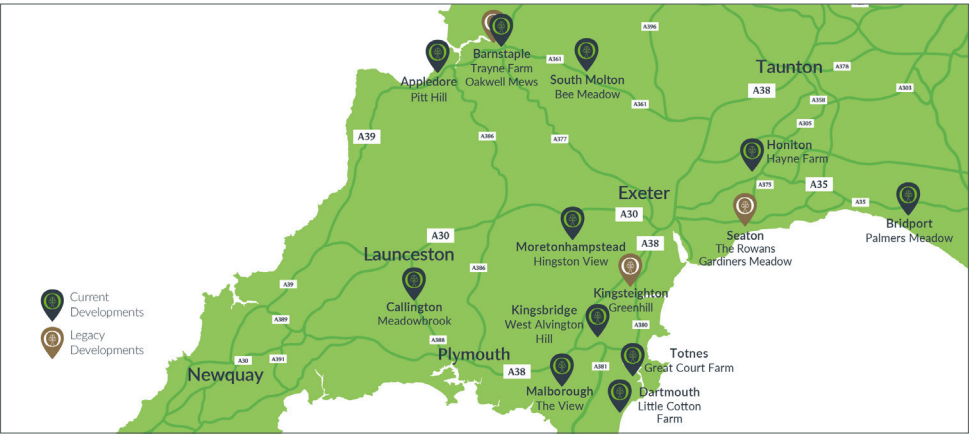
Housebuilding generates employment, with an average of 1.5 jobs created per home built. That means that, on a development of 100 homes, we would expect to see 150 jobs created for the duration of the construction programme. Using local labour is important to us: not only is it good for the region's economy, enabling homes to be built for local people by local craftsmen, but it safeguards the skills that the industry needs, builds a loyal workforce and creates apprenticeships for local people.

More tangible still are the affordable homes that we deliver for local families, policy compliant on every scheme consented to date. And the s.106 monies raised through development which help deliver and secure key local infrastructure.

Finally, there is Baker Estates own legacy. Our sponsorship of numerous local junior sports clubs and the promotion of healthy lifestyles for our children is important to us.

## OUR COMMITMENT

Working with communities and **BEING GOOD** at what we do has allowed us to achieve our aspirations. We think that the two are entirely compatible and we stand ready to work with communities across the southwest.



## TESTIMONIAL

“*‘Baker Estates’ model of community engagement is one that others would do well to emulate. They negotiated fairly and equitably with councillors and residents alike, taking every opportunity to consider our feedback and to respond positively. Their approach is wholly professional, reinforced with good judgment and an attention to detail that has resulted in a design head and shoulders above what we are used to seeing.*”

CLLR PHIL TWISS,  
East Devon District Council

## OUR FUTURE

We have a track record of achieving results while ensuring a respectful approach to local communities is maintained. A reputation for fairness and flexibility has ensured every planning consent has been delivered expediently and with the support of the parish or town council. Building relationships is a valuable investment of our time.

Our vision is simple: to build exceptional new homes in desirable locations throughout the southwest.

We have grown from a tiny acorn in 2016 to a business delivering c. 250 homes per annum., directly employing 70 local people and up to 350 local subcontractors on our sites every day. Our ambition is to become the premier independent house builder in the region.



[www.bakerestatesltd.co.uk](http://www.bakerestatesltd.co.uk)

**BE GOOD**

## WHO WE ARE

At Baker Estates we strive to do things differently. We are a young company, rooted in the southwest, with an ethos that seeks to get it right – and do it right – every time.

Our senior management team has over 100 years’ combined experience in the house-building sector: to us, challenges are there to be overcome, opportunities are always to be pursued but our success is measured by the way in which we have achieved it and through our good judgement and behaviour.

Our philosophy is simple: **BE GOOD** in everything we do. Our team lives these values every day: whether buying land, engaging with our communities or building a new home for a customer, we endeavour to do the right thing.





## OUR BACKGROUND

Ian Baker founded Baker Estates in 2015 after spending almost 30 years in senior roles with major national housebuilders, Galliford Try and Linden Homes where he was group managing director. He has since been joined at a senior level by Greg Fitzgerald, chairman; Graham Hutton, development director, Richard Ayre, land & planning director and Jason Knight, operations director, all of whom have worked for major housebuilders for many years and are widely respected within the industry.

This is a southwest company. Without exception, the senior team were raised and live locally. They understand what it means to live in this part of the country and are passionate about what makes it an outstanding place in which to live, work and do business.

After just four years, we now employ 70 people in our Newton Abbot offices and have ten sites – and c. 1,300 homes – in the pipeline. We are building a reputation as the south west's leading housebuilder, based not simply on the quality of our product or the speed of our growth, but how we do business. We are professional but we are also principled: all of us make every effort to **BE GOOD** at our job, making good business decisions based on good values.

## CASE STUDY: SUBSEQUENT PLANNING APPLICATION AT TOTNES

In 2017, we secured consent at the local level for 74 homes in Totnes, including a number of innovatively designed, 'barn conversion' styled houses. During the course of ongoing discussions with officers and neighbours it was agreed further improvements to the scheme could be achieved (post approval). We submitted a second application which was recently consented. It delayed progress on site but was the right thing for us to do:

- It improved our design
- It further mitigated any impact on our neighbours
- It helped with local housing need



## CASE STUDY: ROWAN DRIVE, SEATON

During 2017, we were granted consent by East Devon District Council for two separate schemes on the northern edge of Seaton, one for 36 homes and the other for a further 20. We acquired both sites from the same landowner and submitted separate, but contemporaneous, planning applications.

In both cases we:

- Took the time to meet our neighbours individually to understand their concerns
- Held public exhibitions at which we invited the community to view our plans and to feedback
- Met regularly with Seaton Town Council to report back
- Are delivering developments that will enhance the local area

We are the first developer for a generation in Seaton to follow through on our affordable housing commitments.

*“It is very refreshing to see a developer that has the passion to go the extra mile to properly engage with the community and then provide housing that reflects the results of the engagement.”*

**CLLR SIMON WRIGHT,**  
South Hams District Council

## ENGAGING COMMUNITIES

Wherever we are building, in almost every case we are doing so with the support of the parish or town council. We do not take this for granted: it has been achieved through a positive commitment to genuine engagement in the neighbourhoods in which we are seeking to bring forward new homes.

Our community consultation is not a tick-box exercise: it is not unusual for us to re-consult with a parish council several times as we further amend our proposals in response to community feedback. No one knows a neighbourhood better than those who live there and it is through on-going conversations with the local community that we seek to improve our plans and to deliver

developments that our purchasers are happy to live in and our neighbours are happy to accept into their plans and to deliver developments that our purchasers are happy to live in and our neighbours are happy to accept into their communities.

Our case study for Great Court Farm, Totnes shows how we are prepared to amend our proposals, to the extent of submitting further applications, to deliver a better outcome both for our neighbours and, ultimately, ourselves. We are justly proud of what we build – Great Court Farm won 'best design' at the national Housebuilder awards. Our homes are genuinely bespoke to their setting, responding to the character of the area and sympathetic to the local landscape. They are exceptional properties in desirable locations that will stand the test of time.

In the town of Seaton, we have chosen to make a modern statement; large windows offer views across the Axe estuary to the sea. In Totnes, on the site of a former farm and in the heart of the South Hams, we are building new barns, coach houses and bungalows, with a thatched house at the centre of the development.

These are homes that people aspire to live in and that enhance existing communities.

## OUR RECORD

In a little under four years, we have been granted permission for over 1,300 homes; c. 1,000 of these were by delegated consent, thanks to the overwhelming support we have received from parish and town councils. We are now under construction on seven sites and have a legacy of thriving new communities on five fully completed developments.

Our Great Court Farm scheme in Totnes won 'best design' at the national Housebuilder awards and 'best residential project of the year' at the south west's prestigious Michelmores awards. Several of our on-site team have won NHBC pride in the job awards recognising the quality of our build.

At a meeting of East Devon's Planning Committee in 2017, a councillor commended our approach as 'second to none' and noted that we 'actually listened to what people said. We have sought to build relationships at a strategic level within the local authorities in which we choose to build.

Face-to-face contact develops trust and confidence and enables each party to have an honest dialogue with the other. As much as we work within these local communities, so we live in them too.

## OUR DELIVERY

When we get a consent, we move to build it out. As a local housebuilder, our reputation can be built on nothing less. We know that our communities expect certainty and once they have granted us permission, they rightly expect us to implement it.

We have an experienced construction management team and a network of local contractors who are ready to go.



Mayor of Seaton at Rowan Drive with Ian Baker

