



ESQUIRE
DEVELOPMENTS

AN INTRODUCTION TO
ESQUIRE DEVELOPMENTS

WWW.ESQUIREDEVELOPMENTS.COM



MEET ESQUIRE DEVELOPMENTS

Having completed our first home in 2012, Esquire Developments has flourished, growing in size as a team and in terms of housebuilding achievement. This is thanks to our commitment to the delivery of homes designed to answer the exacting demands of modern-day living.

A growing team of two directors and 24 staff, we use our local knowledge and experience to deliver high-quality residential and mixed-use development. We have secured a solid pipeline of sites – and land options – through a community-focused approach to planning, strong design ethos and understanding of the Kent housing market. We have also forged strong relationships with local councils, contractors, other housebuilders, and the communities where we work.

For us, Esquire Developments is about great quality and design, and we believe this is confirmed by the confidence of our purchasers, who regularly recommend our homes to friends and family. We also personally believe our homes will stand the test of time and that in 20 years we will be as proud of their quality of build as we are today.

Paul Henry, Managing Director of Esquire Developments, explained: “Establishing Esquire Developments was about creating an opportunity for us to attempt to improve the public perception of housebuilding in Kent. To achieve this we knew we had to do two things: put together a hard-working, like-minded team; and make sure our homes are of the best possible standard. Without one, we knew we wouldn’t achieve the other.

“It’s an attitude we took from the start and is the reason we have developed into such a strong, successful – and multi-award winning – team today.”

Senior Management Team



Paul Henry,
Managing Director and
Co-Founder
phenny@esquiredevelopments.com

While studying towards my first class degree in quantity surveying, I worked as a sponsored student for a national construction company. This gave me experience of several high-end residential projects and opened my eyes to the possibilities of good quality development – the perfect stepping stone for following my ambition of starting my own business closer to home. I haven’t looked back.

Since starting the business I have had many proud moments, including winning Gold at the WhatHouse? Awards; establishing the SME Developer Network to drive change locally; the satisfaction of seeing each of our sites consented, constructed and sold; and being able to support Ellenor Hospice – we’ve raised more than £70,000 for them. Without building Esquire Developments I would not have been in a position to give back in the same way.

- 2011 Esquire Developments is founded
- 2012 First project complete: two houses
- 2014 First staff members hired. Both are still with us
- 2014 First renovation project begins
- 2016 Establish fundraising relationship with Ellenor hospice
- 2016 Win Bronze for Best Renovation Project at WhatHouse? Awards
- 2019 Establish local SME Developer Network

- 2018 100th home constructed
- 2019 Win Bronze for Best Small Housebuilder at WhatHouse? Awards
- 2020 Win Gold for Best Small Housebuilder at WhatHouse? Awards
- 2021 300th home constructed
- 2022 Win Best Boutique Developments Evening Standard
- 2023 Commended First Time Buyer Awards – Large Development – Woodlands





David Braddon,
Director and Co-Founder

dbraddon@esquiredevelopments.com

Having completed my law degree, I returned home to Kent and co-founded Esquire Developments with my life-long friend Paul.

It's been a great journey, of which I am incredibly proud and continue to enjoy, but if I had to pick one moment from our story so far, it would be exchanging contracts on our second site, at Courtsole Farm, Cliffe. This deal was incredibly important to us at the time and cemented our position in the local marketplace. We forged some important relationships during that scheme, many of whom we are still in contact or working with many of those people today.



Patrick Convey,
Head of Construction

pconvey@esquiredevelopments.com

Having worked from the tools up, I'm proud to be where I am today and to be able to use my 35 years of experience to develop our construction team. It especially means a lot to me that I was able to establish our trainee site manager programme to help others in the team to develop their skills.



Alex Mattingly,
Head of Sales & Marketing

amattingly@esquiredevelopments.com

When Hazells Farm won us our first WhatHouse? Award it brought home to me what an amazing thing we'd achieved as a team – I love being a part of that and knowing my work contributed to this success. I'm also proud to live on one of our sites.



William Blyde,
Head of Finance

wblyde@esquiredevelopments.com

Having joined the team in 2021, my most satisfying moment so far is to find myself part of a driven team which shares my ambitions. I have also joined a family. Opportunities of this nature are rare, especially so close to home.



Ben Kilgore,
Head of Commercial

bkilgore@esquiredevelopments.com

My background is in architecture and I've been with Esquire since 2014. Completion of Hazells Farm is one of my proudest moments, this was a challenging redevelopment that included a Grade-II listed barn.



Andrew Wilford,
Head of Land and Planning

awilford@esquiredevelopments.com

With 17 years' experience in planning and development, I'm pleased to have been involved in the very first planning consent for Esquire: two homes in 2010. It was the first glimpse of what was to come and it's great to have been a part of the whole journey.



THE BIGGER PICTURE

It's an over-used line, but home is where the heart is. At Esquire Developments we know it's the residents who bring that heart into their homes, but that doesn't stop us from caring. Whether it's the environment, the community or our individual staff, we understand the importance of acknowledging the impact of our activities and considering what positive differences we can make.

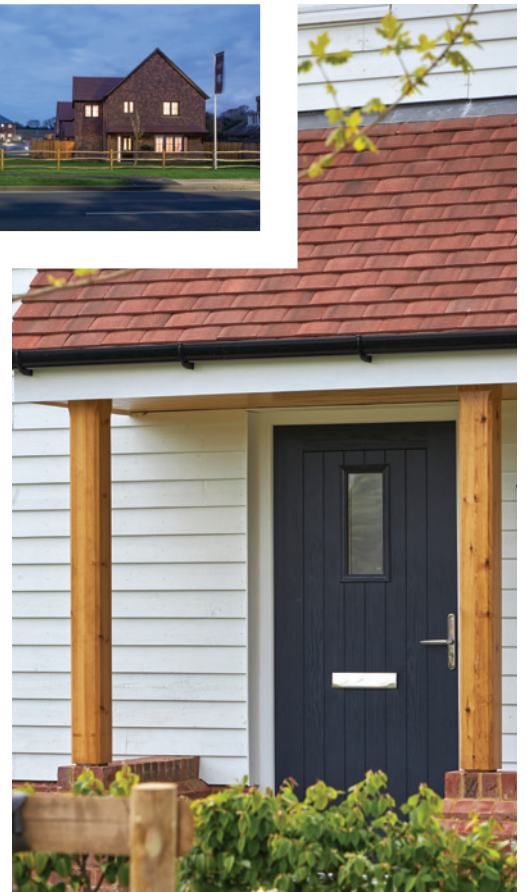
Environmental measures

We are constantly reviewing and updating our environmental measures and recently announced that all our future sites will achieve a minimum 50% reduction in carbon emissions, versus previous building standards. This is ahead of the June 2023 Government requirement to reduce carbon emissions by 31%.

We now build with an electric only approach, omitting natural gas as a fuel to our homes. This means they are all heated by energy-efficient Air Source Heat Pumps, which warm the home via underfloor heating. We also adopt a fabric-first approach to our build quality, ensuring the materials used in the construction of our homes are not only responsibly sourced, but also perform to the highest possible standards.

Locally-sourced materials and supply chain means less travel is required in the delivery of our sites. This reduces carbon generation during the construction phase, and supports other local small businesses.

We implement whole-development measures. For instance our sites are commonly low density, which leaves more space for nature in both private gardens and public open spaces, with a mix of grassed areas and native planting for wildlife.



To help minimise the need for travel, where possible, we include community facilities into our developments – for instance we have included local nurseries and rural offices which are of benefit to the local area. This is generally seen as a community asset, however the reduction in travel to sites is also important from an environmental standpoint.



Putting people first

We may be a relatively young business with a modern outlook, but we also believe in the tradition of a handshake. Once a handshake has taken place the deal is done and the people we work with respect us for that.

We believe in quality, and we know the lowest price is not the best price. We have a dedicated framework of reliable sub-contractors and suppliers we can trust to deliver quality, ensuring our homes meet the exacting standards we require.

We support our peers, as demonstrated by our establishment of the SME Developer Network.

We are a strong team. Leadership development and staff training are key for ensuring everyone feels valued and able to



1. Supporting the Ellenor Orange Ball

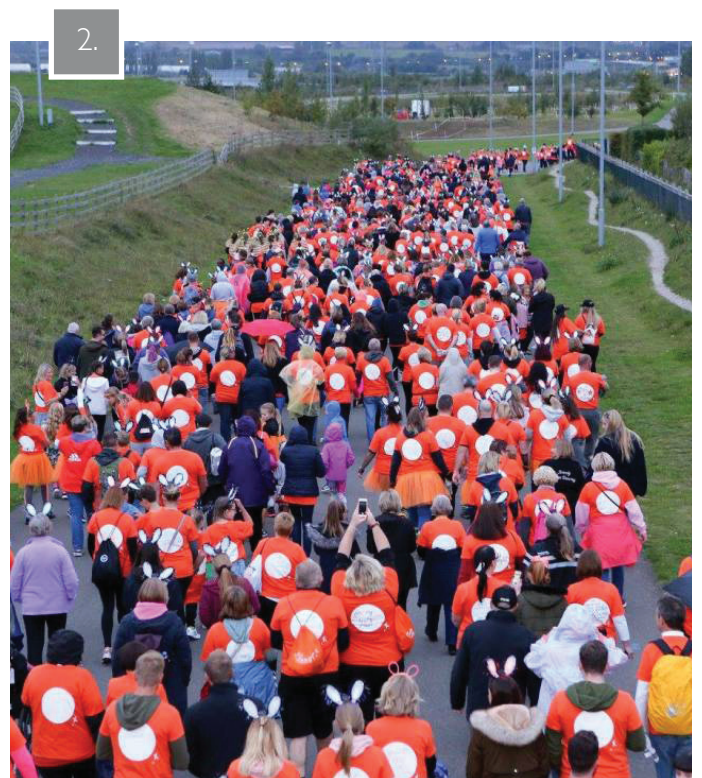
2. Ellenor Twilight Walk raises tens of thousands of pounds every year

Many of our earlier developments were on former agricultural sites, requiring sensitive conversion of existing buildings. This includes consideration for any wildlife, the natural environment and for the fabric of the existing buildings. We continue to take this approach on all sites, so that new developments complement adjacent assets.

We also have a policy to recycle or reuse materials. This includes segregated waste management and being resourceful with existing assets on a site, an example of this being the donation of a disused climbing facility to a local Scouts group, or on a smaller scale incorporating elements of the original building into the redeveloped structure.

meet their potential, whatever their role or ambition. We also have regular team building days and evening get-togethers. These have been more socially distanced in recent times but the relationships we had already forged mean we've been able to adapt to the challenges of the pandemic and continue to work and play well together.

Community involvement is important to us. From sponsorship of grassroots sports teams to fundraising for the local hospice, staff are encouraged to get involved because we build for the community and to help make the community stronger.



OUR PROJECTS

We've adopted a bespoke and tailored approach that's built upon our understanding of the local housing market and combined with solid design to offer something different to those of our much larger competitors.

Everything we do reflects and respects the communities in which we are building and the places we are helping to create. This is clearly appreciated by our homebuyers as 95% of our properties are sold off-plan, before construction is even under way, with 97% of our clients happy to recommend us to family and friends.

Our mix of units, ranging from one- to five-bed properties, as well as single storey homes, apartments and maisonettes, is matched closely to the needs of the community, as well as taking into account external impacts such as Brexit and, more recently, the coronavirus pandemic. This is the result of our detailed understanding of the housing market across the areas we serve.

Reflection of the local vernacular is essential to the design of each of our schemes so they sit comfortably and unobtrusively within their communities. We are proud not to have 'standard

house types', as each development is synonymous with quality and bespoke design.

In some cases, existing buildings have been meticulously restored for 21st century living, with their historic features retained and enhanced – for example exposed timbers, original ironworks and other items of architectural merit.

The design of the outside space is important to developing a sense of place. This is as much down to tailoring the style of the site to suit its community – for example celebrating an area's military history, or complimenting a farmstead setting – as it is about the materials used.

Attention is paid to enhancing biodiversity, with ecological improvements designed into our landscaped areas to encourage wildlife. Sustainable drainage solutions are incorporated into all our schemes, improving water quality and helping to create and maintain vital natural habitats. This offers a haven for nature, helps to improve air quality and it simply looks nice as a place for residents to relax and enjoy the outdoors.



Project:
Hazells Farm



- Number of homes – 12
- Southfleet, Dartford
- Situated in the heart of North Kent, between the charming villages of Southfleet and Istead Rise, this site's farming heritage dates back to the early 18th century. It has been sympathetically developed to offer a mix of 3 and 4 bedroom homes.



Project:
Appleyard Quarter

- Number of homes – 50
- Hoo, Kent
- A mix of 2, 3 and 4 bedroom homes in a sought-after location. Street Farm – a former fruit farm – has been transformed into Appleyard Quarter, offering a laid back lifestyle within easy reach of central London.



Project:
Woodlands

- Number of homes – 94
- Cliffe Woods, Kent
- Designed for a range of lifestyles, the development of 2, 3, 4 and 5 bedroom homes is closely connected to the community and the countryside, with woodland and meadows right on its doorstep.



Project:
Riverbourne

- Number of homes – 69
- Chattenden, Kent
- Riverbourne has everything residents need to balance a busy schedule with relaxing downtime, including local amenities, beautiful surroundings and good transport links. The development comprises a mix of 2, 3, 4 and 5 bedroom homes.



Project:
Manor Farm

- Number of homes – 10
- Cliffe, Kent
- A regenerated farmstead development of 2, 3 and 4 bedroom homes including bespoke bungalows on the much sought-after Hoo Peninsula.

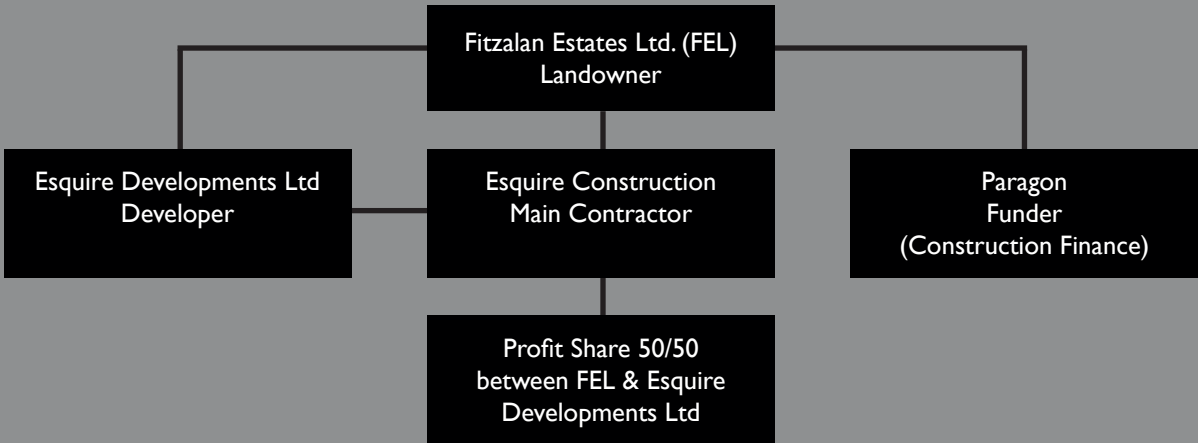


PARTNERSHIPS

We have forged a number of strategic partnerships with legacy landowners. This included both long term landowners and registered providers utilising build licences, joint ventures and other structured agreements.

Arundel

- Working with the Duke and Earl of Norfolk and the Arundel Community Land Trust, we are delivering 90 dwellings in the Historic Town of Arundel.
- Comprising a Joint Venture agreement, Esquire and the Norfolk Estate are delivering a high quality legacy land development to meet Local Needs.
- Achieving in excess of 70% Biodiversity Net Gain, the scheme will set a benchmark for design and quality in the local area.



- Fitzalan Estates receive guaranteed minimum land value.
- Fitzalan Estates provide the first £4m construction finance.
- Construction finance facility arranged by FEL as the borrower.
- Construction finance topped up by Paragon.
- Esquire Developments Ltd act as Developer (Detailed planning and delivery) The relationship between Esquire Developments Ltd & FEL managed via a Development Agreement.
- Esquire paid a monthly Development Manager’s fee under Development Agreement.
- Esquire Construction act as Main Contractor under a Standard JCT Contract.
- Profit split 50/50 once all construction and development costs paid.

Land at Upnor, Rochester –
Build Licence Agreement The Church
Commissioners for England

- Working with The Church Commissioners for England under a Build Licence Agreement, Esquire developments proposed a scheme of 73 dwellings including the provision of a children's nursery.



- Subject to planning agreement to deliver 73 dwellings – Build Licence Agreement to pay for the land on completion of the sale of each private dwelling.
- 10% deposit of the appraised Purchase Price paid on exchange
- Esquire Developments utilised construction finance to deliver the development.
- Purchase price equal to 17.89% of the Actual Sale Price of the relevant private dwellings at Completion.
- Agreed S106 contributions of £16,049 per residential dwelling

Pier Road, Medway – MHS Homes

- Having originally been approached by Medway Council to understand how Esquire Developments could support the landowner in bringing forward a viable scheme, Esquire Developments entered into a Joint Venture with MHS Homes (a Registered Provider) to deliver a 100% Affordable Scheme. Working with MHS Homes and 'on trust' with the Local Authority, the scheme was able to be brought forward under Grant Funding and on a turn key basis, delivering 20 high quality 3 bed affordable dwellings and opened by the local MP, Rehman Chishti.



Project: Newington nr Sittingbourne – SME Network

- Working alongside a smaller SME Housebuilder and member of the Kent SME Developers Network, Aile Homes, Esquire Developments will be supporting and facilitating the expansion of Aile Homes delivering 46 dwellings.
- This joint venture approach meant Esquire Developments could assist in maximising the best land value, whilst retaining the Esquire quality.



STRATEGIC SITES

Esquire Developments is also seeking to expand its longer term strategic portfolio and promoting sites through the Local Plan allocation process and taking longer term options on sites.

GRAVESHAM BOROUGH COUNCIL



HOMES: Up to 160 dwellings on the edge of an existing village located within the Green Belt.

CONTRACT: Option Agreement for initial 6 year period and extendable

MAIDSTONE BOROUGH COUNCIL



HOMES: Residential scheme for approximately 150 dwellings working with adjacent landowners to create new edge to village.

CONTRACT: Option Agreement 5yrs + extendable for 5yrs

DARTFORD BOROUGH COUNCIL



HOMES: Approximately 70 residential dwellings and new community hall

CONTRACT: Option Agreement 5 yrs + 5yrs extendable

SWALE BOROUGH COUNCIL



HOMES: Approximately 170 dwellings in a phased approach on a greenfield site in a sustainable village.

CONTRACT: Option Agreement for 5 years

TUNBRIDGE WELLS BOROUGH COUNCIL - DOWNINGBURY FARM, PEMBURY



HOMES: Delivery of circa 50 dwellings as part of the Local Plan Green Belt release

CONTRACT: Option Agreement 3years + 5 years extendable

MAIDSTONE BOROUGH COUNCIL - LAND AT KEILEN MANOR, HARRIETSHAM



HOMES: Delivery of 40 dwellings as part of the Local Plan promotion

CONTRACT: Option Agreement 5 years + 5 years extendable

OUR APPROACH

From first contact to final house sale, our approach is bespoke. We recognise each site, each landowner and each community is unique and we tailor our approach to a land contract to ensure your needs are met.

We want you to be confident in us and to know that at the end of the day there will be a development we can all be proud of – leaving a positive legacy.

We are flexible in our approach to the structure of a land deal. Whether that be for a subject to planning offer or a longer-term option based on an open market value at the time a consent is secured.

All of the land we acquire is privately funded, meaning there is no requirement for board or bank approval and decisions can be made quickly. This allows us to be flexible in our approach to any land agreement.

Whilst we wish to continue to grow and innovate, we would never jeopardise losing our hands on approach and traditional values that set us apart from other developers within our market. We know our identity, our product and we know our area, and that is what we want to maintain. We can therefore maximise land values whilst being considerate to you as the landowner and the existing community.



We run all aspects of the site's progression with experienced in-house departments for land, planning, design, technical, construction and sales. This allows us to be in full control from start to finish and deliver a product and service that we are happy with.

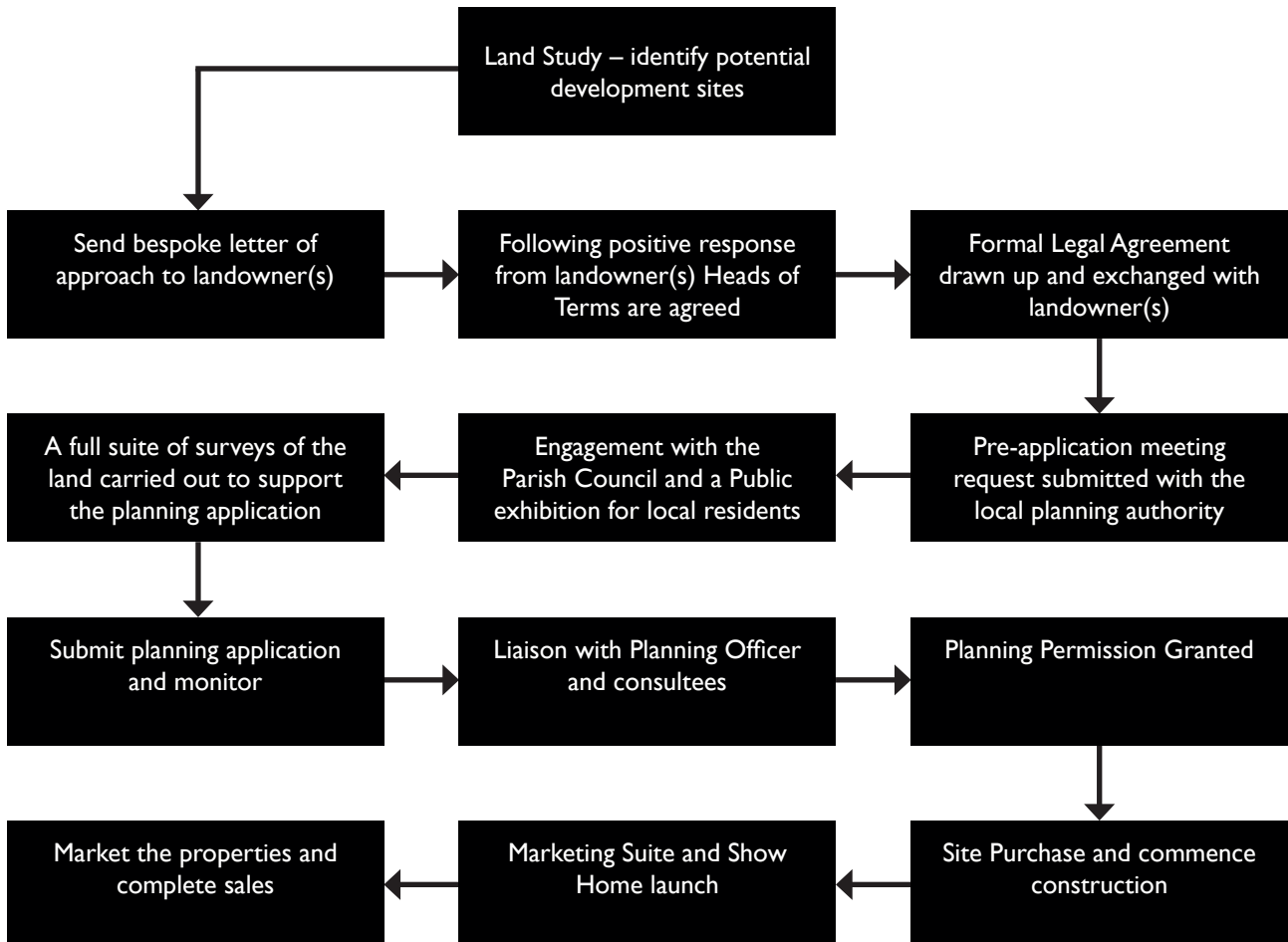
Where relevant we look to maximise the land value in a variety of ways, by delivering office space, early years and nursery provision and other forms of site use to complement a residential development – and maximise the chance of success.

We do not have 'fixed house types', as each development is synonymous with quality and bespoke design, which we will be emulating on this fantastic site.

We work closely with all our landowner partners and would welcome the opportunity of working with you. We are fully aware that the proposed scheme needs to be designed to compliment the character of the local area. We would be fully committed to meeting your needs and because of our traditional values we always honour a handshake.



Evolution of a Residential Development Site



SME DEVELOPER NETWORK

Working in conjunction with Medway, Maidstone and Swale local authorities, we established an SME Developer Network in 2019.

This is designed not only to improve the planning process for SME developers within those authorities, but also to enrich the SME market and bring as many new companies as possible to the table, to improve delivery rates and the quality of homes being offered.

We chair this network and meet on a quarterly basis to give SME developers a voice in discussions about the obstacles smaller development companies face in the current market. There are now in excess of 35 members, with the number continuing to grow.

There has been great feedback from developer members, and the local authorities that are engaged with the group have committed to significant positive changes to encourage more SMEs to get building.

Paul Henry said: “We firmly believe that the role of the SME housebuilder, such as ourselves, in delivering quality new homes is increasingly important to help sustain local communities – and to deliver economic growth.

“SME housebuilders can consider sites that might not be viable for larger, national businesses, but that can have a significant, positive impact on smaller parcels of land that may otherwise be left to deteriorate. We are also not afraid to be bespoke, creating homes to suit the needs of communities – rather than business models – and investing in those communities, with both mixed-use development and charitable involvement.

“However, as individual organisations our impact can be limited, which is why we invited other housebuilders to join us in an SME Network, to share knowledge, expertise, leads and more.”

Primarily based in North Kent, the network is gradually expanding as members come to appreciate the value of the relationships being developed. This ranges from teaming up to work through a planning issue, to sharing knowledge of land opportunities or funding, and other best practice to improve our collective performance.



Spokesperson for the Local Planning Authority at Medway, said:

Esquire is among the very best of our local developers; we wish we had more of them as they add hard-fought texture and quality to all situations they work within, making a significant contribution to the quality debate and delivery within Medway – long may it continue.

ESQ.

ESQUIRE DEVELOPMENTS

Studio 3, The Old Laundry, Green Street Green Road, Longfield, Kent DA2 8EB

01474 706 184

(Option 3)

www.esquiredevelopments.com