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HAYFIELD

UPPER QUINTON



“Hayfield is driven by the simple principle of thinking differently. For us, more of the same is never enough. We’re focused on exceeding the hopes and aspirations of those who work with us and the people who choose to own one of our homes.”

ANDY MORRIS
MANAGING DIRECTOR

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Who we are





EXCELLENCE AS STANDARD

We are a multi award-winning Homebuilder, recognised for our quality and craftsmanship in creating exceptional new homes.

Driven by the simple principle of thinking differently, our highly experienced and dedicated team take pride and care in creating homes that enhance communities and leave a legacy for future generations.

Exceeding expectations. We are Hayfield.

AN AWARD-WINNING LEGACY

Hayfield is one of the fastest-growing SMEs in the new homes industry. In 2021, the company was awarded a five-star accreditation from the Home Builders Federation in recognition of its excellent customer satisfaction performance.

Hayfield won Housebuilder of the Year at the recent 2021 WhatHouse? Awards, Best Family Home at the 2021 First Time Buyer Readers' Awards, and has also won three Pride in the Job NHBC Awards.








HOUSEBUILDER OF THE YEAR



A sustainable and responsible approach towards minimising our impact on the environment for the benefit of our customers, our people and our business. We develop initiatives that go above and beyond our legislative obligations, together with strong compliance and the utmost consideration for our social environment.

PEOPLE	BUILD SUPPLY CHAIN PARTNERSHIPS				EMPLOYMENT, SKILLS DEVELOPMENT & CHARITY		
	<p>175 Sub-contractor companies supported</p> 	<p>105 Supplier companies supported</p> 	<p>£85.5m Total value of spend with suppliers and subcontractors</p> 	<p>85% Centrally sourced components are assembled or manufactured in the UK, supporting local jobs</p> 	<p>144 Members of staff</p> 	<p>4 Graduates, apprentices and trainees on programme</p> 	<p>£107.5k of Charitable donations including employee fundraising and supplier sponsorship</p> 

PLACES	LOCAL INFRASTRUCTURE		INVESTING IN NEW HOMES		LAND BANK
	<p>£18.9m Local contributions including s106 and the Community Infrastructure Levy and on physical works</p> 	<p>£14.35m Tax generated by our activities through Corporation tax, NI, PAYE, SDLT and local council tax</p> 	<p>4 Local community buildings/facilities created including a sports ground and local cafe/shop</p> 	<p>392 Completed private homes</p> <p>£183m Market value of completed private homes</p> 	<p>505 Completed affordable homes</p> <p>£70m Market value of completed affordable homes</p> <p>1,313 Live number of private & affordable homes</p> 

ENVIRONMENT	ENHANCING BIODIVERSITY				MANAGING OUR IMPACT		
	<p>93% of developments with Sustainable Urban Drainage Systems</p> 	<p>37 nesting boxes installed at our development</p> 	<p>34 ha of greenspace created</p> 	<p>54 football pitches</p> <p>EQUIVALENT TO</p> 	<p>100% zero carbon ready private new homes</p> 	<p>97% of construction waste diverted from landfill</p> 	<p>8 step strategy for minimising our impact on the environment</p> 

OUR 8 STEP STRATEGY



1. ZERO CARBON READY HOMES

Actively implementing initiatives that deliver low carbon solutions and enhance energy efficiency of our homes.



2. TRANSPORT

Accelerating the shift towards zero emissions with staff vehicles, construction vehicles and onsite plant. Our developments are designed to support and access low carbon public modes of transport.



3. CONSTRUCTION ACTIVITY

Implemented a carbon measurement system, in order to make quantifiable decisions to remove carbon from our construction process.



4. MODERN METHODS OF CONSTRUCTION (MMC)

Optimising the use of Modern Methods of Construction (MMC) to reduce waste and minimise our on-site/off-site logistics.



5. INNOVATION

Supporting the development and implementation of innovative, low carbon materials in our construction process.



6. CHAMPIONING SUSTAINABILITY

Committed to designing out carbon in our homes, with constant technical and specification reviews and modifying procurement models to reward measurable carbon deductions in our supply chain.



7. RESPONSIBLE RESOURCING

Committed to responsible resourcing:

- 100% of the electricity supplied in our homes comes from zero carbon generation
- 100% of our timber is sourced from certified Forest Stewardship Council (FSC) sources
- Proactively work with a low-carbon supply chain and sub-contractors, who operate responsibly and resource efficiently



8. CIRCULAR ECONOMY

Actively promote recycling, minimising single-use plastics and are committed to reducing our waste generation. 97% of our skip waste is recycled, with only 3% going to landfill.

ZERO CARBON READY HOMES

Our Zero Carbon Ready Homes are powered and heated by electricity only. We do not use fossil fuels. This, combined with other low carbon technologies we install as standard, and the high thermal efficiency of our homes, means our private homes have the potential to not add any carbon dioxide to the atmosphere during its use by a homeowner. They are Zero Carbon Ready homes.



AIR SOURCE HEAT PUMP
Sustainable heating technology proven to cut carbon emissions by up to 62%



UNDERFLOOR HEATING
Increased efficiency and comfort levels, reducing the movement of dust



ELECTRIC CAR CHARGING POINT
Smart green technology helping to reduce your carbon footprint



FIBRE OPTIC BROADBAND
Enabling homeworking and reducing your carbon footprint



RENEWABLE ENERGY
100% renewable energy supplied to our homes



ENERGY PERFORMANCE
High levels of insulation. Environmentally friendly and energy efficient homes, that provide cost savings



HOME WORKING
Sound reducing insulation, enabling enhanced homeworking



WATER EFFICIENCY
100% dual flush toilets, water saving baths and restrictors on taps

Our Vision



OUR VISION

Hayfield believe that land to the north of Tailor's Lane in Upper Quinton offers a great opportunity to develop a high quality development, where people want to live.

Our vision for the site is a design-led approach, informed by the inherent qualities of the site and the surrounding context. New housing is proposed fronting Tailor's Lane, to provide an attractive gateway into the built-up area of Upper Quinton from the west. Alongside approximately 40 homes, multi-functional green space would be provided, for use by existing and future residents and to benefit and enhance existing wildlife habitats and biodiversity.

Our proposals would provide improved access to the Public Rights of Way network between Upper Quinton and Lower Quinton, through new footpath connections within the site and connected to the existing public footpath to the north.



DRAFT FRAMEWORK PLAN

Hayfield have developed a Draft Framework Plan for our development proposals at land north of Tailor's Lane in Upper Quinton. The Framework Plan demonstrates how residential development would form a logical extension to the built-up area of Upper Quinton.

The Framework Plan has been informed by the site's existing trees and hedgerows which would be retained and integrated as part of the development. Our proposals are landscape led, with a loose form of development, set within an attractive green setting.

An area of community green space is proposed as an integral element of the proposals. New pedestrian links will connect with the public footpath to the north/north-east of the site, integrating the development with both Upper Quinton and Lower Quinton.

Our proposals will deliver an inclusive range of affordable and private housing of a mixture of types, sizes and tenures, to cater for 'down-sizers', younger households as well as families.



Notes
 © Radford Architectural Services Ltd. All rights reserved. This drawing is for informational purposes only. Contractors must check all dimensions on site.

KEY

- RESIDENTIAL DEVELOPMENT APPROX. 1.29 ha
- NEW VEHICULAR / PEDESTRIAN ACCESS
- LANDSCAPED PUBLIC OPEN SPACE
- SUDs DRAINAGE
- NEW PEDESTRIAN ROUTES
- BUILDING FRONTAGE
- COMMUNITY PARK LAND / BIODIVERSITY NETT GAIN
- PRIMARY VEHICLE & PEDESTRIAN NETWORK
- EXISTING PUBLIC RIGHT OF WAY
- EXISTING TREES / HEDGEROW RETAINED

Revision: Date: Author: Title:

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HAYFIELD

Project: **TAILOR'S LANE, UPPER QUINTON**

Title: **FRAMEWORK PLAN**

Dwg No: **1207-23-010**

Revision: Scale (A3):
 . 1:1250

Drawn: Date:
DS **FEB 2023**

Case Studies



HAYFIELD CHASE

TIDDINGTON, WARWICKSHIRE





EXCEPTIONAL PLACEMAKING

Hayfield's development at Hayfield Chase in Tiddington provides thirty-two 1-, 2-, 3- and 4-bedroom homes, just over a mile from Stratford-upon-Avon.

At Hayfield Chase, consultation with the local community helped to facilitate a £1.5m investment in upgraded club house and sports facilities at the local Home Guard Club, along with a new scout and brownie hut for the village.

OUR CUSTOMERS

“We have received first class service from the Hayfield team from the day we bought our house. Paul the Customer Relations Manager has always been contactable. If he is in a meeting, he comes straight back to me. He keeps to his promises.”

RON SWIFT LIVES IN A GLOUCESTER HOUSE AT HAYFIELD CHASE

“Our move ran like clockwork thanks to Hayfield and its highly professional team, whose aftercare service has been marvellous. All the little touches add up, like the handyman helping us with the things we found a bit tricky. It’s been 46 years since we last bought a house and we feel superbly looked after and very valued.”

JANE GRIFFITHS, HAYFIELD CUSTOMER AT HAYFIELD CHASE

“We thought moving here would be like any other development in this area, but it has been far from it. Hayfield Chase stands head and shoulders above any other scheme we’ve seen and everybody loves our house. So much so, our daughter has just bought the show home.”

MARLENE RANDALL AND HUSBAND LIVES IN A HALFORD HOUSE AT HAYFIELD CHASE





HAYFIELD GRANGE

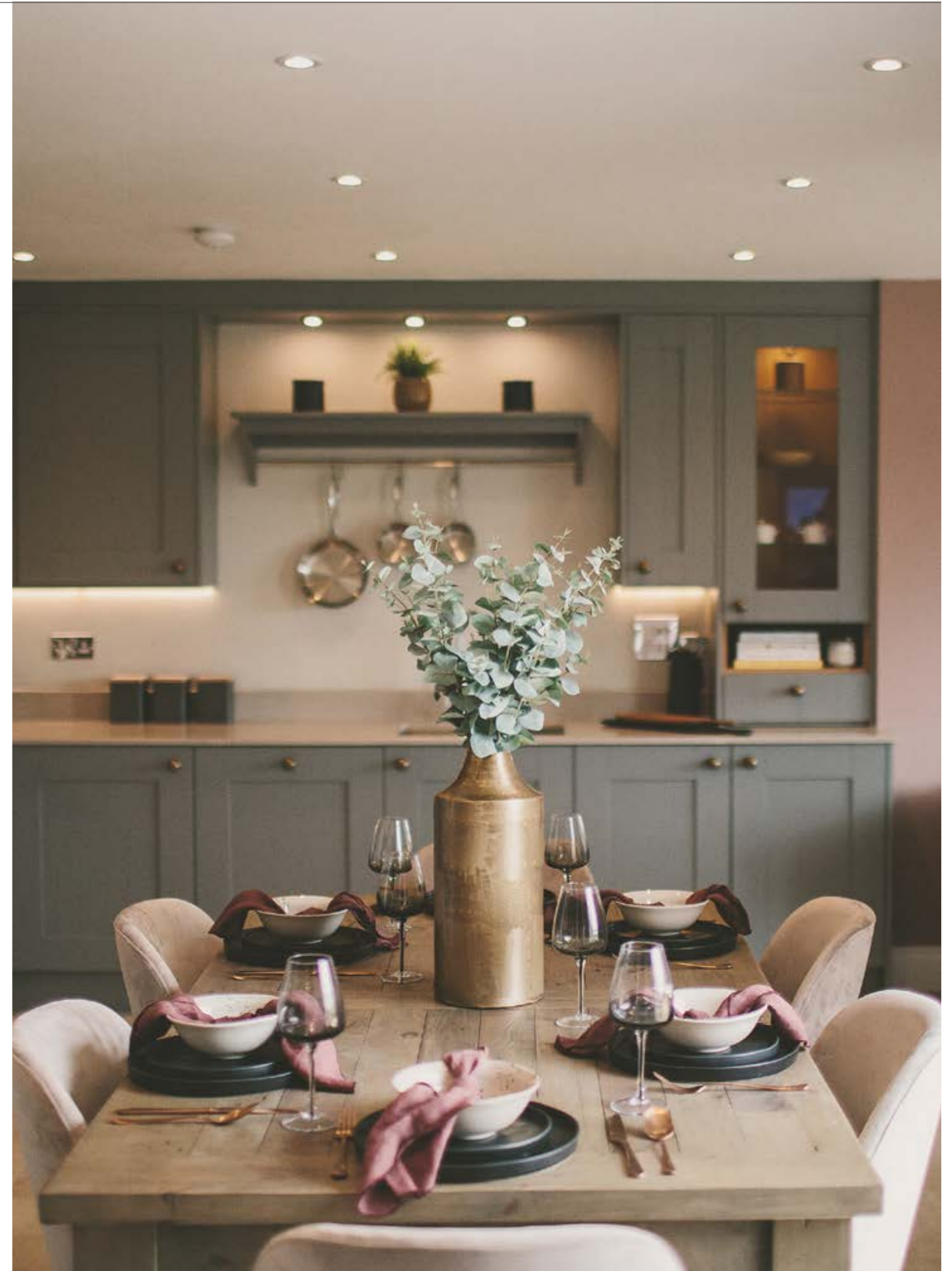
SOUTHAM, WARWICKSHIRE

WE TAKE WHAT'S GOOD AND MAKE IT GREAT

Hayfield's development at Hayfield Grange comprises of fifty-one 1-bed maisonettes, 2-bed bungalows and 2-, 3-, and 4-bedroom homes, located in the vibrant market town of Southam.

The layout of the development has been informed by the retention of existing trees, with homes located to respond positively to existing homes adjacent to the boundaries of the site.

Homes have been designed to front onto a generous area of public open space. The provision of new pedestrian links to the wider public footpath network are provided for, connecting the development with Southam and the wider open countryside.





OUR CUSTOMERS

Ashley Smith, a Fire Fighter and Hayfield homeowner said: "It was a meaningful saving of £5,000 off the asking price, which really helped with affordability and made me feel valued as a Key Worker. We were grateful to Hayfield to receive this discount off our Hatton home, as the development was very popular."

REBECCA LAMBIRD AND ASHLEY SMITH LIVE IN A THREE-BEDROOM HATTON HOME AT HAYFIELD GRANGE

"When we looked around Hayfield Grange, we were really surprised to find out that an impressive four-bedroom detached home was within our budget. We were offered Part-Exchange, which we knew would take so much of the hassle out of moving. To be honest, we couldn't reserve quick enough!"

SARAH CAMPBELL AND FAMILY USED PART-EXCHANGE TO BUY A FOUR-BEDROOM DETACHED HALLOW HOME AT HAYFIELD GRANGE

"We have both recently retired and when we decided to move house, we knew we didn't want to move far. We were really pleased when the lovely new bungalows were released for sale at Hayfield Grange, as it's so rare to see bungalows on the market around here. We are really enjoying having no stairs and the pleasant outlook out into the garden and the green open space."

MRS TRUDY UNWIN AND HER HUSBAND LIVE IN A NAPTON BUNGALOW AT HAYFIELD GRANGE

COMMUNITY FACILITIES



A LASTING LEGACY

We have forged a remarkable reputation for building outstanding new homes in the most sought after locations. In addition to this, we actively seek out opportunities to enrich the lives of local communities, creating a positive and lasting impact, both structurally and socially.

At Hayfield Views in Great Bourton, a brand new community hall and play area were built for the use of new residents and locals alike.

We invest in the local facilities and infrastructure surrounding our developments, helping to create happy communities that allow residents, as well as those living in the surrounding areas, to flourish. We built a new community shop/cafe at Broad Blunsdon (previous page).

At Hayfield Chase in Tiddington, for instance, we invested £1.5m into the local Home Guard Club. Significantly upgrading the club house and sports facilities, along with building a new scout and brownie hut for the village.

