

## **Delivery Rate Evidence Sherford**

Delivery rates for Sherford will be between 200 houses per year in the first year of production rising to a maximum per year level of 600 properties in the period up to 2016 at which time 4,000 houses will have been delivered.

This rate of delivery is well demonstrated within large scale development within the UK and as a direct comparator, this evidence base will focus on the Haydon III development north of Swindon (which has a marketing name Priory Vale). The development is of a comparable size to Sherford being 350 acres of housing development land (800 acres gross) and an outline planning consent for 5,200 houses. Infrastructure works commenced in 2001 and the first housing completions occur within the later half of 2002. Swindon has a population of 155,000 compared to Plymouth's at 245,000.

Like the Red Tree's proposal for Sherford, the strategy at Haydon III was to undertake a major infrastructure installation prior to the commencement of house building works. However, unlike the Red Tree strategy for Sherford, this allowed development to occur across a wider area of land. Whilst this assisted in the delivery rate, it led to geographically separate and therefore disjointed parcels of land being sold and a failure to create a sense of place. Of very real benefit to the development is the fact that this advanced infrastructure work means that the house building process was not continually hampered by road and services construction activities.

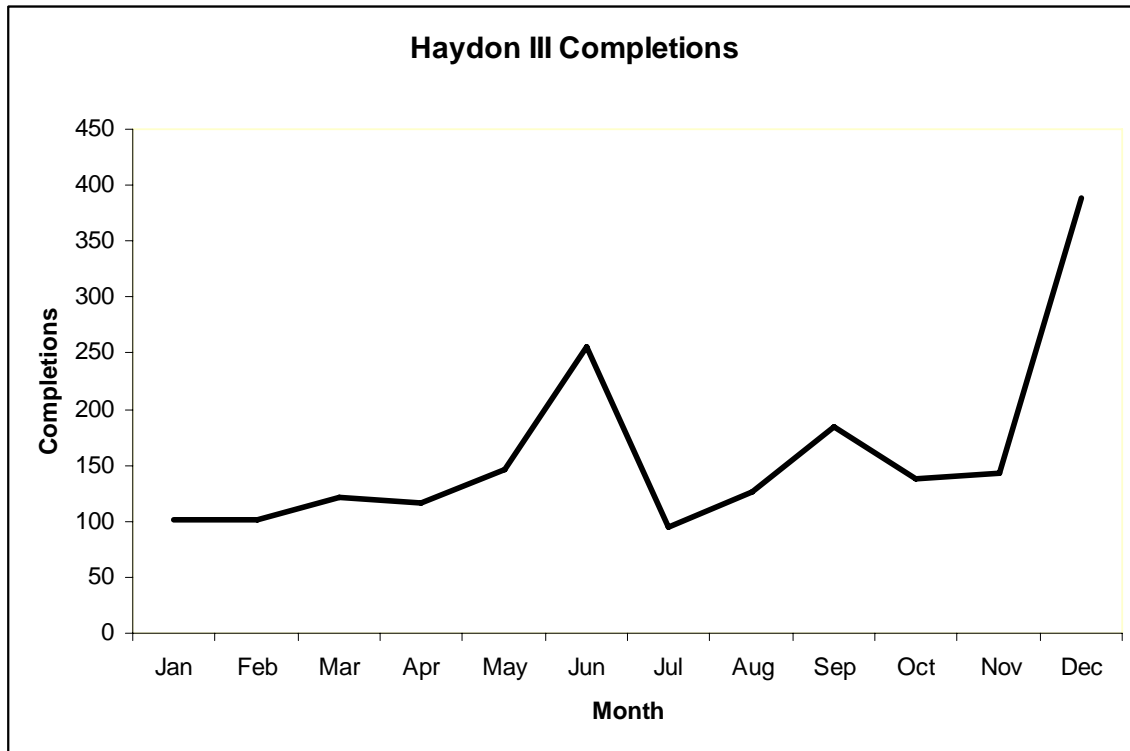
The completions figures for Haydon III are as follows (a completion is a home, build complete and sold to a customer):

2002	102 (last 5 months)
2003	456
2004	639
2005	820

It should be noted that on the Haydon III development during this period there were up to ten different developers undertaking construction and sales activities on up to seventeen different parcels of land. Red Tree proposes a significantly lower number of competing developers on the Sherford site and to undertake development under a different method to the major house builders.

A large number of developers, with differing year ends but the same Plc expectations, on a site will lead to significant competition for resources within the immediate and surrounding area. Also, since the subcontractors on the site have to smooth out these peaks and troughs within the competing demand profiles, it becomes very difficult for them to schedule their work loads, maintain stable work forces and employ apprentices (who require a constant work load to make their training programmes viable).

A look at the profile for North Swindon shows the total monthly completion numbers over a three year period:



This completion profile, actually leads to “feast and famine” periods in the search for skilled workers throughout the year and has a detrimental effect of delivery rates. Red Tree, by having a lower number of developers on and a more coordinated production process, seeks to fully utilise its workforce throughout the year and, more importantly, to be in a position to employ and train local people on the site rather than leave it to the subcontractor workforce.

Also worthy of mention is the Emersons Green development on the outskirts of Bristol. This was a smaller development of 2,868 properties constructed over an eight year period. During this time, it completed homes at the following rate.

1996	161
1997	508
1998	524
1999	564
2000	564
2001	242
2002	160
2003	142

In conclusion, Red Tree is comfortable that Sherford can deliver the rates proposed in the Phasing Strategy.