

edenbrook

FLEET • HAMPSHIRE



NEWSLETTER

ISSUE 1



Join us

For an Exclusive Preview
Exhibition in March

This exclusive invitation only event, will be the first opportunity to see the designs, plans and quality specification of the superb new homes at edenbrook.

edenbrook's architects, local estate agents, independent financial advisors and representatives of Berkeley Homes will be present to demonstrate just why edenbrook is to become the premier new address in Hampshire and to answer any questions you may have.

For further information please call:

0845 371 4777

Discover

distinctive new homes in a stunning country park setting

As we enter a new year it's tempting to look forward to the Spring, and Spring 2010 means more to look forward to with the launch of edenbrook.

Berkeley Homes have created a selection of distinctive high specification homes in Fleet, adjacent to the highly desirable setting of a newly created country park.

Whether you are looking to move up the property ladder, downsize without compromising on style, or to expand into a sizeable family home, with a choice of two, three, four and five bedroom houses, edenbrook is where you'll find your own natural space.

Greenery, woodlands and meadowland as well as plenty of informal open space to enjoy, play areas and an amphitheatre are all part of the picture. All of these features make edenbrook a great choice, and being located just off Hitches Lane with Fleet station within easy reach, it also benefits from excellent transport connections.

In this, the first of our regular newsletters, we'll introduce you to the development - and some of the people helping create it - while later editions will keep you informed, providing news updates and insider insights.

The coming of Spring and the stunning new homes at one of the most desirable new addresses in North Hampshire, are just around the corner.

Berkeley
HOMES

The making of a new country park



Woodland



Waterways



Dipping platform



Cycleways



Amphitheatre



The creation of the new edenbrook country park is now underway. When complete, around 84 acres of land to the western edge of edenbrook will be transformed into a magnificent new country park.

The country park will include distinctive greenery, meadowland, wetland and woodland areas all connected by a network of footpaths and cycle ways. A green amphitheatre will be created that will be used for outdoor events, and there will be an abundance of open space to enjoy.

The wetland area will include a number of ponds and waterways at varying levels, linked via bridges and wetland pathways, including access to a dipping platform.

Over the coming months the initial ground clearance work will be followed by the construction of walkways and paths and the planting of thousands of new bushes and shrubs.

It is anticipated that some areas of the country park will be completed to coincide with the completion of the first properties to be completed at edenbrook, later in 2010.

Meet the neighbours



With its country park surroundings, edenbrook not only offers a spectacular setting for its human residents - many species of wildlife, birdlife and plant life will also find a desirable home here too.

Living at edenbrook means being able to get up close to nature – in a landscape where beauty evolves throughout the changing seasons. In fact edenbrook is made up of a range of habitats – there are swathes of woodland and grassland as well as long-established hedgerows and ponds, while parts of it border the River Hart.



It all adds up to a rich tapestry of natural habitats

Some of these habitats are now becoming rare in Britain. However, at edenbrook the flora and fauna - including those dependent on a fragile ecological balance increasingly affected by pollution, climatic variation, and habitat destruction - will be encouraged to thrive.

The grassland areas include everything from meadow and rye grass to meadow foxtail and wild pansy as well as white clover, buttercup, dandelion and dock. Over in the grassland, species such as tufted hair grass and rush, marsh bedstraw and water mint will be found. Hedgerows are a quintessential part of our landscape, and edenbrook is home to woody species with names less often heard today – blackthorn, hawthorn and hazel, dog rose and bramble, while different varieties of willow as well as oak, alder and elder grow across the park.

The watercourses scattered around the park are ideal spots for water voles providing steep banks and enough water to allow them to burrow as well as suitable grazing - the reed-bed vegetation is ideal.

The sound of birdsong is an unmissable part of living in the countryside

At edenbrook the woodland, hedgerows and scrubland make it a haven for birdlife – listen out for cuckoos and woodpeckers, pheasants and thrush, as well as stonechats, willow warbler, and skylark linnets - and at night the distinctive silhouette of bats.



So what sort of wildlife might you expect to find?

Nearby pastures have seen evidence of badger activity, and it is hoped they will make their sets amongst the woodland and scrubland as well as foraging in the park.



A unique vision for edenbrook

From award-winning architects, John Thompson & Partners



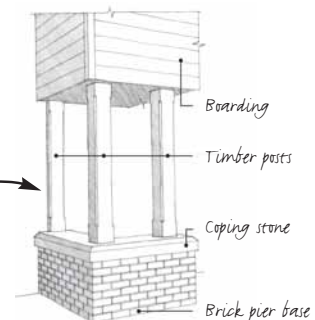
John Thompson

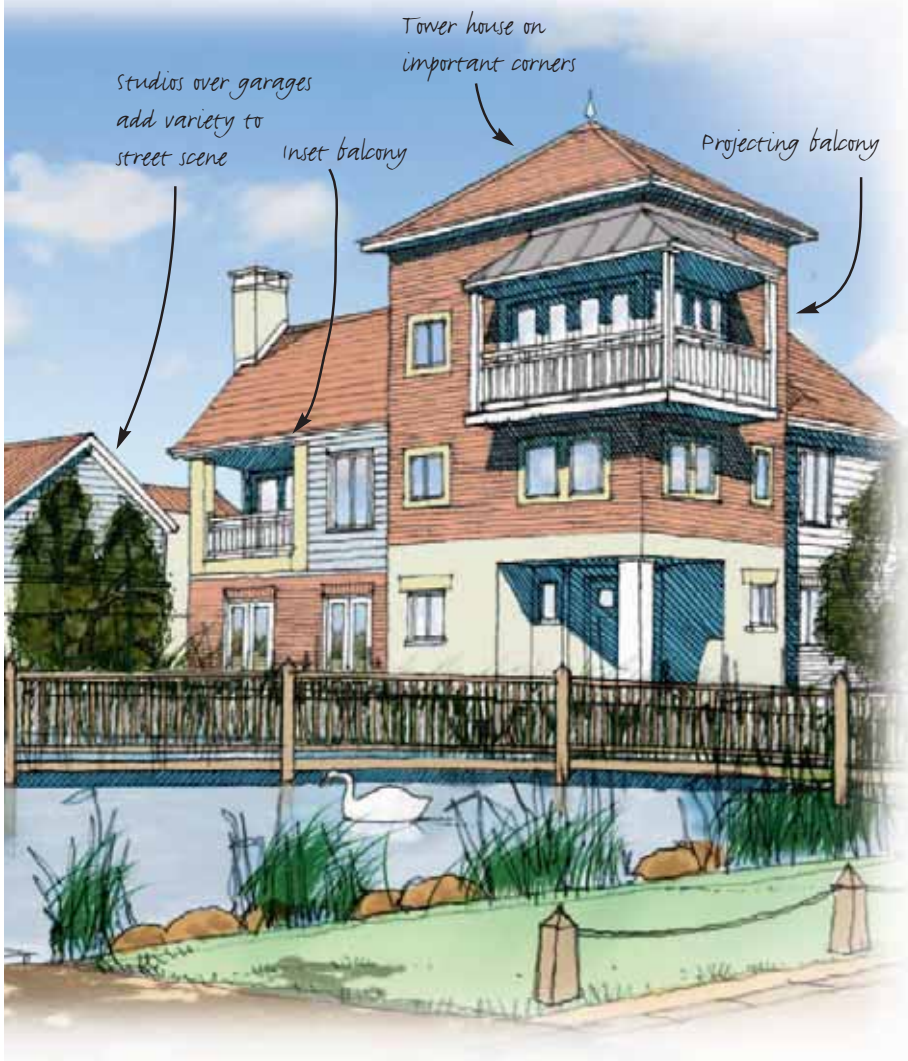
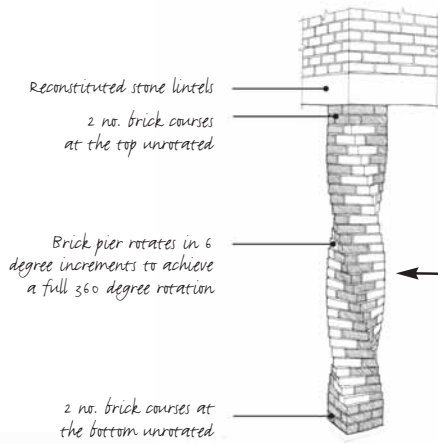
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Our challenge was to create a range of exciting new homes which complemented and integrated with the new country park surroundings. Inspired by the American arts and craft movement, we have created a range of homes which bring the inside out and the outside in, challenging the rules of modern day conventional living.

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JOHN THOMPSON,
Architect
John Thompson & Partners





A modern twist on traditional homes

One of the most exciting elements of edenbrook is the great choice of homes – two, three, four and five bedrooms in a range of layouts and in styles from terrace to detached. Whichever style you choose, it has been designed for space to flow and to be light-filled and bright.

We have taken the essence of house designs that have stood the test of time but given them a contemporary and fresh look and feel – so expect to see some of the most appealing aspects of the Arts and Crafts style, with their emphasis on attractive architectural features and details that add interest. Just don't expect to see the bland and the boring – an enormous amount of attention has been given to create not just beautiful homes, but ones that also add to their surroundings and the street scene.

Like the Tower houses (shown above) on some corner locations, often with dual-aspect views from stylish projecting balconies, or the houses with pergola'd terraces, the terraced homes with bay windows and outside verandas, homes with features like chimneyed gables. Wherever possible, homes make the most of outside views, while some homes face south over long and sweeping open front gardens. Inside expect impressive features and in every home real architectural design flair.

Edenbrook sees the architectural vision of award-winning architectural practice John Thompson and Partners' brought to life at this exclusive Berkeley Homes development. "We take an organic approach to design and master-planning, which responds to, and recognises the nature of the existing landscape setting", say the architects, "and at edenbrook, Berkeley Homes will be building homes that have been carefully designed to integrate into their surroundings and new community."

Character areas, or neighbourhoods, are linked by streets, spaces and places... a road will gently curve through the development's character areas, with each offering its own unique atmosphere. Each neighbourhood (or character area) relates back to the preceding one and forward to the next, enhanced by interesting connections to each other and to the wider landscape through, along and across the network of spaces designed into the development.

Each of the four areas has its own identity - some within a parkland setting, others close to water, or near open space designated for recreation.

Ecological buffer zones, which are no-build areas protect wildlife and habitats, while Green Corridors will encourage wildlife to live and migrate through the site.

The route through edenbrook, for residents and visitors alike has been designed to add points of interest, places to pause - from houses with distinctive roof-lines to other eye-catchers, always with something interesting in the distance framing the view.



The best of both worlds

All the benefits of a country park setting
with the advantage of being close to town.

Edenbrook is a rich tapestry and a place where nature's habitats meet the residents' own special habitat, yet this country setting doesn't mean any compromise on convenience.

Fleet shopping, including the Hart centre, with well known high street stores as well as Waitrose, Morrisons at The Key and Tesco at nearby Church Crookham means plenty of choice. Fleet's cafés and restaurants range from well known national names to family-run Italian eateries and

Nepalese cuisine for residents. The Hart Leisure Centre on Hitches Lane is close to hand, with excellent facilities including a swimming pool and squash courts, aerobics studios and a packed itinerary of fitness classes.

Guildford is 15 miles and just a half an hours drive, Southampton 46 miles and an hours drive, and the heart of London just 42 miles away - at edenbrook you are at the heart of excellent connections.

Just off Junction 4a of the M3, Fleet is perfectly placed to head to the coast or capital - or to link up with the M25 and motorway network. Fleet station is under a mile from edenbrook with direct trains to London Waterloo all taking under an hour, with many fast trains taking under 40 minutes. You are also just 21 miles from Heathrow and 30 miles from Gatwick.

UK Housebuilder of the year returns to Fleet

Winners of the recent 2009 What House?, Housebuilder of The Year, Berkeley Homes have been building new homes throughout London and the South East since the 1970's.

Three decades later, these Berkeley homes are still sold at a premium and the Berkeley Homes expertise can be seen across developments from historic maritime buildings brought back to life, to detached family homes in leafy enclaves and iconic landmarks such as Chelsea Bridge Wharf on the banks of The Thames. Now, Berkeley Homes returns to Fleet - a place where they have already made their mark during the nineties, with George Gardens, The Orchard and Elvetham Road - with their new landmark development, edenbrook.

Superb design, innovation, quality build and uncompromising finish define a Berkeley Homes property. From within the house building industry and beyond, Berkeley Homes have received awards that include Residential Developer of The Year, as well as

Gold and Silver award wins in categories from Best development and Best Sustainable development, to Best Starter Homes and Best Internal Layout. Accolades include those from organisations such as the Commission for Architecture in the Built Environment, the National House Building Council and the Home Builders Federation, to Design for Life and English Partnerships, and The Sunday Times – all within the past two years alone!



Photograph is of previous Berkeley Homes development.

STOP PRESS...

The Berkeley Group win the prestigious What House? Housebuilder Of The Year Award 2009



Building on success Award-winning site manager Colin Love is bringing star quality to edenbrook.



In 2006 Colin Love received a Pride in the Job award from the National House Building Council - and went on to win another in 2007, and again in 2008. "The NHBC recognise all factors including the location, working space, as well as quality at every stage of build and health and safety", says Colin. Modest Colin has no doubts why he won. "I think it was hard work, commitment, being passionate about the finished product - and working with a great team, and it's a lot about how much you care by going the extra mile when the opportunity arises."

Now Site Manager at edenbrook, Colin is working on a project that includes everything from the new houses to the construction of a new relief road. "I'm really looking forward to the challenge. The country

park adds great value to the development and is surrounded by a network of watercourses. The site also involves a huge amount of ground remodelling." Colin has also been busy establishing links with the local community. "The site is also next to Calthorpe Park school and I've led a tour of the development with 30 of the children to help with their curriculum. The intention is to do this on a regular basis so they can watch the site as it grows with us. edenbrook is one of the flagship sites for Berkeley Homes and I fully intend to achieve a high standard - and who knows perhaps further quality awards."

Taking everything into consideration



Berkeley Homes participates in the Considerate Constructors Scheme - which means throughout the time edenbrook is being built we do all we can to make sure we keep the downsides that such a large project can cause to a minimum. On site, that means keeping things in as good order and as safe as possible, from dealing with the dirt and dust to construction operations and site vehicle movements.

A key part of the scheme is being Good Neighbours to everyone around us, from those who live nearby to local businesses and traders, trying to keep inconvenience to a minimum and keeping everyone in the loop about new phases and the latest progress. And throughout it all, the scheme also means we aim to work in an environmentally conscious manner as possible.

For more information about this scheme visit: www.ccscheme.org.uk

Local estate agents views on edenbrook and the current housing market in Fleet

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edenbrook is the first major new development in Fleet for a few years and offers a unique setting with the adjoining country park and excellent accessibility, with the proximity of the M3 and local train service. In addition, the area is extremely popular due to an excellent range of local schools.

This demand for family homes in Fleet is fuelled by demand from commuters with the excellent train service into London and the accessibility of the M3.

RICHARD DAY Associate Director,
Hamptons International (Fleet Office)



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2009 was an interesting year within the Fleet marketplace with the traditional highs and lows periods out of sync to previous years. It can, in my opinion, be broken down into 3 phases. January to April was a period of confidence coming back to the buying public within the Fleet area and sellers understanding that if they achieved a lesser

There is already a high amount of interest in the edenbrook development within the Fleet and Church Crookham community. This has been seen in valuations we have been asked to carry out for owners thinking about making the move to edenbrook and wanting accurate valuation advice, buyers coming into our offices in Fleet enquiring whether we had any information about release dates,

Our perceptions for 2010 are an increase in transaction levels with buyers feeling more confident in the marketplace and with prices remaining stable allowing sellers to move without fear of dramatic changes in values.

figure than they were hoping for, they could offset this as the property they were looking to purchase would also be less expensive. May to August brought more buyers into the market but the sheer lack of property available caused a slight increase in prices during this time and certainly sped up the time a property would take to sell. Since September there has been more property available, evening out this situation with buyers and sellers looking to move in the early part of 2010.

prices and general word of mouth you hear within the town. The country park will undoubtedly be a major selling feature of the development in combination with the quality of construction and look and feel of the site. With the lack of property available within the last year, as previously mentioned, the release of the first phase will be a welcome sight for buyers who have not been able to find a suitable property previously with the piece of mind of the Berkeley Homes build.



MICHAEL LLOYD Branch Manager,
Mackenzie Smith Properties Ltd

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A well established and highly desirable Hampshire town, a diverse mix of property types, Fleet is popular with commuters and families alike, attracted by its convenient transport links and excellent standards of schooling. After a difficult period in 2008, property prices in the Fleet area have recovered steadily in 2009, encouraged by a strengthening economy and a noticeable return in consumer confidence. Research shows that the overwhelming majority of buyers will come from the local area – data taken through Romans' Fleet branch over the last 12 months confirms that 92% of buyers live either in Fleet or within a fifteen mile radius.

The good news for Fleet buyers is that the 'boom & bust' years are firmly behind us, and all reliable indicators point to this trend of stability continuing into 2010 and 2011. With buyers able to take advantage of low interest rates and innovative mortgage deals, there has never been a better time to move in the Fleet area, and we believe there is a pent up market demand in Fleet for the high quality new housing that the edenbrook development will create.

ROBERT BASSETT
Romans' Branch Manager



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For further details contact:

0845 371 4777 www.edenbrookfleet.co.uk



Berkeley
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