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## Tailored new homes in Beckenham

Essential Land and Altyon, in partnership with Delancey, have purchased 26.6 acres of GlaxoSmithKline land holding in Beckenham, a town in the London borough of Bromley, with a view to building a selection of **new homes**, along with various commercial, leisure and community facilities. This is the second time that the businesses have teamed up to develop out a mixed use site, the previous occasion being a site in Sittingbourne.

A spokesperson for the developers says that the vision for the new homes on the site is an exciting and revolutionary concept which could help set the approach for future housing provision in the UK. Rather than adopting the conventional plan and build approach to the housing, the master plan will provide a sophisticated 'design-guide' for a collection of prestigious executive residences in a variety of styles, located on generous plots.

Once the purchaser has selected their plot the design-guide will enable them to select from a range of different new home styles. The buyer can then choose to either build their own home themselves, using their own contractors or a self-build approach, or they can utilise the services of Essential Bespoke, the tailored housing division of Essential Land Group, to develop their new home.

The new design-led concept provides an updated 21st Century approach to the 1920's idea and marks one of the first times in almost 100 years that the formula has been adopted. The new home developers believe the choice it provides is ideal for the needs of current homebuyers who want ultimate flexibility when it comes to funding and creating their home.

The development will also have a selection of **affordable homes**. Planning submission for the site is anticipated to be held in late 2011, following comprehensive community consultation at every stage between the developers, planners, local people and businesses. This will include an exhibition of ideas and opportunities for local people where they can discuss their aspirations and opinions. Development is scheduled to start in 2012 and scheduled to be a three year build programme.

Darryl Flay, managing director at Essential Land commented: "Our vision is to create a high quality scheme that will harmonise perfectly with the local area and bring investment, work and new facilities to Beckenham. This acquisition is the latest in a series of collaborations between Delancey, Essential Land and GlaxoSmithKline and we are delighted to be working with them again."

Simon Holley, Chairman of Altyon commented: "Altyon is delighted to be involved in this project. Delancey and Altyon have substantial commercial property expertise which will help ensure the best possible facilities are provided to local residents."

Martin Bellinger, Partner at Essential Land, commented: "The site is in a fantastic setting providing us with the opportunity to create a very special scheme that will enhance its surroundings. We are delighted to be working with companies that have a vast range of experience and expertise. We will work with the planners and local community to ensure that we provide a balanced mixture of uses across the site, employment, community, housing and excellent leisure and youth facilities, which will benefit local schools, people, organisations and other organisations in the surrounding area."

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