



NETHERDOWN

Distinctive new homes since 1977



*CONTRACT HOUSE, 58 BRIDGE ROAD EAST,
WELWYN GARDEN CITY, HERTS, AL7 1JU*

Tel: 01707 376255

E-mail: info@netherdown.co.uk

MORE LAND ALWAYS REQUIRED

PROVIDING HERTFORDSHIRE WITH DISTINCTIVE HOMES FOR 30 YEARS

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COMPANY PROFILE

Netherdown is committed to the provision of new, prestigious, quality homes to the people of Hertfordshire.

Year after year, Netherdown hopes to be regarded as one of Hertfordshire's front ranking property developers offering high-quality homes for all.

Through the development of an extensive land portfolio and subsequent building projects, Netherdown is committed to the provision of new, prestigious, quality homes to the people of Hertfordshire.

This family-run business, established in 1977, has sustained its growth through creatively challenging environments. Adjusting to trends and modern expectations a Netherdown home is likely to meet the needs of any discerning property investor.

Netherdown pride themselves on their razor sharp attention to detail regarding each building project and continually seek to exceed design expectations. As a highly ethical company with a strong sense of corporate social responsibility they seek to use collaborations and partnerships as a means to

develop their role in the community.

Netherdown's goal is to provide quality homes regardless of tenure; they work diligently to accommodate both the successful executive and the first-time buyer who looks to invest in a property with charm and character.

Under the passionate leadership of the director, Gordon Roughan, the availability of superior housing in the local vicinity is on the increase. This is the key motivational factor driving the company's success.

The company is supported in its mission by a team of dedicated staff who share in the enthusiasm generated by the company's directors. Teamwork is considered a crucial element to maintaining a strong position in the property market place. Both quality control and customer service are crucial aspects to the business processes.

Finding excellent positions for such quality homes remains a challenge, but Gordon and his committed workforce are constantly seeking ideal locations which would benefit from an esteemed development project. The criteria addressed before considering the improvement of any potential land are rigorous; the people of Hertfordshire deserve the **best** homes in the **best** locations.

The success of this unassuming yet highly driven business is never in any doubt; the people of Hertfordshire will ensure their primary need for high-quality, prestigious homes is met through Netherdown.



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OUR ETHICAL POLICY

At Netherdown we have a strong sense of responsibility to our community.

We adopt an innovative approach to property development which caters for Political, Economic, Socio-cultural and Technological advances.

We support the Government's pledge to provide an additional 3 million new homes by 2020. In an attempt to provide 240,000 new dwellings per year we hope to have the opportunity to make our personal contribution to maintain this figure.

We too believe "putting affordable housing within the reach of not just a few, but the majority, is vital both to meeting individual aspirations and to securing a better future for the country." It is in the interest of everybody that "green belt land is protected robustly" and affordable homes for the first-time buyers are a essential ingredient to the sustainability of our communities.

As developers we realise our responsibility not to establish "soulless developments" but "vibrant communities."

We value the needs of potential new home owners alongside the needs of an existing neighbourhood.

Shops, schools, leisure areas and additional facilities are the key to creating a harmonious residential area, and the inclusion of these amenities within a community is in everyone's best interest.

Our work ethics include the belief that quality should come as standard and this is reflected in our internal and external features which are original and reflect a distinctive class.

Netherdown is a Hertfordshire based organisation and we only employ skilled craftsmen from the local area in a bid to save carbon emissions as a result of less travelling.

Green Space is an essential aspect to any new development. Both garden and community areas offer opportunities for our flora, fauna and general wildlife as well as areas to participate in sport / leisure activities.

Our homes are built with energy in mind. Throughout

the build process consideration is given at all times to this important issues. Wherever possible conservation of energy is a strategic element to our planning, both within our working practices and our properties.

With Air Ventilation Recycling Units, Additional Insulation, Sun Tunnels , Energy Efficient Heating Systems, Solar Panels built into the roof spaces, and the future incorporation of triple glazing, our commitment to this issue is defined.

We are committed to recycling within the building industry and look to support this issue wherever possible. If demolition is necessary as part of a project every effort is made to utilize old materials. We believe it is crucial to cut down on harmful waste which may have a detrimental impact on the environment.

Additional cavity wall and roof insulation ensures each property sustains energy efficiency.

Relocating top soil within the development enhances landscaping potential and avoids unnecessary transportation.

The use of carbon-neutral plasterboard and timber guaranteed from sustainable resources are additional considerations when working with like minded providers.

In office procedures we believe in minimising waste products, particularly paper, maximising recycling facilities.

We are energy conscious regarding all electrical equipment within our administrative practices.

We believe in commitment to modern methods of construction which are intrinsically linked to sustainability.

We believe in implementing procedures founded on an environmental awareness that goes beyond the requirements of legislation.

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COMPLETED PROJECTS

PARK AVENUE SOUTH, HARPENDEN:



This impressive and extensive luxury home, set within an established area of Harpenden, was built to the owners' specification and incorporates a wealth of exterior and interior architectural design features, including state-of-the-art integral technology.



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COMPLETED PROJECTS

SCHOOL LANE, WELWYN:



This exclusive development of just 5 exceptional new homes in the sought-after village of Welwyn reflects Netherdown's unique style, quality and attention to detail. The contemporary bathrooms and traditional fully-fitted kitchens demonstrate the skills of local craftsmen.



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COMPLETED PROJECTS

OAKLANDS, WELWYN:



These fabulous spacious new homes are situated in a beautiful, rural location between Welwyn Garden City and Knebworth. The impressive exteriors are complemented by the exceptional interiors, which were specifically designed to make maximum use of light, creating luxurious, airy living spaces.



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EXTERNAL FEATURES

Quality and attention to detail provide the key to Netherdown's new homes.

We use traditional construction techniques to build attractive new homes to the very highest standards and pride ourselves in being able to combine modern technology with our own innovative ideas.

In all our developments we aspire to the provision of consistently successful build projects located in prime locations in the best residential and rural areas of Hertfordshire.

High performance timber windows with a low maintenance finish are used for both visual effect and physical quality. Landscaping and hardscaping is carried out in order to maximise potential the whole plot and to offer scenic beauty outside as well as inside.



Distinctive and Unique

Our reputation is built on the provision of developments achieving the highest of standards.

Flair and Innovation

Each property incorporates an individual design using the finest external materials and technology.

Traditional and Stylish

Bespoke architectural detailing brings a classical opulence to each property.

Safe and Sound

Each property benefits from the reassurance of a 10-year warranty offered by the National House-Building Council.



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INTERNAL FEATURES



We aim to perfect every detail of our construction projects and to combine outstanding architecture with only the very best materials to create contemporary homes with universal appeal in desirable locations. We recognise that customers are seeking that little bit extra and, as we are able to buy well and to develop costs efficiently, we are confident that we can bring a better *quality* product to the market than many of our similarly priced competitors.

We create homes which we would want to live in.

Our homes feature attractive fire places, both contemporary and modern, handcrafted kitchens in beautiful woods, integrated appliances, luxurious bathrooms, exquisite tiles and all our houses incorporate higher levels of insulation—in fact, many features that we include as ‘standard’ would normally be considered as ‘extras’.



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Values and beliefs within our business

Each member is valued.
We show integrity and are honest.
Everyone's needs are important.
Planning is crucial.
Communication is open and respectful.
We share responsibility for the success of the company.
Difference is celebrated.
Teamwork and support are encouraged.
Professional development is a part of progress.
Innovation is the key to ongoing success.

Strategic Plan

To develop business relationships with local land agents, in order to be fully informed regarding available land with building potential.

To acquire potential building land which reflects the diversity of Hertfordshire.

To develop a team of professional and competent employees dedicated to the construction industry.

To develop a team of diverse contractors who show expertise and a commitment to excellence.

To liaise and coordinate employees and contractors enabling building projects to be completed to a standard of excellence.

To achieve the highest standards of quality in all properties.

To analyse costs regularly ensuring continuing financial strength and profitability.

To empower and recognize each employee's unique contribution.

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THE APPRENTICES

FUTURE OF NETHERDOWN:



Apprentice with site manager and carpenter

At Netherdown we believe in future investments in the building industry; we look to give our apprentices the opportunities to become qualified, quality craftsmen and help them to develop their potential via practical work and experience. Our aim is to gradually nurture them to the standard of our current workforce and beyond so enabling Netherdown can continue to produce quality homes in the future.



Apprentices at work



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SUPPORTING SHELTER

Shelter

Netherdown and Shelter

Working in Partnership Providing Homes for All.

Netherdown are proud to announce their links with this prestigious UK charity.

This local property development company, having been established for thirty years, has contributed to the provision of many homes, to the people of Hertfordshire. Their relentless mission is to expand their land portfolio and subsequent building projects, thus providing new, quality homes to the people of Hertfordshire.

Both Directors and staff have a firm commitment to quality homes for all and are dedicated to making a difference! Through financial support offered as each Netherdown Home is completed and sold Shelter stands to receive substantial funds in order to support them in their efforts to tackle housing issues.

Shelter work to support those in our community who suffer the severe difficulties of homelessness.

Formed in 1966 Shelter was set up to tackle bad housing and homelessness which was taking a terrible toll on people's lives. The public, the media and the Government itself, recognised the country was in a state of emergency. Families were being forced apart, children and vulnerable people were suffering – simply because of a lack of decent affordable housing. During the past 40 years, Britain has become increasingly affluent, but also more complacent, and we have

allowed housing to slip down the public and political agendas.

Shelter have led a pioneering campaign to wake people up to the human cost of bad housing. They have brought hope of a brighter future to those they have helped.

They work with the Government lobbying to make key changes to policy and legislation, the legacy of which will continue to be felt for generations to come. In 40 years they have never been more ambitious, more determined, or more committed to stopping bad housing wrecking lives.

Shelter's most recent campaign, "Keys to the Future" focuses primarily on the plight of children suffering the terrible difficulties linked to homelessness. Not having a permanent home disrupts young lives. It means being on the move, shunted from one place to another, miles from friends and family. A child needs to lay down roots, make and keep friends. Without these basic needs being met many children become anxious and depressed. With homeless children missing out on a quarter of their education, it creates a vicious cycle that robs them of their childhood and their future. And of course, if you are a child, it is not your fault. Vulnerable and blameless, children deserve our help.

With this in mind Netherdown hopes to make a difference. Through their generous contributions they are working towards ending the cycle of homelessness. Over 130,000 children in Britain will go to bed tonight in a place they can't call home. Netherdown support Shelter making this the last generation to wake up without a permanent home.

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SUPPORTING THE COMMUNITY



WELWYN GARDEN CITY FOOTBALL CLUB



Netherdown, are proud to announce their sponsorship of Welwyn Garden City Football Club.

Our generous donations offer the club an opportunity to enter the field sporting a new inspirational kit and tracksuit for both their home and away matches.

With our strong sense of responsibility to the local community we are keen, not only to provide quality homes to the people of Hertfordshire, but also support the local people, creating a sense of belonging and pride in the neighbourhood.

The stylish new club shirts carry the Netherdown logo, whilst advertisement hoardings also promote the company's strong links with Shelter, UK's primary charity dedicated to eradicating homelessness.

As a successful local property development company, we value and acknowledge our responsibilities and look to make a positive difference with regard to providing good homes for all.

Through the passion of football, we hope to share in the clubs values of honour and fairness, respect and diversity. We look forward to a successful season supporting the team.



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LAND REQUIRED

Netherdown respect and value the beauty of Hertfordshire and its surrounding counties.

We seek to enhance the local area through the provision of further quality homes.

We support the Government's pledge to provide additional homes to the community.

We consider ourselves to be responsible property developers valuing the needs of both the people of Hertfordshire, and the needs of our country as a whole.

With this in mind we are continually researching suitable and appropriate developmental opportunities.

As the owner of a large garden you may could have a valuable asset. Your surplus garden land could provide a pension, pay off your mortgage, fund children/grandchildren or simply enable you to start a business, travel the world, or invest in property abroad.

In most circumstances, the sale of your garden is not currently the subject of taxation.

Should the land not exceed 1 acre and is part of your principal residence, you are currently not subject to Capital Gains Tax. We are also in a position to consider larger plots of land either with or without planning permission.

Should you be interested in exploring this issue further please call and request a no-obligation review and valuation.



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