


Seaward
A SURE SIGN OF QUALITY



Creating Outstanding Homes & Sustainable Communities



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Residential & Commercial Development | Land | Investment



ABOUT US

Seaward Properties is an established Chichester based residential and commercial property company at the forefront of quality design and construction in the South and South-East of England.

With a drive to create sustainable developments, Seaward Properties has built over 1,600 homes of which in excess of 600 have been within the Chichester District. We have also built approximately 600,000 sq ft of commercial space including business parks, retail parks, offices and light industrial units.

Seaward Properties aims to secure ambitious but deliverable and implementable planning permissions and is actively promoting land for redevelopment in the South and Yorkshire. To achieve this the team works closely with landowners, promoting their land alongside emerging Neighbourhood Plans and/or District Local Plans. Our promotion strategy is non-aggressive; engaging with Parish Councils, local stakeholders and communities at a grassroots level to ensure that the development planned is of benefit to them and will enhance their environment. This is a proven strategy, evidenced by our successful and enviable track record.

Homes built by Seaward Properties use modern technologies and construction techniques and range from one bedroom apartments to substantial detached houses, with a host of character homes in between. We pride ourselves on the quality of our homes and, unlike volume house builders, do not have a 'standard' house type. Our designs have a one-off appeal as they are designed to blend with the individual characteristics of the area.

By embracing this business model our Chairman, Barry Sampson, has developed Seaward Properties into a well-respected and award winning company since its creation in 1972.

Seaward Properties has an excellent track record for delivering innovatively designed residential developments to outstanding specifications, creating quality homes where people really want to live. Our sensitive and sympathetic approach to landscaping and integration with the existing environment has earned us a reputation as a home builder of great flair and imagination.

Our awards include: Local Heritage; Evening Standard Awards for Best Small Development and Best New Regeneration Project; NHBC Regional Winners and a coveted WhatHouse? award for the Best Mixed Use Development.

LOOKING TO THE FUTURE

Seaward Properties' objectives for the future are to continue to build the quality homes which have become synonymous with our brand, enhance and develop relationships with local communities and to work with residents to ensure they have a say on the future of their own neighbourhoods. We will also continue to source and build commercial property to generate and increase employment opportunities. Seaward Properties believes in creating viable developments for a sustainable future.





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Our simple, effective strategy is to create new sustainable development opportunities which benefit the local community but also maximise the value of land for the landowners



We actively promote and develop sites through the planning system working closely with local residents, Parish Councils and Local Authorities.



If landowners are seeking a short term return on their assets, Seaward Properties has funds for outright purchases.



THE SQUARE, CHICHESTER

The Square is an excellent example of how, with careful and sensitive planning strategies, delivering a major mixed use regeneration scheme can be achieved regardless of the constraints. The 2.6 acre site, formerly a swimming bath, industrial units and car park, involved Chichester District Council as joint landowners.

Quality homes of all tenures were constructed, including social and retail elements, in an historical and architecturally important city centre location.

The residential element comprised 25 four and five bedroom town houses, 41 two and three bedroom apartments and 22 social tenure units.

Retail and restaurant spaces totalling 11,000 sq ft with a 100 space public car park complemented the residential scheme.

Seaward Properties received the Evening Standard Award for “The Best New Regeneration Project” at The Square.

THE
SQUARE
EASTGATE



CASE STUDY

five



BEFORE



AFTER



CASE STUDY

SUN LANE, NEW ALRESFORD

Promotion of a site in New Alresford, Hampshire for approximately 320 units; 15 hectares of open space and up to 5 hectares of employment zone, including a new junction off the A31. The promotion consists of extensive liaison with local and district councillors, town councillors, local residents and other key stakeholders.



CASE STUDY



CASE STUDY

MAIN ROAD,
SOUTHBOURNE

Seaward Properties acquired the 14 acre caravan and camping site partly unconditionally, and promoted it through the Neighbourhood Plan process. We worked closely with Southbourne Parish Council, key stakeholders and local residents who helped shape the masterplan for 157 dwellings, including open space and affordable housing. Planning permission was granted at committee with a unanimous vote from local members.





HARROGATE

A greenfield site, totalling 66 acres, initially a draft allocation in the emerging Harrogate Local Plan site allocation document. Planning permission granted for 450 units, a mixed use local centre which includes retail, a new primary school, a village green and open space. The site promotion consisted of lengthy negotiations with North Yorkshire County Council on highway solutions. Planning strategy incorporated public consultation with local authorities, key stakeholders and local residents, both objecting to and supporting the scheme.

CASE STUDY



ROMAN FIELDS, CHICHESTER

A development on Lavant Road, to the north of Chichester, of 24 dwellings, including public open space and on-site affordable housing provision.

The site was identified by Seaward Properties as an opportunity to promote through a five year housing land supply deficit and respond to an interim planning policy adopted by Chichester District Council. The application generated considerable public concerns, which were considered by Seaward Properties, and reflected in the eventual masterplan.

The complexity of land promotion through the planning process is coupled with the ever increasing costs of promotion.



Our strategic promotion strategy has been developed to assist landowners.



Seaward Properties not only promotes land for development but actively builds both aesthetically attractive and functional new homes. All our residential developments share Seaward's flair for innovation and attention to detail.

REALISING POTENTIAL

Seaward Properties is actively involved in schemes from 20 – 1,000 units including mixed-use and community buildings.

We are actively seeking:

- New sites in all areas
- Sites of one acre or more
- Strategic sites close to settlement boundaries or within cities, towns and villages
- Brownfield or Greenfield
- Redundant industrial areas
- Short to long term opportunities
- Permitted development opportunities
- Unconditional purchases



“Successful developments are the product of a ‘hands on’ approach with local communities and Local Authorities. Recently the emphasis of planning guidance is to allow Parish Councils to decide where and how much development should take place. Seaward Properties is already delivering positive results for landowners following this shift of emphasis”

Steve Culpitt, Land & Planning Director



"Throughout the project, Seaward Properties, Affinity Sutton and Calford Seaden worked as a professional partnership to deliver new homes of the highest quality. The first contract between the organisations, an 'open-book ethos' was established right from the start with a positive can-do approach adopted by all three respectively. Site meetings were always productive and information was consistently accurate resulting in efficient action being taken. This successful working relationship has continued beyond completion to provide an excellent aftercare service for new residents. The resident satisfaction surveys came back with some of the highest scores Affinity Sutton have seen."

Affinity Sutton, Housing Provider and Calford Seaden, Employer's Agent at Roman Fields, Chichester.

Don't just take our word for it...

...Here's what our clients say about us:

"We found the whole process of purchasing a new house from Seaward Properties a positive experience. We are very happy with our completed house and we would highlight the following as positives for us:

- Always approachable and adaptable
- Communications were good – always available and quick responses.
- Issues and concerns addressed head on rather than argued over.
- Quality levels were good and where they fell short,

action was taken to resolve promptly.

- Having the site manager available during our early occupancy was a real plus, he was brilliant and always responded immediately to get issues resolved before they became a real problem.

Overall we are happy customers who are quite prepared to recommend anyone to a Seaward home."

Purchaser at Roman Fields, Chichester



"Henry Adams LLP have always considered Seaward Properties Ltd a professional and reputable property company. Seaward are not just especially successful in promoting complex development opportunities through the planning system; with a single shareholder they are also renowned for quick, "stand on" unconditional offers."

Martin Curry, Partner, Henry Adams LLP





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Richard Potts
Managing Director
Email: richardpotts@seawardproperties.co.uk
DD: 01243 755413



Steve Culpitt
Land and Planning Director
Email: steveculpitt@seawardproperties.co.uk
DD: 01243 755404



Jonathan Quarrell
Assistant Land and Planning Manager
Email: jonathanquarrell@seawardproperties.co.uk
DD: 01243 755414




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Residential & Commercial Development | Land | Investment

Metro House | Northgate | Chichester | West Sussex | PO19 1BE
01243 778800
seawardproperties.co.uk