



East Anglian-based developer wins Gold

Fleur Developments wins Best Small Housebuilder 2018 at the WhatHouse? Awards

The national WhatHouse? Awards 2018 took place last month at The Grosvenor House Hotel, London and East-Anglian developer, Fleur Developments, took Gold Award for Best Small Housebuilder. These prestigious awards are generally viewed as the Oscars of the building industry.

Based in north Norfolk and founded in 2007 by directors Juliette Hopkins and Joff Brooker, Fleur specialise in creating beautiful properties in some of Norfolk and Suffolk's most desirable locations.

Fleur's 'Fisher's Field' development, in Risby, near Bury St Edmunds, was a highlight of their WhatHouse? Awards entry and is one of their biggest success stories. Completed in early 2018, the collection of 20 homes were 90% sold within 16 weeks of the launch date – and it is easy to see why. Set beyond a new, tree-lined avenue, the properties thoughtfully echo the local vernacular, with features including Suffolk-pitched roofs, decorative barge boards, deep timber fascias and plenty of weatherboarding. Indeed, its success is such that St Edmundsbury Borough Council view Fisher's Field as a benchmark for other developers to follow.



Jack Whitehall and Gabby Logan presenting Fleur with their WhatHouse? Award

Councillor Susan Glossop, Cabinet Member for Planning and Growth at St Edmundsbury Borough Council commented:

"The Council places huge emphasis on the delivery of quality places and our planners worked very hard and closely with the applicant to ensure that the final design of this development provides just that. As a consequence, Fisher's Field is a very well-designed development with an attractive layout, well-designed buildings and a high-quality setting. All of which makes it a great place to live and an example for others in the industry to follow."

The judges of the WhatHouse? Awards clearly admired Fleur's attention to detail, specifying that it was Fleur's use of quality, local materials, generosity with space and light, attractive landscaping and refusal to compromise on the aesthetics that made

them an outstanding winner. The judges commented, "Landscaping, alongside design, is a key tenet of the business... A brick and flint wall here, park railings there, a hedge, a fence – Fleur's landscaping approach is the company's welcoming party."

Founder and Design Director, Juliette Hopkins, commented: 'We're absolutely delighted to have won this award. As a design-lead housebuilder we're driven by our ethos of 'Lovingly Made Luxury' and look forward to bringing new homes to Suffolk; our aim is to prove that new properties do not need to be a compromise of style and quality.'

With a team of just 15 staff Fleur may still be a small housebuilder, but they have plans to take on increasingly large developments in Norfolk and Suffolk. ♦

