

INSIDE

WILLIAM DAVIS HOMES MAGAZINE 2025



Homes for the future

Introducing our new
housetype range



News from on site

A look at what's new
across our developments



Team spirit in action

All the updates from
our team events


WILLIAM
DAVIS
HOMES

Inside your Insite magazine

Company news



- Celebrating 10 years of HBF five stars **pg 04**
- Introducing our new range of housetypes **pg 06**
- We've come a long way in 90 years **pg 24**
- An update from our West Midlands team **pg 31**

Updates from our Directors



- Managing Director, Guy Higgins **pg 03**
- Chief Financial Officer, Scott Rush **pg 05**
- Operations Director, David Dodge **pg 26**
- Production Director, Mark Chettleburgh **pg 30**
- Group Land Director, Sarah Whetton **pg 34**
- Group Sales and Marketing Director, Michele Rose **pg 40**

People news



- Catching up with Ben Morrison, Apprentice of the Year **pg 08**
- An update on our apprentices **pg 10**
- Celebrating 25 years' service **pg 12**
- Spend a day with Lee Dando, Contracts Manager **pg 27**
- Introducing our new starters **pg 32**

Insite on site



- Garendon Park, Loughborough **pg 14**
- Wellington Place, Market Harborough **pg 16**
- Thorpebury in the Limes, Thurmaston **pg 18**
- Lime Gardens, Sutton Bonington **pg 18**
- Lace Fields, Ruddington **pg 19**
- Prince's Place, Radcliffe-on-Trent **pg 19**
- Regency Park, Castle Donington **pg 20**
- Skylarks, Chesterfield **pg 20**
- Houlton, Rugby **pg 21**
- Completed sites **pg 22**
- Sites coming soon **pg 23**

Wellbeing and events



- Dambusters Challenge walk **pg 28**
- An update on our on-site gym **pg 33**
- Team events **pg 36-38**
- Spotlight on wellbeing **pg 39**
- Summer social **pg 42**



Welcome to your new-look Insite magazine – we hope you enjoy reading it as much as we've enjoyed putting it together.

It's a great way to share stories, celebrate achievements and stay connected across all parts of the business.

There's no denying that this year has brought its challenges. The market has been tough at times, and the planning process remains one of the biggest hurdles we face – often slow, complex, and frustrating. But, as ever, we persevere.

That said, recent months have seen a noticeable lift, and we're feeling optimistic as we head towards a strong autumn. Our refreshed Marketing Suites look fantastic, our teams across all departments continue to work hard, and the demand for high-quality homes in the Midlands is as strong as ever – particularly as we unveil our new range of housetypes (read pages 6-7 to find out more).

One area I'm particularly proud of is how we're now capturing and using data more effectively (more about this on page 5). Our many IT advancements are streamlining processes across the business, enabling us to keep everyone informed and ultimately helping the team make better decisions.

At the heart of everything, though, is quality – in the homes we build, the standards we set, and the pride we take in our work. We're making good progress in the West Midlands too, and I'm looking forward to that team playing an even greater role in the months ahead (go to page 31 to read more about this).

Most of all, thank you – from apprentices learning their trade (pages 8-11 to find out more), right through to the dedicated employees who've been with us for decades (page 12). It's your commitment and professionalism that make this company what it is. William Davis remains a stable, secure business – and that's because of all of you.

Guy Higgins

Guy Higgins, Managing Director





■ David Dodge, Operations Director; Mark Waplington, Commercial Director; Michele Rose, Group Sales and Marketing Director; Guy Higgins, Managing Director; Sarah Whetton, Group Land Director; Mark Chettleburgh, Production Director; Scott Rush, Chief Financial Officer

Celebrating 10 years of five-star success

We pride ourselves on building more than just beautiful homes – we build trust, satisfaction, and long-lasting relationships with our customers

That’s why we’re incredibly proud to announce that we’ve been awarded a prestigious five-star rating from the Home Builders Federation (HBF) for the 10th year running.

A testament to you all

It’s thanks to the hard work of all our team members that we have won this award again. It’s a shared achievement that proves we’re getting the most important things right – quality homes, thoughtful service, and the personal touches that make a house a home.

This recognition isn’t just a badge of honour, it’s the voice of our homeowners. The five-star rating is based entirely on feedback from people who’ve recently moved into a new home. To earn five stars, more than 90 per cent of customers must say they’d recommend us to a friend. We’re thrilled and thankful that so many of our buyers continue to say yes.

Why it matters

Buying a home is one of the biggest decisions people

make. After all, it’s one of the biggest purchases any of us will make. Earning a five-star rating tells future buyers that they’re in safe hands with us. It shows that when people choose William Davis, they’re not just choosing a home, they’re choosing care, craftsmanship, and commitment.

Looking ahead

While we’re proud of everything we’ve achieved so far – including maintaining our five-star status – now’s not the time to take our foot off the pedal. Continuous improvement is in our DNA.

By continuing to support one another, keep standards high and communicate clearly, we can make sure our customers have the best possible experience from start to finish. It takes all of us, working together, to hold onto what makes William Davis special – and with continued effort, we’ll keep that five-star standard going strong.

Here’s to five stars this year, and for many more to come.



Using data and tech to make advances

Scott Rush, Chief Financial Officer

It’s been just over a year since I joined William Davis, and I can confidently say it’s been a brilliant move.

Coming from a large PLC environment, I was immediately drawn to the strong family values at the heart of William Davis and the genuine opportunity to make a difference.

One of my early priorities was to implement weekly reporting across the business. I believe it’s about ensuring we all have the right information at the right time, enabling informed decisions and helping everyone see how their contribution drives the business forward.

For me, data isn’t a barrier, it’s a tool that helps us unlock potential and, more often than not, should lead us to the most practical, common-sense answers.

I’m also very aware that the true strength of our business lies with our people, both our long serving employees, whose experience, consistency and deep knowledge is invaluable and our more recent joiners, bringing fresh ideas and best practice from across the sector. The blend creates an incredible foundation for growth.

In the short term, I want to help drive momentum within the business, ensuring we deliver a quality home for our customers.

We need to ensure we are pushing every day on the front end of the business so we can bring more sites through the pipeline and deliver quality homes for our customers that we are renowned for.

Our IT development continues to move at pace and the recent initiatives around the William Davis app and portal over the past 12 months has been transformative in making our day-to-day processes more robust and efficient. Watch this space for more developments in the near future.

As someone born and raised in Leicestershire, now living nearby with my wife and two young daughters, it’s a real privilege to help shape the future of a business with such proud Midlands roots. I still get a real buzz from seeing homes rise out of the ground, it’s a reminder of the difference we make.

There’s plenty of work still to do, but I’m excited about what we can achieve together.

A year of advances in technology

It’s been a big year for digital and technological progress, with several major systems now in place to improve efficiency and enhance the customer experience.

End-to-end customer journey

As part of our commitment since signing up to the New Homes Quality Board (see page 26), key event communications with our customers are now automated. This gives them comprehensive, real-time updates as the build of their new home progresses.

New customer videos

A series of helpful home demonstration and information videos have been launched, making it easier for customers to settle into their new homes.

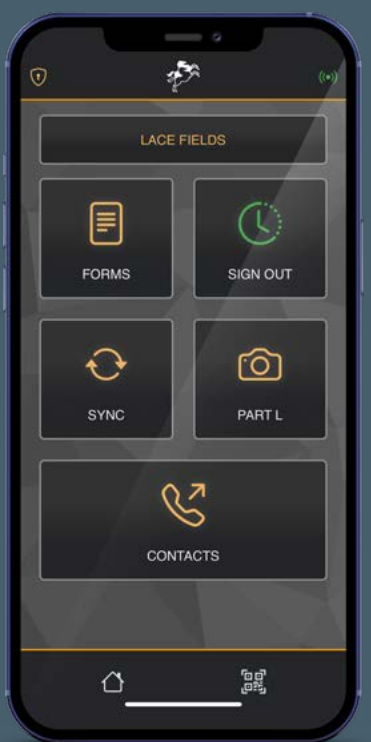
Intranet overhaul

Our brand-new intranet now hosts updated forms, streamlined procedures, and an organised filing system – making life simpler for teams behind the scenes.

William Davis app

This newly launched app (see right) is already making a difference on site, allowing teams to sign in and out, report site data, record snagging details, and more.

It’s an evolving tool that will only continue to grow and improve.



These developments are just the start – with plenty more still to come!



Michael Barnett, Head of Design

The new gateway feature shown in this CGI will create a lasting legacy for our developments



A CGI street scene of our new housetypes

The working sketch (left) and final CGI (above) of one of the new housetype designs

Shaping our next generation of **housetype designs**

Introducing our new portfolio of housetypes, which have been thoughtfully designed to offer our homebuyers the very best of modern living.

This collection of 32 designs, which take cues from Georgian and Victorian architecture, are set to be built on our developments from 2026 onwards.

The housetypes mark the introduction of an updated signature style for William Davis and were crafted to incorporate insights from people working across our business.

A team effort

Thank you to everyone who gave their time, knowledge and thoughts to our Head of Design, Michael Barnett, to inform his work on this project.

Michael joined our team in late 2024, having worked in design roles for housebuilders throughout his career, and got to work immediately on reimagining our housetype range for the future.

Michael said: "The chance to design a new range of housetypes really appealed to me, as it's not something which many people get the chance to do in their design careers.

"Speaking to people throughout the business, knocking on their doors and asking them questions, all helped me to define the brief for this project.

"As work on the designs moved on, there were regular meetings with people in different teams – from site to sales, commercial, technical and more – to review them together and continue harnessing that collective knowledge.

"Everyone played an important part in the journey towards creating these final designs."

The future of our developments

Alongside the new housetypes, Michael has developed principles on how our developments will look in the future – from how the homes will be planned out throughout a site, to the on-site landscaping around them, and how communal spaces will look.

This includes the design of an attractive new gateway feature at the entrance of a development, providing a lasting legacy of our work once the build is complete.

Managing Director, Guy Higgins, said: "This is an ambitious and exciting design project, and we appreciate the time and input which so many people throughout the company have contributed.

"The finished designs look superb, and we look forward to building them on site in the near future."

Ben is still glowing after being named **Apprentice of the Year**



Apprentice joiner Ben Morrison is our current Apprentice of the Year, after he was recognised for his hard work on site.

Now, Ben is proud to say that he's passed his Level 3 qualifications and is an apprentice no longer!

It's been a long time coming for 21-year-old Ben, who has wanted to work for William Davis since he was a teenager.

Ben said: "Right out of school I applied for a job with William Davis – they're a well-known local housebuilder and I'd heard lots of good things about them so I just knew for a long time that's where I wanted to be.

"It was a strange time because of covid and they weren't taking on new apprentices, so I completed a year at college and then applied for an apprenticeship again straight away."

That winning feeling

Ben said being named Apprentice of the Year was a great moment in his career.

He said: "It felt like all my hard work and efforts had paid off. Since then it's been amazing as I've felt like the team can trust me more and more to work independently, and they know they can rely on me.

"Now, I'm quite often left to work by myself which makes me feel like a valued member of the team. I really love the chance to prove myself."

A job well done

Ben currently works at Garendon Park in Loughborough and said seeing the homes being completed was a highlight.

He said: "My favourite part of the job is looking at the finished home and knowing you've played a key part in making it what it is. I really like that sense of ownership.

"Working for William Davis, I feel like I'm given the opportunity to learn my craft and better myself, which gives me a huge sense of pride."

Colleagues and friends

When he's not working, Ben likes to play golf, see friends and spend time renovating the house in Quorn that he's bought along with his sister.

Over the three years he's spent with William Davis, he has made firm friends with others around him.

Ben said: "I feel like I've made friends for life with some of the others onsite. In fact a group of us even go on holiday together!

"The whole team has supported me to get to where I am now, but I want to give a special mention to Ben Smith. He's a previous Apprentice of the Year who has now supported me to accomplish the same, and I've learned so much from him.

"Looking to the future, I'm excited to continue working for William Davis and advancing my career with them. Now that I've passed my Level 3 qualifications I want to get my head down, work hard and continue making a name for myself in the business."



Building a pipeline of talent for the future

With our new intake of apprentices joining the business in August, we're celebrating those who are currently training with us and have learnt their trade with us over the years.

We currently have 30 apprentices learning their vocations with us and we're looking forward to welcoming our latest recruits across bricklaying, scaffolding, joinery and electrical installation.

Supporting home-grown talent

Our apprenticeship programme has been running since the 1970s and we're proud to be in our sixth decade of welcoming new people to the team to learn with us.

Every year, we name one outstanding Apprentice of the Year and welcome a new cohort of trainees.

Our business thrives on having our own pool of home-grown talent and keeping that pipeline of trainees coming through. There is a well-documented skills shortage in our industry, and our long-established apprenticeship programme is our way of working to address that shortage, provide jobs in our local area, and keep building our quality new homes.

Building a career

Our apprentices can go on to have long careers at William Davis, demonstrating how an apprenticeship with us can be a great career choice.

Each apprentice benefits from the guidance and wisdom of their own mentor, many of whom were once apprentices themselves.

Training and investing in these team members creates a two-way partnership which brings long-term benefits for everyone involved.

It's rewarding to watch each of our apprentices learn and progress. Here's to our new intake – we look forward to welcoming them and seeing their skills and careers develop in the years to come!



Our apprentices at the Apprentice of the Year awards

Centre: Guy Higgins, Managing Director and Mark Chettleburgh, Production Director

Back: Lillie Barker, Spencer Braker, Mia Evans Scriven, William Roulstone, Danny Chaplin, Charlie Rodgers, Kyle Bush, Josh Wills, Ben Crumby, Ben Morrison, Joe Moore, Addison Walsh-Clements, Ben Clarke, Keane Clarke, Ferdie Smith, Luke Spencer

Front: Gavin Moore, Jude Wakefield, Eyal Butcher, Alfie Derry-Bird, Josh Faull, Daniel Phillips, George Peck, Owen Knight, Fintan Quigley

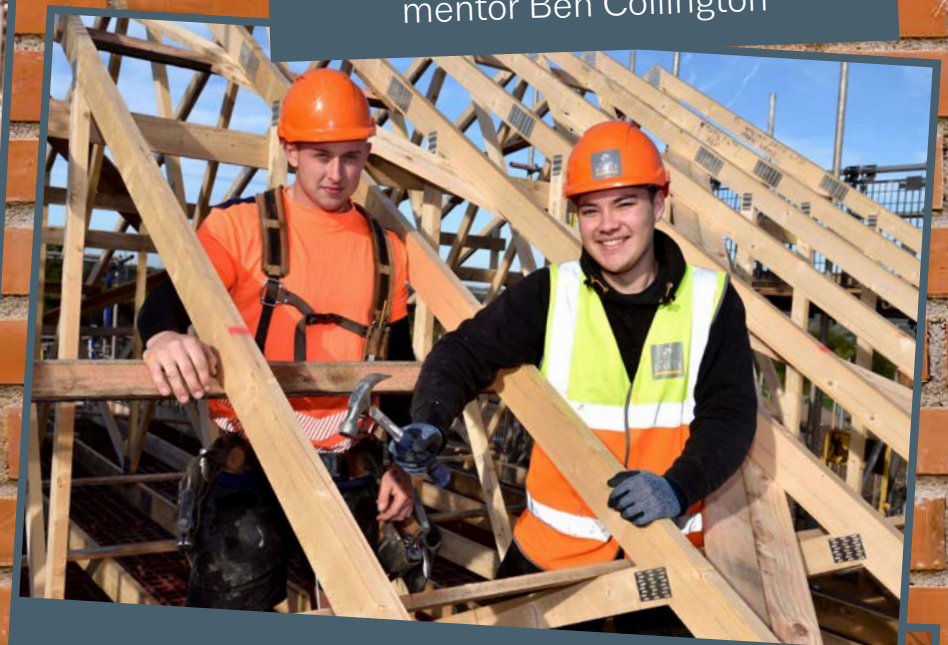
Our first-year apprentices learning on the job



George Peck with his mentor Ben Collington



Father and son mentee and mentor pair Jack and Steve Woodward



Daniel Philips with his mentor Jack Jordan



Fintan Quigley and Owen Knight with their mentor, Dave King



Alfie Derry-Bird with his mentor Jack Harrison

Celebrating 25 years' service

This year, we're celebrating four long-standing members of the William Davis team who have each reached a remarkable milestone – 25 years with the business.

Derek, Heath, Jason and Robert have dedicated a quarter of a century to helping shape the success of William Davis. Their hard work and loyalty over the years are a true credit to them – and an asset to us.

On behalf of everyone across the company, thank you for everything you've contributed. Here's to your 25 years' service – and many more milestones to come!

Derek Kerfoot, Forklift Driver

Derek was already an experienced telescopic forklift driver when he joined us and, over the decades, he's become an integral part of the team. Having worked on sites across the region, Derek is now based at Garendon Park.

He said: "I've been at Garendon Park since work started, it's shaping up to be a really nice development, and I'm proud of the part I'm playing in that."

"William Davis is a proper family company – they look after you. We've been through two recessions since I started, but I've never been out of work, and that says a lot."

"The people are lovely, the atmosphere is great, and everyone gets stuck in. Even outside of work, like at the summer social, it just feels like a group of mates hanging out. I've made some great friends here over the years."



Heath Pigott, Groundworker

Having first joined us in 1993 before returning to the fold in 2000, Heath Pigott has spent most of his career as a groundworker for William Davis. When he's not working, Heath loves to play golf.

Heath said: "During my time with the company I've seen changes come into place which have enabled the whole team to become faster and better at their jobs. Health and Safety changes have also improved conditions on site."

"It's a great company to work for and we are all really proud of what we do - which I think is reflected in the homes we build."

"I've made some fantastic friends over the years, there are some real characters onsite. It's a really good company with really good people working for it. There are some who have been at William Davis even longer than me, which just shows how valued we feel."



Jason Easom, Joiner

Jason said one of the things he likes most about the job he has done for the last 25 years is watching a development grow from a piece of land to a community of people living in well-built homes which they love.

Indie music lover and festival goer Jason said: "Back in November 1999, I started with William Davis as a temporary member of staff - and 25 years later I'm still here!"

"I've met some great tradespeople in that time and we've become like a little family. I've made firm friends with other team members over the years, there are some great people on the sites."

"One of my favourite things about the job is working on a larger site, which means you can watch it grow and take shape alongside your colleagues over years."

"I've been at Prince's Place for years now and it's been really good to see the site going from a building site to seeing families moving in - I really enjoy being at a development from start to finish and accomplishing work we can all be proud of."

Robert Brewin, Forklift Driver

Robert joined the company as a bricklayer's labourer in 2000 at the age of 34. Before long, Robert was encouraged to take qualifications to become a forklift driver, a role which he enjoys to this day.

Robert, who is a motorbike enthusiast, said: "When I first joined the company, I was part of the Contracts team which meant I worked on a variety of different projects, from offices to commercial buildings and so much more."

"One of the best things about the company is that it's given me so much stability over the years, even through recessions. It feels like employees are really valued."

"Over the years, I've seen many changes. Some days I feel like I've blinked and 25 years have passed! The best thing about working here is the team. I've truly met some smashing people over the years."



Insite On Site

In this section, we visit each development to meet the teams working to build and sell our new homes, and find out the latest about what has been happening.

Garendon Park Loughborough

ON SITE



Centre: Sales Consultant Nicola Hewitt **Back:** Dean O'Neill, Glen O'Neill, David Ramsden, Kevin Knight, Joe Moore, Derek Kerfoot, George Peck, Perry Johnson, Jake Hill, Ben Smith, Ben Morrison, Steve Woodwark, Robert Spare, Gabriel Shaw, Jack Woodwark, Trevor Dakin, Mark Warner **Front:** Lee Foster, Scott Foster, Assistant Site Manager Joshua Robson, Site Manager Justin Morgan, Karl Shaw, Andrew Harriman, Matthew Walker

Our Garendon Park development forms part of Garendon Country Park, which dates back to the 18th century.

Once complete, Garendon Park will include 3,200 homes built by a consortium of developers. There are various amenities proposed, including local shops, sports facilities, a community hub and two primary schools, with a link road running through the site.

Construction on the William Davis development is progressing well, with an impressive street scene created to the front of the development ready for its launch, greeting visitors upon arrival.

The two showhomes – a 4-bedroom Severn and 3-bedroom Dove – have been expertly styled and our inviting new Marketing Suite has been created in our new open-plan style (read more on page 40).

Our first residents are due to move into their homes in September 2025.

Justin Morgan, Site Manager for Garendon Park, said: "This is a technical site and we had some early building challenges like hilly ground to contend with. It's now marching along well and it's shaping up to be a fantastic site.

"We have some of William Davis' finest on site, it's a cracking team."

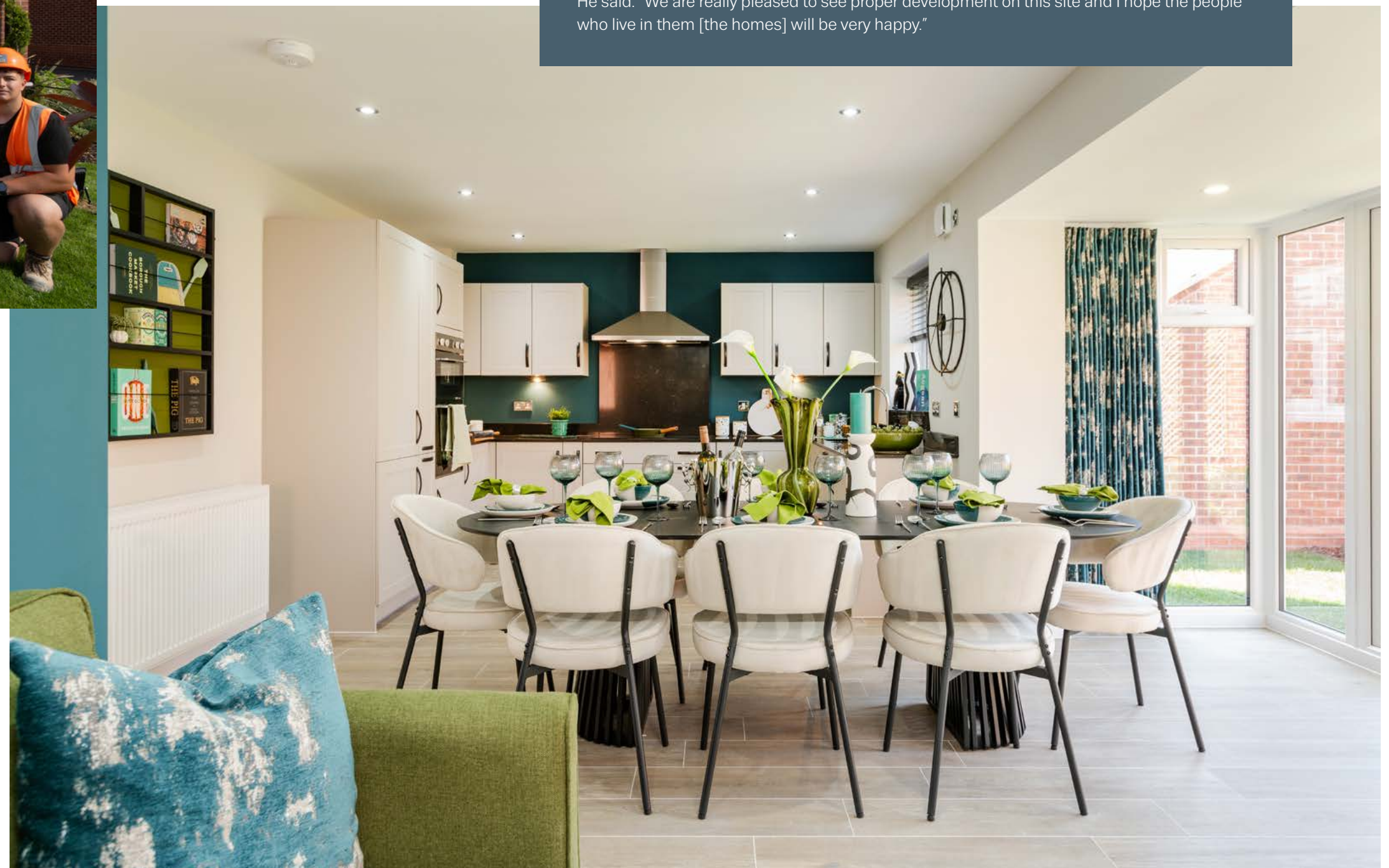


A visit from the De Lisle family

The De Lisle family, former landowners of Garendon Park, joined us for the opening of the development, with Squire De Lisle cutting the ribbon to our Severn showhome.

The Squire, who was joined by his son Peter, spoke at the event about the park's history.

He said: "We are really pleased to see proper development on this site and I hope the people who live in them [the homes] will be very happy."



Wellington Place Market Harbourough



Back: Paul Cave, Wayne Bamber, Joshua Wallis, Simon Brett, Paul Sharpe, Mark Warner, Thomas Rich, Site Manager Neil Hurst, Sales Consultant Tracey Scholey, Martin Thomas, Rob Haddon, Gary Bailey, Issac Harper, Ben Parratt **Front:** Jaydan Ward, Eyal Butcher, Brandon Jackson, Nigel Taylor, Callum Hale, Finley Cox, Nick Dreijers, Assistant Site Manager Mark Keen, Tom Concannon, Ciaran Elliott, Leon Sharpe, Dave Stevens, Kev Thrower, Luke Spencer **Inset:** Sales Consultant Sue Wessell

We have been building new homes at Wellington Place since 2018 and are currently selling homes in Phase 4, with building work underway on the homes in Phase 5.

In 2025 we opened the doors to two 4-bedroom showhomes, Beamish and Solent designs, and opened a new Marketing Suite in our new open-plan style.

Once complete, Wellington Place will comprise 1,500 new homes built by several developers.

There will be a host of amenities, including a new school which opened its doors in 2024.

Neil Hurst, Site Manager for Wellington Place, said: "Building work is going steadily here and coming along well. It's a big site – I recently walked around the earlier phases and thought how established they're looking.

"Our team on site has stayed fairly consistent, which helps no end with the build quality. It's shaping up to be a great development."



Supporting the Market Harbourough community

We've been pleased to support and work with the local community in Market Harbourough over the past year.



Wellington Place Primary School

We welcomed the reception class at Wellington Place Primary School to cut the ribbon to open our new showhomes.

Cressida Knox, headteacher at Wellington Place Primary School, said: "Our pupils see the William Davis development progressing day-by-day as they come and go from school, and so they were excited to play a part in it themselves by opening the new showhomes."

Market Harbourough Church of England Academy

We donated a hamper to Market Harbourough C of E Academy's summer picnic prize draw.

The school mascot, Teddington, made himself right at home in our showhomes when he came to visit!



Rural Community Council and Harborough District Council

We helped to grow the community spirit at Wellington Place by hosting a meeting for residents at the development in our showhome.

The event was organised by the Rural Community Council, a charity which works to help build well-connected communities, and Harborough District Council.

Jhanvi Shukla, from the Rural Community Council, said: "It was wonderful to gather inside in the lovely surroundings of the William Davis showhome and it was very positive, with lots of ideas and enthusiasm from the residents."



Harborough in Bloom

We supported the great work of Market Harbourough in Bloom, a group of voluntary gardeners who keep floral displays looking their best across the town, by donating hi-vis vests for them to wear.

Susan Clow from Market Harbourough in Bloom said: "Wearing the hi-vis vests will mean that we can spot each other easily in a crowd when we're out and about working, which will be a huge help."

ON SITE

Thorpebury in the Limes, **Thurmaston**



■ **Back:** Jim Lewis, Kev Loveridge, Ian Reeves, Andrew Moore, Shaun Waldron, Sales Consultant Naomi Safarty-Wells, Jason Blockley, Lillie Barker, Owen Tebbatt, Jacob Smith, Felicity-Mae Monks **Front:** Rob Brewin, Aiden Busby, Jordan Fletcher, Wayne Hallam, Site Manager Robert Ford, Assistant Site Manager Dan Claypole, Oliver North, Dean Moore, Gavin Moore, Alfie Busby

Not pictured, but an important part of our team at Thorpebury, is June Hall, Sales Consultant

After three successful years on site, we are now building our final phase of homes at Thorpebury in the Limes.

This popular site has become a friendly new community and we look forward to welcoming the new owners to homes in our last phase, which will be build complete in 2026.

Our two showhomes on site, the 4-bedroom Beamish and Solent, are open to give visitors a feel for what living at the development is like.

Robert Ford, Site Manager at Thorpebury in the Limes, said: "It's been great for me to join such an experienced team at Thorpebury – some have been with William Davis for thirty years or more.

"A great community is forming, so a big part of what we do is to make sure every buyer loves their new home and we make that move in as smooth as possible."



■ Daniel Phillips, Robert Crowe, Sales Consultant Stephanie Holland, Simon Redfern, Marceles Thorogood, Assistant and Acting Site Manager Joshua Griffin



■ Lime Gardens residents Andrew Baldwin and Maggie O'Mahony

ON SITE

Lime Gardens **Sutton Bonington**

The location and kerb appeal of the homes at Lime Gardens have attracted plenty of compliments throughout the build of the site.

Launched in 2023, the homes at this development have been built with a strong focus on energy saving and the environment.

Our Marketing Suite is set to close its doors in September 2025.

Happy buyers who have chosen Lime Gardens include Andrew Baldwin and Maggie O'Mahony, who made their move to a 3-storey Kenilworth townhouse.

Joshua Griffin, Assistant and Acting Site Manager of Lime Gardens, said: "Our team are finishing the final plots to complete the development and making the finishing touches, it's looking great.

"For me, it's been a great site to learn the ropes on and it feels like a privilege to get the opportunity to finish off such a good site."

ON SITE

Lace Fields **Ruddington**

This attractive site has been a real success story for William Davis, with the homes being consistently in demand from buyers.

Having reserved all of our homes, our Marketing Suite will close in summer 2025, with building work set to conclude in the autumn.

Ki Smith, Site Manager at Lace Fields, said: "We're focusing on completing the final few plots and it's looking really good.

"The team is close-knit and want to help each other out, which is good to see. There are a really nice mixture of people who have moved in onsite, it's a great new community which is forming."



■ **Back, standing:** Nigel Dandy, Michael Severn, Adam Wainwright, Carlo Williams, Stephen Garratt, Sean Watson, Ryan Beech, Graeme Gordon
Back, kneeling: Lillie Barker, Joseph Gardner, Spencer Braker, Charlie Rodgers, Hryhorii Nesterchuk, Giuseppe Ielapi
Front: Assistant Site Manager Reece Dando, Sales Consultant Mandy Johal, Site Manager Ki Smith

ON SITE

Prince's Place **Radcliffe on Trent**

We're currently selling homes in Phase 3 at Prince's Place, where we have been on site for more than four years.

We have welcomed a lot of buyers at this development who moved from William Davis homes elsewhere, which is a testament to the quality and appeal of our homes.

Visitors to this popular site can take a look around two showhomes and a viewhome.

Those who choose a new home at Prince's Place can enjoy the easy, convenient connections into Nottingham, alongside village life in Radcliffe.

Ross Gibbons, Site Manager at Prince's Place, said: "This is a well-established site and we're nearing halfway through Phase 3, with Phases 4 and 5 yet to come."



■ Not pictured, but an important part of our team at Prince's Place, is Lauren Wilson, Sales Consultant

ON SITE

Regency Park Castle Donington

We will be building and selling new homes at Regency Park until autumn 2026, and the development continues to attract plenty of interest from homebuyers.

Evvie Laverne, Trainee Assistant Site Manager at Regency Park, said: "We have around 40 more customers remaining to be moved in at Castle Donington after more than three years of hard work by the team here.

"The smooth running of this site is led by the work ethic shown by the team each day. With only one year left until the site is complete, the area is starting to feel more and more like a community.

"We are looking forward to the next 12 months, finishing the site, and continuing our hard work into future projects."



■ **Back:** Luke Spencer, Jonathan Mountford, Graham Clark, Ryan Beech, Thomas Jarram, Spencer Braker, Luke Nightingale, Liam Moss, Ben Crumby, Kieron Hodges, Daryl Mountford, Louis White, Kieran Law, James Gray, Daniel Pritchard, Daniel Mangham, Paul Johnson, Tomos Pritchard, Ben Bryant, Chris Caplan
Front: Trainee Assistant Site Manager Evvie Laverne and Contracts Manager Oliver Robinson
Inset: Sales Consultant Amanda Gaye



■ **Front:** Sales Consultant Clare Hutchings, Site Manager Simon Smith **Back:** Nick Mitchell, Hayden Gough, Steve Barlow, Michael Knight, Andrew Fox, Luke Danvers, Lee Worrall, Jim Morgan, Terrance Johnson, Jacob Keogh, Barry Johnson

ON SITE

Skylarks Chesterfield

Our sales and construction teams will bid farewell to Skylarks in late 2025, after seven successful years on site.

Simon Smith, Site Manager for Skylarks, said: "It's looking like a really nice development. We're making the finishing touches, like building the last few houses and the play area, making this into a wonderful community.

"The team are great, but to be fair I've found that across all William Davis sites.

"There are about 300 homes that have been built at Skylarks, so it's a big site, and a successful one!"

ON SITE

Houlton Rugby

■ **Front:** Assistant Site Manager Colm Lowndes, Sales Consultant Bev James-Hill, and Site Manager Chris Bojan
Back: Kaden Pateman, Adam Rixon, Malakai Shepherd-Aldridge, Dean Riddle, Alex Seymour, Finley Gregory, Ben Morrison, Mark Tuddenham, Daniel Axten, Korben Sharp, Addison Walsh-Clements, Darren Flynn, Jeff Pritchard, Elliot Staley, Jude Malcolm, Lee Bradley, Paul Blake, Ryan Ellis



■ Yvette Sanderson, Sales Consultant

We are in the latter stages of build and sales at Houlton, where we will be on site until late 2026.

Townhouse living is popular at this site, where visitors can look around two showhomes – a 5-bedroom Harborough and 4-bedroom Kenilworth housetype.

Chris Bojan, Site Manager at Houlton, said: "I'm really proud of the health and safety advancements on site – in fact, we recently won an award for the measures we have brought in.

"A lot of the team here, including me and assistant site manager Colm, were building on site in Droitwich together, so it does feel like a well-oiled machine and we all work really well together.

"The sales team are fantastic and it's a really popular site – we're all busy and it's great to see the development coming together over the past year."



Buttercup Fields, Shepshed

...and a new **beginning**

We're looking forward to opening the doors to two exciting new developments – one in the East Midlands and the other in the West Midlands – in late 2025.

Hathern Edge

We have previously built new homes in the sought-after village of Hathern, near Loughborough, and are returning there to build our new development, Hathern Edge.

The development will be built off Zouch Road and there will be 56 new homes in total. We will be opening a 3-bedroom showhome, a Lea housetype.



Site Manager Dean Gladdin, Kieran Findley, Kyle Bush, Kevin Holmes, Ben Holmes, John Waterhouse, Josh Hamilton, Michael Ralph, Dean Johnson, Peter Davies, Tommy Walker, Roy Guy, Daniel Phillips and Joe Moore

A proud **finish...**

We're proud to celebrate the completion of two developments that reflect the very best of our housebuilding – Buttercup Fields in Shepshed and Honeysuckle Rise in Burton on the Wolds.

Both communities are now fully built and handed over, marking the end of two successful projects and the beginning of new chapters for the families who now call them home.

Seeing residents move in and make these spaces their own is a reminder of why we do what we do. Every home, every detail, every tree planted – it all adds up to something much bigger: places people love to live in.



Honeysuckle Rise, Burton on the Wolds



Westwood Park

We are building 70 new homes at Westwood Park, off Westwood Heath Road in the village of Burton Green, near Coventry.

The first homes are set to be released for sale in winter 2025. We will be building a range of 2, 3 and 4-bedroom houses and will be opening a decorated and styled 4-bedroom showhome, a Severn housetype.

We've come a long way in **90 years**

William Davis was founded in 1935 and so 2025 marks our 90 year anniversary!

From completing our first development on Edelin Road, Loughborough, to the developments we're building across the East and West Midlands today, our company has so much history to celebrate.

Here, we take a trip down Memory Lane and revisit some moments from our past.



Our Forest Field headquarters in the 1960s, with William Davis' car parked outside



Bricklayers working on site in the 1960s



A home we built in 15 days in the 1970s



Our fleet of William Davis vans from the 1970s



Putting in place a prefab wall on a 1980s build



Celebrating our 50th anniversary



Loading out



Building work in progress in 1971



Our first development was built in Edelin Road, Loughborough, in 1935. To celebrate this, we recreated a 1930s scene at Edelin Road 49 years later, in 1984.



Our ladies' rounders team



Davis Dynamo FC



Our Davis band



Our chess club



A detached William Davis home from the 1950s

See the SHOW HOUSE
NOW OPEN ON
DAVIS' NEW ESTATE (FOREST ROAD LOUGHBOROUGH)
LOOK ROUND THIS MODEL HOME WITH PERFECT FREEDOM
A CORDIAL INVITATION IS EXTENDED TO EVERYONE.
FURNISHED THROUGHOUT BY
HARRIS
of Market Place, Loughborough (Phone 2000)
Here is GOOD furniture which YOU could afford on the famous Harris plan - 10/- monthly for £20 worth of Guaranteed Furniture (other amounts in proportion), and CASH PRICES TO CUSTOMERS SETTLING ACCOUNTS IN TWELVE MONTHS.
Open from 9 a.m. each day, until 7 p.m. Monday, Tuesday and Thursday; 1 p.m. Wednesday; 8 p.m. Friday; and 9 p.m. Saturday.
And Granby Corner, Leicester (Phone 5500).

Some of our advertising from years gone by

DAVIS Jubilee Collection
WILLIAM DAVIS CONSTRUCTION GROUP BAND
An album cover from our William Davis Construction Group Band

IN-SITE
The House Journal of the William Davis group of companies
SPRING 1985
Important contracts give Jubilee Year good start
The Jubilee Year has begun on a happy note with important contracts, a milestone in the history of the company. The first of these was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The tenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eleventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twelfth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirteenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fourteenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifteenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixteenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventeenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighteenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The nineteenth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twentieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The twenty-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirtieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The thirty-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fortieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The forty-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fiftieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The fifty-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixtieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The sixty-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The seventy-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eightieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The eighty-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninetieth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-first was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-second was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-third was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-fourth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-fifth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-sixth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-seventh was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-eighth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The ninety-ninth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough. The hundredth was the completion of the first phase of the Jubilee Year development, a large-scale housing scheme in Loughborough.

A 1985 edition of Insite

Raising the bar with the New Homes Quality Board

David Dodge, Operations Director

We are now registered builder with the New Homes Quality Board (NHQB) – a significant milestone that reinforces our commitment to quality, transparency and customer care.

This move follows more than 12 months of dedicated work to develop the internal systems and processes needed to meet the NHQB's rigorous standards. It has required collaboration across all departments, and I'd like to thank everyone involved in making it happen.

We're under no illusion – the past three years have been incredibly challenging, and we anticipate the year ahead will be no different. But through it all, we remain proud of the qualities that set William Davis apart: our strong heritage, the stability we offer by directly employing our people, and our well-earned reputation in the communities where we build.

We are equally proud of our five-star status – an accolade we have maintained for 10 consecutive years. This reflects the commitment of everyone across the business to delivering excellent customer service, not just inside the home but across the wider development.

Joining the NHQB adds further reassurance for our customers. We are now required to proactively inform buyers of any changes to the construction programme – not only for their individual home, but for communal infrastructure works too. That places even greater importance on communication across teams, and further strengthens our customer-first approach.

The housebuilding industry has not always been recognised for transparency, but we've consistently prioritised it. Becoming an NHQB-registered builder simply formalises what we have long practised – and reinforces that our customers have chosen a builder they can trust.

In a continuously evolving environment, we are incredibly grateful for everyone's continued hard work and commitment to building high-quality homes.



Spend a day with

Lee Dando,
Contracts Manager

Lee joined us in March and is overseeing two sites – Houlton in Rugby and our new Westwood Park development in Burton Green, Coventry.

Here, we join Lee for a typical day.

6am – I get up and ready, trying not to wake up my wife or one of my three children as I do so!

7am – Time to get in the car - I live in Tamworth, so it's less than an hour to my sites in Rugby and Coventry, and about an hour to the West Midlands office in Leamington Spa – so I'm never in for too long a drive.

8am – Arriving at Houlton, I get that all important first cup of tea and meet up with the Site Manager, Chris Bojan. We get the team together to talk through priorities and anything they might need support with. We talk through target dates for different build stages for the plots and review whether we need to take any action to ensure we meet those targets.

9am – I walk around stock plot and check them over, making sure the quality and standard is exactly what we would expect.

10am – Checking the build programme against dates of our buyers moving in is one of the most important parts of my role – after all, our customers inform every part of our build process.

11am – I meet with the groundworkers and engineer George Wildgoose. This is a chance to get groundworks, site management and engineering together to answer any questions the team might have on the engineering design and the implementation of it.

Midday – I grab a sandwich before heading on to our new site, Westwood Park.

1pm – I meet with the bricklaying contractors at Westwood Park to take a look at their first week of work and give some feedback.

2pm – With Site Manager Paul Lord, I take a look at future plots and ensure there are no difficulties foreseen with their construction. I find that the initial stages of a site sets the standard for it, so it's a really important stage to get right.

5pm – I open my laptop, reply to any urgent emails and clear up my inbox for the day.

Evening – It's time to relax with some dinner and watch the footie... it's been a busy day!



Teamwork, wellbeing and a **walk to remember**

In May, 38 of us from across William Davis laced up our walking boots and headed to the Peak District for the Dambusters Challenge.

With stunning views around the Ladybower, Derwent and Howden reservoirs, it was the perfect setting to take a breather from the day-to-day, catch up with colleagues, and get some fresh air and exercise. There were tired legs by the end, but plenty of smiles and good conversation along the way!

The walk also landed during Mental Health Awareness Week – a timely reminder of how important it is to look after ourselves and support each other. Whether it's a chat on a walk like this, a quiet check-in, or making use of our trained Mental Health First Aiders or the Care First support service, it all makes a difference.

A huge well done to everyone who took part – it really was a brilliant day out.





Trade Forums - Shaping the way we work together

Mark Chettleburgh, **Production Director**

Our Trade Forums were set up to create a space for our tradespeople to share honest feedback, raise concerns and suggest improvements.

When it comes to making progress, honest feedback from the team members building our homes is invaluable.

Each forum brings together tradespeople from different sites and trades - from bricklayers to scaffolders, joiners to groundworkers - and gives everyone a chance to help shape how we work.

These are in addition to our regular Site Managers' Forums, and every session so far has led to real, positive changes across the business.

Whether it's reducing waste, improving efficiencies, or tightening up health and safety procedures, the suggestions

raised in the forums have had a direct impact and helped improve working conditions for all of us.

The forums have made a real difference - morale has improved and we've introduced changes that are saving time and money - all because people felt comfortable speaking up.

It's proof that we're listening, and that your voice matters.

At William Davis, it's always been our policy to have our own in-house workforce of tradespeople. That means open, two-way communication is part of who we are. Happier teams mean better homes and happier customers - it's a win-win.



Your feedback helps us to keep improving - so let us know what you think.

You don't have to wait for the next forum - email tradefeedback@williamdavis.co.uk anytime to share your thoughts or ideas. We're listening.



Andrew Morgan and James Chatterton

Full steam ahead in the West Midlands

Our West Midlands office, in Leamington Spa, is celebrating its third anniversary, and our expansion in the region is going from strength to strength.

Our first West Midlands development to be run from the very start by the office in Leamington is Westwood Park in Burton Green, opening in winter 2025, with several new sites in the pipeline for 2026 and beyond.

A growing team

The West Midlands team comprises Andrew Morgan, Land Director, James Chatterton, Head of Planning, and Contracts Manager, Lee Dando.

Andrew joined the team when the West Midlands office first opened. He said: "I was drawn to the opportunity to help set up a new regional office - not everybody gets to do that in their career."

Three years on, he is looking forward to seeing more West Midlands sites open to buyers and to seeing the new William Davis house type range built at some of those developments.

From East Midlands to West

James was part of our East Midlands team before making the move over to the West Midlands office when it opened back in 2022.

He said: "I'm looking forward to seeing all of the new sites in this region coming through, particularly our Warwick site - it's a key one and groundworks are in progress now."

Since moving over to the West Midlands, James has been working with planners at a host of local authorities across the region as our plans move through the system for consideration.

He said: "Our main priority is that we're still on the hunt for land. There are 2,500 plots in total which we are currently working on and promoting across the whole of the region, all at various stages."



Work on site at Westwood Park, Burton Green - our first development to be run from the very start by the West Midlands office

West Midlands sites

Work underway

Westwood Park, Coventry - 70 homes

Gallows Hill, Warwick - 180 homes

Plans approved

Fernhill Heath, Worcestershire - 40 homes

Bloxham, Oxfordshire - 130 homes

Pershore, Worcestershire - 94 homes

Sites awaiting planning permission

Langley, Sutton Coldfield

Welcome to William Davis

■ Introducing new faces from across our teams



SITE



HEAD OFFICE



SALES

■
Rob Ford,
Site Manager
Evvie Laverne
Trainee Assistant Site Manager
Joshua Griffin,
Assistant Site Manager
Joshua Robson
Assistant Site Manager

■
Daniel Ball, *IT Trainee*
Tilly Jordan, *HR Assistant*
Michael Walsh, *Groundworks Manager*
Reece Richiardi, *Senior Land Manager*
Cathy Barnes, *Commercial Administrator*

■
Sue Wessell,
Sales Consultant
Laura Whatmore,
Sales Progressor
Mandy Johal,
Sales Consultant
Clare Hutchings,
Sales Consultant
Rebecca Lawrence,
Sales Consultant
Sadie Barclay,
Trainee Sales Manager



Level up your fitness with our on-site gym

Did you know that we have a fully-equipped gym at our Head Office in Loughborough?

All of our employees plus their family and friends can take advantage of the state-of-the-art equipment at an extremely competitive rate.

Choose from equipment including cardio machines, weight machines, free weights and everything in between – so, whether you're a beginner or an experienced gym-goer, there's something for everyone.

Regular exercise is proven to boost energy, lift your mood and support long-term wellbeing, so why not take advantage of this great facility? It's here for you, whenever you're ready.

If you haven't had the chance to explore this fantastic resource already, please come and look around.

What's in the gym?

- Cardio**
Treadmills
Rowers
Stairmaster
Cross trainers
Upright bikes
- Weights**
Full squat rig with attachments
Push/press machine
Cable machines
Leg curl/extension machine
Lat pull and row machine
Leg press machine
Landmine
Dumbbells from 1kg to 40kg
Barbell – 10kg to 45kg

- Studio**
Bands
Kettlebell
Medicine balls
Mats
Battle ropes

New equipment coming soon
SkiErg
Slam balls

OPENING TIMES

6am – 8pm daily
(including weekends)

COST

Membership costs just
£12 per person per month
for employees, their family
and friends

FIND OUT MORE

Call head receptionist
Helen English on 01509 231181



Don't miss our Circuit Training classes!

Join Carl Brookes every Wednesday at 6pm.
Ten spaces are available every week for this fantastic body weight workout, which is suitable for all abilities and includes breaks.
To book your spot, call Helen English on 01509 231181.

Personal training

Are you looking to take your fitness to the next level? Our gym supervisor Carl Brookes also offers personal training sessions.
For more information, call Carl on 07912 528847.

Congratulations on your promotions

Andrew Morgan,
Land Director - West Midlands

Callum Griffiths-Cunningham,
Assistant Quantity Surveyor

Jake Hill,
Quantity Surveyor

James Chatterton,
Head of Planning - West Midlands

Ki Smith, Site Manager

Oliver Robinson, Contracts Manager

Scott Rush, Chief Financial Officer

Bringing forward new sites

Sarah Whetton,
Group Land Director

Planning applications are making their way through the system on a significant number of new sites, though timescales for achieving consent to build remain challenging.

Group Land Director Sarah Whetton gives an update on our land pipeline and plans.

Though the planning landscape remains challenging, at William Davis we are working on bringing forward quality sites to ensure our land supply remains strong.

We have many applications already with planners or about to be submitted for sites across the East and West Midlands, and our teams in both regions continue to work hard to bring forward new sites for consideration.

Over the last twelve months we have agreed terms of several new option sites across the regions, all of which are now in legals and we are working to get these exchanged

in the coming months. We have also achieved planning consents across five sites, all of which are now owned, including the newly acquired Snells Nook Lane, Nanpantan, which completed in June this year.

We have a further four sites that have been to committee and now have a resolution to grant status, which means once the Section 106 agreement is concluded we can go on to purchase the sites. These sites are Fernhill Heath, Bloxham and Pershore, with Melton Mowbray being the exception as that is now in for Reserved Matters.

However, that said, as you will have seen in the media, the UK planning system is under severe pressure and all the constant delays have wide ranging consequences for the industry and developers. We are constantly finding ourselves fighting under resourced local planning authorities which have backlogs, complex regulations, local opposition, inadequate local plans and political interference.

All the sites mentioned have come with their challenges and have taken a disproportionate amount of time to come through the planning system.

Moving forward, to try and expedite a broken planning system, we now find ourselves in a position where we need to factor in appealing more of our applications. Factoring in this process will help manage the delivery of outlets better.

Bringing our plans to fruition

In the East Midlands, Reserved Matters planning applications have been submitted for Dunston and Melton Mowbray and we are working towards starting both of these sites in the first quarter of 2026. The West Midlands team are also working towards starts on site for Fernhill Heath and Pershore before our year end.

Looking ahead

Providing the business with land opportunities that are 'home grown' and delivered by way of strategic land, enables the business to build out schemes that are in keeping with the William Davis look and culture. This takes time, but looking ahead we have several more opportunities that we are working on which are under contract. This will ensure the continued supply of quality sites which our business requires.

The entrance to our development in Warwick



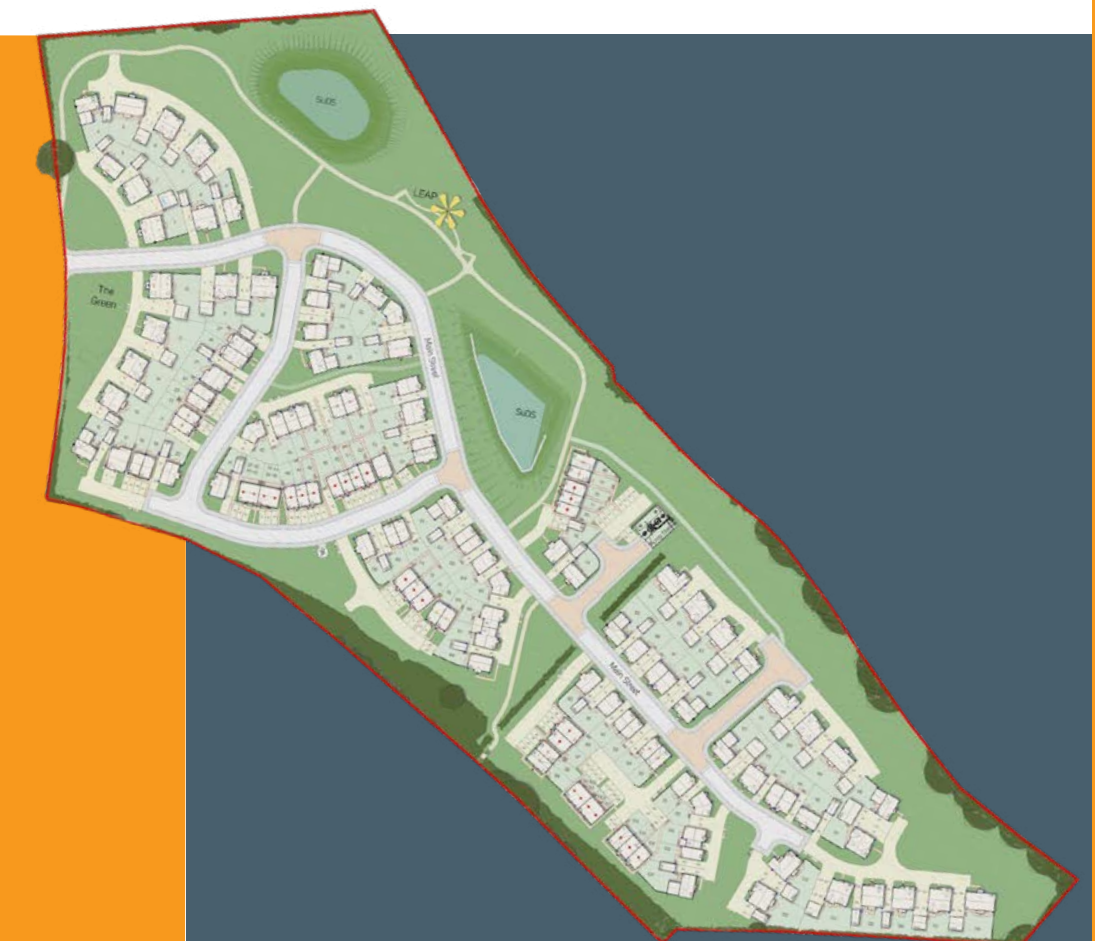
Plans for our forthcoming development in Pershore, Worcestershire

Planning applications to be submitted

- Melton Mowbray
- Radcliffe-on-Trent phase 5
- Lutterworth
- Garendon Park phase 2
- Earls Barton

Applications already submitted

- Fernhill Heath
- Droitwich
- Pershore
- Bloxham
- Parklands
- Littleover
- Barrow Upon Soar
- Walsall
- Anstey High Leys
- Anstey Chapman Meadows
- Shepshed



The site plan for our forthcoming development in Nanpantan, Leicestershire

Team spirit in action

It's been a fantastic year of events, with plenty of opportunities for colleagues to get together, try something new, and enjoy some friendly competition.

From football tournaments to basketball showdowns – plus fun-packed socials – team spirit has been on full display across the business!

Go-karting thrills

More than 40 team members gathered at TeamSport Leicester for an exhilarating night of go-kart racing around their thrilling 500m multi-level circuit.

With wild bends, soaring straights and adrenaline-fuelled ramps, the track was the perfect place for some friendly rivalry and high-speed fun.

After three competitive heats, the top spot trophies went to our podium finishers: Andy Fisher, Scott Rush and Mark Waplington, all proudly stepping up to celebrate their victories.



Teeing off for charity

We teamed up with Clarendon Land & Development Ltd to host the inaugural East Midlands Land Scramble charity golf tournament.

The event brought together 32 players for a brilliant day of golf, sunshine and generosity in support of Rainbows Hospice, raising more than £4,000.



Quiz night highlights

We had a great night at The Manor House, Quorn, for our William Davis quiz night.

This was an all-employee event with a total of 12 quiz teams, made up of a mix of people based on site and at Head Office.

Congratulations to our winners, The Yorkshire Massive (above left) - Tom Dillarstone, Reece Richiardi, Ellie Smith, Sarah Taylor, Mike Barnett and Guy Higgins.

It was also a great effort by our runners up, One Mark Out Of Six (left) - Andy Fisher, Jake Hill, Lewis Ingram, Vicki Frost, Mark Waplington and Callum Griffiths-Cunningham.

The best team name of the night went to Layin' Down The Knowledge (below right) - Alex Seymour, Mia Evans, Jacob Brown, Aiden Busby, Samuel Kee and Finn Gregory.

We're looking forward to hosting this event again next year and will share a date soon.



Going for goal!

Our William Davis football team proudly took to the pitch at Quorn FC, competing in a 7-a-side tournament against fellow housebuilders including Bloor Homes, Davidsons Homes, Jelsons, Taylor Wimpey and Miller Homes.

The tournament was packed with memorable moments – including a spectacular bicycle kick from outside the box by Lewis Ingram and the debut of our sharp new team kit.



Could you be our next star baker?

On your marks, get set... bake! It's time to whip up some sweet treats to help raise money for Macmillan Cancer Support for its annual 'World's Biggest Coffee Morning'.

We're encouraging everyone across our sites, sales offices and head office to get involved by serving up tea, coffee, cakes and biscuits from 10.30am on Thursday 25th September.

Last year Andrew Morgan, Land Director (West Midlands), was declared star baker for his outstanding 'pancake cake' (accompanied with maple syrup!) and we raised £300.

Don't forget to send in your best home baking photos to hr@williamdavis.co.uk.



Spotlight on wellbeing

We're working with key service and training providers to provide health and wellbeing support across the business.

New Employee Assistance Programme

Following valuable feedback, we've made the decision to switch our Employee Assistance Programme to Care First, a trusted provider offering free, confidential, round-the-clock support to employees.

Whether you're looking for professional counselling, advice on legal or financial matters, or simply need someone to talk to, Care First is here.

Services include:

- 24/7 mental health and emotional support
- Confidential face-to-face or telephone counselling
- Legal and financial guidance
- Family and relationship advice
- Stress and anxiety support
- Work-related issue resolution

This is a free resource for all William Davis employees and is completely confidential.

Learn more and access services by visiting www.care-first.co.uk or calling 0800 174319.

Mental health first aiders

We're committed to increasing mental health awareness in the housebuilding industry, and one way we're doing that is by training more mental health first aiders, including our site management teams.

If you feel like you need support, our mental health first aiders are trained, trusted, and ready to help.

You'll find details of trained mental health first aiders on the mental health and wellbeing noticeboards across all sites and at Head Office.



Supporting The Lighthouse Charity

We are proud to have become an official company supporter of The Lighthouse Charity.

This industry charity is dedicated to supporting the emotional, physical and financial wellbeing of construction workers and their families.

By becoming a sponsor, we're not only helping to fund these vital services, but also ensuring that every single member of our team has access to help if they need it.

Lighthouse offers a confidential 24/7 helpline, practical resources, expert advice and more – find out more by visiting lighthousecharity.org

Davis Dodgers' debut

Our first-ever basketball squad – the 'Davis Dodgers' – proudly took to the court for an annual tournament, held at the Mattioli Arena in Leicester.

Facing tough competition from seven other teams across the property sector, the Davis Dodgers held their own – finishing 3rd in their group after four hard-fought games.

It was a fantastic evening, full of team spirit and great energy, and the team is already excited to return to the competition again.



Off to the races

A team of 30 colleagues from our site teams headed to Leicester Racecourse for our annual Site Management Social Event.

They enjoyed seven exciting races, complete with great food, drinks – and, thankfully, even a few winning bets!



Here's what some of our mental health first aiders had to say about completing the training:

Shaun Fay, Assistant Site Manager at Prince's Place

"I've worked on sites for years, and lots of people have come to me for help.

"Taking the course gave me the tools to support others properly. It was brilliant, I learnt how to respond and recognise the signs before a crisis happens."

Dean Gladdin, Site Manager at Hathern

"The training has been invaluable. It helps you spot when someone's not quite themselves, and gives you the confidence to step in.

"William Davis has always felt like a family company and this really proves it."

Some of our site management team taking part in mental health first aider training



Supporting sales with a fresh marketing approach

Michele Rose, **Group Sales and Marketing Director**

From spacious, open-plan new Marketing Suites to making the most of digital marketing – our Sales and Marketing team have given a modern refresh to the way we present William Davis and the homes we build to buyers.



Marketing Suites

Our new-look Marketing Suites have been designed within the ground floor of a home and are open-plan, with a comfortable seating area for buyers to relax while they wait for their appointment or to speak to us.

Everything is now under one roof, so buyers can have refreshments and choose their options for their new home all within the same space in the Marketing Suite.

Feedback from the Sales team has been great and it's created a modern and welcoming space. The first new-look Marketing Suites were opened at Wellington Place and Garendon Park, and this style will be put in place at Hathern Edge and Westwood Park.



Brochures and signage

Our brochures, signage and site plans have all been given a fresh, modern new look which will be rolled out across new developments – giving us a strong brand identity which will help buyers identify that they're looking at a William Davis site.

CGIs and photography

A picture is worth a thousand words, so when a buyer is looking at our website or brochures, it's essential the homes look their best. This is why we've refreshed our CGIs and photography.



Options

We will shortly be introducing our new options brochure, which buyers will be able to take away and review before choosing the options for their new home.

We're also looking at introducing more to the range, such as a larger choice of upgrades to ceramic tiling, extra cabinets, a wider variety of appliances and a larger section of taps, sockets and bathroom accessories. These types of fixtures and fittings are often put in after buyers move in – but we can make life easier by installing them as part of the build process.

Customer targeting

We have been working at optimising our marketing campaigns to target the right people, at the right time, with the right message.

This efficiency in customer targeting is key to making our advertising work smarter, not harder.

The amount we spend on marketing each home we sell is reducing, which shows that this is working.

Promoting our homes to buyers

We've been working hard to put out quality marketing content to showcase our homes to buyers.

Our social media pages include eye-catching video posts and photography, and our developments often feature in local media.

Trainee Sales Manager Sadie Barclay in one of our recent Instagram Reels



Follow us on social media

- William Davis Homes
- William Davis New Homes
- @williamdavisnh



Sun, fun and team spirit at our Summer Social!

We had a great afternoon in the Loughborough sunshine for our 2025 Summer Social.

A spirited game of rounders saw Ben McCartney's Batstreet Boys take on Paul Watkins and his team, the Base Invaders – with the Batstreet Boys triumphing over three sets with 22 points to the Base Invaders' 17.

George Wildgoose was named Man of the Match for his exceptional batting and catching.

Congratulations to our holiday prize draw winners Lewis Roberts, Justin Morgan and Tom Pritchard, who will all be jetting off on holiday for their prizes!

We also celebrated our health and safety award winners, Chris Bojan and Colm Lowndes, and presented some of our long service awards (see page 12 for more).





We are currently building new homes at:

Garendon Park,
Loughborough, LE12 5EB

Lime Gardens,
Sutton Bonington, LE12 5FD

Thorpebury in the Limes,
Thurmaston, LE7 3QP

Hathern Edge,
Coming soon in Hathern

Prince's Place,
Radcliffe-on-Trent, NG12 1EA

Wellington Place,
Market Harborough, LE16 7WL

Houlton,
Rugby, CV23 1EZ

Regency Park,
Castle Donington, DE74 0AJ

Westwood Park,
Coming soon in Westwood Heath, Coventry

Lace Fields, Ruddington, NG11 6SN

Skylarks, Chesterfield, S41 8DH

www.williamdavis.co.uk

