

insite

WILLIAM DAVIS HOMES MAGAZINE 2024



Michele Rose 5
*New Group Sales
& Marketing Director*



Mentoring 18
*the Next
Generation*



Celebrating 20
Excellence
Apprentice Awards



Summer 30
Social
Catch up on all the fun!

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The Insite editorial team would like to thank everyone for getting involved and contributing to this edition of our company magazine. insite@williamdavis.co.uk

Our magazine is printed on paper from sustainable forests.



A five star welcome

Hello and a very warm welcome to Insite – our annual magazine – designed to shine a spotlight on our sites, highlight our achievements and celebrate all that's good about our team and the company.

Firstly, I would like to congratulate you all on this year's excellent House Builders' Federation (HBF) 5-star rating – meaning our high standards have been maintained for nine consecutive years.

This award, based on independent customer surveys, reflects every aspect of the business, from the outstanding quality of our homes to excellent customer service. It clearly demonstrates how the entire team has continued to achieve high standards and deliver a first-class service over the past year. Achieving this, together with building a first-class product in good locations, is a powerful combination in a competitive market.

We are beginning to see the housing market improve and with the recent reduction in interest rates, things are looking up. This has given us the confidence to invest in more land and people as we return to growth. This is all important, because as we go to press, we are poised to embrace a period of change.

Politically we are hoping for much-needed improvements to the planning system, speeding up what can be a complex and convoluted process as outlined in our feature, Focus on Land & Planning – pages 14 & 15. The penny seems to have finally dropped that the Country needs more houses. This is good news for us.

There has been progress in adopting regulations in line with the New Homes Quality Board (NHQB) and we are developing the William Davis App which is currently being trialled on site.

It will be a great aid to how we operate, and I am looking forward to it going 'live' across the business.

I would like to congratulate a number of team members who have been promoted, and at the same time, welcome our newcomers too. Some will take up roles in areas we are looking to develop, while others will support growth in existing departments, with each bringing a wealth of experience to the company. See pages 24 - 27.

This issue also says thank you and farewell to six team members who have been at the heart of the business for many years and whose influence, support, mentoring skills and friendship will be missed – Dave Oliver, John Peck, Paul Mason, John Mountford, Idris Jones and Fay Harle. See pages 22 & 23.

We all know that a successful, long-term business takes hard work and determination, and that pulling together with the shared goals of quality and excellence has always been the way forward. With that in mind I would very much like to thank everyone who attended our roadshows on site and made suggestions on how we can improve in all sorts of areas. It was extremely valuable, and work is underway on many of the points made.

Finally, a big thank you to everyone for all your hard work over the last year and let's look forward to an exciting year ahead.

Guy Higgins, managing director



Photo of managing director, Guy Higgins and the team at Lime Gardens, Sutton Bonington, Leicestershire with the HBF 5 Star Home Builder Award presented earlier this year.

Moving Forward...

Investing in growth and new technology for the future.

Chief financial officer, Richard Irons looks ahead as we step up to deliver our growth plans for the company.

Trading conditions remained challenging throughout most of the 2023-24 financial year, due to continuing high interest rates and the uncertainty in the run up to the general election. During this period, it was necessary to slow down the rate of production, whilst maintaining our focus on quality and customer service.

It is pleasing to report that recent months have shown a distinct and consistent improvement in both visitor numbers across our sites and reservations, with the green shoots of growth beginning to appear. This has been supported by an improving economic outlook with inflation rates subsiding and interest rates expected to start to reduce, together with ambitious housebuilding plans announced by the new Labour government.

We now have the confidence to move forwards, reinvesting in the business to ensure we can meet our future growth plans. This includes exciting investment plans around people, land, plant, equipment and technology.

Our 2024-25 targets are based on increasing sales and build rates across our regions, and we will be increasing resources where necessary to achieve this, as well as investing in new plant & machinery to improve build efficiency.

This financial year has started well with the announcement of a new site in the West Midlands which is excellent news. We now have two developments, Warwick and Coventry, poised to commence during 2024-25 and a strong future pipeline of sites giving the West Midlands a great basis for growth.

Continued investment in land is, of course, a key element of the business plan and we will be adding more sites to the development programme throughout the coming year.

Another area of focus is the New Homes Quality Board (NHQB) with the requirement to adopt and adapt principles and practices which affect many day-to-day aspects of the business. Our target is to be 'NHQB live' by 1 June 2025.

I'm pleased to say that over the last 12 months a great deal of progress has been made in preparation for the NHQB launch.

Over the summer of 2025 and through the autumn we will be starting to trial and implement a whole host of new processes and procedures including the following:

- Introduction of a new 'end to end' Customer Journey to ensure consistent customer experience across all sites.
- Launch of new customer information and home demonstration videos.
- A new William Davis 'intranet' containing new standard forms, new procedures, and a new filing structure for sharing site and plot documents, which will replace the existing Hub.
- Roll out of the 'William Davis Homes App' providing the platform for future site reporting (eg H&S forms, insurance forms, Part L), record plot snagging data, enable employee 'sign in sign out' along with a growing list of other functions planned for the future.
- System design is in process for a new customer portal with launch expected in 2025.

The introduction of these technologies is only possible following the recent investments in IT that continue to migrate our

data and systems to the 'Cloud' thereby improving accessibility and security.

Finally, one of our biggest areas of investment for growth is people.

This issue of Insite features a number of important new appointments, all aimed at strengthening and building our already excellent team. Included is the senior appointment of Scott Rush as head of finance. This supports our business plan and will enable me to focus more on our longer-term strategic priorities.

Looking ahead, it's going to be a busy year, delivering the targets set and making sure the improvements made to systems and processes are running as they should be, whilst delivering the objectives planned. It's certainly an exciting time to be at William Davis as we move into a new growth and modernisation phase with a confident and positive outlook!



By Richard Irons, chief financial officer

Meet the executive team:

(l-r) **Guy Higgins**, managing director; **Mark Waplington**, commercial director; **Sarah Whetton**, group land director; **Richard Irons**, chief financial officer; **Michele Rose**, group sales & marketing director; **Mark Chettleburgh**, production director and **David Dodge**, operations director.

Pictured at Lime Gardens, one of our latest developments, on the edge of the village of Sutton Bonington, Leicestershire.



Sights on Sales!

Meet Michele and the team focusing on our customer journey.

“The whole team is completely invested in producing a superb product and part of my job is to highlight how special our new homes are.”

Michele Rose, group sales and marketing director

The company's newest senior board appointment is Michele Rose, who has joined as William Davis Homes group sales and marketing director.

With more than 30 years' experience in the housing industry, Michele brings a wealth of skills and knowledge to the role and is already implementing strategies and policies to further streamline our sales processes and enhance our customer experience.

'The company has a strong reputation for quality and excellent customer service, and I feel privileged to be leading the sales and marketing team here,' Michele told Insite. 'In my previous roles I've grown three different sales regions and am looking forward to building on that success in both the East and West Midlands on behalf of William Davis.'

Michele said she was attracted to the role because of the company's ethos and emphasis on family values, together with William Davis's long-standing commitment to training and employing its own workforce.

'Employing our own workforce enables us to maintain the high standards and quality of our new homes.'



Michele Rose, group sales and marketing director



Front row l-r: **Nina Wood**, sales administrator; **Michele Rose**, group sales & marketing director; **Sarah Adul**, head of marketing and **Charlotte North**, sales manager.

Sales consultants are: **Lauren Wilson**, **Sue Gurney**, **Nicola Hewitt**, **Amanda Gaye**, **Bev James-Hill**, **Suzanne Hyland**, **Marie Clitheroe**, **Stephanie Holland**, **Kelly Rudkin**, **Wendy Parry**, **Tracey Scholey**, **Fay Bullock**, **Sue Emery**, **Pamela Hollingworth** – plus **Naomi Safarty-Wells** and **June Hall**.

Since Michele's arrival the division has been responsible for a new company website, new photography and video content, customer targeted social media campaigns – focusing on different sites – together with the revamp of showhomes at Regency Park, Castle Donington and Thorpebury in the Limes, Thurmaston.



Rebecca Blades, sales manager.



Home office at Regency Park.

SHOW STOPPERS!



Child's bedroom at Thorpebury in the Limes.



Sales manager, Charlotte North, pictured in the lounge of the Beamish at Regency Park.

“Our beautiful show homes are designed to reflect all that’s unique about a William Davis Home.”

Charlotte North, sales manager



Kitchen at Thorpebury in the Limes.



Principal bedroom at Thorpebury in the Limes.

There is no better way to fully appreciate the style and quality of our new homes than to pay a visit to one of our fabulous show homes.

Designed to showcase every element of what makes a William Davis home special, from the beautifully planned street scene to the smallest internal detail, our show homes demonstrate the care and quality that goes into each and every home we build.

This combined with ‘wow factor’ interiors, certainly makes our show homes stand out from the crowd, says sales manager Charlotte North, who – working with interior designer Artspace – has recently completed stylish revamps at Regency Park, Castle Donington and Thorpebury in the Limes, Thurmaston.

‘For our Regency Park revamp we’ve created a calm and tranquil feel by lifting the overall look with a refreshing palette of teal, turquoise, cool blues and pale gold. Adding some unusual wallpapers, we pulled the colour theme together with cushions, rugs and stylish artwork.

‘Spicing things up at Thorpebury, we’ve added funky wallpaper, creating instant impact, together with wafting palms and tropical touches throughout.

‘Adding that extra dash of creativity not only gives our visitors some great inspiration for their own interiors but makes our gorgeous show homes all the more memorable.’

William Davis Homes currently has a total of 20 show homes – featuring a range of uniquely different house types – now open and ready to view at our award-winning developments across the east and west midlands. www.williamdavis homes.co.uk



Lounge at Thorpebury in the Limes.



Head of marketing, Sarah Adul showcases the new website.

CREATING FIRST IMPRESSIONS!

“Our new website has recently launched with features designed to help with the customer journey, including a mortgage and stamp duty calculator.”

Sarah Adul, head of marketing

When head of marketing, Sarah Adul joined the company one of her first tasks was to rebuild and redesign the company website to showcase the brand and improve the customer journey. Embracing the challenge, Sarah set about stripping this vital communication tool back to basics and focusing on usability.

Sarah told Insite: ‘The website could be the customer’s first point of contact with our brand so it’s our opportunity create a memorable first impression. The new website was designed around the customer to be totally user friendly, ensuring it had clear calls to action and simple for the customer to be able to find their dream new home in just a few clicks.

‘Another key area we focused on was content to increase user engagement, we have a great product and wanted to showcase this, so we replaced all the old CGI’s with actual photography of homes from across our developments.

‘As well as the technical advantages – such as driving organic web traffic and improving SEO ranking – the website also enables us to track the effectiveness of our marketing activities and allows us to highlight special offers and promotions to our customers.

‘The new website will also help us to progress with the company’s marketing strategy of increasing brand awareness and reach, driving new interest and leads to our developments as we continue to grow the business.’

To visit our new website just scan the QR code below.



www.williamdavis.co.uk

Sites in the Spotlight!

Welcome to Insite goes Onsite, the feature which highlights our construction teams, and the 11 live sites currently in progress across our region, starting with Buttercup Fields, Shepshed – our longest running site – and finishing with Hastings Green, Kirby Muxloe, our latest completed development.

Buttercup Fields

Shepshed, Leicestershire

Site manager, Tom Beighton told Insite: *Things are going well on-site at Buttercup Fields, and we're getting close to completion of both Phase 4 and Phase 5 here at Shepshed. Mainly focusing on the external environment of Phase 5, I'm pleased to say we have a great team on site and we're enjoying a steady run of sales.*

The 4 bedroom Denwick is available to view at Buttercup Fields.
For more information contact Nicola Hewitt on 01509 649778.



Team shot, left to right from the back row: Gabriel Shaw, James Lewis, Carl Liddington, Miles Shea, Paul Mott, Robert Spare, and Spencer Braker. Elliott Morley, Matt Walker, Karl Shaw, Louis White, Dave Mott, Jake Dominy, Jim Gray, Dave Oliver and Ben Murfin. Front, site manager Tom Beighton and sales consultant Nicola Hewitt.

Skylarks

Chesterfield, Derbyshire

Site manager, Simon Smith told Insite: *We are currently building the final phase of this development which started back in 2018. The site is now well established with good landscaping and open spaces and we look forward to starting our next phase in the near future..*

The 4 bedroom Severn and Lydden showhomes are available to view at Skylarks.
For more information contact Stephanie Holland on 01246 588661.



Here goes with the team at Skylarks from left to right: Jamie Worrall, Barry Johnson, Russell Betts, Tony Mulvey, Terry Setterfield, Steve Barlow, Haydn Gough, Lee Worrall, Jim Johnson, Andy Fox, site manager Simon Smith, assistant site manager Jimmy Vasudev, sales consultant Stephanie Holland, Isaac Harper, Korben Sharp, Daniel Axten and Taylor Hodgskin.



Wellington Place

Market Harborough, Leicestershire

The 5 bedroom Ashburn and the 4 bedroom Severn are available to view at Wellington Place, with the new showhomes scheduled to launch early 2025.

For more information contact Tracey Scholey on 01858 437413.



Assistant site manager Mark Keen

Site manager, Neil Hurst commented: *Regarding progress on Phase 4 we're focusing on the street scene on the main airfield road, with our first completion this month. We have also started constructing the two new show homes, which are due to be completed by the end of the year.*

Left to right: Back row, Jacob Gregory, Dean Masters, Dave Stevens, Paul Sharp, Nils Dawson, Kane Hickman, Ben Smith, Rowan Hamsa, Nick Dreijers, Ciaran Elliott and Earl Bond. Next row: Callum Hale, Tom Rich, Paul Sharpe, Craig Warner, Ben Parratt and Tom Concannon. Front row, Neil Hurst, site manager, Eyal Butcher, Nigel Taylor, Brendon Jackson, Finley Cox, Martin Thomas and sales consultant Tracey Scholey.



Team from the back left to right: Andy Harriman, Sean Holleworth, Adam Clements, Daz Rayns, Alex Cox, Hudson Hollingworth, Ash Cox, Ben Holmes, John Waterhouse, Rob Crowe, Kev Holmes, John Charles, site manager Ross Gibbons, assistant site manager Shaun Fay, Scott Foster, Roy Guy, Steve Woodwark, Tom Duggan, Owen Hennessy, Scott Creighton and sales consultant Marie Clitheroe.

Prince's Place

Radcliffe on Trent, Nottinghamshire

5 bedroom Ashburn and the 4 bedroom Solent are available to view at Prince's Place.

For more information contact Marie Clitheroe on 0115 6712031.

Ross Gibbons, site manager, told Insite: *The team here are just finishing off the last few plots on Phase 2B with completion towards the end of the summer. Phase 3 is well under way, with the first occupations of the properties due at the end of July. These are the first of 152 plots on Phase 3.*

Lace Fields

Ruddington, Nottinghamshire

Site manager, Oliver Robinson told Insite: *It's been a busy time here, with a strong focus on getting plots ready for our financial year-end. The team has been working hard on an area of social housing, which is set to be handed over in September. I'm pleased to report that sales here are doing well and the team is making good progress on site.*

The 4 bedroom Severn and Seaton are available to view at Lace Fields. For more information contact Kelly Rudkin on 0115 6712032



Here's the team, starting from back and coming round right to left: Joe Ielapi, Steve Woodwork, Kev Thrower, Liam Wykes, Jake Hill, Lee Foster, Mark Lee, Glen O'Neill, Kevin Knight, Paul Blake, Dean Riddle, Dave King, Mick Severn, Keane Clarke, Andy Harriman, George Harriman, Demi Whitehead, Mia Evans-Scriven, Carlo Williams, Adam Wainwright, Oliver Robinson, Ki Smith, Jake Smith, Ben Clarke, Malaki Shepherd-Aldridge, Ryan Beech, Michael Knight, Hryhorii Nesterchuk, Jude Wakefield, Riley McManus and Shaun McManus.



Sales consultant Kelly Rudkin



Regency Park team, starting from the back, left to right: Neil Green, Ben Bryant, Kieran Law, Daryl Mountford, Dan Mangham, Sam Moore, Kieran Findley, Ollie Mudge, Graham Clark, John Mountford, Jaydan Ward, Stu Page, Jack Jordan, Danny Callaghan, Tim Dove, assistant site manager Dan Claypole, Tom Jarram, Gaz Bailey, Tom Pritchard, Jonathan Mountford, Kyle Bush, Lewis Roberts, Steve Mason, Charlie Rodgers, Jack Harrison, Chris Caplan, Gordon Toft, site manager Paul Slack, Lee Brady and Josh Wills.

Regency Park

Castle Donington, Leicestershire

Assistant site manager Dan Claypole told Insite: *Currently, we are focusing on eight completions, making sure these new homes are completed and ready for handover to our customers – ensuring a smooth move in day. Things are progressing well and we have a good continuous flow of work for all trades on site.*

The 3 bedroom Dove and the 4 bedroom Beamish are available to view at Regency Park, as well as the 3 bedroom stylish Henmore.

For more information contact Amanda Gaye on 01332 325380



Sales consultant Amanda Gaye

Houlton

Rugby, Warwickshire

Site manager, Chris Bojan told Insite: *We have a great team here at Houlton and work collectively to ensure we have a well-managed site. Every site has its challenges, but what makes us stand out from the crowd is we have one goal, and that's to provide the best homes in Houlton.*

The 4 bedroom Kenilworth and 5 bedroom Harborough are available to view at Houlton.

For more information contact Bev James Hill and June Hall on 07884 657747



Here's the Houlton team, From the left at the table; Sales consultant, Bev James-Hill, Darren Flynn, Wayne Bamber, sales consultant June Hall. Behind is Giorgio Rizzo, Seb Smith, Paul Harrison, Isaac Harper, Jeff Pritchard, Ben Ellis Smith, site manager Chris Bojan and assistant site manager Colm Lowndes.

Thorpebury in the Limes

Thurmaston, Leicestershire

Site manager at the time of photograph, Paul Dolman told Insite: *It's been a very busy site recently as we're having a big push to complete the next section, so that the sales team has a broader selection of housetypes to offer. Our showhouses have had a revamp – and look great – which we're sure our visitors will find appealing.*

As we go to press both of our 4 bedroom showhomes, the Solent and the Beamish have had a fabulous revamp.

For more information contact Naomi Safarty-Wells or Lauren Wilson on 0116 2162027.



The Thorpebury team from the rear, left to right: Back row, Kieren Lewin, Anthony Rayment, Ash Pick, Paul Milnthorpe, Dean Moore, Gavin Moore. Next row, Dave Preston, Alex Busby, Finley Gregory, Alex Seymour, Jude Wakefield. Next row, Mark Warner, Shaun Waldron, Rob Brewin, Ben Crumble, Dan Chaplin, Taylor McManus. Next row, Jason Blockley, Ian Reeves, Cole McManus and Liam McManus. At the front: Assistant site manager, Mark Gaunt, site manager Paul Dolman, Kev Thrower, Pete Fenton, Demi Whitehead, Felicity Monks and sales consultant Naomi Safarty -Wells.



Back row (l-r) Jude Waterfield, Lee Irving, Addison Walsh-Clements, Damon Bull, Shane Bond, Dan Pritchard, Terry Jackson. Middle row (l-r) Lillie Barker, William Roulstone, Ben Collington, Mark Tuddenham, Liam Moss, Wayne Steers, Jim Morgan, Josh Wallis. Front row: site manager, Duncan Mann, and site manager Justin Morgan (who, as we go to press is taking charge of our newest site Garendon Park), Tony Handley, Demi Whitehead, Jordon Cantrill, Andy Hone and Tom Walker.

Lime Gardens

Sutton Bonington, Leicestershire

Site manager Duncan Mann told Insite: *Lime Gardens is a great site, it looks very appealing, and we have a team of excellent tradespeople working on site, all focused on producing quality homes for our customers.*

The 4 bedroom Kenilworth and Loxley showhomes are available to view at Lime Gardens.

For more information contact Julie Rickards on 01509 270148.



The team at Honeysuckle Rise are, back row, left to right Oliver Schofield, Kevin Pegg, Mark Abell, Paul Mason, Ben Smith, Aaron Tooley and Luke Nightingale. Front row, left to right, Ben Crumble, Ben Morrison, sales consultant Wendy Parry, Andy Moore and site manager Dean Gladdin.

Honeysuckle Rise

Burton on the Wolds, Leicestershire

Site manager at the time of photograph, Dean Gladdin said: *We're coming towards the end of development here now and are planning to have completed by October. It's been a pleasure working with the Burton on the Wolds team over the last year, and I shall look forward to working with some of the team again in the future.*

The 4 bedroom Beamish and Severn showhomes are available to view at Honeysuckle Rise.

For more information contact Wendy Parry on: 01509 270161.

Hastings Green

Kirby Muxloe, Leicestershire

Hastings Green at Kirby Muxloe is the latest William Davis Homes development to be completed.

Site manager Paul Lord would like to thank everybody who contributed to delivering our quality new homes in this historic and highly sought after Leicestershire village.

An edge of village development, Hastings Green consists of 45, 2, 3 & 4 bedroom homes and with a full range of amenities on the doorstep, being close to Leicester city and nearby motorway links, it's easy to see why it has proved so popular.



Continuing our Commitment to Excellence

It is excellent news that the company has maintained the highest Customer Satisfaction score (5 stars) for the last nine years, as the 5 star status is the 'gold standard' for build quality and customer service which all house builders seek to achieve.

This year the Competition and Markets Authority (CMA) made a number of recommendations in its housebuilding market report regarding build quality and customer service, including the introduction of a single mandatory consumer code, plus access to an ombudsman for all new home buyers through a new independent body – the New Homes Quality Board (NHQB).

As a result, a key focus this year is aligning our current policies and practices with those of the National Housebuilding Quality Board's Code of Practice (the NHQC) as this becomes standard for all UK new home builders, operations director David Dodge told Insite.

'To achieve 5-stars continuously for nine years is a significant achievement and shows the commitment from everyone within the company to providing a high-quality product and excellent customer service. In such a competitive market we cannot be complacent and as a result the NHQC will help us deliver a consistently high standard of service, from when a customer initially walks into a sales office through to two years after the occupation of their home.

'In parallel with adopting the NHQC we have taken the opportunity to move some of our sales and customer service materials onto a digital platform.

Our customer services and production departments have worked together to produce a series of customer information videos. Accessible via email or smart phone, these are designed to guide customers through various aspects of their new home – including adjusting the heating system and setting the alarm – whilst also providing information on how to operate and enjoy all the excellent features of their new William Davis home.

'We are also in the process of developing a customer portal, which will allow customers access to all the information relevant to the sales process prior to completion; to quickly access information about their new home once they have moved in and to be able to communicate with customer services all in one place.

'Our HBF 5 Star record is fantastic, and our new initiatives will not only improve how we communicate with and support our customers but will also help us maintain these standards of excellence.

'I also feel that it is really important we harness the huge amount of knowledge and experience that exists within the business to continue to drive improvements.

'If any employee, whether site or office based, has any ideas or suggestions of how we can do things better at whatever level please get in touch – we must never forget that achieving and maintaining our goals of delivering an excellent product, on time, to budget and in a safe environment whilst maintaining our 5 Star rating is a collective team effort.



We will be launching the customer service videos as part of the introduction of the New Homes Quality Code (NHQC) over the next few months.

Special thanks for stepping in front of the camera go to, Vicki Frost (customer service manager), Tom Beighton (site manager), Demi Whitehead (electrician) and Paul Harrison (plumber). A great team effort!



By David Dodge, operations director

Sites on the Horizon!



The land team discuss a new site. (l-r) **Matt Leeman**, land manager, **Sarah Whetton**, group land director, **Ellie Smith**, planner and **Sarah Taylor**, senior planner.

“
It just proves
how resilient
we are as a
company.”
Sarah Whetton,
group land director.



Garendon Park, Loughborough our newest development was first optioned for housing in the 1990s. This scheme is in partnership with Persimmon.

While our site and sales teams are at the frontline of what we do – building and selling our quality new homes – the Land & Planning teams are busy in the background, seeking out land opportunities, acquiring new sites, while keeping the planning process moving forward.

But it can be a lengthy and complicated procedure, and the journey from 'land acquired' to 'planning permission granted' can often be drawn out and difficult.

Looking to glean an understanding of how the whole process works, Insite caught up with group land director, Sarah Whetton, planning manager Tom Dillarstone and the rest of the land & planning team.

Sarah explained:

'Land & Planning is a main area of investment for the business. Building land is expensive to buy, and while we all appreciate that there is only a limited supply,

there are other limitations to be taken into consideration too.

'For example, we operate in the East and West Midlands which, although a densely populated area – meaning there's a built-in requirement for housing – planning constraints and other legal requirements can be complex and restrictive, and they can vary greatly from one local authority to another, meaning the process, once we purchase the land is far from straightforward.

'As a company however, we are very fortunate to have a solid land bank – meaning land 'in stock' – already purchased for future

development, and we are always looking for further acquisition opportunities to add to this.

'Yet while buying land can be tricky, getting on site can also be a difficult and convoluted process, requiring experience, expertise and tenacity.

'For instance, Garendon Park, our newest development was originally optioned for housing in the 1990s. Planning was applied for in 2014 and it went to the planning committee in 2015, with a decision not reached until July 2018, and here we are, six years later finally on site. It just proves how resilient we are as company.

'In contrast, our scheme at Westwood Heath, Coventry is what is known as an 'instant' site. Having been purchased in June 2024, we are hoping to achieve planning permission by October 2024, with a potential 'start on site' date around December 2024 / January 2025.

'This purchase has given us a much quicker turnaround for the whole process, and being

an excellent site – adjacent to another quality new homes builder – it's given our fledgling West Midlands division a firm foothold in the area and will prove a wise investment long-term.

'However, it's important to emphasise that the main reason we persevere with seeking planning for strategic land, is that this should provide the business with a far better profit margin, and is therefore, preferable to having to go the 'instant' market route and purchase sites at a reduced margin.

'Which is why – as we go to press – we have a total of 22 live applications on strategic land being guided through the planning process, ensuring we will have more 'sites on the horizon' in the not-too-distant future.

'We have a great team here, in both land & planning, and all fully appreciate how important our role is for the future success of the company. It's a fascinating area of the business, and one I feel very proud to be part of!'



The scheme at Westwood Heath, Coventry is an 'instant' site. (l-r) **Andrew Morgan**, senior land manager (West Midlands), **Sarah Whetton**, group land director and **James Chatterton**, planning manager (West Midlands)



The process of ensuring everything has been completed, with elements like roads, sewers, pathways etc., handed over to the relevant local authority can take time and perseverance too. 'There's still a lot of unseen work being undertaken after our last customer has moved in on a new site.' **Paul Watkins**, head of technical.

The Planning Process

Step 1

Site Acquisition

Once we acquire a site, we sign an 'option agreement' with the owner and one of the first things we undertake is a financial viability assessment. Providing that looks favourable, we then prepare a series of technical reports about the site, including elements such as:

- Ecology
- Highways
- Drainage
- Plus any special requirements, the site might have.

These reports are all brought together to inform the masterplan for the site; namely the scheme we are putting forward for planning permission.

Step 2

Planning application into the Council

Next, we agree, having taken extensive consultation, to put a planning application into the council. Timing can be crucial here, and we add a lot more detail for this element of the process, conducting further investigations, flagging up issues, adding house types and landscaping, designing roads and sewers etc.,

Once this has been submitted, it should take 13 weeks, yet it can take over two years. If permission is refused, we make a judgement whether to appeal or not. This means more work and more time, but it's all part of the process.



Keeping the process moving, **Hannah Price**, senior planner and **Tom Dillarstone**, planning manager.

Step 3

Planning Approved

Once planning is approved, our next task is to agree the Section 106. This covers benefits to the community eg education, social housing, sports, recreational and other facilities.

Then we start working on detailed drawings, together with the construction management plan – which will include managing dust, noise, routes for deliveries, location of the compound, protection of trees and hedges etc.,

Step 4

Spade in the Ground

And finally, once all of the above has been processed and agreed, we can put a spade in the ground and start work.

“Acquiring planning can be a lengthy and complicated process.”

Tom Dillarstone, planning manager.



Land acquired! The start of the process for every site.



Silver Service

Congratulating six of the team, each completing a quarter of a century of service with the company.



Steven Harbidge - joiner

There is always much to celebrate here at William Davis – the quality of our beautiful homes, the picturesque locations of our developments and of course, the camaraderie of our team.

The latter is often cited as one of the reasons we can take great pride in the longevity of service of many, and this edition of the magazine is no exception, as we congratulate **Steven Harbidge, Roy Guy, Kevin Holmes, John Waterhouse, Paul Milnthorpe** and **Shaughan Mattox** each celebrating twenty-five years' service.

Joiner, **Steven Harbidge** began his professional life as a shopfitter and was happy to make the move to William Davis because it meant a more structured working week. He started at our Lutterworth site and has worked in both private housing and the former contracts division.

Time off for Steve usually means taking to the road on his favourite motorbike, a super stylish Triumph Explorer. Also, a registered motorcycle instructor, Steve is committed to training others to ride safely whilst enjoying their biking.

“It's the team and the craic that make it so enjoyable!”

–Steven Harbidge

Bricklayer **Kevin Holmes**, bricklayer's labourer **Roy Guy** and bricklayer **John Waterhouse** are a tight-knit team who have been together for more than thirty years – twenty-five of those with the company we are pleased to report – plus Roy and John are brothers-in-law as well!

The 'gang' told Insite that one of the main reasons they have been with the company for so long is continuity of work, highlighting that as one job comes to an end there is always something on the horizon.

They too, have worked on many of the company's sites throughout the region, with John saying, "A good thing about our job, is that we come to work and get the job done. Then move onto the next thing, there's satisfaction in that."

“We've made lots of good friends over the years.”

–Kevin Holmes

Roads Supervisor **Paul Milnthorpe** is also celebrating twenty-five years. Paul joined as a roads department operative and has progressed his career through the company. He is currently responsible for our team of forty-two groundworkers and all things relating to roads, including plant and equipment.

"I've seen lots of changes during my time," Paul told Insite, "including emphasis on Health & Safety practices, which is a good thing. I've enjoyed a long and successful career, yet it seems to have gone by in a blink of an eye."

Paul cites two-way loyalty as an important factor in his career and maintaining a good work-ethic.

“I've enjoyed a long and successful career.”

–Paul Milnthorpe

Also celebrating twenty-five years is groundworker, Shaughan Mattox – many congratulations Shaughan.



L–R: Kevin Holmes - bricklayer, Roy Guy - bricklayer's labourer and John Waterhouse - bricklayer



Paul Milnthorpe - roads supervisor

HANDS ON TRAINING FOR

...meet our newest apprentices with their mentors.

As quality housebuilders we appreciate it takes highly skilled, talented and dedicated tradespeople to create our beautiful new homes, and here at William Davis we are very proud of our longstanding and continued commitment to our apprenticeship programme.

The scheme has been running for over 50 years and to date we have trained hundreds of apprentices. A large percentage of our onsite team have been trained through our apprenticeship scheme.

Our apprentice scheme includes traditional trades such as bricklaying, plumbing, joinery, electrical and scaffolding, and we are delighted to see people step up to become apprentice mentors, with many having been through the apprentice programme themselves and can therefore provide the necessary support.

It can take anything from three to five years for an apprentice to be accredited with their given trade, and the role of mentor to these young people is something we actively encourage and promote.



Spencer Braker with electrical mentor and former Apprentice of the Year Dave Oliver.



Liam Moss electrical mentor with Will Roulstone apprentice.



Apprentice Jaydan Ward with scaffolding mentor, Neil Green.



Mentor Dave King with apprentice bricklayer, Mia Evans-Scriven.



Apprentice Josh Willis with joinery mentor Graham Clark.

THE NEXT GENERATION...



Apprentice bricklayer, Keane Clarke with mentor Dave King.



Mentor Ben Collington with apprentice plumber Lillie Barker.



Apprentice Luke Spencer with plumbing mentor Steff Bowler.



Apprentice Charlie Rodgers with carpentry mentor Graham Clark.

If you would like to join our mentorship scheme, please contact hr@williamdavis.co.uk and continue to help us build construction careers for the future.

GOVERNOR VISIT HIGHLIGHTS NATIONAL APPRENTICE WEEK

This year's National Apprentice Week saw Lesley Giles, a governor at Leicester College, meet apprentice bricklayers Mia Evans-Scriven and Keane Clarke with their mentor Dave King at our Lace Fields development in Ruddington.

Lesley also met plumbing apprentice Ferdie Smith who applied for his apprenticeship after visiting the company's information desk at a careers fair at the college.

Lace Fields site manager Oliver Robinson, then introduced Lesley to apprentice joiner Jake Smith and his mentor Michael Knight.

"It was really good to see the apprentices getting on well and enjoying what they're doing," said Lesley. "They were very enthusiastic and that's great to see at first-hand during a visit like this."

William Davis Homes has a long-standing partnership with Leicester College providing apprenticeships through a range of courses. A traditional scheme, it gives apprentices the opportunity to 'earn and learn' while gaining a professional qualification.



Pictured: Leicester College governor Lesley Giles (centre) with (left to right) William Davis Homes site manager Oliver Robinson, apprentices Keane Clarke & Mia Evans-Scriven and mentor Dave King.



Centre front: (l-r) Apprentice of the Year runner up, scaffolder **Cole McManus**, managing director **Guy Higgins**, and Apprentice of the Year, bricklayer **Finley Gregory** – surrounded by colleagues and workmates at the company’s annual Apprentice Awards.

CELEBRATING OUR...

APPRENTICE OF THE YEAR AWARDS!

Highlighting our talented apprentices – the next generation of skilled tradespeople building our award-winning new homes.

Third year apprentice bricklayer, Finley Gregory was named William Davis Homes’ ‘Apprentice of the Year’ at the company’s annual awards ceremony, where he was presented with the coveted silver trophy, the company’s recognised seal of excellence.

A former pupil of Cedars Academy in Birstall, nineteen-year-old Finley says he would love to build his own property in the future.

“My ultimate ambition is to build my own house,” Finley said. “Ideally a family home with plenty of room.”

Hosting the event, the company’s managing director, Guy Higgins

praised Finley’s strong work ethic together with the support of the entire apprenticeship team and their training providers.

Runner-up was 20-year-old Cole McManus, a third-year apprentice scaffolder. As well as thanking the apprenticeship team, Cole said his biggest supporter was his dad, Liam, who is also a scaffolder with William Davis.

The company’s award-winning apprenticeship scheme has been running for more than 50 years and was initiated to help address skills shortages in the construction industry. Today 36 trade apprentices, along with five technical trainees are benefitting from this long-standing tradition.

“We are extremely proud of our apprenticeship scheme, a long-term commitment the company makes to the quality training of young people coming into the industry.”

said Guy Higgins, managing director.

“It’s great to see the support for this scheme, from training providers, mentors, tradespeople in the business and the young people themselves. Long may it continue.” Guy said.



Finley Gregory with William Davis Homes managing director, **Guy Higgins** and his Apprentice of the Year award.



It was our great pleasure to welcome **Rachel Hall**, director of apprenticeships, Leicester College and **Andrew Rodney**, CITB senior customer engagement manager, to speak at the Apprentice of the Year Awards.



Encouraging women into construction through apprenticeships.

Although only 15.8% of the construction workforce are women – according to the Office for National Statistics April to June 2023 – numbers are steadily increasing and apprenticeships play a key role in encouraging more females into the sector. Insite spoke to the young women who have taken up a William Davis apprenticeship and asked the team why they each chose to take up a trade.

Sian Bradshaw – bricklayer.

“It’s really satisfying at the end of the day to look back at what I’ve been working on and see what I’ve achieved. More females should come into construction, it’s well-paid and whatever happens, it means you always have a trade to fall back on.”

Lillie Barker – apprentice plumber.

“My sister Ellie is an electrician, and she was my inspiration. I’m a hands-on, practical kind of person and it’s great to be paid as I train. I’d strongly recommend considering a career in construction.”

Mia Evans-Scriven – apprentice bricklayer.

“After a few days’ work experience I knew it was for me. It’s good physically and I feel well treated and respected. I would one hundred percent recommend females give it a go.”

Felicity-Mae Monks and former Apprentice of the Year, Demi Whitehead – are both qualified electricians.

“An apprenticeship is definitely the thing to do. It takes five years to qualify as an electrician – but it goes quickly, and it’s great that you get paid while you learn.”

“Our mentor, Dave Oliver gave us belief in ourselves and made sure we did everything by the book. It’s a fun job and we enjoy coming to work, and it’s very varied, with lots of opportunities to develop more skills in different areas as we progress our careers.”

For more information about apprenticeship opportunities contact hr@williamdavis.co.uk



(l-r) **Mia Evans-Scriven**, apprentice bricklayer; **Felicity Monks**, electrician; **Demi Whitehead**, electrician; **Sian Bradshaw** bricklayer and **Lillie Barker**, apprentice plumber.



A LIFETIME'S WORK

“We wish them all, long and happy retirements as we celebrate a truly outstanding achievement!”

Guy Higgins, managing director.

Six of our team celebrate over 200 years' service – as we congratulate Dave Oliver, John Mountford, Paul Mason, John Peck, Idris Jones and Fay Harle on their retirement.

Celebrating in the sunshine. Pictured 'putting their feet up!' retirees John Mountford, Dave Oliver, Paul 'Miggy' Mason and John Peck – acknowledging a combination of 132 years' service. Joined by managing director Guy Higgins and production director, Mark Chettleburgh together with over 100 colleagues from across the company.

We were all delighted when four longstanding members of the William Davis team came together to celebrate decades of service, at The Manor in Quorn, Leicestershire recently.

A keen caravanner, Miggy will be heading north, once he lays down his trowel. He also intends to indulge in his passion for art, something he has shown a great talent for.

The sun shone and there were smiles and cheers aplenty, as colleagues throughout the company joined this particular 'Fab Four' to acknowledge their outstanding contribution to the business and pay tribute to a lifetime's work.

Longstanding stalwart of the Customer Services department, John Peck has spent his entire working life with the company and is retiring after 36 years.

Guy said, "John has been a great ambassador over those years, always leaving our customers smiling."

It was an emotional moment for all, as managing director, Guy Higgins introduced each of the retirees, praising their commitment and professionalism throughout their careers and thanking them for their unfailing loyalty and support.

And finally, celebrating a momentous 50 years of service, electrical supremo Dave Oliver says farewell. Dave joined the company in 1974, winning Apprentice of the Year in 1975 and has mentored and trained legions of electricians ever since.

Bricklayer John Mountford joked that he had just laid his last block on a 'Seaton' at our Castle Donington development having completed 19 years' service.

The Olivers are off on a cruise, taking in the Italian lakes and when he returns, Dave would like to do some volunteering – typical of his generous nature.

John, who is a classic car fan and owns three classic supercars - a Marcos and two Caterhams - intends to enjoy more track days during his retirement. Fellow bricklayer, Paul or 'Miggy' Mason, as he is known, will complete 27 years' service at the end of August.

"Dave leaves a remarkable legacy and will be very much missed." Guy commented, presenting Dave with a special cake, featuring the tools from the trade he has always excelled in.



The fab four take a well-earned break - John Mountford, Dave Oliver, John Peck and Paul 'Miggy' Mason.



Guy presents a special 'electrical' cake to Dave Oliver. The cake was created by Heath Piggott's wife, Laura.



Fay Harle

Joining straight from school in 1976, Fay Harle was offered two jobs by personnel manager, Eric Yeomans.

"There was a vacancy in the typing pool and one in accounts, I was invited to spend time in both to see which I preferred," said accounts payable clerk, Fay. "I made the right choice, the typing pool no longer exists, and I've been in accounts for 48 years."

Fay says doing things at her own pace is looking appealing, and with more camping trips and travel planned – especially when husband Sean retires next year – there's a lot to look forward to. Many congratulations Fay!

Fond farewell to Idris – contracts manager

Another member of the team who spent a 'Lifetime's Work' with the company and will be greatly missed, is contracts manager Idris Jones, completing 46 years' service.

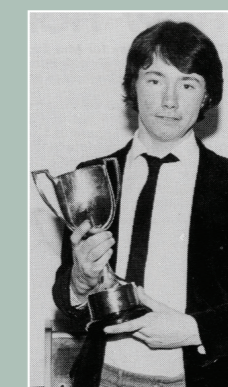
Idris joined the company as an apprentice joiner in 1978 and won Apprentice of the Year in 1980 – pictured with the coveted trophy to the right.

Proud of his Welsh heritage, Idris was born in Bangor and moved to Loughborough when his parents came here to work.

A passionate practitioner of the art of Karate since his early 20's, Idris plans to do some travelling now he's retired, including visiting Japan, Spain and Australia.



Contracts manager, Idris Jones, as he retires.



“The company was a great fit for me, I've always felt comfortable and valued here. I've had a great career and really enjoyed my time.”

Idris said.

STEPPING UP!

The company's commitment to growing construction careers is well established. Here we congratulate our latest promotions...



Dean Gladdin, site manager



Ben McCartney, senior site engineer



Dan Claypole, assistant site manager

Dean Gladdin, site manager.

Having joined the company two years ago, Dean is currently at Thorpebury in the Limes, Thurmaston. 'I'm delighted with my promotion. I really enjoy my job and have the support of a great team behind me.'

Ben McCartney, senior site engineer.

Senior site engineer Ben is responsible for setting out all the plots on site and is responsible for the company's drone, providing aerial photography and detailed technical reports on current and future sites. Ben is also mentoring colleague Dylan Green – assistant setting out engineer.

'Having a service like this inhouse provides a wealth of information for the business.' Said Ben.

Dan Claypole, assistant site manager.

Dan is working under Paul Slack at Regency Park, Castle Donington, Dan said: 'I'm really thrilled about my promotion, meaning I can push on, working towards becoming a site manager.'

“
Maintaining our high quality and standards will continue to help us stand out!
”

Andy Hall, contracts manager



Ellie Smith, planner



Darren Weston, electrical supervisor



Joanna Oldroyd, assistant finance manager

Ellie Smith, planner.

Having achieved a master's degree in urban planning, Ellie Smith – working under Sarah Taylor – focuses on promoting sites to councils for inclusion in the local plan. 'It's a really interesting role and I enjoy the challenges it brings.' Ellie told Insite.

Darren Weston, electrical supervisor.

Joining as an apprentice in 1997, Darren trained under Dave Oliver. Today, Darren's role is to ensure standards are maintained on site, plus registering all test certification with the relevant bodies.

Joanna Oldroyd, assistant finance manager.

Joanna joined the company two years ago, and is the team leader for the accounts team, she told Insite. 'We're upgrading our new Cloud-based finance system, and I'm enjoying my role supporting the team as we make the transition.'

A PLEASURE TO INTRODUCE...



Charlotte North, sales manager



Scott Rush, head of finance

Charlotte North, sales manager.

Sales manager, Charlotte North has over 20 years' experience in the industry, having worked for Bloor and Persimmon, and says one of the reasons she joined William Davis Homes is our amazing product.

'Our developments are outstanding, and the quality of build is something I feel very passionate about. I'm really enjoying working with the team, combining my knowledge and experience with theirs, to ensure our customers enjoy the best possible home-buying experience.' Charlotte told Insite.

Andy Hall, contracts manager

Contracts manager, Andy Hall trained as an electrician, working his way up to construction director for Harron Homes. Andy says the ethos of quality and family values attracted him to William Davis and he is enjoying supporting the team working on projects in the pipeline.

Andy said. 'We have some excellent schemes coming up, and maintaining our quality and high standards will continue to help us stand out in a challenging market.'

Scott Rush, head of finance.

Joining the company as head of finance is Scott Rush. Previously finance director with housebuilder Vistry Group, Scott worked for Jaguar/Land Rover in a finance role and prior to that was with Deloitte.

Scott says it was the William Davis brand that attracted him to the position. Scott will be working closely with chief financial officer, Richard Irons focusing on developing and growing the business from a financial perspective.

'Moving to a company where I can make a real difference is important to me. I appreciate the values of a business like William Davis and I'm looking forward to focusing on and modernising the finance function in an increasingly competitive industry.' Scott said.

Rob Staniforth, contracts manager

A former corporal in the Royal Air Force Police, Rob moved into construction after completing his military service. He achieved his construction degree whilst working for Barratt Homes and was project manager for another housebuilder before taking up the opportunity to progress his career with William Davis.

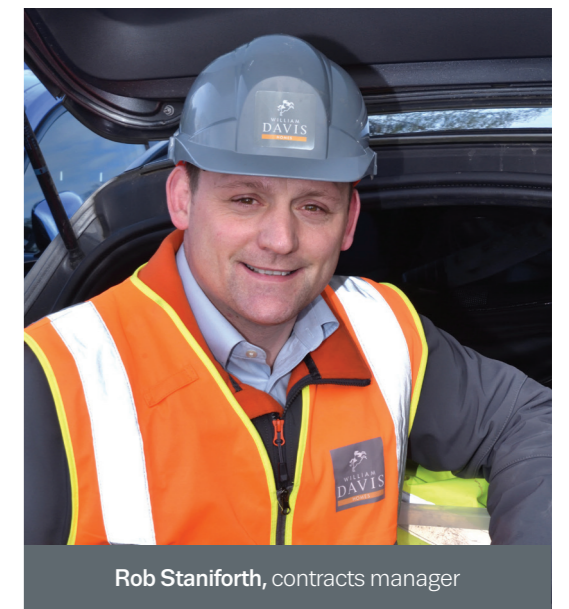
'The company has a great ethos and I enjoy being valued as part of a team. We're all working towards the same goal, maintaining high quality standards and delivering the best for our customers.'

“
Our developments are outstanding, and the quality of build is something I feel very passionate about.
”

Charlotte North, sales manager.



Andy Hall, contracts manager



Rob Staniforth, contracts manager

...OUR NEW TEAM MEMBERS!



Harry White, senior strategic land manager

“
I’m very much
looking forward to
this next challenge
in my career.”

Harry White, senior strategic land manager.



Ki Smith, assistant site manager

“
Having a trade and
further training
here has helped me
gain insight into
site management.”

Ki Smith, assistant site manager.

Harry White, senior strategic land manager.
Joining the company in the new role of senior strategic land manager is Harry White.

Harry, who previously worked for a PLC housebuilder, is welcoming the opportunity to join a smaller company.

“I’m very aware of the William Davis brand and the company’s reputation, as my father, a QS, worked here some years ago.” He told Insite.

Working under group land director, Sarah Whetton and alongside planning manager Tom Dillarstone, Harry’s role is to manage the lifecycle of a project, encompassing sourcing, acquisition, management and promotion of land through to allocation into the local plan.

“Successful acquisition of land is a highly competitive process and it’s important to develop relationships across the board from landowners and communities to local authorities.” Harry told Insite.

George Wildgoose, engineer
With a strong background in housebuilding, including a ten-year stint with Leicestershire County Council, engineer George is working under head of engineering, Chris Flint.

George’s role involves managing input from consultants and ensuring our engineering solutions are commercially viable.

“I’m really enjoying my role here. I focus on what goes on below ground, it’s my job to make sure whatever’s there works successfully.” George said.

Michelle Morris, assistant accountant.
Joining the company as assistant accountant, Michelle is working under assistant finance manager, Joanna Oldroyd.

Michelle, says she’s really enjoying this varied role and working with the team as they integrate new systems and processes.



George Wildgoose, engineer



Hannah Price, senior planner

Callum Roe, adoptions manager.
Taking on the new role of adoptions manager is Callum Roe, who has been in construction for nearly 20 years.

Callum describes his job as ‘niche’ as it’s his responsibility to make sure all roads, sewers, networks, footpaths etc., are built to adoption standard and can then be formally transferred to the local authority.

Describing himself as ‘tenacious’ Callum says ‘The most important thing is to establish relationships. I love travelling to different sites, resolving issues, seeing things through – it’s the ideal job for me and I’m really enjoying it.’

Rebecca Blades, sales manager.
With nearly 30 years in the industry – having worked for a number of PLC housebuilders – Rebecca says she was keen to join William Davis because of our reputation for quality and excellent customer service. ‘I’ve been made to feel very welcome and hope to have a long and enjoyable career with the company.’

Ki Smith, assistant site manager.
Ki Smith has joined the company as assistant site manager and works under Oliver Robinson at our Ruddington site. Ki started his career as a plumber and says that having a trade has helped him gain insight into site management.

“I’m really enjoying my work here. I’ve been on various training courses which I’ve found very useful and am looking forward to developing my career further with the company.” Ki told Insite.

Hannah Price, senior planner.
Joining the team as senior planner is Hannah Price. Hannah is a chartered town planner, having qualified in 2016 and has wide experience of the planning process.

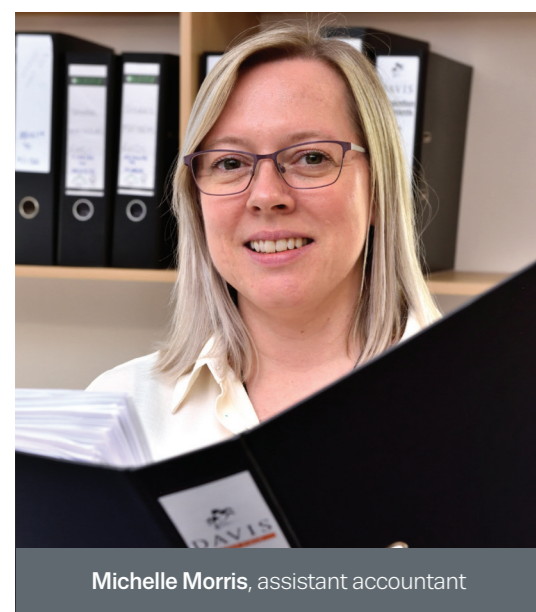
Working under planning manager, Tom Dillarstone, Hannah’s remit is mixed, from identifying opportunities for settlements for the future, to handling the ‘discharge of conditions’ – at the very end of the process.

“It’s great to have such variety in my work – it’s a nice company to be part of.” Hannah told Insite.

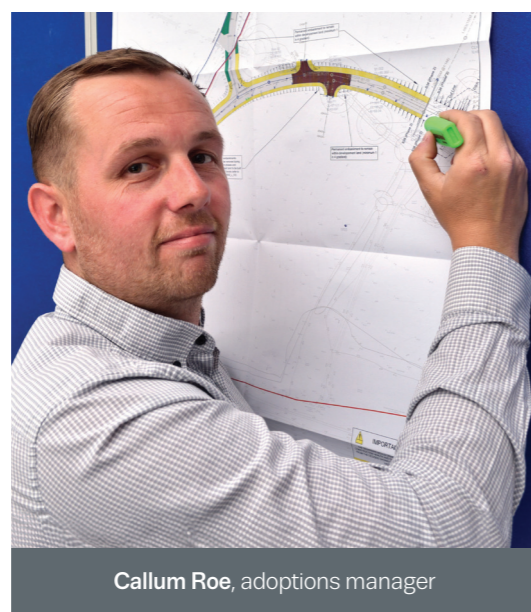
Amanda Gaye, sales consultant.
Sales consultant, Amanda has many years’ experience in new homes sales and was delighted to take up a new opportunity with the company.

Amanda says, ‘This job is a privilege; we meet people from all over the world and help them at a very significant point in their lives. I also love ‘behind the scenes’ – all the elements that make a new home are so varied and interesting – it’s just a great job!’

Kiran Sahota, IT infrastructure engineer.
Kiran Sahota has taken up the role of infrastructure engineer for the company’s IT department. Working under Matt Bullock, head of data and systems, Kiran is responsible for managing our Helpdesk, providing first/second line support, designing processes and managing IT infrastructure.



Michelle Morris, assistant accountant



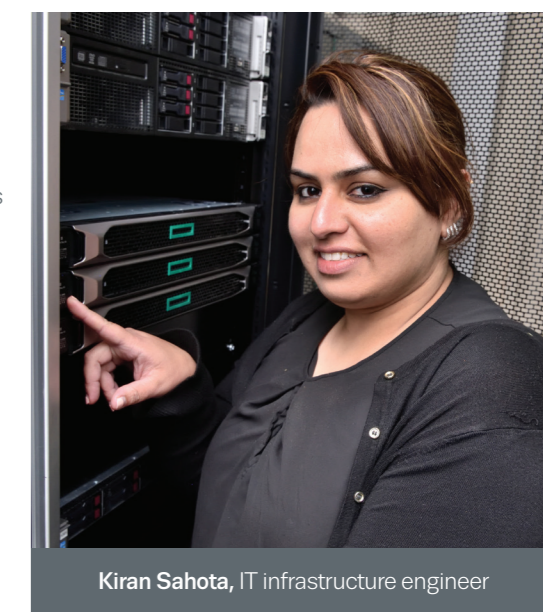
Callum Roe, adoptions manager



Rebecca Blades, sales manager



Amanda Gaye, sales consultant



Kiran Sahota, IT infrastructure engineer

FORUM FEEDBACK

Mark Chettleburgh, production director, reports back following the Site Managers' Forums which took place in May and our newly launched Trade Forum held in July.

The forums have been instigated as means of driving improvements across the business through better communication and collaboration, with the new Trade Forum resulting from a suggestion following the recent Executive Site Roadshow in May.

Our annual site managers' forums ensure site and assistant site managers have open discussions with contracts managers, our health & safety team plus directors

and key topics this year included NHBC requirements, Health & Safety updates, our Customer Journey plus cost improvements.

In addition, it was really encouraging that 13 individuals – representing a mix of trades – volunteered to take part in the first Trade Forum, which was facilitated by myself together with David Dodge, operations director and Richard Irons, chief financial officer.

Key themes of this discussion included:

- Operational efficiencies on site
- Standards of work across sites
- Pay policies and rates
- Apprentice scheme
- Production materials & storage
- Drawings
- Procurement
- Health & Safety

Our first Trade Forum was a very open and productive meeting, with all representatives putting forward ideas and suggestions. The next steps will involve collating everything that was discussed so we can focus on priorities. We'll be continuing these forums on a quarterly basis and look forward to everyone being involved



Our first Trade Forum took place in July with directors and representatives from a mix of trades.



Commercial director, Mark Waplington in conversation with site managers Dean Gladdin and Ross Gibbons.



Chris Bojan, H&S manager Hugh Brennan, Oliver Robinson, Dan Claypole, Justin Morgan and Shaun Fay.



Led by Mark Chettleburgh, David Dodge and Richard Irons, our first Trade Forum welcomed representatives from plumbing – Tom Jarram, Gabriel Shaw; joinery – Adam Wainwright, Steve Barlow; Electrical – Darren Weston, Jack Harrison; bricklaying – Antony Cantrill, Tim Dove, Dave King; scaffolding – Neil Green, Dean Hatton, Andrew Harriman; groundworks – Tom Duggan.



Paul Lord, Simon Smith, Paul Dolman, Mark Keen and production director, Mark Chettleburgh.



Contracts manager Andy Hall with colleagues.

Fitness for friends & family at the William Davis Gym.

All William Davis employees are welcome and encouraged to make the most of our superb gym based beside head office at Forest Fields in Loughborough – especially as we have launched a 'fitness for friends and family' initiative!

Going to the gym can:

- Improve physical health
- Lower blood pressure and stress
- Increase energy, productivity and mental wellbeing
- Improve sleep
- And be lots of fun!

Our new initiative means that all William Davis employees can invite a friend or family member to sign up for only £12 per person a month. (Members must be over the age of 16).

Pictured, enjoying one of their regular sessions, is cost & bonus manager John Roberts with daughter Rosie May.

John said: "It's great being able to use the gym together – we started running recently and it helps with fitness. We encourage each other to go, so it works for us."



CIRCUIT CLASSES

WITH CARL BROOKES

EVERY WEDNESDAY AT 6PM

10 SPACES AVAILABLE - £3 PAYABLE ON BOOKING

- 45 Minute Workout designed around body weight
- Suitable for all abilities

- Loud and Fun atmosphere
- Breaks included

BOOK WITH HELEN ENGLISH ON 01509 231181



Also proving popular are the Wednesday evening Circuit Classes with trainer and gym supervisor, Carl Brookes.

One of the regular attendees told Insite:

'Carl is an excellent coach, he's very encouraging and confidence people joining in – both office and site based – it's hard work but we'd all agree it's fun too.'

Special group sessions and individual training programmes are also available.

Head of HR, Rebecca Jones said:

'I really appreciate being able to plan my training sessions around work, training with Carl has really made a difference to my fitness and energy levels. We're so lucky to have a facility like this.'

Open from 6am until 8pm seven days a week, the gym has parking on site, a superb range of the latest equipment together with studio space, well-appointed changing facilities and a break-out refreshment area.

For further information contact head receptionist, Helen English on 01509 231181.

Picture perfect at our SUMMER SOCIAL!



The weather was definitely on our side when our rounders teams donned their high-viz vests and warmed up for – almost – the main event of this year's William Davis Homes 'Summer Social'.

Almost, because our event was taking place at the same time England played Denmark in the knockout stage of Euro 2024.

Happily, the whole event was timed to perfection, as our fun-tastic rounders match finished in the nick of time, ahead of colleagues gathering to watch the match on a screen so big, it felt like we were all actually there in Frankfurt!

As we all know, the football match ended in a 1-1 draw, spurring England on to make the final – a superb effort, despite Spain eventually taking the title.

Our rounders match also ended in a draw, with both teams being declared equally daring, tenacious and generally all-round good sports.

Later in the evening managing director, Guy Higgins, presented a number of awards, namely: Man of the match, Josh Faulk; £250 raffle prize to Charlotte North; Holiday winners, 1st prize to joiner, Tony Handley, 2nd prize to head of technical, Paul Watkins and 3rd prize to bricklayer Gordon Toft.

In addition, the best site Health & Safety Award went to site manager Paul Slack for our Castle Donington site, which was collected by assistant site manager Dan Claypole in Paul's absence.

It's rumoured the party went on until the early hours – but everyone made it to site bang on time next morning. Well done all!





From the left: Ian Cox, Nathan Burrows, Tom Dillarstone, Alex Seymour, Ki Smith, Finley Gregory, Carlo Williams, John Roberts, Jack Jordan, Scott Creighton, Kevin Loveridge, Rebecca Jones, Stephanie Holland, Martin Bottomley, Paul Elliott, Shane Bond, Mia Evans-Scriven, Tony Setterfield, Dave King, Aiden Busby, Tim Dove, Matt Bullock, Richard Irons and Dean Moore.



Swapping site boots for hiking boots on the Edale Skyline Challenge

by Rebecca Jones

On Saturday 20th July, we saw a team of 25 colleagues swap site boots for hiking boots as we took on the Edale Skyline Challenge in the stunning Peak District.

The Edale Skyline is one of the toughest walking challenges, with a 20-mile circular route around the hills and ridges of Hope Valley – all in one day!

The mixed team – from head office and site – set off from the village of Hope at 8.30am and started anticlockwise with an initial gruelling climb up Win Hill. Once at the top we were rewarded with impressive views over Ladybower Reservoir.

The route continued with panoramic views across Edale as we trekked and climbed across

Kinder Scout, Brown Knoll, Mam Tor and finally Lose Hill. The circular route concluded back in Hope, where we were met with much needed refreshments at the Bike and Boot hotel.

The scenery was spectacular, and the team spirit was on top form with everyone successfully completing the challenge, with outstanding timings ranging from 6-9 hours (well within the 10 hour window!)

There were a few sore feet by the end of the day, but this was another exceptional adventure and a spectacular team effort.

Well done to everyone who took part – a great achievement and certainly another one to remember.



Connecting with our Communities



Flower Power!

Pupils from Burton on the Wolds Primary School visited our Honeysuckle Rise development as part of National Children's Gardening Week this year. Here they are pictured with head of marketing, Sarah Adul, and site manager Dean Gladdin adding a splash of colour to the scheme.



Football Crazy

Three senior football teams have been wearing our logo on their shirts this season – the latest being Shepshed Amateurs Reserves FC pictured above.

It follows shirt sponsorship for Kirby Muxlow Ladies FC – pictured above bottom left – and Sutton Bonington FC pictured above.

The clubs are each close to our developments, Buttercup Fields in Shepshed, Hastings Green at Kirby Muxloe and Lime Gardens at Sutton Bonington.

Contracts manager, Rob Staniforth is another footie fan, this from the sidelines as coach for the Heather Jaguars (Under 10s) pictured above bottom right.

'My son plays for the team and they needed a coach so they could enter into the league. I did my FA qualification and took the role on alongside another of the parents. We play most Sunday mornings, and the team is doing well, bagging a few trophies here and there.'

Head of data and systems, Matt Bullock started coaching Syston Town Juniors because his son and friends needed a manager to enter the league. Last year the team competed at Under 9 playing a year up, going on to win the league cup.



Garden Party at Thorpebury

The sales team at Thorpebury in the Limes were delighted to receive this super photograph of friends and neighbours enjoying a first outdoor get together in the sunshine. Thank you Surju Tailor, who says there are plans for more gatherings in future. Also pictured is Surju's cocker spaniel, India.



Village history uncovered

Pupils from Sutton Bonington Primary School were fascinated to see Roman pottery discovered by archaeologist Niamh Rushton on the site of our development Lime Gardens. York Archaeology was commissioned to conduct an archaeological evaluation before construction began, they then took their findings to the local school, where Ellie Smith and sales manager Charlotte North, along with teacher Paul Rice were also in attendance.



Apprenticeship Fair at Leicester College

Apprentice plumber Lillie Barker with apprentice bricklayers Keane Clarke and Mia Evans-Scriven, with mentor Dave King spreading the William Davis apprenticeship message at the careers fair, Leicester College.

Whizzes at Quizzes!

Our first official 'company quiz' held earlier this year was a huge success.



Quiz Team – 1st Place



Quiz Team – 2nd Place

Twelve teams gathered at the Manor House pub in Quorn for a fun evening of great food, drinks and masterful quizzing, with cash prizes for first and second, and also, the best team name!

The teams – a mix of site and head office – were Bucks Quiz, Technically Correct, Beauty and the Beasts, Arthic Monkeys, We're a bit Dodgy, Quizzly Bears, The Maintainers,

Cruz Campeones, BIG FISH, Commercially Challenged, Simple Minds and 4 Girls, 1 Guy.

The winners were Cruz Campeones; made up of Matt Armston, Stephen Garratt, Joe Gardner, Ashley Pick and Mark Tuddenham receiving top prize of £500.

And in second place were the Quizzly Bears featuring Sarah Whetton, Sarah Taylor,

Ellie Smith, Hannah Price and Tom Dillarstone claiming their runner-up prize of £300.

The best team name was Simple Minds and the team members were Helen English, Tina Brinkworth, Diane Gibson and Melissa Cook.

Everyone said it was a really enjoyable evening and plans for another Quiz Night are already in the pipeline.



Quiz Night Winners!

The winning team, Cruz Campeones – left to right: Mark Tuddenham, Ashley Pick, Joe Gardner, Stephen Garratt and Matt Armston.

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