



# ANCHORWOOD

**CORPORATE PLAN 2021-26**



**NEW APPROACH • NEW HOMES • NEW COMMUNITIES**



# Who are we?

We are a property developer based in North Devon.

We sell outstanding homes in unique locations.

We are different from other developers as we use our profits to help fund affordable homes for local people.



We are passionate about what we build and we care about where we build it.

We create places where people want to live.

**We use our local knowledge and expertise to work with selected partners - making a real difference to our communities.**

# Meet the team



Our Board of Directors is responsible for delivering our business strategy.



**Simon Sanger-Anderson**  
Interim Chair Anchorwood Ltd  
and North Devon Homes  
Board Member



**Scott Murray**  
North Devon Homes and  
Anchorwood Ltd Board Member



**Delyth Lloyd-Evans**  
North Devon Homes and  
Anchorwood Ltd Board Member



**Asad Butt**  
North Devon Homes and  
Anchorwood Ltd Board Member



**Paul Matton**  
Commercial Board Member  
at Anchorwood Ltd



**Geoff Fox**  
Commercial Board Member  
at Anchorwood Ltd



**Nigel Ingram**  
Commercial Board Member  
at Anchorwood Ltd



# Our journey so far

We were established in 2015 by North Devon Homes to build quality homes for market sale at commercial margins.

We have built and sold £15m worth of new homes and funded 37 new affordable homes for local people.



We have a strong reputation and work collaboratively with all our partners to deliver new homes, ensuring that our investment creates not only new homes but new jobs and opportunities to help benefit the local economy.

THIS FIVE YEAR PLAN SETS OUT WHAT WE AIM TO ACHIEVE.

# CASE STUDY - Taw Wharf, Barnstaple, North Devon



The site at Anchorwood Bank is an historic one and has been an important part of Barnstaple's heritage for hundreds of years.

Anchorwood Ltd purchased the site in 2015, recognising the importance and significance of its unique location and potential for the local area. Whilst the site benefitted from its fabulous location, significant investment was needed to bring the 30-acre brownfield site back into use.

This challenging site was developed by working with a range of partners with extensive experience in retail, property development and market sale homes, all of which has helped breathe life back into the heart of the town.

The national award winning scheme at Anchorwood Bank has been developed in partnership with Pearce Construction Barnstaple and will deliver 172 new homes on the waterfront.

The regeneration strives to achieve a sensitive mix of apartments, town houses, restaurants and retail units. We have worked hard to create a sense of community within the town and have been careful to strike a balance of density, ensuring there is plenty of communal space, parking and access to local amenities.

The homes have been designed and built to a very high standard, with innovative use of space and they are, as a result, highly sought after.

In delivering this development, the driver for us was creating a new community, reusing land in an imaginative way and bringing over 600 new jobs into the town to create a lasting legacy that will benefit the local area for generations to come. The scheme and Pearce / Anchorwood won UK Housebuilder of the year in 2021.

**Once completed in 2024 the scheme will help fund an additional 100 new affordable homes across North Devon that will benefit local people.**

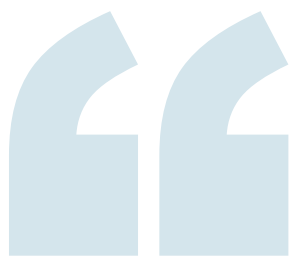
## 172 New Homes

Architect: **Woodward Smith**

Developers: **Anchorwood Limited / Pearce Construction Barnstaple Limited**



# Our vision



**To sell outstanding homes  
in unique locations**



## **We care about how we deliver this by:**

- › Building homes safely to a high specification
- › Minimising the impact we have on the environment
- › Delivering homes in way that is sensitive to the local area and community
- › Working in partnership with local companies who share our vision and values to deliver new homes in an ethical way.

# We will



- › Complete the development at Taw Wharf (172 homes) by 31 March 2025
- › Invest the necessary resource and develop our capacity to become a multi-site developer
- › Deliver at least 361 new homes by 31 March 2026
- › Maintain a pipeline of new development opportunities of at least 1,000 homes
- › Achieve projected profit targets and gift aid funds to support the delivery of 100 affordable homes by 31 March 2026
- › Enhance our brand, reputation and financial capacity to deliver new homes for sale
- › Self-fund new opportunities for schemes by 31 March 2026.





# Our values

We take an ethical approach to development and use our profits to help fund affordable homes.

We lead our business with a positive, honest and collaborative culture to help us and our partners deliver new homes.

We place huge importance on safety in the design and build of our homes.

We deliver quality homes by using experienced teams who build to a high specification.



We really care about our customers' satisfaction and happiness in their new homes.

We build the capacity of our team and partners through learning and innovation.

We aim to make a profit and have a commercial edge to enable us to fund more affordable homes for the people in North Devon.



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