

FERNHAM
HOMES

LADY DANE FARM
FAVERSHAM, KENT

SINGLE FAMILY HOUSING FORWARD FUNDING OPPORTUNITY



Indicative Site Plan

91 x single family houses to be delivered by an award winning housebuilder across two phases, available via a forward funding structure

OVERVIEW

- On behalf of award winning housebuilder Fernham Homes, Bidwells is pleased to present a single family housing opportunity at Lady Dane Farm in Faversham, Kent.
- The opportunity totals 91 houses, comprising 75 x 3-bed and 16 x 4-bed, with a total net sales area of circa 94,402 sq ft.
- Compelling location with major urban centres in close proximity, and local amenities including supermarkets, restaurants, shops in Faversham, as well as a number of schools with 'outstanding' Ofsted ratings.
- Strong transport connections with Faversham train station offering direct trains to London St. Pancras and Victoria, as well as nearby urban zones including Canterbury.
- M2 Motorway provides direct access to Maidstone, Canterbury, Margate and also routes into London.
- First handover estimated Q4 2025 with final unit targeted to be delivered Q4 2026.
- Transaction structure to adopt a land sale contract and simultaneous development funding agreement to secure the delivery of 91 houses.
- Potential to create long-term strategic relationship with a housebuilder with significant development pipeline.

Strong local demographics supporting rental housing investment

High quality homes including ASHP

Award winning developer offering a long term partnership opportunity





Ethelbert Road
Primary School

Faversham Train Station

Faversham Market

St Mary Charity
Primary School

Queen Elizabeth's
Grammar School

Crown Meadows by
Crest Nicholson

LOCATION

Lady Dane Farm is located on the eastern fringe of Faversham, Kent. It is bound by Love Lane to the west, and farmland to the east and south. To the north of the site is Crest Nicholson's Crown Meadows development.



FAVERSHAM

Faversham is a picturesque market town located in the Swale district of Kent, in close proximity to the scenic North Downs and Faversham Creek, offering a blend of natural beauty and rich history. The town centre includes a number of shops, cafes, restaurants and supermarkets.

Connectivity

Faversham is served by a mainline railway station, providing direct services to London (St. Pancras & Victoria) in just over an hour and Canterbury in under 15 minutes. By road, the site is located near the M2 motorway, providing easy access to London and regional commercial centres including Margate, Canterbury and Maidstone.



Canterbury - 15 mins

Canterbury - 20 mins

Faversham Centre - 10 mins

Dover - 40 mins

Dover - 40 mins

Canterbury - 20 mins

London St. Pancras - 67 mins

London - 80 mins

Sittingbourne - 40 mins

London Victoria - 75 mins

Gatwick Airport - 80 mins

Dover - 60 mins

*All times are approximate



Employment

Faversham benefits from a thriving employment market, as well as significant employment in nearby Canterbury and Sittingbourne. Canterbury is well served by tourism, retail and higher education at the two universities, whilst Sittingbourne is home to two key employment hubs, Kent Science Park and the Eurolink Business Park.

The Kent Science Park campus is set in 65 acres of parkland, and provides high specification life science laboratories and offices for a range of companies focusing on biotech, biopharma and agri-tech.

The Eurolink Business Park is one of Kent's largest business areas, with 280 companies employing over 6,500 people.

FAVERSHAM

Education

Faversham benefits from a range of high quality schools, making it attractive for families.

Within a 3 mile radius of the site, there are three schools with an Ofsted rating of “outstanding” and seven with a rating of “good”.

Rental Market Analysis

Bidwells has prepared a rental analysis report, a copy of which is included in the dataroom.

Faversham has a diverse demographic profile, with a population of around 18,000 residents, with a mix of families, young professionals, and retirees. The demographics are complemented by a range of ages, with a growing number of young families attracted to its reputable schools and green spaces.

The analysis shows that the area has experienced significant rental growth in recent years, potentially caused by a combination of an undersupply of good quality housing, increasing affordability issues as the gap between salary and house price growth widens, a strong local economy, and an increasing number of younger people who are choosing to rent.

In summary, the existing local market provides a compelling investment case, driven by (i) the chronic undersupply of housing, (ii) growing affordability issues, (iii) a strong local employment market, and (iv) recent and forecast rental growth.

With no competing SFH in the pipeline, this represents an excellent opportunity to secure a portfolio in a growing market.



PLANNING OVERVIEW

Planning permission was granted by Swale Borough Council for a hybrid planning application on 26th May 2023, consisting of a *full planning application for 84no. residential dwellings, 3no. commercial units for Class E uses, access off Love Lane, and site infrastructure (Phase 1). Outline Planning Application (with all matters reserved) for 70no. residential dwellings, enterprise land development (including Class E uses), a Day Nursery and a Care Home, together with open space, sports provision, and associated works (Phase 2).*

The forward funding opportunity of 91 houses comprises:

- 39 x dwellings located in Phase 1 of the development - detailed planning consent
- 52 x dwellings in Phase 2. The successful party will have an opportunity to engage and influence design of the Phase 2 reserved matters application, anticipated to be submitted in Q2 2025.

Fernham Homes will be responsible for delivering the commercial uses and all planning obligations, including the delivery of affordable housing.

PROJECTED DELIVERY TIMELINE



THE PORTFOLIO

Phase 1

House Name	House Type	No. Units	Mix (%)	Floor Area (Sq ft)	Open Market Price	Price £psf
Fairfield	3B5P	14	36%	953	£410,000	£430
Wisley	3B5P	5	13%	1,020	£425,000	£417
Eastwell	3B6P	6	15%	1,153	£435,000	£377
Heverham	4B6P	1	3%	1,372	£570,000	£415
Selstead	4B7P	8	21%	1,242	£475,000	£382
Kensham	4B8P	5	13%	1,226	£520,000	£424
TOTAL		39	100%	42,798	£17,445,000	£408

Phase 2

House Name	House Type	No. Units	Mix (%)	Floor Area (Sq ft)	Open Market Price	Price £psf
Fairfield	3B5P	36	69%	953	£410,000	£430
Wisley	3B5P	10	19%	1,020	£425,000	£417
Eastwell	3B6P	4	8%	1,153	£435,000	£377
Selstead	4B7P	2	4%	1,242	£475,000	£382
TOTAL		52	100%	51,604	£21,700,000	£421

Total - 91 UNITS

SCHEME TOTAL	No. Units	Mix (%)	Floor Area (Sq ft)	Open Market Price	Price £psf
	91	100%	94,402	£39,145,000	£415



INDICATIVE PHASING PLAN



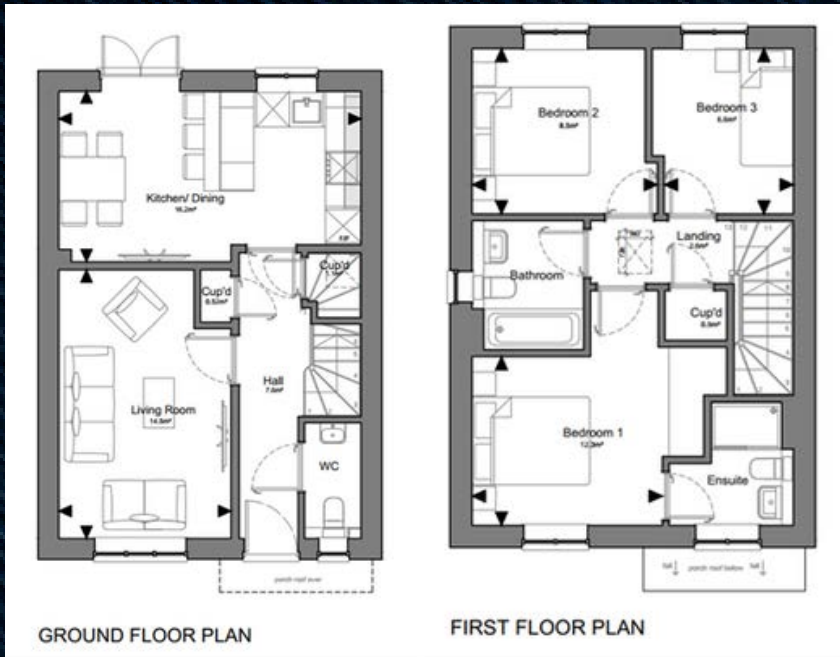


Lady Dane Farm

HOUSE TYPES

Fairfield

3 Bedroom - 953 Sq Ft



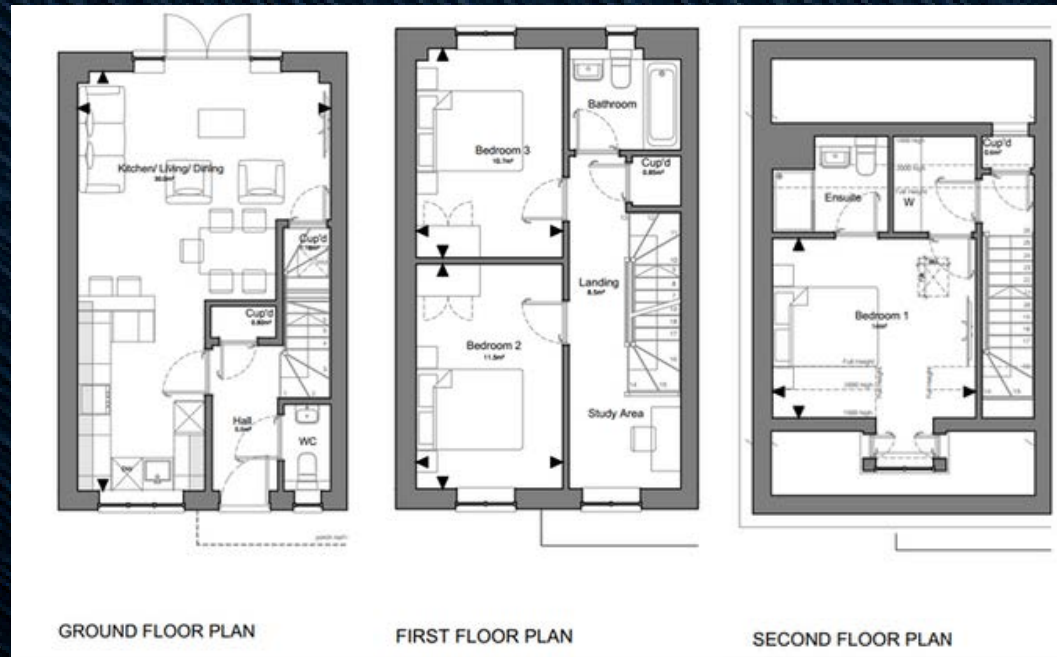
Wisley

3 Bedroom - 1,020 Sq Ft



Eastwell

3 Bedroom - 1,153 Sq Ft



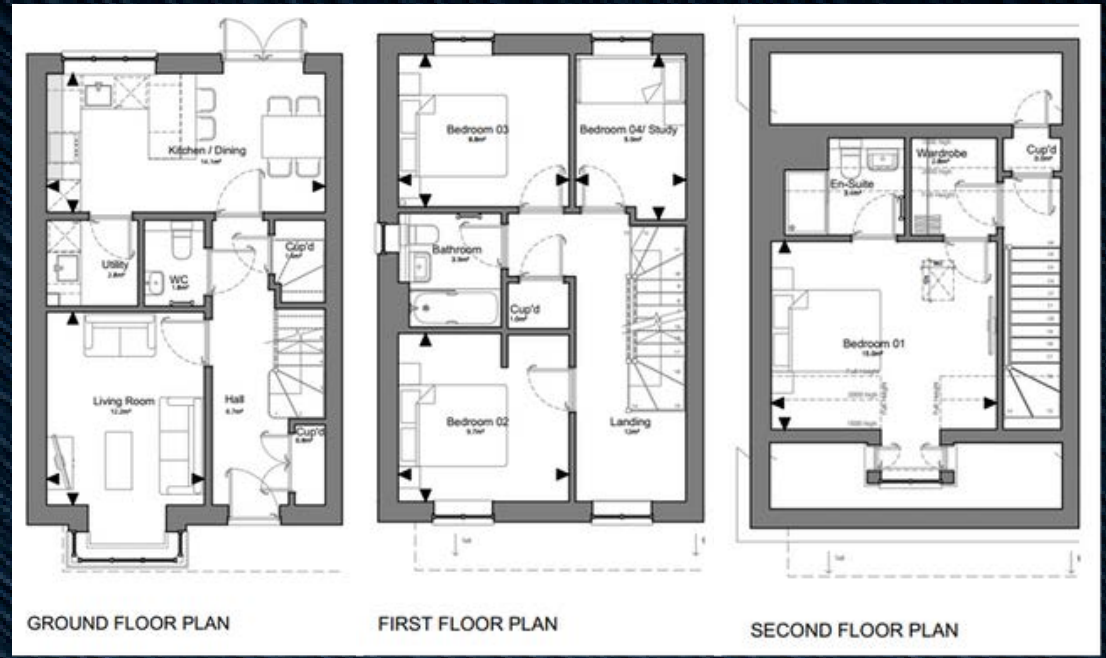
Kensham

4 Bedroom - 1,226 Sq Ft



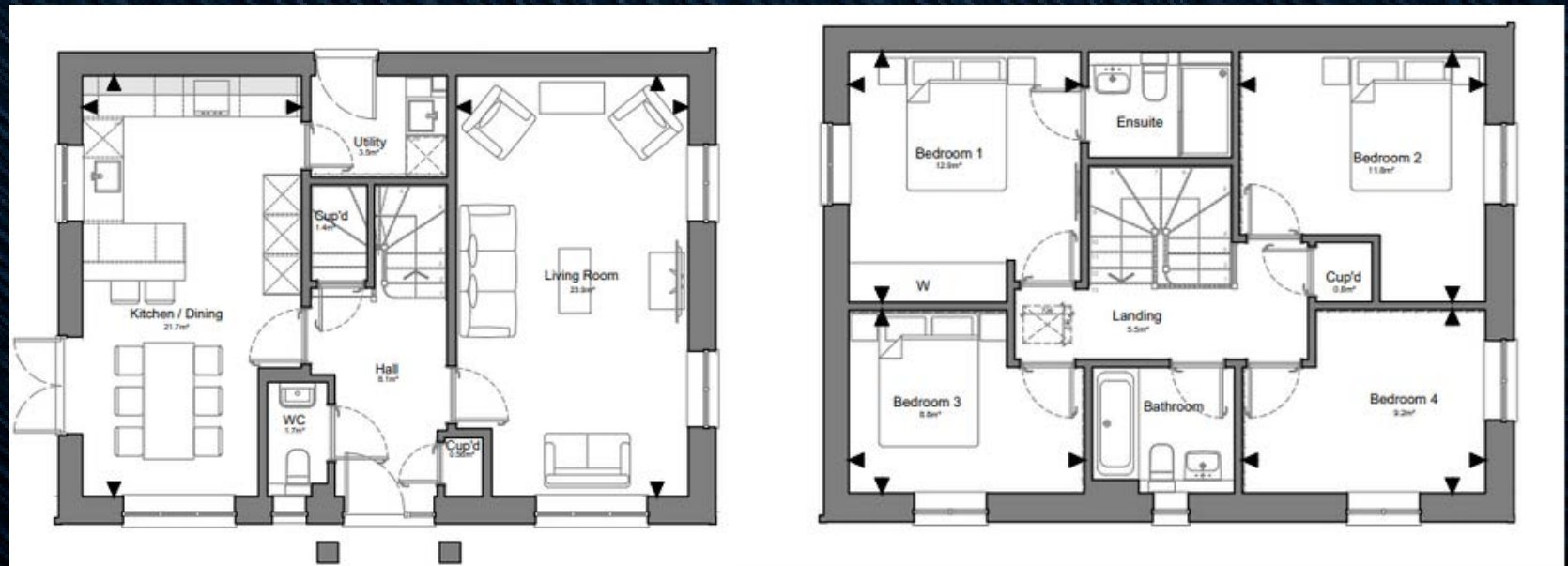
Selstead

4 Bedroom - 1,242 Sq Ft



Heverham

4 Bedroom - 1,372 Sq Ft



TYPICAL FERNHAM SPECIFICATION

(full specification document available in the data room)



ESG

Energy Saving

According to recent findings by the Homes Builders Federation, *'on average, residents of new homes save over £2,000 on household bills per property each year, equivalent to £173 per month'*.

All homes built by Fernham Homes benefit from an EPC rating of 'B', making their homes a greener option for the environment.

High-Standard Specification

All Fernham homes come with high-specification standards. Every aspect of the design has been considered to be pleasing to the eye and practical. The A-rated appliances, wall-mounted radiators, fibre optic internet connection, USB charger points and secure front doors, gives peace of mind for the performance of the home.

Base Specification



EV chargers to every unit



EPC of B or above



Air Source Heat Pumps



Energy efficient fixtures



FERNHAM HOMES

Award Winning Developer

Fernham Homes is a privately funded SME housebuilder with an exemplary track record for delivering high quality homes, with numerous awards recognising the quality of product.

Fernham Homes' main areas of operation are the southeast of the UK, with numerous plots across Kent and Sussex.

The Fernham team has extensive experience in the industry, and has an ambition to be the housebuilder of choice in their favoured geography of Kent and Sussex.

This portfolio provides an investor the opportunity to work with a developer that has a proven track record, and a keen desire to create a long term partnership in the SFH sector.

Further information on Fernham Homes is available within the online data room.



3,186 PLOTS ACROSS	284 PLOTS WITH PLANNING PERMISSION OVER AND IN BUILD	340 PLOTS WITH A PLANNING APPLICATION TO BE SUBMITTED IMMINENTLY	2,417 PLOTS ON STRATEGIC LAND SITES
28 SITES	3 SITES	5 SITES	18 SITES

ADDITIONAL INFORMATION

Location

Postcode: ME13 8YJ

Information Pack

An information pack is available in the data room, access available upon request. Interested parties will be deemed to have submitted proposals in the full knowledge of all documents within the information pack.

Viewings

Viewing is strictly by appointment. Please contact Bidwells if you would like to register your interest to arrange a viewing.

Parties should take due care for their own personal safety when inspecting the Site.

Confidentiality

The marketing of the opportunity remains strictly private and confidential and should not be disclosed to any external parties, without the explicit approval of Bidwells, acting on behalf of Fernham Homes.

Tax

Interested parties should satisfy themselves as to their SDLT (and any other relevant tax) liability.

Bid Process

On behalf of Fernham Homes, Bidwells is seeking forward funding offers through an informal tender process.

The successful party will enter into a land sale contract and simultaneous development funding agreement for the delivery of the houses.

All proposals are to be in writing in accordance with the Bidding Guidelines Proforma contained within the Information Pack. Email offers will be accepted. Fernham Homes reserves the right to reject any or all offers received.

Offers

To be submitted in writing by **12pm Midday, Thursday 6 March.**



An interactive 360-degree view of the site can be viewed by scanning the QR code.



Drone footage showing the extent of the site can be viewed by scanning the QR code.





Location Map - Red Line Boundary for Indicative Purposes Only

Important notice

Bidwells LLP act for themselves and for the vendors/landlords of this property, whose agents they are, give notice that: Nothing contained in these particulars or their contents or actions, both verbally or in writing, by Bidwells LLP form any offer or contract, liability or implied obligation to any applicants, viewing parties or prospective purchasers of the property to the fullest extent permitted by law and should not be relied upon as statements or representative of fact. No person in the employment of Bidwells LLP or any joint agents has authority to make or give any representation or warranty whatever in relation to this property.

Any areas of measurements or distances are approximate. The text, photographs and plans are for guidance only, may not be to scale and are not necessarily comprehensive. No assumptions should be made that the property has all necessary planning, building regulation or other consents. Bidwells LLP has not carried out a survey, nor tested the services, appliances or facilities. Purchasers must satisfy themselves by inspection or otherwise. All rentals and prices are quoted exclusive of VAT unless otherwise stated.

Prospective purchasers and tenants will be asked to produce identification of the intended purchaser/tenant and other documentation in order to support any conditional offers submitted to the vendors. Bidwells LLP accepts no liability of any type arising from your delay or other lack of co-operation. We may hold your name on our database unless you instruct us otherwise.

OS licence no. ES 100017734. © Copyright Bidwells LLP 2017. Bidwells LLP is a limited liability partnership registered in England and Wales (registered number OC 344553). Registered office is Bidwell House, Trumpington Road, Cambridge CB2 9LD where a list of members is available for inspection. Your statutory rights are not affected by this notice.



Robert Sheldon
Partner, Operational Living
Capital Markets
07570 393032
robert.sheldon@bidwells.co.uk



Oliver Heywood
Partner, Operational Living
Capital Markets
07350 395848
oliver.heywood@bidwells.co.uk



Neil Kelly
Partner, Head of Residential
Development - Eastern
07825 781865
neil.kelly@bidwells.co.uk



BIDWELLS