Strawberry Field

Witchford, Cambridgeshire

LATIMER
by Clarion Housing Group

STRAWBERRY FIELD FOREVER

SET IN WITCHFORD, CLOSE TO THE HISTORIC CATHEDRAL CITY OF ELY IN CAMBRIDGESHIRE, STRAWBERRY FIELD OFFERS AN ATTRACTIVE COLLECTION OF NEW TWO AND THREE-BEDROOM HOUSES AVAILABLE WITH SHARED OWNERSHIP.

—

BROUGHT TO YOU BY LATIMER HOMES, STRAWBERRY FIELD IS A NEW COMMUNITY OF MUCH-NEEDED AFFORDABLE HOUSING AVAILABLE FOR RENT AND SHARED OWNERSHIP IN EAST CAMBRIDGESHIRE.

LATIMER DELIVERS MORE

LATIMER
by Clarion Housing Group

Latimer is part of Clarion Housing Group, and is a new kind of housing developer and that means exceeding expectations to 'deliver more'. Latimer is working with communities and councils across the country. Providing tailored solutions to their needs.

Latimer is a placemaker, committed to creating spaces and homes that are amazing to live in and visit, places that appeal to a broad range of people and preferences but always with a strong focus on community and quality.

Bricks and mortar are at the foundation of everything we do. But it's a foundation on which to build more than just homes. The Latimer impact on the land we develop is positive and enhances environments. Our surplus is poured back into communities helping the Group deliver more.

Latimer is pushing the boundaries of expectation. Because affordable shouldn't mean poor-quality. Because aspirational shouldn't mean out of reach. Because accessible shouldn't mean generic. Latimer is delivering more for residents, for communities, for the future.

Latimer doesn't just deliver homes, Latimer delivers social impact.

Latimer delivers more.



RICHARD COOK
GROUP DIRECTOR OF DEVELOPMENT

STRAWBERRY FIELD WITCHFORD, ELY



STRAWBERRY FIELD, WITCHFORD

Ely Cathedral

Surrounded by countryside and with an historic Cathedral city nearby, the village of Witchford is an ideal place for families to thrive.

Strawberry Fields is a brand new collection of affordable family homes built to the highest standards, blending seamlessly into the peaceful village of Witchford.

With attractive exteriors built in a traditional local style, Strawberry Field offers streamlined modern kitchens and bright contemporary living spaces, all decorated in a neutral style to allow you to make your own style statement. Other features include well-proportioned bedrooms and stylish modern bathroom suites, with each home benefitting from private rear gardens and ample parking for two vehicles.

Settle into village life in Witchford, a community dating back to medieval times, offering a welcoming pub, charming church, local primary school, sports club and its own village hall. With the rolling Cambridgeshire countryside on your doorstep but all the amenities of Ely Cathedral city less than 15 minutes drive away, Strawberry Field could offer all your family needs to thrive.

From the streamlined kitchen to the open plan living areas and well-proportioned bedrooms, your new home is designed around you. You'll benefit from ample natural light, excellent storage and a generous outside space. The neutral décor allows you to make your own style statement.

Witchford dates back to medieval times and offers a welcoming pub, charming church, local schools, sports club, village hall and handy shops. You'll be living in the peace and quiet of the countryside yet with all the facilities of Ely just down the road and the whole of East Anglia waiting to be explored. It really is the best of all worlds.

FENLAND LIVING



STRAWBERRY FIELD, WITCHFORD

From its magnificent cathedral to its attractive riverside, Ely offers all the convenience of modern living right on your doorstep.

Ely has been a market town for hundreds of years and today, as well as an open air market, you'll have a wonderful choice of independent shops to discover among the charming lanes and passageways. There are excellent cafés, pubs and restaurants, galleries and museums, a theatre, live music venue and cinema. Whether you're taking a boat out on the river, visiting Oliver Cromwell's historic house or exploring the country park, you'll always find something new.

Yet Ely is just the beginning. Living in the heart of the Fens, you have so much to discover. One day you could be wandering through the charming architecture of Cambridge, the next cheering on the winner at Newmarket or taking to the treetops in Thetford Forest.

Great connections

The bus from Witchford to Ely takes less than 15 minutes and, from Ely rail station, you can arrive at King's Cross London in just over an hour and a quarter. You'll also have direct trains to Cambridge, Bury St Edmunds, Norwich, King's Lynn and Peterborough. There are great road connections too, with the A14 taking you to the Midlands and the M11 linking you with London and the national motorway network. Yet, maybe the best form of transport is to take a boat out onto the River Ouse and watch the countryside go slowly by.

IN YOUR NEIGHBOURHOOD

Leisure activities, fitness centres, good food and well-regarded schools are all within a short distance of Strawberry Field.

Education

1. The Rackham COE Primary School
2. WVC (Witchford Village College)
3. Highfield Ely Academy
4. Kings Ely Junior & High School
5. Ely College
6. The Lantern Community Primary School

Fitness and Leisure

7. WVC Sports Centre
8. The Hive Leisure Centre
9. Ely City Golf Club
10. Ely Skatepark.
11. Ely Sailing Club
12. Witchford Sports & Social Club

Food and Drink

13. The Village Inn
14. Scotts Farm Shop
15. The Cutter Inn
16. Drayman's Son
17. Dutchie & Grill Jamaican Restaurant and Take-Away
18. Ely Market

Retail and Essentials

19. Tesco Superstore
20. Grain Culture
21. The Cloisters
22. Waitrose & Partners Ely
23. Sainsbury's
24. M&S Simple Foods

Sights and Gardens

25. Jubilee Gardens
26. Oliver Cromwell's House
27. Ely Country Park
28. Ely Cathedral
29. Roswell Pits Nature reserve

Culture

30. Ely Museum
31. Cineworld / Ely Leisure Village
32. The Stained Glass Museum
33. The Maltings
34. Ely War Memoria



Maps are not to scale and show approximate locations only.

The Village Inn	2 mins
WVC Sports Centre	4 mins
Scotts Farm Shop	2 mins
Cathedral View Park	5 mins
Ely Cathedral	19 mins

ELY STATION	
Cambridge	19 mins
Peterborough	40 mins
Norwich	1hr 4 mins
London King's Cross	1hr 7 mins

Ely Station	9 mins
Ely Country Park	11 mins
Newmarket Racecourse	36 mins
Cambridge	37 mins
Bury St Edmunds	44 mins



Ely Cathedral



The Great Ouse Riverside in Ely



Cambridge



Oliver Cromwell House

Journey times show minimum travel times taken from Google Maps and greateranglia.co.uk

STRAWBERRY FIELD, WITCHFORD

EASY CONNECTIONS TO THE CITY

OUR NEIGHBOURHOOD



Key

- TWO BEDROOM HOUSES
- THREE BEDROOM HOUSES

The site plan is indicative only and may be subject to change (and subject to planning). In line with our policy of continuous improvement we reserve the right to alter tenure, layout, building style, landscaping and specification at any time without notice.



Image is from a previous Latimer development

THE FENLAND

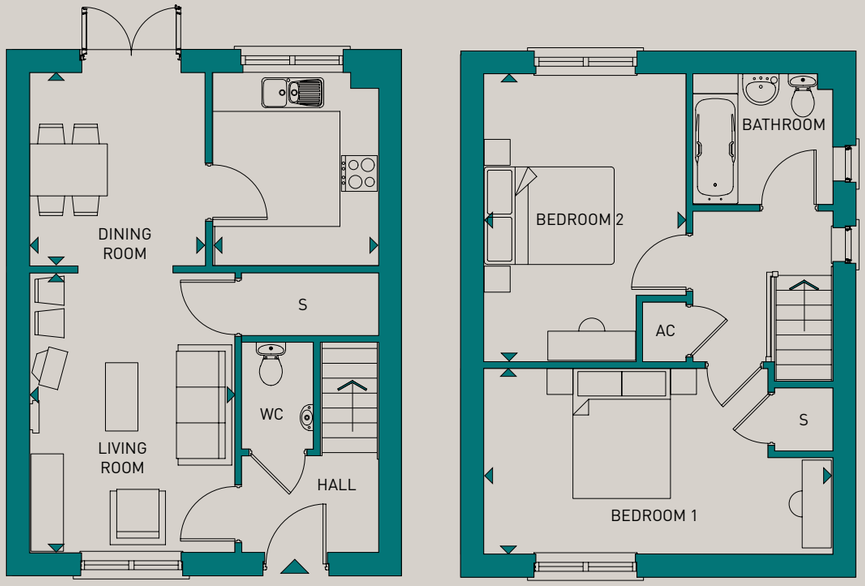
TWO BEDROOM SEMI-DETACHED HOUSE

PLOTS: 5*, 6, 7*, 8, 39, 40† & 41

* PLOTS 5 & 7 ARE MIRRORED FROM THE PLAN DRAWN

† PLOT 40 IS A TERRACED HOUSE





GROUND FLOOR

FIRST FLOOR

TOTAL AREA:	79.3 SQ.M.	853 SQ.FT.
LIVING ROOM	3.20M x 4.35M	10'5" x 14'3"
KITCHEN	2.55M x 2.97M	8'4" x 9'7"
DINING ROOM	2.75M x 2.97M	9'0" x 9'7"
BEDROOM 1	2.90M x 5.43M	9'5" x 17'8"
BEDROOM 2	4.39M x 3.09M	14'4" x 10'1"

KEY:

S - STORAGE

Floorplans shown are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture.

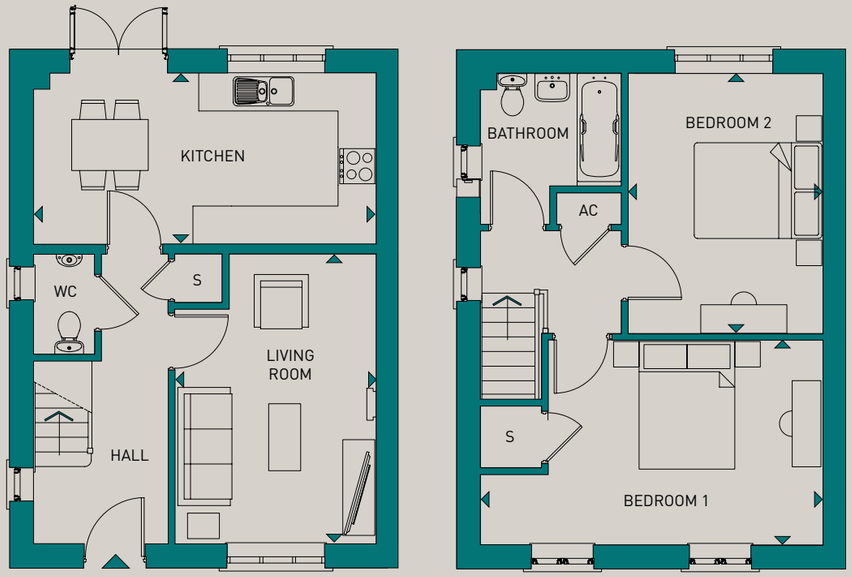
THE ROSWELL

TWO BEDROOM SEMI-DETACHED HOUSE

PLOTS: 25*, 26, 35*, 36 37* & 38

* PLOTS 25, 35 & 37 ARE MIRRORED FROM THE PLAN DRAWN





GROUND FLOOR

FIRST FLOOR

TOTAL AREA:	79.3 SQ.M.	853 SQ.FT.
LIVING	3.20M x 4.60M	10'5" x 15'1"
KITCHEN / DINING ROOM	5.43M x 2.69M	17'8" x 8'8"
BEDROOM 1	5.43M x 3.19M	17'8" x 10'5"
BEDROOM 2	4.10M x 3.10M	13'5" x 10'2"

KEY:

S - STORAGE

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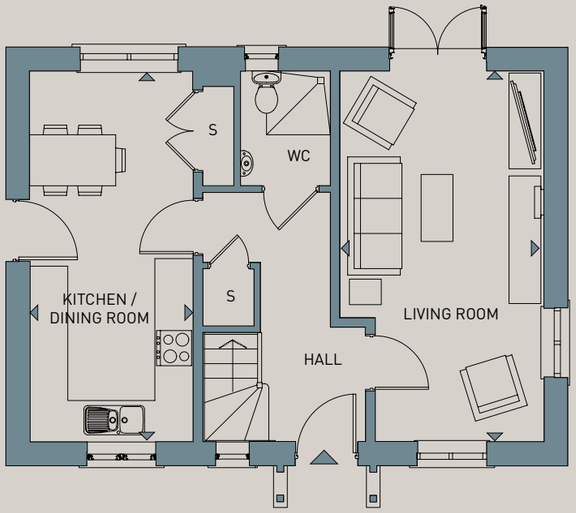
THE HIGHFIELD

THREE BEDROOM SEMI-DETACHED HOUSE

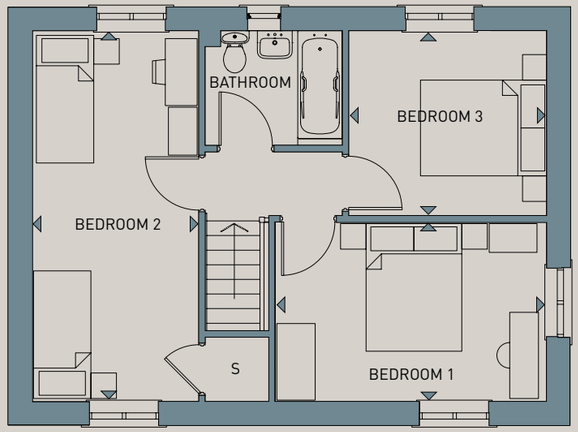
PLOTS: 17, 19* AND 20

* PLOT 19 IS MIRRORED
FROM THE PLAN DRAWN





GROUND FLOOR



FIRST FLOOR

TOTAL AREA:	93.8 SQ.M.	1,009 SQ.FT.
LIVING ROOM	5.87M x 3.25M	19'2" x 10'7"
KITCHEN / DINING ROOM	5.87M x 2.56M	19'2" x 8'4"
BEDROOM 1	4.28M x 2.86M	14'0" x 9'4"
BEDROOM 2	5.87M x 2.67M	19'2" x 8'7"
BEDROOM 3	3.14M x 2.94M	10'3" x 9'6"

KEY:

S - STORAGE

Floorplans shown are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture.

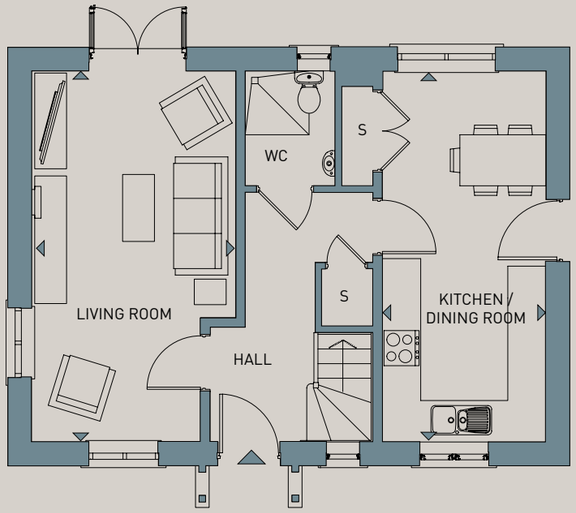
THE HIGHFIELD

THREE BEDROOM DETACHED HOUSE

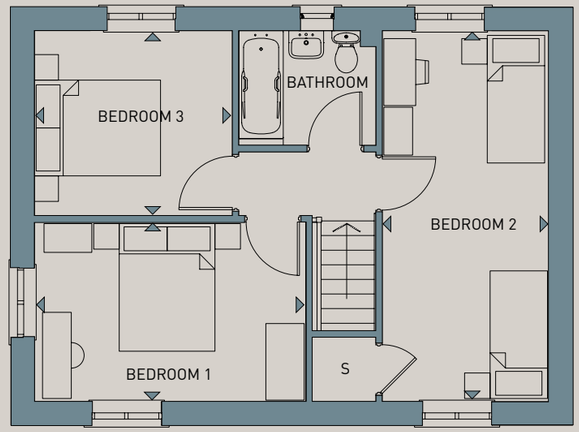
PLOTS: 11, 18*, 21* AND 22

* PLOTS 18 & 21 ARE MIRRORED
FROM THE PLAN DRAWN





GROUND FLOOR



FIRST FLOOR

TOTAL AREA:	93.8 SQ.M.	1,009 SQ.FT.
LIVING ROOM	5.87M x 3.25M	19'2" x 10'7"
KITCHEN / DINING ROOM	5.87M x 2.56M	19'2" x 8'4"
BEDROOM 1	4.28M x 2.86M	14'0" x 9'4"
BEDROOM 2	5.87M x 2.67M	19'2" x 8'7"
BEDROOM 3	3.14M x 2.94M	10'3" x 9'6"

KEY:

S - STORAGE

Floorplans shown are for approximate measurements only. Exact layouts and sizes may vary. All measurements may vary within a tolerance of 5%. The dimensions are not intended to be used for carpet sizes, appliance sizes or items of furniture.

SPECIFICATION

Our homes at Strawberry Field come with a range of fixtures and fittings as standard, providing the perfect backdrop for you to create a home that you'll love to live in.

ATTENTION TO DETAIL

	TWO BEDROOM HOUSES	THREE BEDROOM HOUSES
KITCHENS		
Symphony Hacienda kitchens in Platinum with nickel handles	•	•
Dark Ash laminate worktops with matching upstands	•	•
Zanussi appliances to include: Stainless steel gas hob and hood with stainless steel splashback, integrated oven, integrated 70/30 fridge-freezer and freestanding washer/dryer	•	•
Plumbing provision for dishwasher	•	•
BATHROOMS		
White wall mounted basin and WC	•	•
White steel bath with wall chrome mixer tap and wall-mounted shower set and glass shower screen	•	•
Flush fitted mirrors above basin	•	•
Chrome heated towel rail	•	•
Ceramic tiling to floors and around bath	•	•
WC		
White wall mounted basin and WC	•	•
Flush fitted mirrors above basin	•	•
Ceramic tiling to floor	•	•

GENERAL	TWO BEDROOM HOUSES	THREE BEDROOM HOUSES
Tiled flooring to kitchen	•	
Oak laminate flooring to kitchen and dining areas		•
Carpets to hallways, stairs and bedrooms	•	•
Recessed downlights to kitchen/dining, bathrooms and WCs	•	•
Pendant lighting to living area, hallways, landing and bedrooms	•	•
Slatted shelving in airing cupboard	•	•
Painted in matt white emulsion with white satin woodwork throughout	•	•
Turfed front and rear garden	•	•
Garden shed	•	•
External lights and outside rear tap	•	•
10 year NHBC warranty	•	•

Your attention is drawn to the fact that it may not be possible to provide the exact products as referred to in the specification. In such cases, a similar alternative will be provided. Latimer reserves the right to make these changes as required.



WAYS TO BUY WITH LATIMER



Ways to buy with Latimer

Latimer is the development arm of Clarion Housing Group, developing private homes in thriving, mixed-use communities.

Clarion Housing Group is the UK's largest provider of affordable housing, with over 125,000 homes and more than 350,000 residents across the country. As part of Clarion Housing Group, Latimer has an unrivalled balance sheet with net assets of over £7bn and a turnover of close to £1bn per annum. For the past 100 years we've been building communities that work for the long term.

The Clarion story started with William Sutton, a 19th century entrepreneur who gifted his entire fortune (£230 million in today's money) to build affordable housing across major cities in the UK. We have been delivering on his legacy ever since. The majority of homes we build will always be for affordable tenures, but building homes for private sale is crucial for our business to develop both mixed sustainable communities and recycling any profits we make from private sales back into building and maintaining more affordable homes.

What sets Latimer apart is our long-term commitment to the people who live in our homes.

We don't build and then simply move onto the next site; we create places for families to thrive and all of our work is built on strong financial foundations, meaning we are a dependable partner.

We also want every Latimer community to be socially and environmentally sustainable. That means a consistent commitment to high quality and low carbon properties.

Our model is very different to other developers. We don't have shareholders, so we don't face short term demands to make profit at any cost. Instead, we are driven by our commitment to quality, community and places that succeed.

As a group we have a committed development pipeline of over 16,000 new homes and have ambitions to become a top ten home builder in the UK over the next 5-7 years. If you buy a Latimer home you will be buying into an organisation with more than 100 years of history and an enduringcommitment to building communities that succeed.

Whatever the stage of your property-owning journey, we're here for you. Read on to find out how we can help you get the keys to your very own home.



SHARED OWNERSHIP

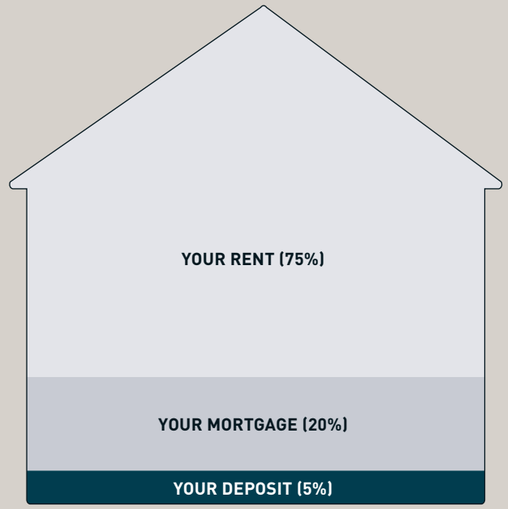
Shared Ownership is an excellent way for you to take your first steps onto the property ladder and become a homeowner. We've produced a full, step by step guide that you can find on the Latimer website, and given some key information here that you need to know.

Shared Ownership is also known as part buy, part rent and is designed to be a stepping stone to you owning your home outright. You buy a share of your home – as much as you can afford – starting from as little as 25% and rising up to 75% of the property's value. You then pay subsidised rent to us on the remaining share of your home.

Over time, you can buy more shares in your Shared Ownership property, meaning you can own your home outright. This process is known as 'staircasing'. It is a good idea to start thinking about staircasing even before you buy, so you have a plan for owning more of your property.

The deposit required for a Shared Ownership mortgage is lower than if you were purchasing a property outright. This is because it is calculated on the initial share you are purchasing, rather than the full value of the property.

EXAMPLE : PURCHASING 25% OF A PROPERTY VALUED AT £200,000



1 YOUR DEPOSIT

Your 25% share of this property would be worth £50,000, meaning you would need a 5% mortgage deposit of £2,500.

2 YOUR MORTGAGE

A mortgage lender could loan you the remaining £47,500 to make up the full value of your 25% share.

3 YOUR RENT

You will then pay subsidised rent to Latimer on the remaining 75% of the property you don't own.

Am I eligible for Shared Ownership?

To be eligible for Shared Ownership you will need to meet certain requirements set by Homes England and the Greater London Authority (GLA). You could be eligible for Shared Ownership if:

- You are at least 18 years old
- You cannot afford to buy a home that suits your household's needs on the open market
- You have savings to cover a mortgage deposit and can obtain a mortgage
- Your household earns £80,000 or less (£90,000 or less inside London)
- You are a first-time buyer

If you already own a home and need to move but cannot afford to – or you have equity from a recent sale – please contact us, as there are some circumstances under which you may still be eligible.

In some cases, due to criteria set by local authorities, you may be asked to show a connection to the local area where you're looking to buy. For instance, you might currently live and/or work there.

Maximum incomes and further eligibility requirements may vary for each scheme. Speak to a member of our sales team if you have any doubts.

Before you purchase a Shared Ownership home, we will put you in touch with an independent mortgage advisor who will assess whether the purchase is affordable for you and take you through all your options.

MAKING A POSITIVE IMPACT



The homes we create at Latimer are homes for life, meaning we deliver more to the communities our homes are part of and do more to protect the environment they're located in.

Environmental impact

Guided by UN Principles and targeting net zero. From the centre of the city to rural retreats, Latimer homes will always maximise fresh air and green spaces.

Our homes are designed and built to keep our residents and the world they live in healthy.

Our projects are future facing, because the homes we create are homes for life, not just for profit.

Economic impact

Latimer developments deliver more than just new homes. The planning process considers the potential for prosperity and opportunity as much as it does the nuts and bolts of the build. All developers have a legal obligation to the local community, but at Latimer we deliver more than what is required by law.

Latimer projects benefit communities through job generation, green places, fresh faces and vibrant social spaces.

Our economic impact starts when we buy the land, and continues far into the future through our tenants and the relationships we build.

Social impact

We create spaces that generate Social Energy. We design high-quality homes and spaces that help foster a sense of community, building a sense of inclusion, safety and happiness.

Communities are created in the shared spaces, the green spaces, the open doors and the passing places. When you bump into your neighbour in the gardens or you share a lift to your floor, these are the moments that generate relationships. At Latimer we spend the same time and energy on creating those spaces as we do on the design, layout and production of your homes.



OUR DEVELOPMENTS

Wensum Grange by Latimer, Fakenham, Norfolk

Latimer builds homes for both outright sale and shared ownership throughout the nation. From contemporary apartments to family homes. From rural landscapes to iconic central cities.

Each of our developments utilise our expertise and share our commitment to quality. From iconic locations to beautiful craftsmanship and the best materials, we deliver more spaces for our residents and their communities thrive.

The Latimer logo is synonymous with high-quality design and a commitment to excellence. We partner with architects, designers and contractors that share our values.

Once built and occupied our customer service and after care continue to uphold our core values of providing happiness and delivering more.

All product photography is from previous Latimer showhomes. Some imagery may include digital enhancement to assist with visualisation throughout the build process or to account for seasonal adjustments. All imagery is indicative only.



Capstone Fields
Hardwick, Cambridgeshire

Built in partnership with Hill, Capstone Fields is a beautiful new community of attractive family homes in a peaceful village setting, positioned just outside of the historic city of Cambridge.

Offering contemporary, high-quality two and three-bedroom houses, shared ownership at Capstone Fields offers an affordable way to get onto the property ladder without compromising on quality or comfort.



Potters Warren
Elmswell, Suffolk

A charming mix of two, three and four-bedroom family houses in the village of Elmswell, on the edge of the rolling Suffolk countryside.

Set on the edge of village life, Potters Warren provides easy access to neighbouring town of Bury St Edmunds and offers ideal commuter links to the nearby cities of Ipswich and Cambridge.



Conningbrook Lakes
Ashford, Kent

Ashford, Kent Conningbrook Lakes is a new development of high-quality, contemporary and stylish homes, offering an exceptional opportunity to buy a beautiful family home in a truly unique environment.

Nestled within Conningbrook Country Park, a popular family-oriented nature reserve featuring lakes, ponds, woodland and grassland, homes are offered for sale with the Help to Buy: Equity Loan scheme.

Computer generated images are indicative only.

A WORD FROM OUR CUSTOMERS



As a leading developer in the housing sector, we are committed to playing a major role in tackling the country's housing shortage. Our aim is to build new and affordable homes that don't compromise on quality, for the people that need them.

In 2019/20 we built 883 new shared ownership homes across the country, and sold 618 to those wanting to take their first step on the property ladder.

With the average cost of a new shared ownership property at £339,000 and the option to buy as little as 25 per cent, it is often an option for those struggling to raise the deposit or not able to attain a mortgage at the full rate.

Meet Natalie

When 28-year-old Natalie Ivin decided to take the plunge and move out of the family home, she didn't know a lot about shared ownership. But after researching her options, she soon discovered it made perfect financial sense. She is now the happy owner of a one bedroom flat in Haywards Heath.

"After deciding it was time to move out of the home I shared with my family in East Grinstead, I looked into how I could achieve getting my own place. As someone who is single, I couldn't cover a mortgage solely on just my income, so I decided to look into other options.

"As I searched around, I considered Help to Buy, but the properties in my local area were really expensive and not terribly big. As soon as I looked into shared ownership, however, it became obvious that this was the best solution for me.

"When I saw my particular flat come up, it stood out as being very reasonable and one I could afford. After getting in touch with Lee, my Clarion sales advisor, I began the application process. It was really straightforward and once I had passed the online assessment, I went to view the property. I was expecting it to be tiny, judging by what I had seen available through the rental market or Help to Buy scheme, but was shocked by how big it was. I really liked it and soon after put down a £500 deposit to reserve."

As a share buyer, Natalie owns 35% of her property, with a mortgage of £70,000. Her total payments per month are £700, which comprises of rent, mortgage and a service charge.

"I am very happy with my flat. The block I'm in is really open, spacious and has a big hallway. I am also in a lovely rural location and look out onto fields.

"I would definitely recommend shared ownership and in fact have directed my friend, who is in a similar position to me, to the website."

In September 2019, we launched a new shared ownership development in the heart of Battersea, consisting of 15 one and two bedroom apartments. Located just 180 metres from Battersea Park, the new homes form part of the wider Prince of Wales Drive redevelopment, providing new home owners with the opportunity to purchase homes in a new and thriving community.

GET IN TOUCH

LATIMER
by Clarion Housing Group

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FIND US
WWW.LATIMERHOMES.COM

VISIT US
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OFF SUTTON ROAD
WITCHFORD
CAMBRIDGESHIRE
CB6 2LU

PLEASE NOTE: viewings are by appointment only,
please speak to our sales team for further information.

DISCLAIMER

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LATIMER

by Clarion Housing Group

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