



# METIS HOMES

Modern Homes. Traditional Values.



100% OF OUR  
CUSTOMERS  
RECOMMENDED  
US IN 2020

NEWS & REVIEW

AUTUMN 2021

## RIISING TO THE CHALLENGE TOGETHER



KING EDWARD VII ESTATE



BURLINGTON PLACE

As we tentatively consider human interaction once again and return to some kind of normality, I reflect on a quite extraordinary 18 months at Metis with a sense of pride and relief. While the country was in the full clutches of Covid, I kept reminding myself that our housing industry was actually quite lucky, being allowed to continue where other businesses simply were not.

That said, new challenges popped up from everywhere and the ability to think quickly and be versatile was essential. At Metis, in the wider RO Group and in all of the professional teams that work with us, everyone knuckled down and adapted — not least our sales and marketing team.

'All Sold' banners pleasingly appeared on our developments at King Edward, Wyndham Mews, St Martha's Place, Summer Meadows and Burlington Place; helping to

underpin a steady performance as the financial year closed. Good land deals have been secured and new partnerships created, notably with the splendid Cowdray Estate.

Looking forward, the development pipeline is of a high quality and perhaps the most exciting news is the further evolution of the Metis team, having now acquired the entirety of our trusted contractor partner, Mapledean Projects. This facilitates a housebuilding business capable of delivering around 100 homes a year, with an ideal blend of energy and experience across the company.

We are now able to acquire land on a level playing field with our peers, with the foundations in place to transition from a smaller developer into a more substantial housebuilder. The intention — and indeed, the challenge — will be to do so while staying true to our core traditional values and drive for bespoke quality.

As the clouds of the pandemic begin to disperse, being able to rise to the resulting challenges together as housebuilders will be important, particularly as the industry grapples with significant issues such as the ongoing nitrates/phosphates saga, which is threatening to deliver a knock-out punch to a planning system already on wobbly legs.

I would like to thank the consolidated Metis team, our customers and everyone who has contributed to the evolving Metis story. I hope you enjoy our latest news...certainly lots to pack in to a few pages!



ADAM O'BRIEN  
Managing Director



METIS HOMES

metishomes.co.uk





SPREADING OUR WINGS ACROSS THE SOUTH



ON SITE

- 1. Toynbee Road, Eastleigh  
\*\*All sold off plan\*\*  
9 apartments
- 2. Baytree Court, Liphook  
10 homes



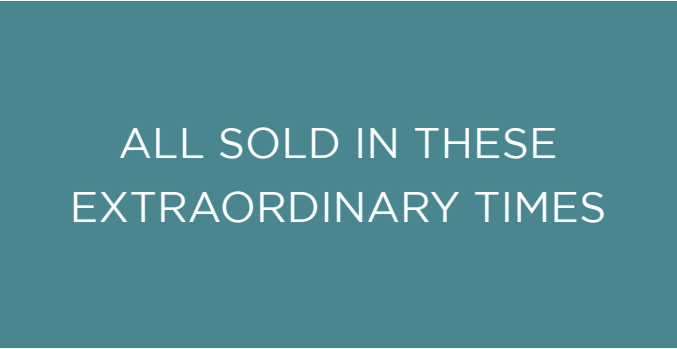
BAYTREE COURT, LIPHOOK

COMING SOON

- 3. Long Priors, West Meon  
10 homes

IN PLANNING

- 4. Easebourne  
60 homes
- 5. Midhurst  
70 homes
- 6. Buriton  
10 homes
- 7. Fordingbridge  
63 homes
- 8. Warsash  
83 homes
- 9. Emsworth  
8 homes



13. Queenswood, Hedge End 12 homes



10. Burlington Place, Winchester 6 homes



14. Wyndham Mews, Midhurst 20 homes



11. St Martha's Place, Chilworth 8 homes



15. Summer Meadows, Aldingbourne 14 homes



12. King Edward VII Estate, Midhurst 19 homes



16. The Crescent at Wyndham Mews, Midhurst 9 homes





## THE POWER OF TEAMWORK

Creating beautiful homes is our passion; it is what matters most to us. But I firmly believe that successfully delivering beautiful homes also requires a strong sales influence to help inspire people to buy. Here at Metis, we are proud of our sales and marketing team.

It will come as no surprise to say that the team has been severely tested this last year. It does not get more challenging than a global pandemic! Despite this, we have been resolute, focused and hit this year's target. Working from home has not been easy. There were times we could not even meet customers face to face, which is at the heart of what we do in sales. We had to adapt and the quick thinking of our retained marketing partners, Simon and Lizzy at Antler Agency, ensured we could take advantage of all digital technology available.

Not being able to create a personal rapport removes perhaps the most

powerful tool we have in sales and so the completion of 51 homes in a year that began and ended in lockdown gives me, as Head of Sales at Metis, immense pride in the whole team. From Farah, Simon and Lizzy in marketing, to Sally driving all off-plan sales, through to Jolene as our expert sales progressor and indeed all of the sales teams on site and agent partners we have, I extend my appreciation.

We are here to sell homes but our ethos is also to give our customers a pleasant experience in the process. We want happy customers, it really is that simple and while awards are nice to receive, they are a by-product of this wish to have genuinely happy customers. They are also testament to the customer care team who take the baton from sales having worked closely together through the process to ensure as far as we can that the handover process is consistent and as seamless as it can reasonably be

with a new home. No matter what stage of the process; 'off-plan', 'ready to move in' or 'moved in', we aim to ensure that every customer is treated with the same attentiveness and taken on their own individual, tailor measured journey. Each journey is different, but we're intent for each outcome to be the same: a satisfied customer!

We are looking forward to the year ahead with cautious optimism and have many new developments coming up, offering fantastic opportunities to purchase a new Metis home.



DAVID OAKLEY  
Head of Sales

## PARTNER FOCUS



ANTLER  
Property Marketing

"Antler's strategic knowledge of the off-plan sales process and their understanding of the specific marketing required to attract, support and achieve off-plan sales, has helped Metis to enjoy success."

Simon, Director at Antler comments "Metis' desire to challenge 'the way things are done' is refreshing. Collaboratively we've pioneered many innovative marketing

solutions, demonstrating Metis as a forward-thinking housebuilder who deeply cares about their customers.

The benefits of Metis' relentless desire to improve upon their marketing is beautifully demonstrated by their astonishing growth in off-plan sales.

Antler is extremely proud to call Metis a client."



## A WORD FROM OUR CUSTOMERS...



*It's very special to us — a lovely home in an attractive area. The architecture and the added features are superb. Metis Homes as a builder, are top class — we'd rate 10/10 from the word go. We're very happy customers, Metis Homes are spot on & all the staff are a delight — everything about it is a joy, we're over the moon! They helped us to sell our previous house which went smoothly, they kept us informed every step of the way".*

Mr & Mrs Hooton, Queenswood



*It was clear from doing the reservation and seeing the development progressing that it was going to be very nice in terms of the interior.*

*The attention we received from Metis Homes has been the most impressive and they were really good. They were very accommodating and flexible and we very much felt they put us at the centre. Moving into our house was the most special. There was a warm welcome when we first got here and some extra little touches."*

Mr Findlay, Burlington Place



*Our home is excellent quality and very well laid out. The kitchen flows really well. The appliances, cupboards and worktops are set out so they're easily accessible, and the bins are tucked away in the cupboard. The little utility room we have is a life saver; we can throw everything in there and close the door. The garden is also really large, and we didn't expect that with a new build.*

Miss Botting, Summer Meadows

## WORKING IN PARTNERSHIP

The RO's partnership with Metis Homes now extends to 14 years, and without doubt the last fifteen months have been both the most demanding but equally some of the most rewarding times as the team has risen so successfully to the challenges presented by the pandemic. In particular the team should feel justly proud of the customer feedback received by our purchasers during this time, which absolutely underscores the 'Modern Homes, Traditional Values' strap line of the business.

The recent integration of the Mapledean team, alongside the new recruits joining over the last year, has positioned the business extremely well as we look to forge new partnerships with like-minded organisations and continue to drive the business forward.

The RO Group is involved in a diverse range of property related activities from land and commercial real estate to renewable energy and proptech investments, and we remain extremely proud of our enduring partnership with the Metis Homes team.



EDWARD ROWLANDSON  
The RO Group Managing Director  
and Metis Homes Chairman







## EMBRACING CHANGE, FOR GOOD

The pandemic meant us having to learn quickly how to make our sites — and our offices — Covid-secure.

We closed our sites immediately in March 2020 when the first lockdown was announced, so that we could put the necessary processes in place. Sites reopened in May 2020 and have continued to operate safely ever since.

Our supply chain has responded very positively and sensibly to the adopted procedures, their compliance being regularly monitored as part of the routine monitoring visits conducted by our safety advisor, MSAFE.

Our drive to 'raise the bar' in health & safety has seen us adopt a set of Minimum Expectations.

These will apply to our sites going forward, expectations that set higher standards intended to make our sites even safer for management personnel, operatives and visitors alike.

We are now working on a similar approach to how our sites present to and impact on our immediate neighbours and the wider public, to ensure that our construction activities leave a legacy that is as positive as the completed development itself.

We are also on a journey to see how we can distil positive safety behaviours throughout the supply chain.

This is emphasised through our mantras of 'Think Site Safety' and 'Don't Walk By', both of which will be supported by a series of initiatives we will be rolling out over the coming months.



**ANDREW SINCLAIR**  
Operations  
Director

## LET'S TALK ABOUT LAND

The last year has been busy from a land perspective. During this period, we have been fortunate to secure a number of exciting opportunities that will allow us to continue to provide Metis homes to our customers in some of the most spectacular areas in the south.

Our partnership with the prestigious Cowdray Estate was an important moment in the year and should see us take through planning and deliver 3 developments in the beautiful Easebourne settlement in the heart of the South Downs National Park, which is home to the Estate and the world-renowned Gold Cup Polo event.

With the Mapledean team now fully on board, our firepower in the land market is further enhanced. This growing team means we have now shifted gears and are searching for land that will typically deliver

developments of 10-50 units to build, with larger schemes welcome too, especially in partnership.

Our record in the planning arena is exemplary and larger strategic promotions remain a key part of what we do; sites that are capable of delivering up to 200 homes are well within our skillset, with larger strategic promotions considered in joint venture. To this end, we have brought on board Joe Maphosa as our Strategic Land Manager, who is charged with building our strategic land portfolio moving forward.

Our appetite for land is insatiable as we bolster our immediate and strategic landholdings. So, please do get in touch with us if you feel your land may have development potential.

You can be sure we will extract your value for you if it is there...

E: [land@metishomes.co.uk](mailto:land@metishomes.co.uk)



**MIKE BURTON**  
Land Director

### IN THE STRATEGIC PIPELINE...

- 16 Acres in Southbourne, West Sussex  
Emerging housing allocation
- 6 Acres in Southbourne, West Sussex  
Emerging housing allocation
- 10 Acres in Alderholt, East Dorset  
Planning promotion ongoing



## STAFF UPDATES

### ARRIVALS & PASTURES NEW

There have been quite a few recent changes to the Metis Customer Care department. October 2020 saw Gillian Keets take the decision to move on to pastures new and we were very fortunate to find Joanne Stitchener to replace her as Customer Care Co-ordinator. Joanne has settled in superbly, despite the added challenge of being a new joiner in a business where everyone was working from home!



January 2021 saw Carol Staniford reach the milestone of 6 years with Metis but, sadly, it also saw her announce her retirement.

An automatic inductee to the Metis 'hall of fame', Carol has worked tirelessly since January 2015 to ensure an exemplary level of service is offered to our customers, and has run the small after-sales care team extremely efficiently with that goal in mind.

We thank her wholeheartedly for everything she has done to create the reputation Metis enjoys and wish her a long and happy retirement.

Carol's announcement led to the search for her replacement — a hard act to follow! — and a comprehensive exercise resulted in Bill Warren joining us in February 2021. Bill joins us from Berkeley Homes where he fulfilled a similar role amongst others over an 8 year period.

### A WARM WELCOME TO BABY BURTON

MIKE BURTON

On the 14th of December my wife Sara and I were delighted with the arrival of our first son, Louis! Weighing in at 6lbs 13oz he is now seven months old at the time of writing and is doing very well, as is mum. As everyone told me, sleep has been hard to come by, but it has been a wonderful experience so far — working from home with a newborn has been a lot better than I expected and we are all very happy!



### SCHOFIELD'S PEDAL POWER!

JON SCHOFIELD, OUR CONSTRUCTION MANAGER

I started cycling regularly last February on a Wattbike in the gym as I wanted to complete a challenge of 300 miles in 30 days in March for the Alzheimer's Society, a charity very close to my heart. I completed the challenge even though lockdown 1.0 caused the gym to close and I had to dust off my trusty old mountain bike to complete the mileage.

I enjoyed it that much that I've kept cycling and with a combination of road miles on my first ever road bike and more recently on a turbo trainer in the garage using an app called Zwift, I've completed just over 3,500 miles since February 2020, let's see how many I can do in the next 12 months!



## A WARM WELCOME TO OUR NEWEST TEAM MEMBERS

ADAM O'BRIEN

"It seems strange to be 'welcoming' the Mapledean team to the business considering we've worked together for so many years! I am delighted that we have joined forces for a true marriage value, to provide the platform to progress the Metis business to its full potential and I feel excited by the future this opens up for us. I also welcome Joe, Joanne and Bill as we bolster our land and customer care departments."



**ANDY MOGG**  
Commercial Manager



**STEVE GRAY**  
Site Manager



**ANDY CHERRY**  
Site Manager



**DEAN ADAMS**  
Senior Architectural Technician



**CHRIS HAYTER**  
Construction Director



**CHRIS STEEDON**  
Site Assistant



**NIGEL FREEMANTLE**  
Pre-construction and Technical Director



**FIONA WOODHAM**  
Construction Administrator



**MIKE JAMES**  
Site Manager



**LISA DEVITT**  
Accounts Manager



**JOE MAPHOSA**  
Strategic Land Manager



**JOANNE STITCHENER**  
Customer Care Co-ordinator



**BILL WARREN**  
Customer Care Manager

### PLEASE GET IN TOUCH

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