

Bilsthorpe local area information

Bilsthorpe is a village situated in the Newark and Sherwood district of Nottinghamshire; a short drive to the market towns of Mansfield, Newark and Nottingham city centre.

A highly sought-after development surrounded by acres of countryside, famed for coal mining until its colliery closed down in 1997 after 70 years of production, Bilsthorpe is home to its own Mining Museum and sits on the border Sherwood Forest - known around the world as the home of Robin Hood.

Great commuter links nearby

Close to the A614 and A617 which take you to the north, south, east and west of the country. A619 is nearby which also takes your journey up the South Yorkshire.

- 17 minutes to Mansfield
- 25 minutes to A1
- 25 minutes to Newark-on-Trent
- 27 minutes to J27 of the M1
- 35 minutes to Nottingham
- 46 minutes to Lincoln

Rail

- 18 minutes to Mansfield Station
- 24 minutes to Newark Northgate Station

Schools

The development is located within walking and driving distance of a number of Ofsted rated 'Good' primary and secondary schools. Again, showing good evidence on the demand for our house types we wish to build here.

Primary

- Bilsthorpe Flying High Academy
- Kirklington Primary School
- Farnsfield St Michael's Church of England Primary
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Secondary

- The Joseph Whitaker School
- The Minster School
- The Garibaldi School
- The Dukeries Academy

Amenities

Bilsthorpe benefits from its peaceful rural location and has many essential village amenities including two homely pubs – The Copper Beech and The Stanton Arms, a One Stop convenience store, pharmacy and several takeaways.

For the weekly shop, Ollerton's Asda supermarket is within a 15 minute drive, while Mansfield's range of independent and high street retailers, cafes, restaurants and pubs are only 20 minutes away by car.

Nottingham city centre is easily accessible via the A614 and boasts a thriving nightlife, a range of restaurants, bars and cafes, Cineworld cinema and live entertainment at the Theatre Royal and Royal Concert Hall and Motorpoint Arena.

Local attractions

There is an abundance of attractions to visit and things to do on the weekends such as:

- Sherwood Forest Visitor Centre
- Go Ape
- Rufford Abbey Country Park
- Whitepost Farm
- Hawkes of Steel at Kelham Hall
- Country Park
- Robin Hood's Wheelgate
- For the golfers, there are two premium clubs just a short drive away, including Rufford Park Golf and Country Club and Oakmere Golf Club.

Center Parcs is a short drive away with its own spa facilities for a spot of relaxation and further afield, the historic town of Southwell is home to its beautiful Minster, charming high street of shops, eateries and Southwell Racecourse. The thriving market town of Newark is less than half an hour away and home to popular retailers and high-quality independent boutiques. The National Civil War Centre is a must-visit attraction and tells the town's story from one of the most pivotal moments in the country's history. For long walks and insights into more of Nottinghamshire's history and heritage, visits to Rufford Abbey Country Park and Clumber Park are a must while International Outdoor Adventure Activity Centre Walesby Forest is less than 20 minutes away and has over 30 adventure activities for a fun family day out.

There has been an influx in demand for 3 to 4 beds due to the shift in priority to be working from home that requires flexibility in space with the option of a spare room.

This is a development perfectly suited to working professional and small and growing families looking for convenient living with great transport links. With all this on the door step I strongly believe we have the right product placed at this site.

Bestselling house types:

- The Stratton, a three storey, 1054 sqft home which is a popular choice and sell out on our existing developments (Brookvale, Gedling). The Bay window in the lounge is a highlight bringing in plenty of natural light and opening the room out more. The top floor master bedroom is also another feature with its own en-suite shower room.
- Windsor, an 868sq ft home which features an attractive kerb appeal, a great layout with a hall separating the two downstairs rooms. There's also an en-suite shower room to the master bedroom – ideal home for growing families.
- Caddington, an 859 sqft traditional and spacious three bedroom home. Highlights include a contemporary kitchen, French doors to the lounge that lead to the garden and an en-suite shower room to the master bedroom.

House-types used across the region

- The house types we use across the region which are our best sellers are the ones mentioned above, alongside our two, three and four bedroom homes which appeal to first time buyers, small and growing families.
- There has always been a high demand for 3 to 4 beds across Keepmoat Developments allowing couples and families to grow.

House types would include:

- Danbury – 2 bedroom 832 sqft home – Highlights – Ideal for first time buyers and small families – a kitchen diner upon entrance followed by a lounge with French doors – perfect for relaxing. En suite to master and further double and single bedroom.
- Warwick – 3 bedroom 858 sqft home – Highlights include a contemporary fitted kitchen, lounge with French doors, en-suite to master bedroom and further spacious bedrooms.
- Wentworth – 3 bedroom 842 sqft home – Highlights – a popular corner turner home with a hall separating the lounge and kitchen diner which covers the length of the house. Large master bedroom included too.
- Rothway – 4 bedroom 1028 sqft home – Highlights – traditional semi-detached home with a spacious lounge upon entrance, kitchen diner with French doors and en-suite to master bedroom.
- Eaton – 4 bedroom 1279 sqft home – Highlights include an aesthetically pleasing front elevation with an integral garage, separate dining room to the kitchen/breakfast area, lounge with French doors and an en-suite to master bedroom.

Customer feedback

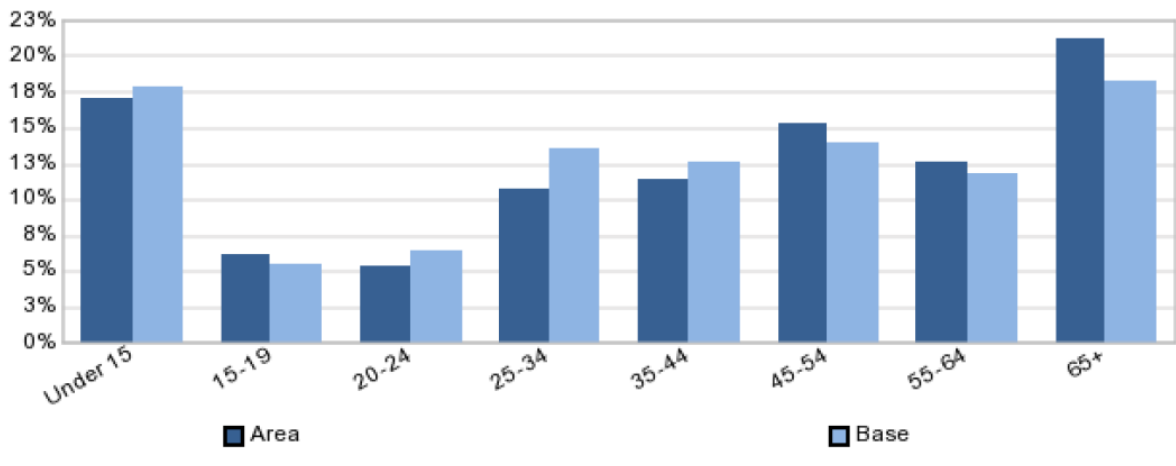
Customer feedback has been great as all buyers have had different needs and our range of homes have suited them all.

- Some buyers prefer the French doors leading to the garden from the lounge and others from the kitchen diner
- Some buyers like the idea of having an en-suite shower room to the master bedroom

- Some buyers go for a smaller 4 bedroom home instead of a 3 bedroom home to get an extra room to use as a study, walk-in-wardrobe or a nursery
- We have many customers who take to social media to post pictures and positive reviews of their new home which also lead to customer testimonials

Statistics

- There are 48,158 people living within NG228PZ (5 Miles) of which 23,585 are male and 24,573 are female.
- 68.45 % of houses are owner occupied whilst 13.37 % are privately rented
- Within this population 22,297 are economically active
- There are 5,110 detached homes, 8,626 semi-detached homes and 2,400 terraced homes
- The average household income within the catchment area: £30,916
- 26.96% of the population are classed as 'Rural Reality' which are Householders living in less expensive homes in village communities – key features include: Rural locations, Village and outlying houses, Agricultural employment, Most are homeowners, Affordable value homes
- The population of the area is expected to change by 3.81 % by 2023



The highest proportion fell into age band 65+ with a count of 10,202 representing 21.19 % in the study area. The smallest proportion is in age band 20-24 with a count of 2,597 which represents 5.39 %. In the study area the most over represented age band in comparison to the base selection is 65+ with an index value of 116. The band that is most under represented is 25-34 with an index of 79, where an index* of 100 represents the national average.

Mosaic UK 6 classifies all consumers in the United Kingdom by allocating them to one of 15 Groups and 66 Types. The 15 Groups are shown below as a profile using the Population data from your target area. The groups, types and the supporting descriptive information paint a detailed picture of UK consumers in terms of their socio-economic and socio-cultural behaviour.

Mosaic UK 6 Group	Area	Base	Index	-19	100	408
A City Prosperity	0	2,849,374	0			
B Prestige Positions	866	4,798,133	25			
C Country Living	4,915	4,432,229	155			
D Rural Reality	12,985	4,656,104	389			
E Senior Security	3,069	4,767,632	90			
F Suburban Stability	1,861	3,634,847	71			
G Domestic Success	1,858	5,770,639	45			
H Aspiring Homemakers	3,068	6,440,418	66			
I Family Basics	9,323	5,687,500	229			
J Transient Renters	2,199	4,160,345	74			
K Municipal Tenants	1,305	4,149,642	44			
L Vintage Value	3,123	3,692,978	118			
M Modest Traditions	3,448	3,121,382	154			
N Urban Cohesion	0	3,547,766	0			
O Rental Hubs	137	5,518,789	3			
Totals	48,158	67,229,855				

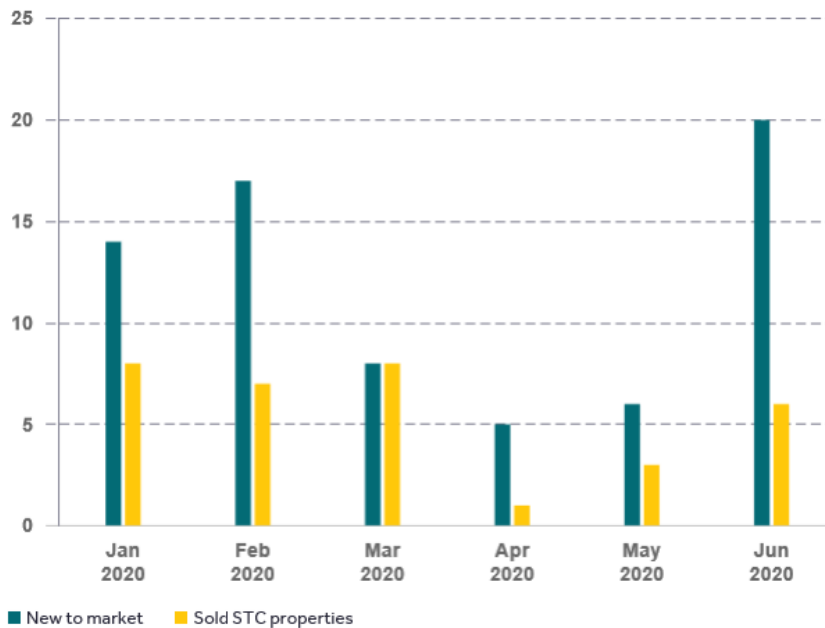
Source: Experian Mosaic UK 6 Classification (2018).

Chart explanation: The chart above represents the index* value. This indicates the over or under representation of the area selection relative to the base.

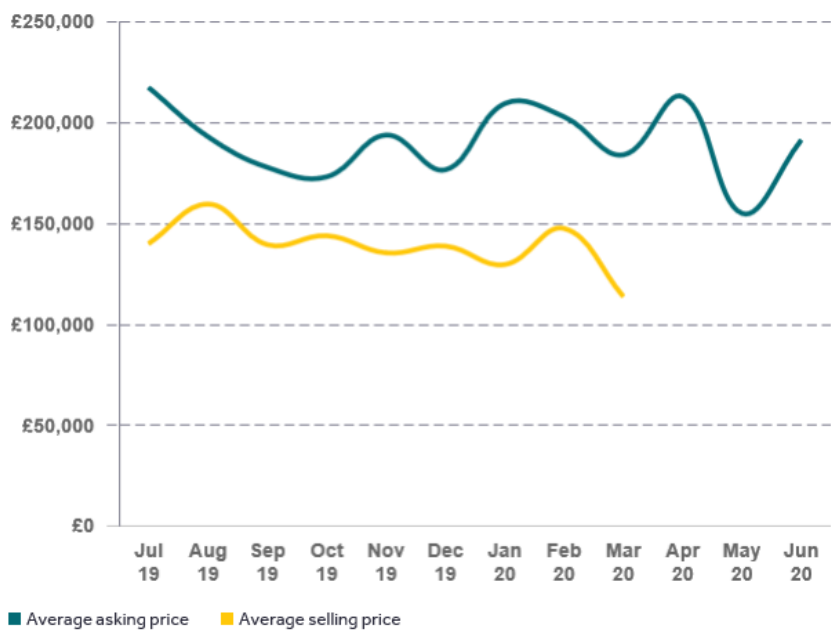
Rightmove Plus Statistics

2 bedroom homes

How many other recently listed properties is your client's property competing with for a buyer's attention?



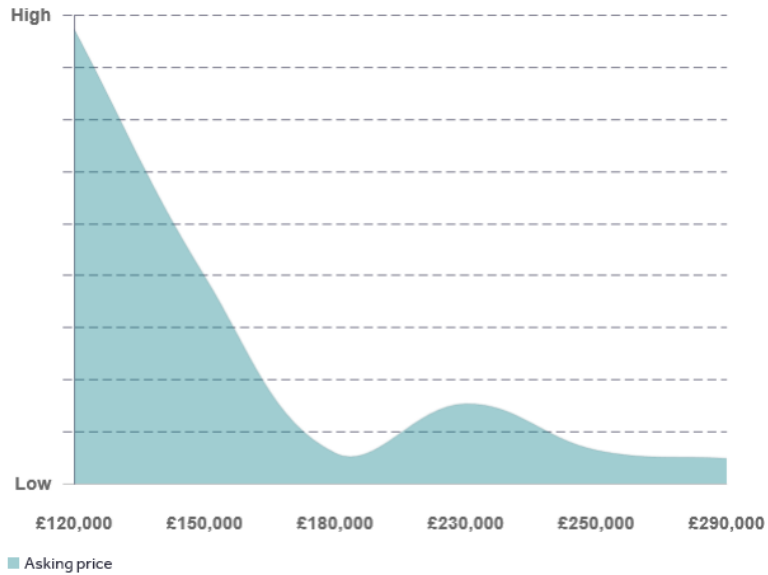
What has been the asking price and actual sold price of comparable properties over the last 12 months?



Average prices of semi-detached houses within 5 miles of NG22 8PZ

This graph shows the average asking price and final selling price of properties in this area, listed by all agents, over the last 12 months on Rightmove. The Land Registry sold price data is usually only available 2-3 months after a sale is completed.

How much interest is there in properties like this from people searching on Rightmove?

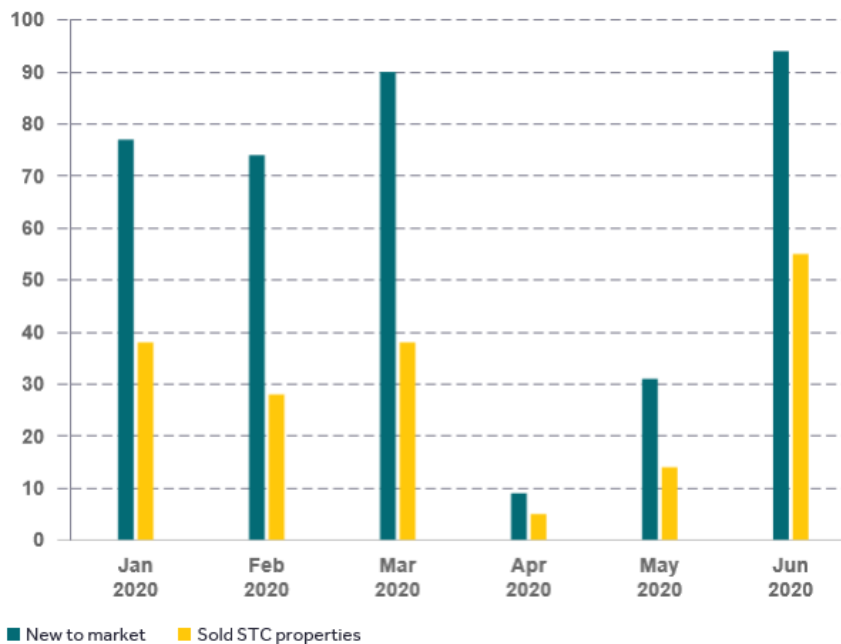


Number of property views in the last 6 months for semi-detached houses within NG22

This graph shows the amount of searches on Rightmove over the last 6 months for properties like this, at various prices. It's an indicator of the price point(s) that will generate the most interest for similar properties in this area.

3 bedroom homes

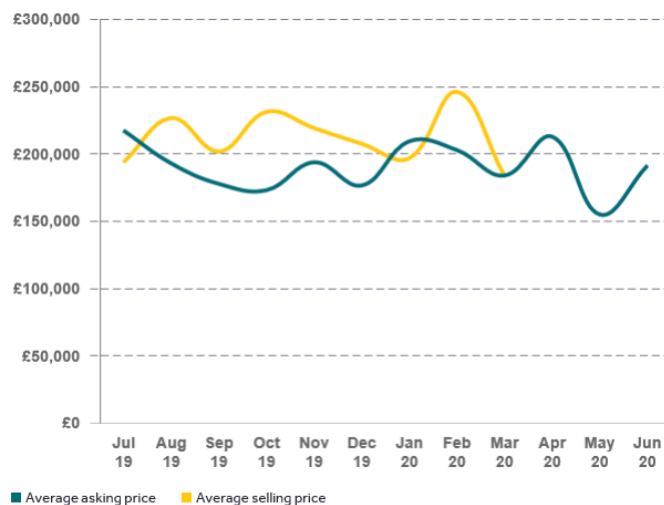
How many other recently listed properties is your client's property competing with for a buyer's attention?



New vs. sold subject to contract (STC) 3 bedrooms properties within 5 miles of NG22 8PZ

This graph shows the number of newly listed and sold subject to contract (STC) properties listed by all agents, over the last 6 months on Rightmove. It's a good indicator of the recent supply and demand levels for properties like this.

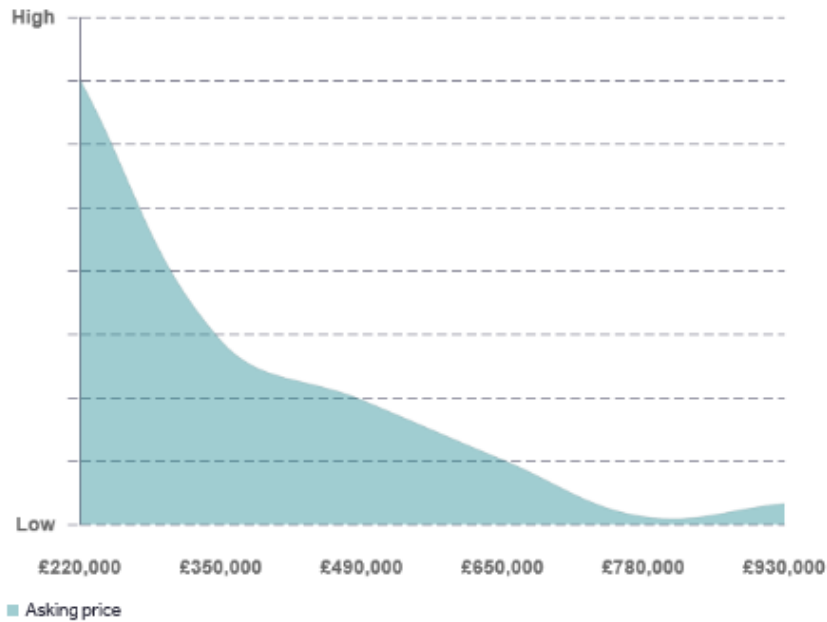
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Average prices of properties within 5 miles of NG22 8PZ

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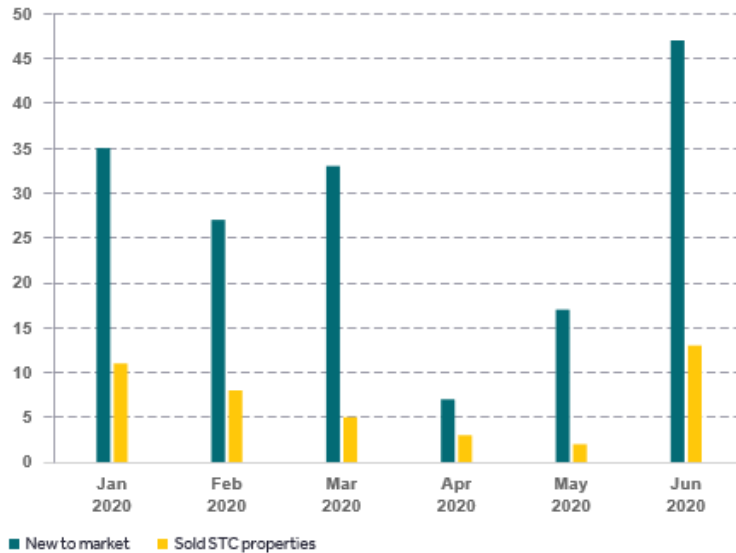


Number of property views in the last 6 months for your selected property types within NG22

This graph shows the amount of searches on Rightmove over the last 6 months for properties like this, at various prices. It's an indicator of the price point(s) that will generate the most interest for similar properties in this area.

4 bedroom homes

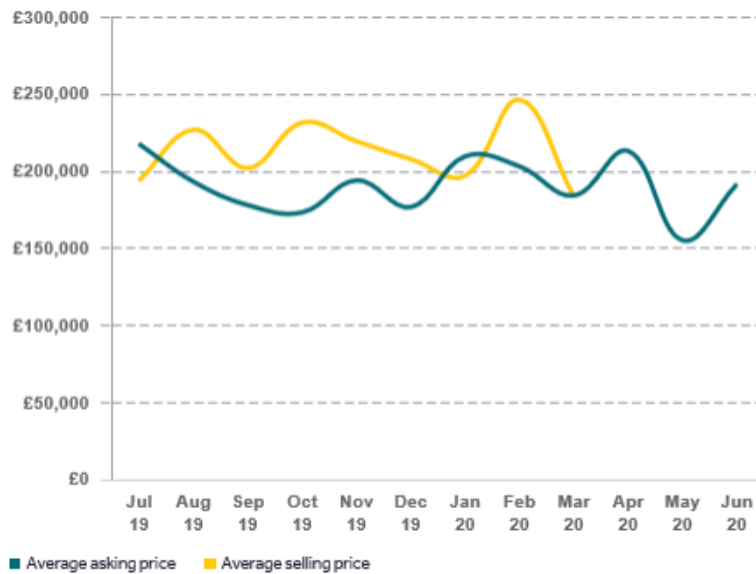
How many other recently listed properties is your client's property competing with for a buyer's attention?



New vs. sold subject to contract (STC) 4 bedrooms properties within 5 miles of NG22 8PZ

This graph shows the number of newly listed and sold subject to contract (STC) properties listed by all agents, over the last 6 months on Rightmove. It's a good indicator of the recent supply and demand levels for properties like this.

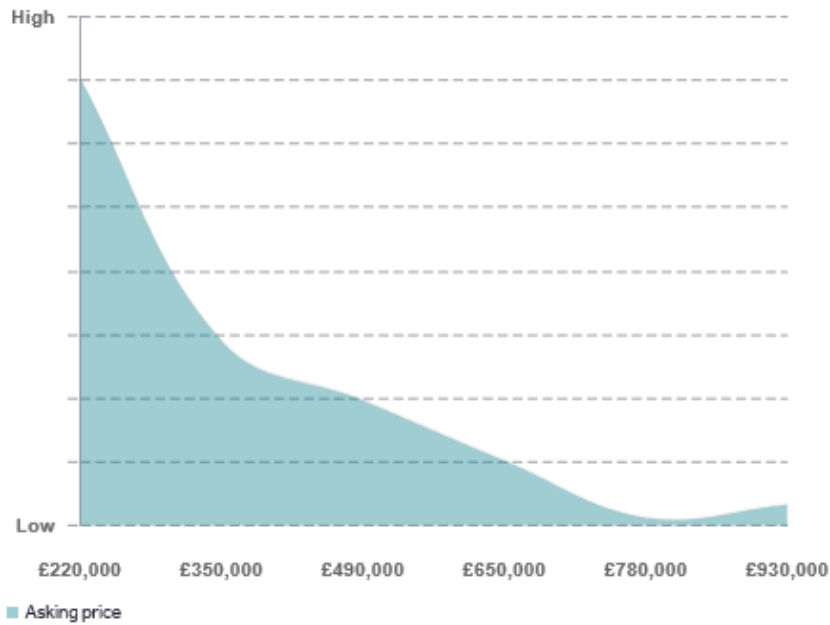
What has been the asking price and actual sold price of comparable properties over the last 12 months?



Average prices of properties within 5 miles of NG22 8PZ

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How much interest is there in properties like this from people searching on Rightmove?



Number of property views in the last 6 months for your selected property types within NG22

This graph shows the amount of searches on Rightmove over the last 6 months for properties like this, at various prices. It's an indicator of the price point(s) that will generate the most interest for similar properties in this area.

Overall

With the information shown above, with great commuter links, good schooling nearby, a range of amenities within a short driving distance and major cities and towns close by too, the mix on this development will appeal to first time buyers, working professionals, small and growing families, downsizers and investors.

45% of the population are within the target market of the mix on this development, knowing that purchases will be able to afford our home with the average household income of £30,916.

Rightmove Plus statistics show there's a healthy flow of supply and demand for 2, 3 and 4 bedroom homes which meets criteria for the mix of homes on this development.

Zoopla shows a good number of homes sold in the last year. There are more larger homes sold in the last year than smaller homes. The mix we have proposed on this development also offer more 3 and 4 bedroom homes.

House prices are strong on Rightmove and Zoopla for 3-4 bedroom homes. With house prices in NG22 being lower than Nottinghamshire in general, this will be a good starting point for first time buyers, people looking to purchase their second home, downsizers and investors. Keepmoat Homes target first time buyers and offer affordable family homes. With the 3 and 4 bedroom homes we have proposed at this development, this will encourage families who have been renting or families who need a bigger home to purchase a Keepmoat home. This will also encourage young couples/families to get on to the property ladder with the smaller 3 bed homes we will offer on the development.

As there is a good supply of second hand homes, as a builder we have an advantage to supply new build homes.

Competitor analysis shows other developers are selling well especially Pevrill Homes who are based a mile from the Keepmoat Homes development and they have sold out on all 30 homes since November 2019.

Overall we believe that the great mix of homes we offer will be ideal for a large number of people and will sell well as the house types we plan to build are our best selling homes.