



# Cala Homes

Land & Planning:  
Delivering value to landowners  
and communities



# Cala

Cala is committed to working closely with landowners and communities to deliver attractive and sustainable developments where people want to live.

We deliver 3,000 homes each year and we have ambitious plans for further growth.

With an agile and flexible approach, a strong focus on sustainability, and a reputation for industry-leading quality and customer service, we are actively seeking new land opportunities across the South of England, South Midlands and Scotland.

With roots dating back to 1875, our long history of success is built on one guiding principle; to create places that land owners, customers and communities can be proud of.

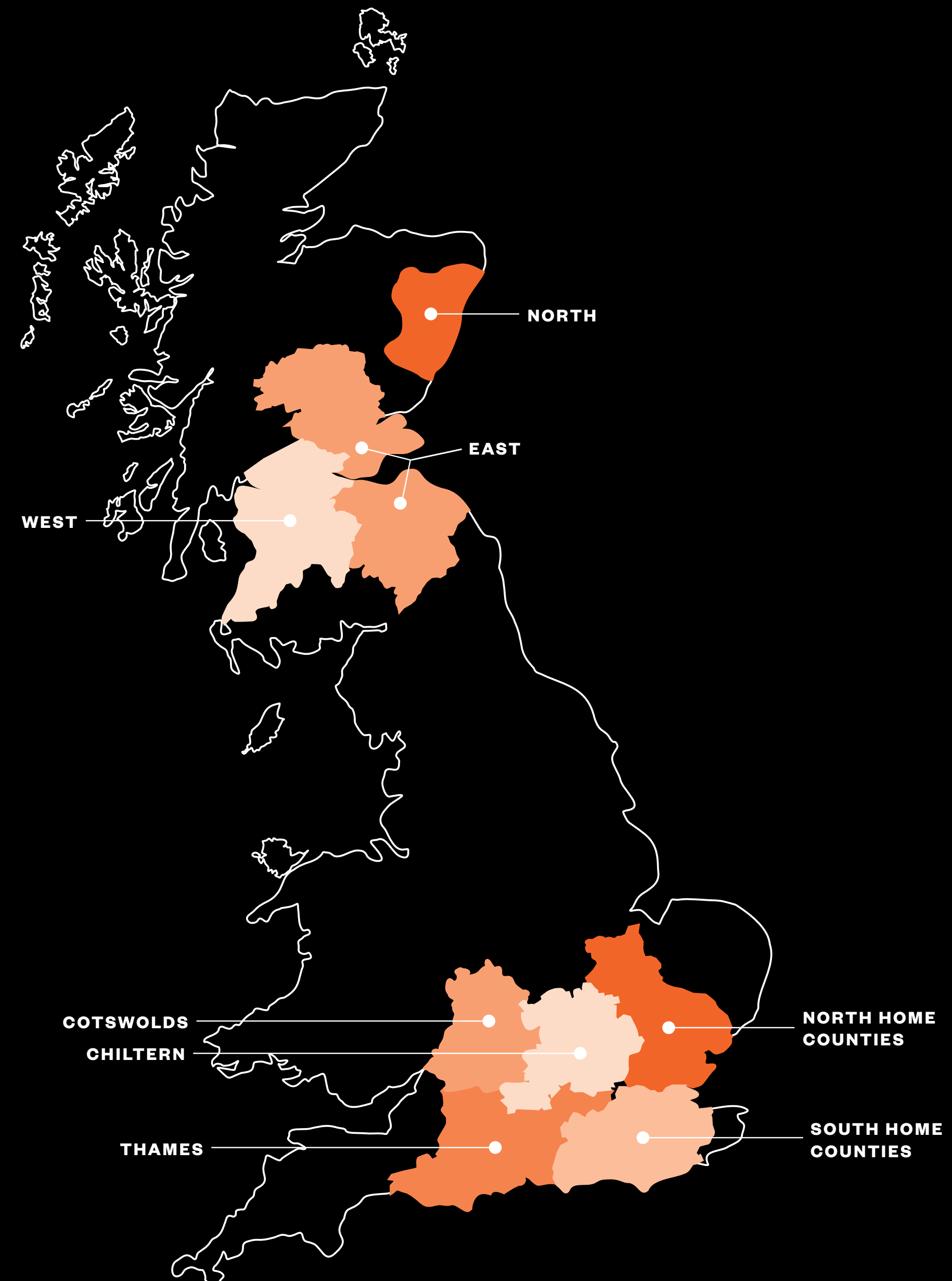


# Where we're buying land

Cala operates through eight regional businesses across the UK, giving us national perspective and local expertise.

We are seeking opportunities to immediately deliver, and will consider a range of sites with or without planning permission. Our teams have the expertise, knowledge and relationships to deliver a full spectrum of development opportunities.

Our regional Land and Planning teams know how to manage sites through the complexities of the planning system and political landscapes.




# England

## Cala Chiltern

Northamptonshire, Buckinghamshire, South Oxfordshire, Bedfordshire, West Berkshire, Hertfordshire and West London.

 [chilternland@cala.co.uk](mailto:chilternland@cala.co.uk)


 **01628 552 300**

 [cala.co.uk/chilternland](http://cala.co.uk/chilternland)

## Cala Cotswolds

Gloucestershire, Oxfordshire, Warwickshire, Worcestershire and Wiltshire.

 [cotswoldsland@cala.co.uk](mailto:cotswoldsland@cala.co.uk)

 **0121 711 5310**

 [cala.co.uk/cotswoldsland](http://cala.co.uk/cotswoldsland)

## Cala North Home Counties

East London, Essex, Cambridgeshire, Suffolk and Norfolk.

 [nhland@cala.co.uk](mailto:nhland@cala.co.uk)


 **01707 397 100**

 [cala.co.uk/nhland](http://cala.co.uk/nhland)

## Cala South Home Counties

Kent, Surrey, East Sussex, West Sussex and South London.

 [shcland@cala.co.uk](mailto:shcland@cala.co.uk)

 **01252 736 750**

 [cala.co.uk/shcland](http://cala.co.uk/shcland)

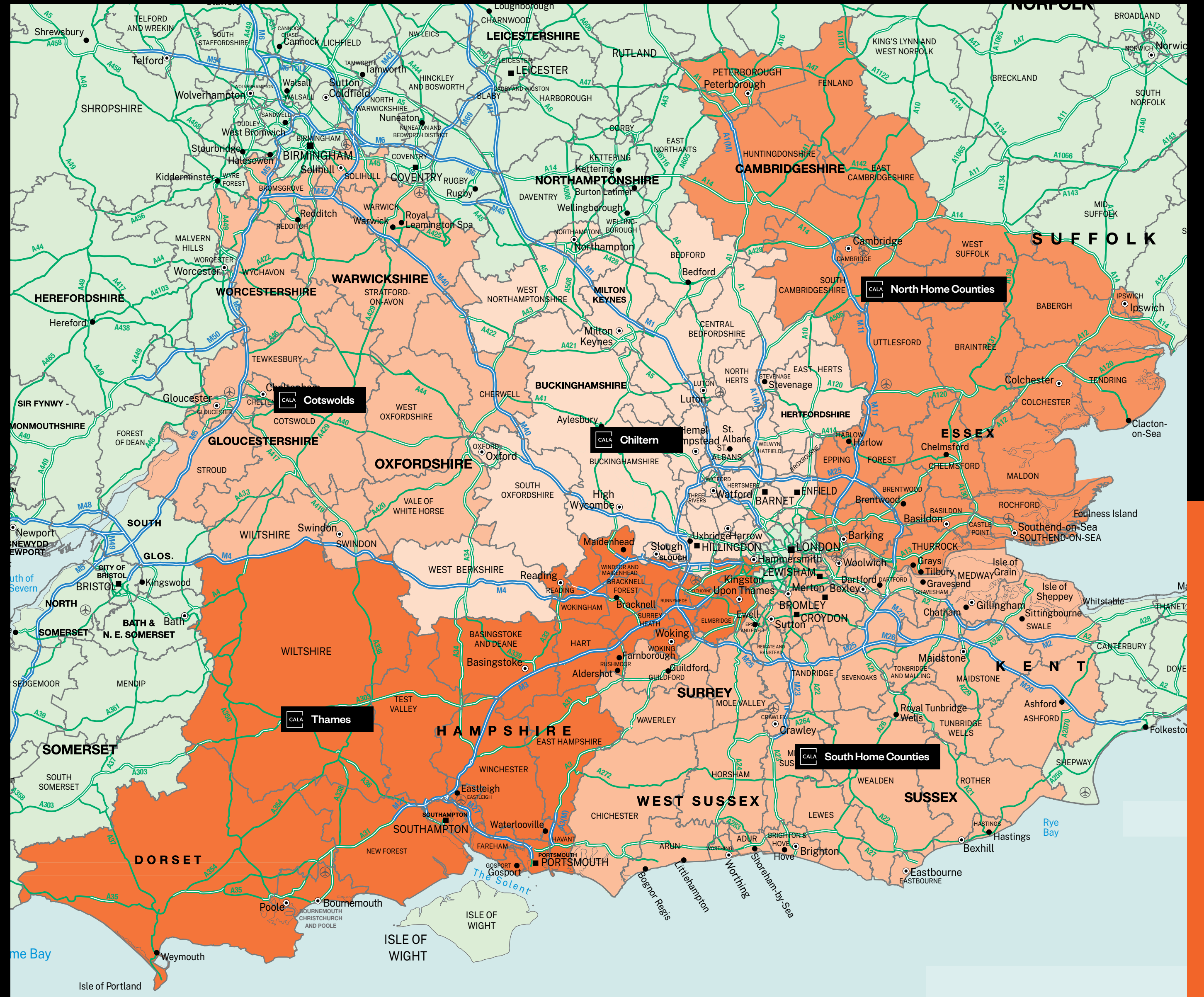
## Cala Thames

Hampshire, Surrey, Wiltshire, Berkshire, Dorset and Wiltshire.

 [thamesland@cala.co.uk](mailto:thamesland@cala.co.uk)

 **01784 225 300**

 [cala.co.uk/thamesland](http://cala.co.uk/thamesland)




# Scotland

## Cala East of Scotland

Perth and Kinross, Fife, Edinburgh, East Lothian, West Lothian, Midlothian and Scottish Borders.

 eastland@cala.co.uk


 01324 600 000

 [cala.co.uk/eastland](https://cala.co.uk/eastland)

## Cala North of Scotland

Aberdeen city centre, Aberdeenshire, Portlethen, Newtonhill and Stonehaven.

 northland@cala.co.uk


 01224 737 800

 [cala.co.uk/northland](https://cala.co.uk/northland)

## Cala West of Scotland

East Dunbartonshire, Renfrewshire, Lanarkshire and Falkirk.

 westland@cala.co.uk

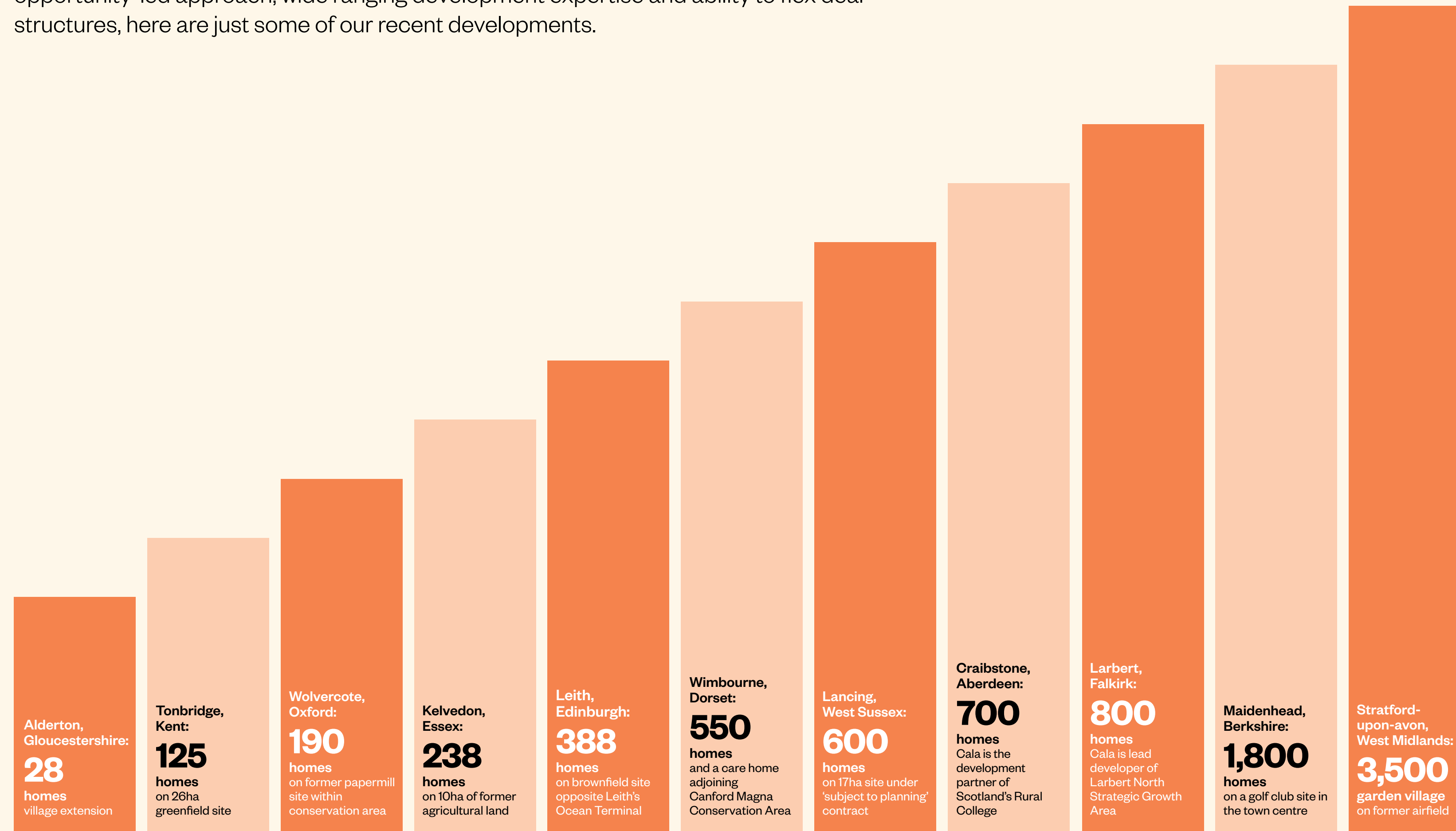
 0141 674 8800

 [cala.co.uk/westland](https://cala.co.uk/westland)



# Current projects

We have 80 sites under construction across the UK at any given time. Demonstrating our opportunity-led approach, wide ranging development expertise and ability to flex deal structures, here are just some of our recent developments.



## Looking ahead

- Cala is actively seeking brownfield and greenfield land in a wide range of locations, with or without planning permission
- We will realistically assess new opportunities, analyse them through a robust internal process, and devise strategies for success
- We will proactively manage developments through planning and work with the best consultants to achieve commercial objectives
- Joint ventures and partnerships are an increasing part of our business
- We have the financial strength to back our growth ambition

# Why Cala?

## A trusted partner

We have a strong history of maximising value for landowners and communities, and a track record in delivering on our promises.

Our Land and Planning teams are skilled at working on behalf of landowners to successfully secure allocations following consultation and promotion, and proactively engage with key stakeholders throughout the Local Plan process.

Our projects benefit from the early involvement of a cross disciplinary team, including experts in Technical, Commercial, Design, Construction and Sales, helping us maximise opportunities and deliver success.

## Ability to unlock potential

We work to secure permissions for homes that are positive additions to their local areas.

We are skilled in negotiating agreements to provide planning gain and resolving legal restrictions on development. Our teams know how to overcome challenges to development, such as remediating derelict and contaminated land, and the management of flood risk.

## Genuine consultation

Our team's integrity and genuine passions for creating new sustainable developments is something we are immensely proud of.

We work closely with local stakeholders from day one, ensuring that through authentic and meaningful consultation, local communities benefit from development.

Our digital consultation platform is one of the ways we endeavour to reach a wide audience and capture feedback from those who are sometimes harder to engage with, including those who need new homes the most.



Roman Park, Tring

## Design

Cala developments are design-led and appropriate to their surroundings, making them appealing to local Councils and future purchasers. Thoughtful and carefully designed layouts and landscaping sets us apart.

We have the skills to sensitively deliver a diverse range of sites, from inner city apartment schemes, to historic refurbishments, sensitive town and village extensions, and entirely new garden villages.

Our broad range of housetypes have been created with meticulous care and flexibility in mind. External elevations can be adapted to seamlessly blend with existing surroundings, enabling us to upscale our housing delivery and consistently build a high quality product.

And, where appropriate, our teams thrive at the opportunity to create entirely bespoke designs.

## From land to legacy

People and communities have always been at the heart of what we do. We strive to leave a lasting legacy by creating social, economic and environmental value through Section 106 and 75 agreements, as well as our own proactive programme of community support, Cala's Community Pledge.

## Quality and service

Our homes are well insulated and energy efficient, built to exacting quality standards, and we offer a range of incentives to help people move; all backed by a vigorous quality assurance process and award-winning customer service.



Achieved HBF 5-star rating.



Overall recommend score of 93.2%.



16 Cala Site Managers recognised as Pride in the Job Quality Award winners. 8 of whom went on to receive the next stage 'Seal of Excellence', 4 received a highly coveted 'Regional Award' and 1 went on to win the 'Supreme Award' in the 'Large Builder' category.



Achieved a customer recommendation score of 90% or above.



Jordanhill Park, Glasgow



# Strategic land

Our considerable experience in the promotion of strategic land has led to a long track record of successful allocations.

Cala's strategic land team builds excellent long-term relationships with landowners, the local authorities in which we build and other statutory bodies whose support we require for development, such as water, drainage and highways. We are backed by a trusted team of professional advisers who assist us in putting forward the best case for each site.

An integral part of our approach to strategic sites involves engagement with the local community. We are keen to share information and build consensus as we move through the various planning stages.

## Kings Barton, Winchester

- A new neighbourhood to the north of the historic city of Winchester and an exemplar in placemaking
- 2,000 new homes, 40% affordable
- 24 hectares of recreational and public open space, and a new 32 hectare nature reserve



## Oldfold Village, Milltimber

- A landmark development
- 550 new homes
- Transformed from farmland into a new suburb with neighbourhood facilities and well-planned public spaces
- Overcame the challenge of delivering the development without disturbing the underlying brick-built aqueduct that provides water to Aberdeen

## Elizabeth Quarter, Berkshire

- Redevelopment of Maidenhead Golf Club
- A joint venture between Cala and the Royal Borough of Windsor and Maidenhead
- 1,800 new homes, 30% affordable
- New schools, public open space, sports facilities and community hub



# Operational highlights



Home sales (units)

Year to 31 December 2023

**2,917**



Private average selling price (ASP)  
Excluding affordable housing

Year to 31 December 2023

**£495,000**



Revenue\*

Year to 31 December 2023

**£1,255 million**



Overall customer satisfaction score  
(to 30 September 2022 & 2021)

Year to 31 December 2023

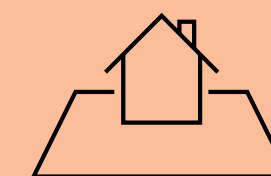
**93.2%**



Affordable homes (units)

Year to 31 December 2023

**678**



Contracted landbank  
Gross Development Value ('GDV')

Year to 31 December 2023

**£8.8 billion**



Cala at Wintringham, St Neots



Folly Heights, Farnham

# Our ownership

With the support of our owners, Legal & General, we have the resources and funding to back our ambitions for future growth. We have strength, depth and stability in the land market, and are part of Legal & General's network of diverse housing businesses, helping our developments achieve their full potential.

Cala now operates through two brands, Cala Homes, accelerating our ability to deliver on sales rates by offering a broader range of product to consumers.

## Mowbray, Horsham

- 2,750 home masterplan led by Legal & General Strategic Land & Major Projects
- North Horsham will be Legal & General's first major multi-tenure site, bringing together its build to sell business, Cala Homes and Legal & General Homes, with its Suburban Built to Rent and Affordable Homes businesses



## Buckler's Park, Crowthorne

- Consortium development led by Cala
- 1,000 new homes alongside amenities including retail units, a school, pub and a care home
- Mix of tenures available through Cala Homes, Legal & General Homes, and Legal & General Suburban Built to Rent



# Our sustainability journey

Sustainability has been a focus area for some time at Cala, and we've already taken significant steps to reduce our environmental impact.

We're well versed in the implementation of modern methods of construction and green technology, such as air source heat pumps and PV panels, and we already install electric vehicle charging points in every home.

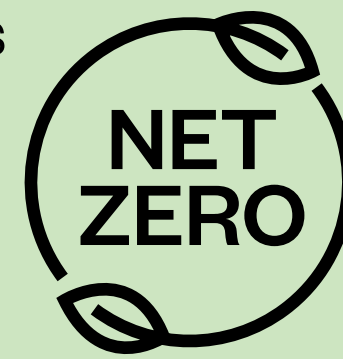
Our roadmap to net zero includes innovative research and testing of new heating and cooling technologies as we explore emerging solutions to reduce the carbon footprint of constructing and living in a new Cala home, alongside new concepts around placemaking and biodiversity.

Our Sustainability Strategy is embedded in every area of our business and provides a structured approach to achieving our targets.

Our homes will be operationally net zero carbon enabled before 2030.



We will reach net zero greenhouse gas emissions in line with the Scottish Government's 2045 target and ahead of UK Government's 2050 target.



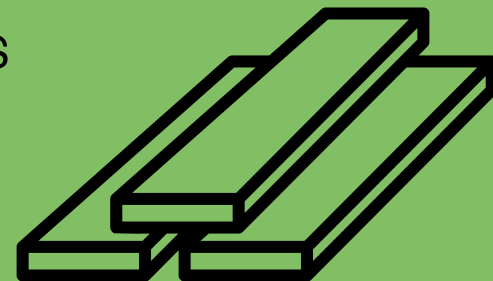
All of our new developments will be gas-free from 2024.



# Sustainability in action

## Timber Frame

Cala recently acquired Taylor Lane Timber Frame Ltd., one of the UK's leading timber frame construction specialists. Cala already builds 40% of homes using timber frame. The investment will help drive Cala's progress towards our sustainability targets and support delivery of the group's plans to build all new sites in timber frame from 2024. Timber frame build systems have up to 20% less embodied carbon than a typical masonry build.



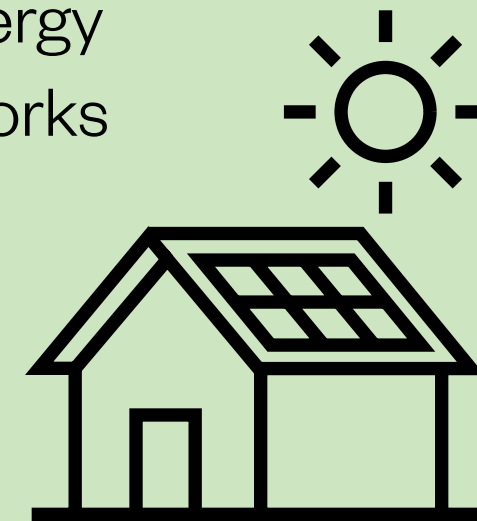
## Hampton Lakes, Peterborough

The location of our first operationally net zero enabled home.



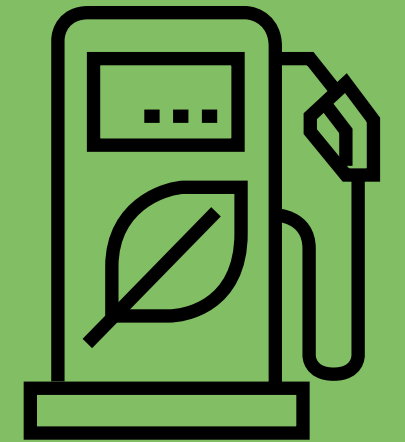
## Maidenhill, Glasgow

We're working with E.ON, Energy Assets and SP Energy Networks to pilot new technology that harnesses green energy and could help avoid costly network upgrades.



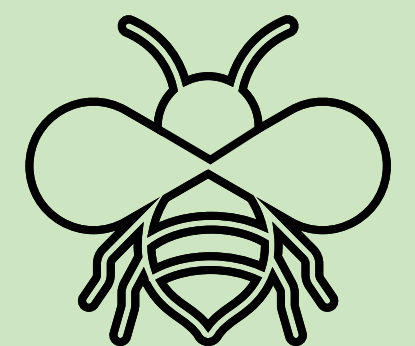
## HVO Fuel

Cala is transitioning to sustainable Hydrotreated Vegetable Oil in the plant machinery on all of our sites, reducing carbon emissions from these vehicles by 90%.



## Urban Wildlife Strategy

All of our developments now incorporate our Urban Wildlife Strategy, a range of measures to encourage wildlife, regardless of planning requirements.



# Cala's Community Pledge

## Our biggest focus on communities to date

We are committed to bringing meaningful benefit to the communities in which we build.

Our Pledges will bring together a host of bespoke measures for each local community, including support for local businesses and charities, volunteering drives, refurbishment projects and much more.

This initiative goes above and beyond planning obligations, in fact it's an evolution of work we've been doing for many years within the communities in which we build, ensuring that we support local areas and the people who live there.

As our biggest focus on communities to date, our vision is that a Community Pledge will be established for every Cala development across the UK by 2026.





[CALA.CO.UK/LAND](https://www.cala.co.uk/land)

June 2024

Hopefield Grange, Benson