

# Tom Bloxham MBE

Urban Splash Group Chairman

Chair — Urban Splash Group Ltd

Chair — Manchester International Festival

Trustee — Manchester United Foundation



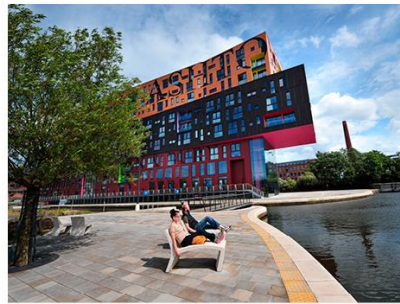
@TomBloxhamMBE

**urbansplash**

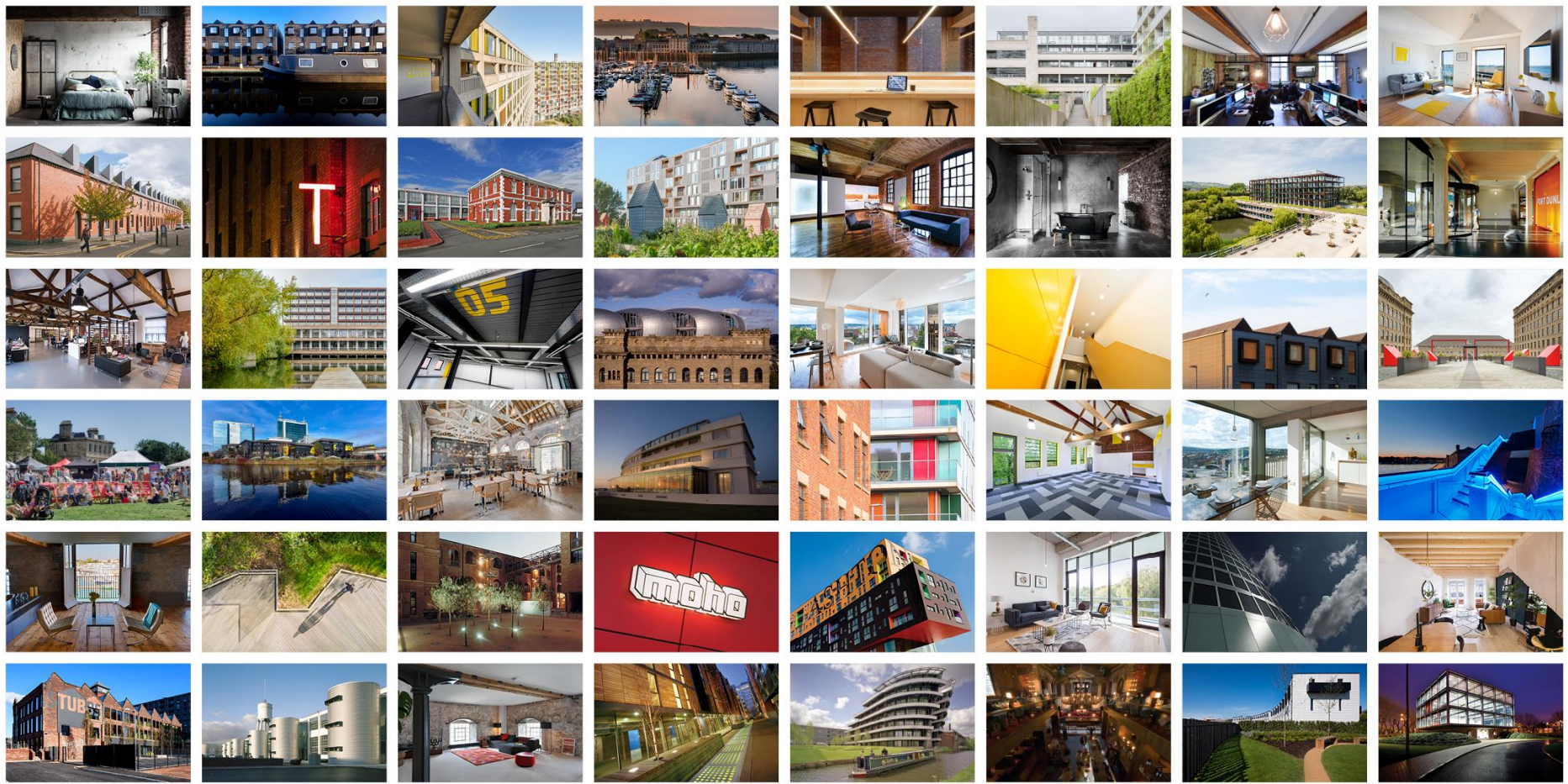


# “A market leading urban regeneration developer”

- 25 years of operation
- Have developed over £1bn GDV in regeneration schemes
- Over 4,000 new homes
- Over 2,000,000 sq ft of new commercial space
- Over 60 projects
- From Plymouth to North Shields
- Created 1,000's of new jobs





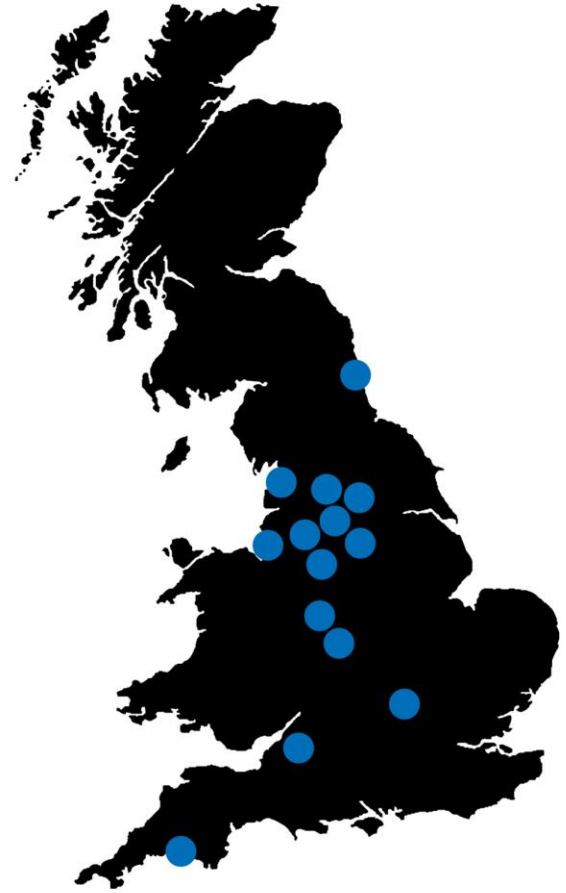


# Urban Splash

## History

Urban Splash has developed over £1 billion worth of projects, creating over:

- 4,000 new homes
- 2,000,000 sq ft of commercial space
- 400 awards
- 60 schemes
- 160 colleagues







We are recognised  
in the media as the  
designer brand of  
housing in the UK.

---

“...the universe’s greatest  
property developer”

The Guardian

---

“This transformation of  
the culture of development  
and the quality of what  
has been delivered, that  
so many other developers  
have tried to emulate but  
never quite matched.”

Stephen Hodder MBE PPRIBA  
Chairman, Hodder & Partners

---

“For many, the north of  
England means Urban Splash”

Vogue magazine

---


“The developer that  
rescued decaying mills  
and warehouses, pioneered  
loft living in Britain and  
transformed industrial  
wastelands into inner-city  
property hotspots”

The Sunday Times

---

“Urban Splash, widely  
regarded as the UK’s most  
innovative developer”

The Daily Telegraph



One drunken  
night, two  
friends got  
together...

1993

The Urban Splash  
masterplan was dreamt  
up over a few (too many)  
beers way back in '93  
when business brain  
Tom teamed up with  
award-winning architect  
Jonathan to launch one  
of the UK's most exciting  
property businesses



...and nine months  
later the first loft  
apartment was  
born

The first apartments we  
completed were at Concert  
Square in Liverpool. With open  
plan layouts, high ceilings and  
an emphasis on original  
features, it was way ahead  
of its time and transformed  
attitudes to city living.

1994

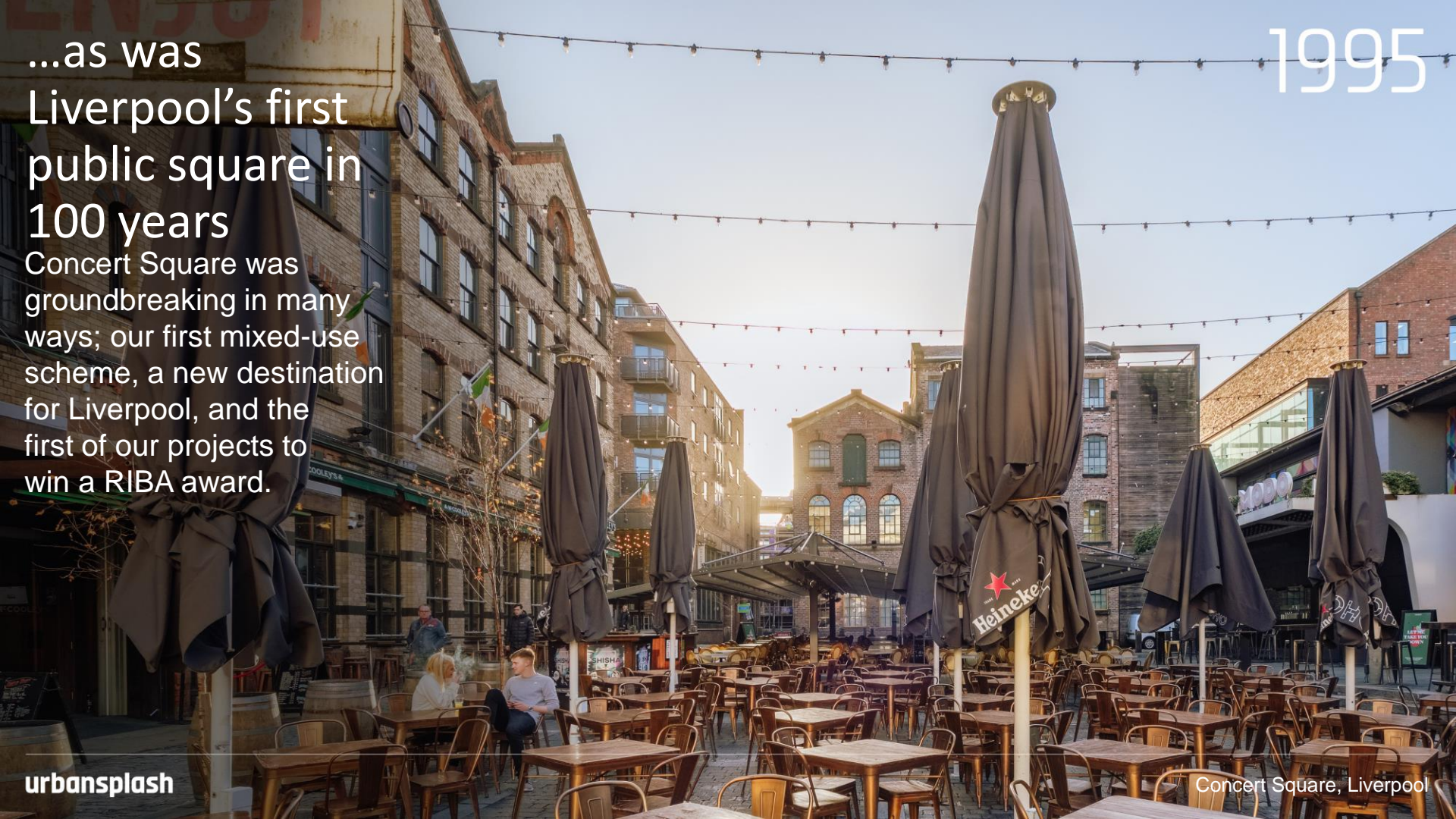




# ...as was Liverpool's first public square in 100 years

Concert Square was groundbreaking in many ways; our first mixed-use scheme, a new destination for Liverpool, and the first of our projects to win a RIBA award.

1995














Encouraged, we  
bought more unloved  
buildings to  
transform

Our success at sexily repurposing  
industrial heritage was gaining  
momentum. Manchester's Smithfield  
Building – 'The Harrods of the North'  
—was the latest neglected treasure to  
be rescued from the bulldozers.

1996













1997

# Yet the Prince still wouldn't swap his palace for a penthouse

News from the North hit London. Taking an interest in our work, HRH dropped by to see what we were up to. Tom and Jonathan turned royal escorts to give him a tour of the Collegiate in Liverpool.











We proved  
culture wasn't  
confined  
to the capital

St Peter's Church became  
the Holy Grail of the dining  
scene with the launch of  
Liverpool's coolest restaurant  
Alma de Cuba - complete  
with iconic art installation  
Tu Es Petrus (The Crucifixion  
of St Peter) by Norbert  
Attard.

1998









# ...and we rubbed shoulders with architecture's elite

Huddled in the House  
of Lords, we engaged  
some of the greatest  
minds in the architectural  
world to design our latest  
building. Timber Wharf  
in Manchester would  
be our first attempt at  
tackling a brand new  
approach to housing.

1999



















urbansplash



Waulk Mill, Manchester









...and we  
were going to  
need a bigger  
mantelpiece

2002

We swiftly moved the  
whole Urban Splash team  
over to Castlefield, and  
from our new command  
centre we planned an  
ambitious expansion!





























# Fort Dunlop was the place to be

2005

Our attentions turned to Birmingham's iconic Fort Dunlop, and during construction we delighted women everywhere by covering the entire building with a giant Adidas advert featuring David Beckham. We never tyre of a party, and on completion we celebrated in style.











urbansplash



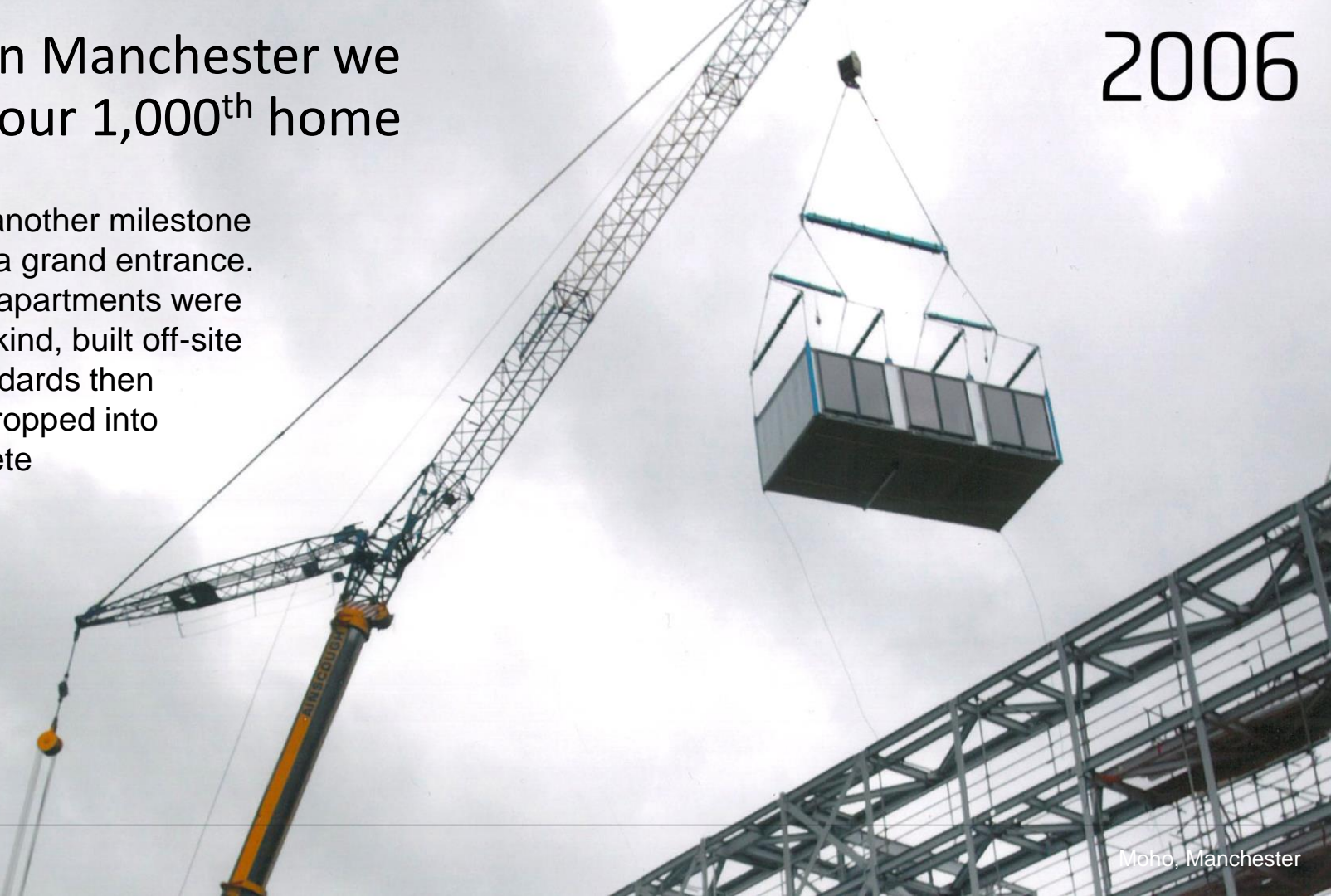
Rotunda, Birmingham

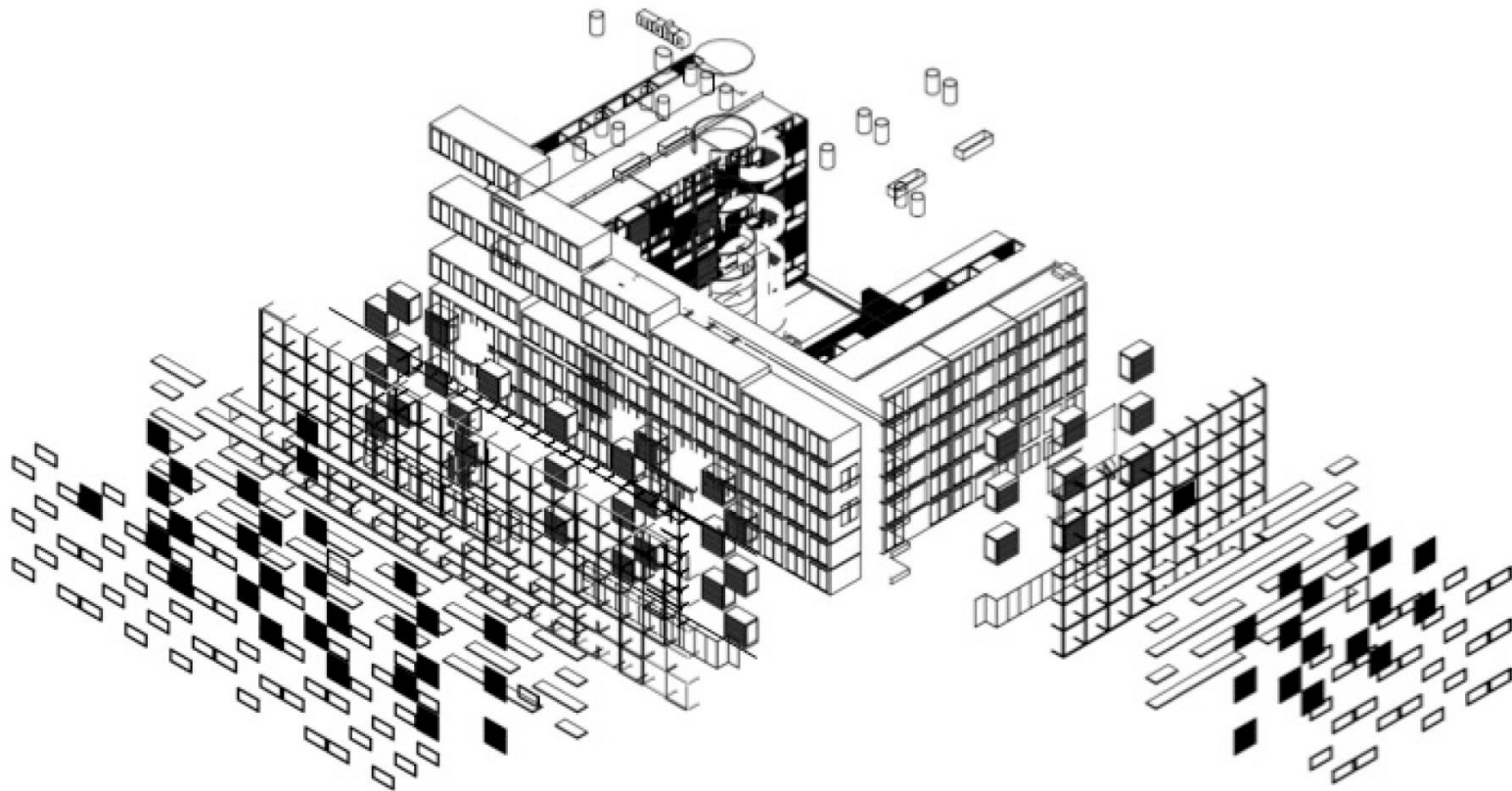


# At Moho in Manchester we delivered our 1,000<sup>th</sup> home

# 2006

We raced past another milestone as Moho made a grand entrance. These modular apartments were the first of their kind, built off-site to exacting standards then delivered and dropped into place as complete dwellings.

















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urbansplash.co.uk

Burton Place, Manchester





urbansplash



3Towers, Manchester





urbansplash



Chimney Pot Park, Salford















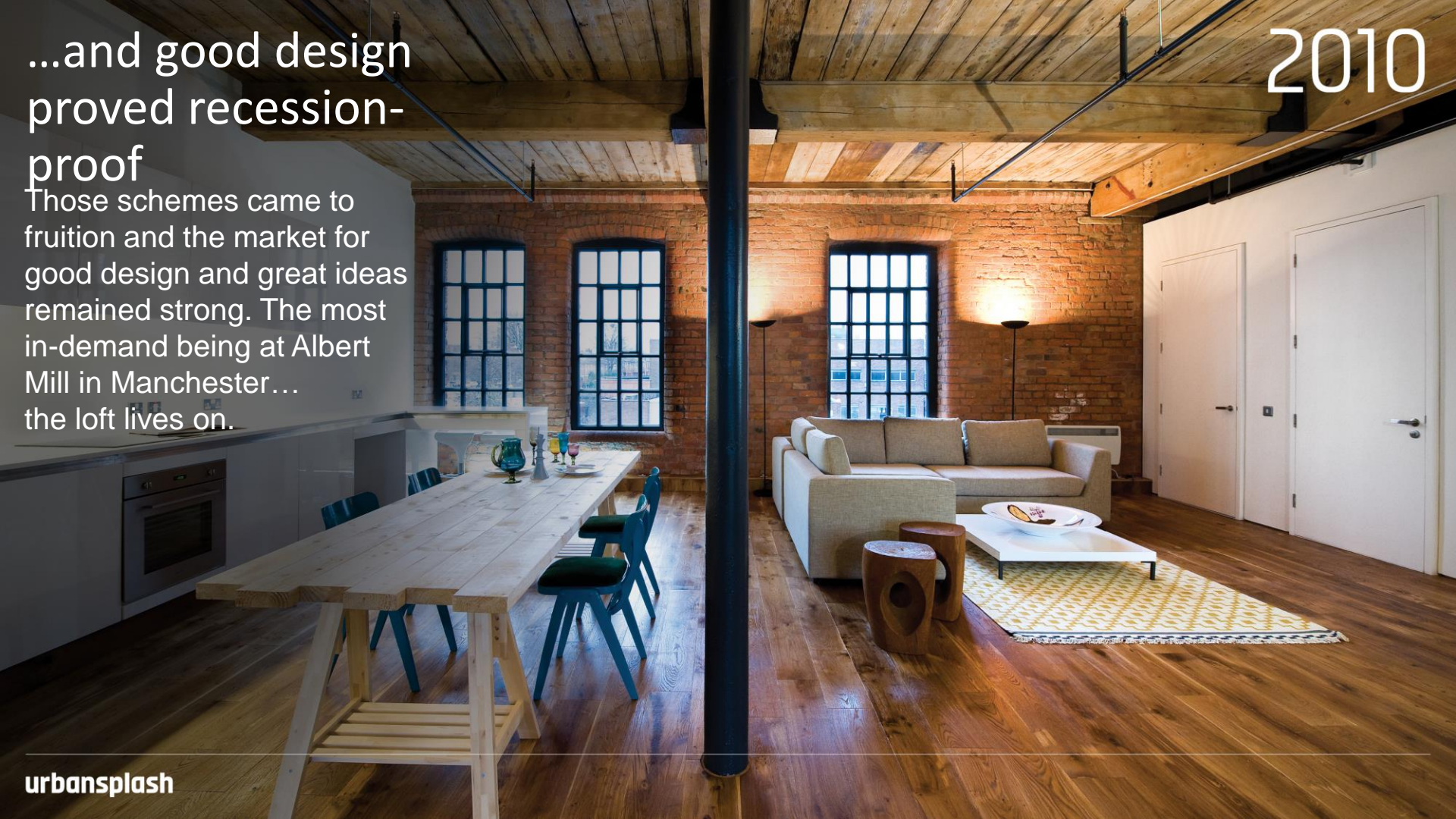




# ...and good design proved recession- proof

Those schemes came to fruition and the market for good design and great ideas remained strong. The most in-demand being at Albert Mill in Manchester... the loft lives on.

2010





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CIVIL ENGINEERING









# Commercial portfolio

1 million sq ft

£85 million value

60% owned in JV with Pears

Growing





# Lister Mills Bradford











# Velvet Mill Pods





# Velvet Mill Pods





























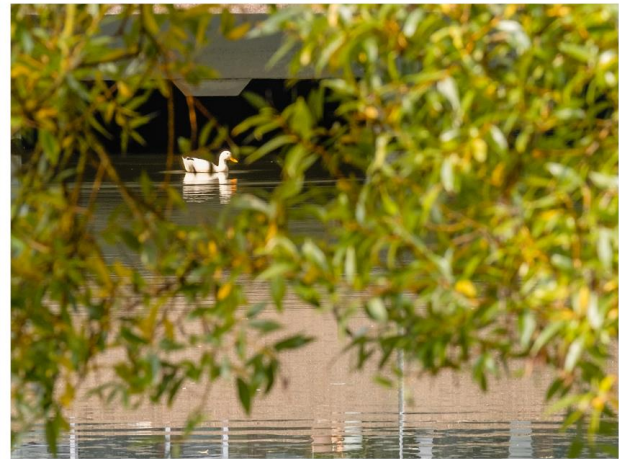








# Lakeshore Bristol



# Copper Building Lakeshore Bristol



















# Avro Manchester



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Current  
JV projects



Formed in 1993 by Tom Bloxham and Jonathan Falkingham, the Urban Splash group has in total developed over £1bn in GDV in regeneration schemes across 60 projects, delivering over 2 million sq ft of commercial space and 3,470 homes across the UK.

With activity across a number of sectors through platforms within the group, Urban Splash is a diverse business. An example of such being the joint venture with Places for People, one of the largest property management, development, regeneration and leisure companies in the UK, that has to date, since its inception in 2013, successfully won two major 1,000+ home projects, creating a development pipeline with in excess of £900m GDV.





# Park Hill Sheffield









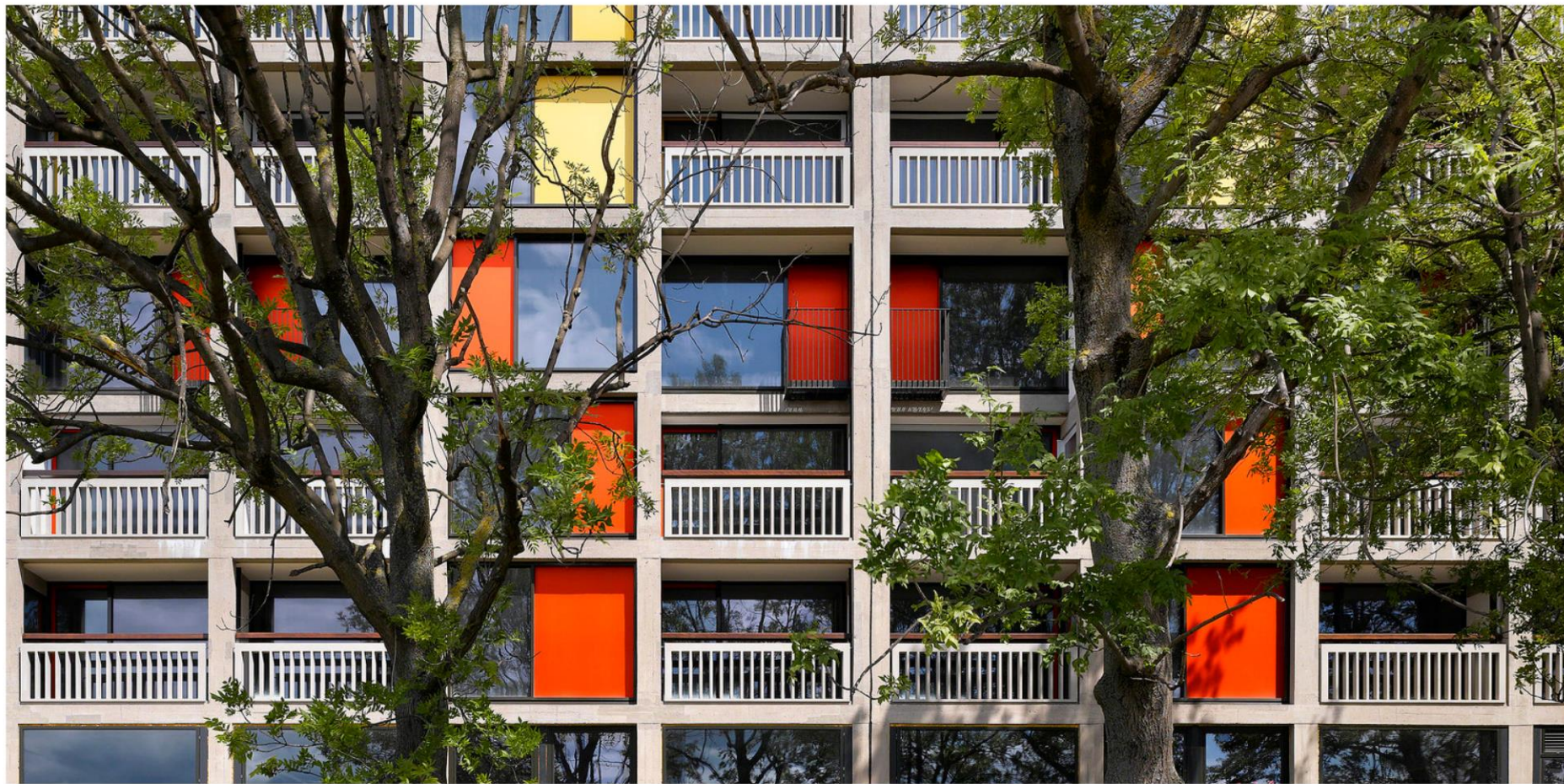














- ① Place and Community
- ② Containment
- ③ Points of Entry & Transitions
- ④ WHAT IS PRIVATE?  
WHAT IS PUBLIC?
- ⑤ WHERE DO WE  
PUT THE CARS?
- ⑥ Public Realm  
& Landscaping
- ⑦ Elevated Streets  
WITH A SOUL
- ⑧ Uses & Magnets
- ⑨ GENTLE THREATS  
OF THE FACADE
- ⑩ FLATS & HOTELS  
(THE EASY BIT!)





# Great living spaces





# Great sleeping spaces



# Great views





# Great use of concrete





















Human



canstudios



**SOUTH  
STREET  
KITCHEN**



**über**<sup>TM</sup>



CONTENT ON DEMAND

*you  
mee*

cloaked.

# Grace Owen Nursery School







“I sense in those that have been involved, the same enthusiasm and excitement that Jack Lynn and I enjoyed half a century ago. It will be a great place to live.”

— Ivor Smith, original architect

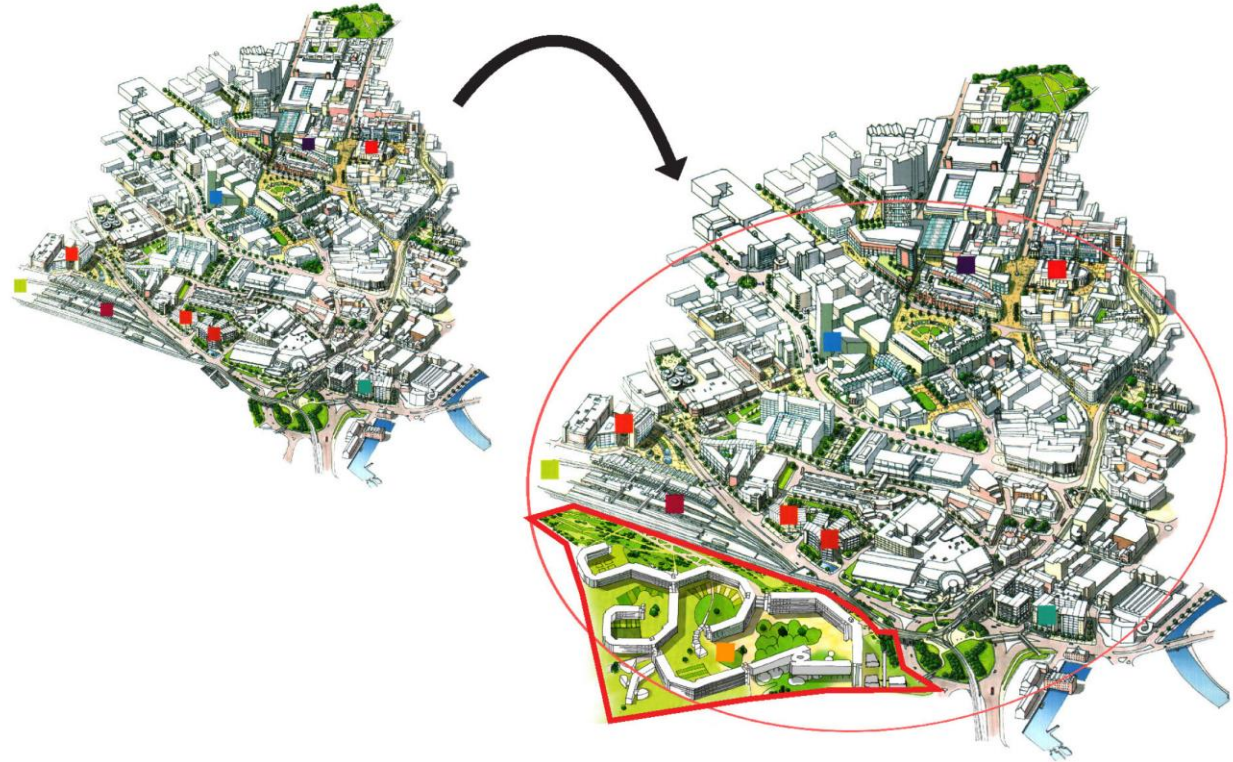


# Park Hill Events



# The future

## A Mid-Century Modern Quarter for Sheffield





















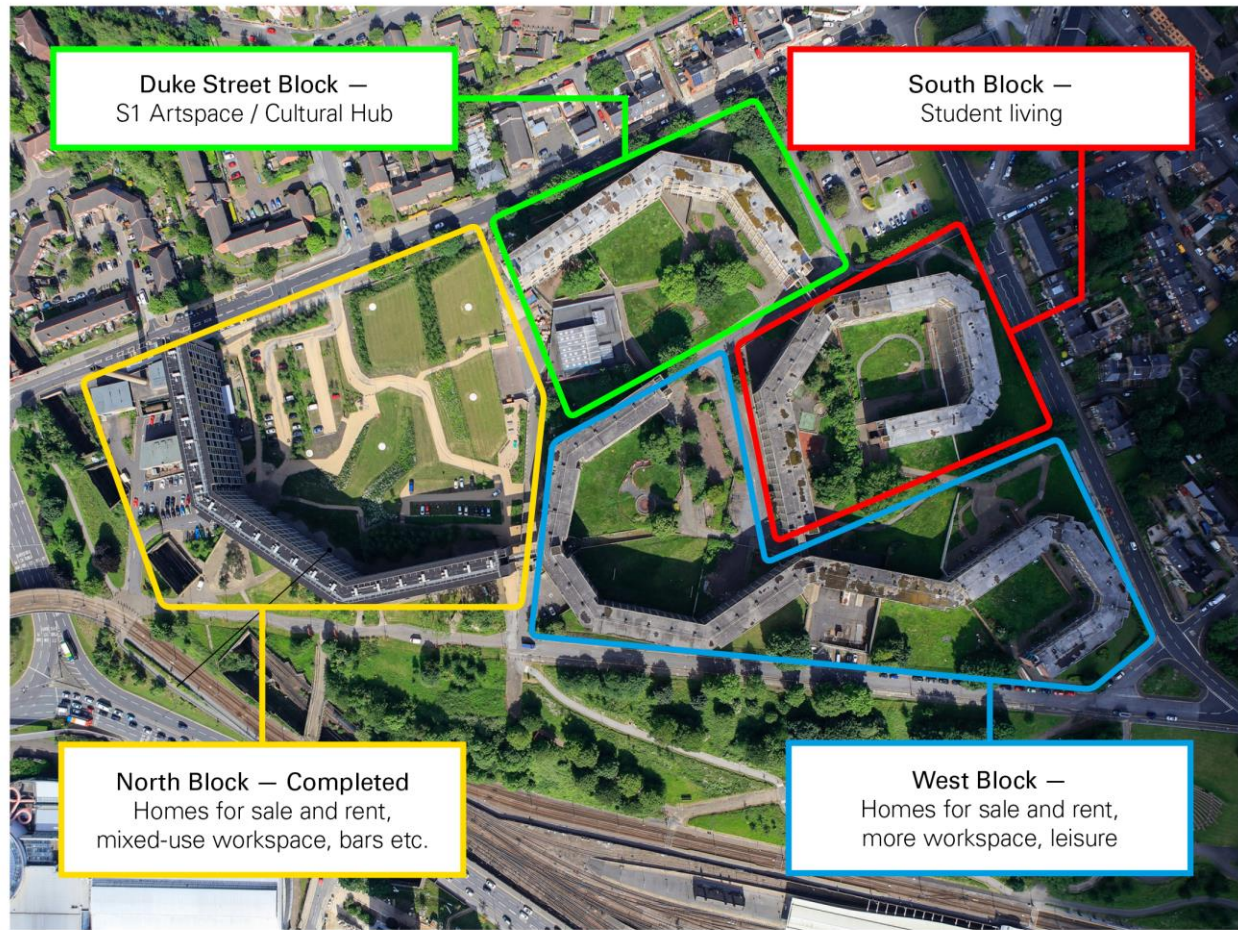






# Park Hill

## A new quarter for Sheffield



**urbansplash**



# Royal William Yard Plymouth



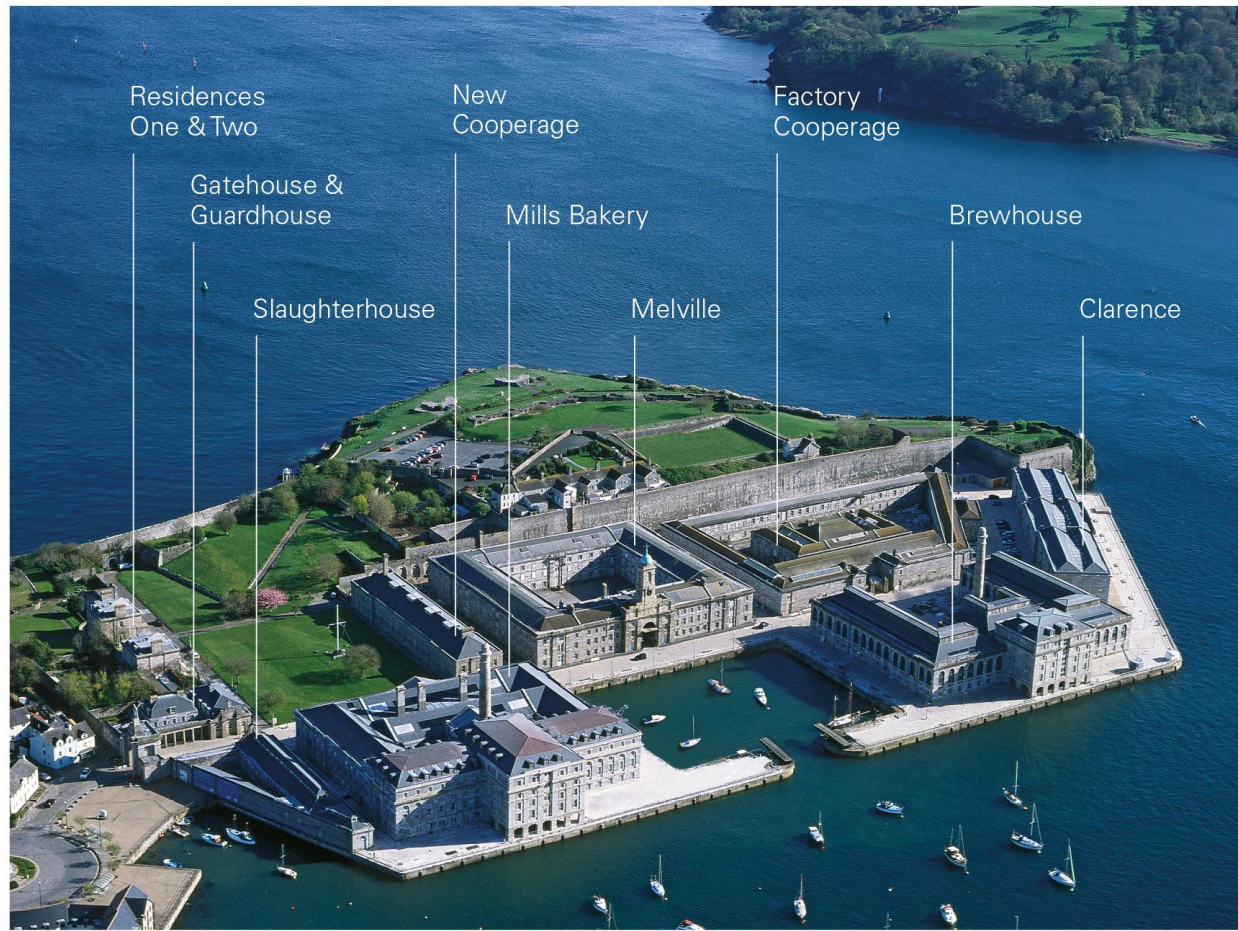






# Royal William Yard

## The site





# Royal William Yard Plymouth



# Royal William Yard Plymouth





# Clarence

## Royal William Yard



# Mills Bakery Royal William Yard Apartments























# Brewhouse

## Royal William Yard Apartments

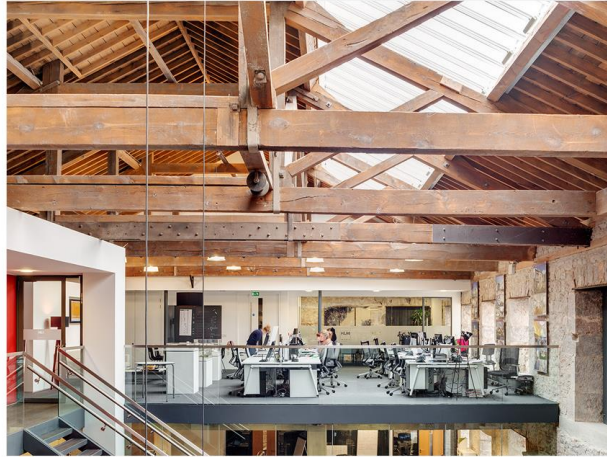




# Brewhouse Royal William Yard Restaurants



# Mills Bakery Royal William Yard Workspace



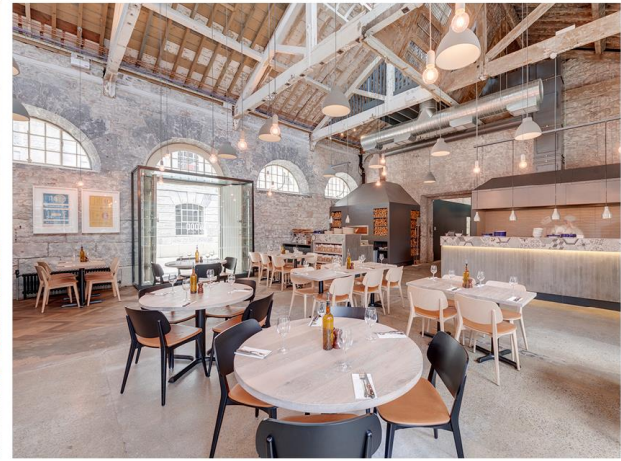


# Mills Bakery Royal William Yard Restaurants



# Slaughterhouse

## Royal William Yard





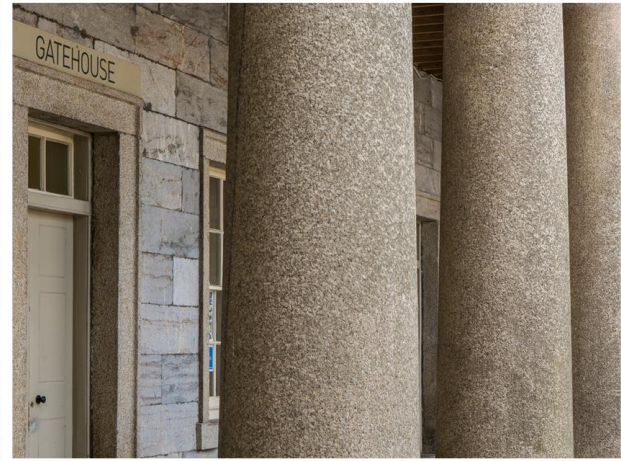
# Residence Two

## Royal William Yard



# Gatehouse

## Royal William Yard





# Guardhouse

## Royal William Yard



# New Cooperage

## Royal William Yard





# Residence One

## Royal William Yard



# Factory Cooperage Royal William Yard



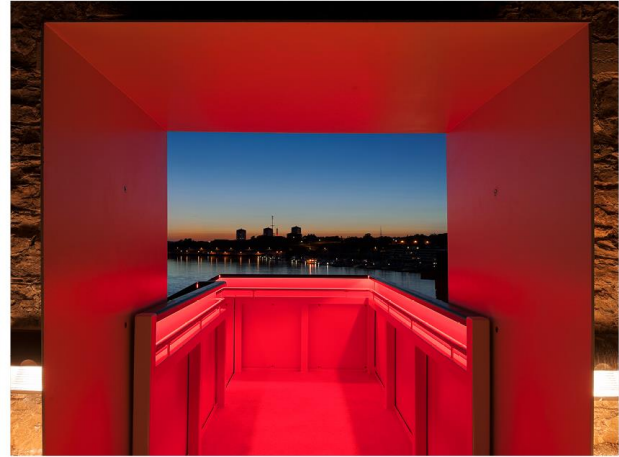
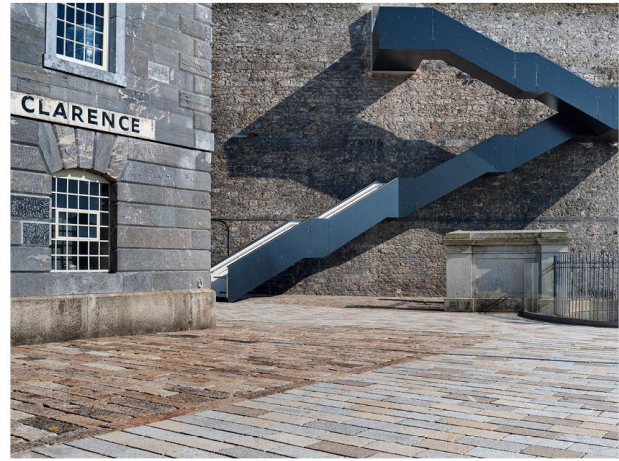


# #YardLife

## Royal William Yard



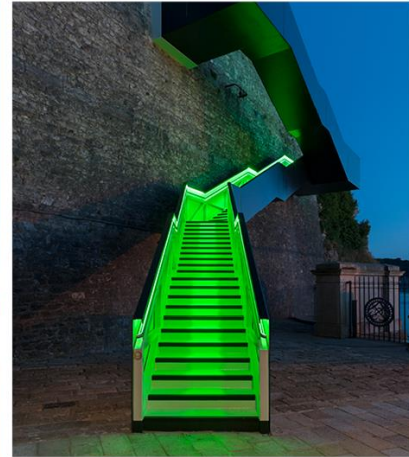
# The RIBA Award-winning staircase #YardLife







# The stairway to Devon





# Weekend of Wonders #YardLife







# Easter Wonderland

## #YardLife



# Illuminate light festival #YardLife





# Christmas market

## #YardLife



# Antiques Roadshow #YardLife







# Great British Railway Journeys #YardLife





# Monthly Good Food Market

## #YardLife



# Poppy Festival

## #YardLife





# Children in Need #YardLife



# Indoor & outdoor cinema #YardLife





# A Royal visit



# Melville

## Royal William Yard

Boutique hotel















“Urban Splash...  
the housing market  
equivalent of a designer  
fashion label.”

— The Financial Times



“Are our new homes  
meeting people’s needs  
and if not, why?”

— RIBA: The Case For Space

## UK House Builders

Industry has stagnated

Poor quality design

Poor specification

Poor space standards

Cellular layout

No choice



## The Evolution of the Mobile Phone



## The Evolution of the Television



1930s



1940s



1950s



1960s



1970s



1980s



1990s



2000s



2010s



# House

## An introduction

House starts a new story in home-buying. It's a new way to buy a new type of home.

House is designed by architects and bespoke by you. You choose how much space you want, and how to use it.



## Our mission

Our mission is to create an Urban Splash housing range that is distinctive, modern and most of all a real alternative to the volume house builders.

The plan is to become the designer brand of house builders creating 'architect' designed homes that provide real choice for customers.



# house<sup>TM</sup>

urbansplash



SEKISUI HOUSE



Homes England

# Sekisui House overview

Sekisui House is one of the world's leading home builders. Pioneers in MMC, all their homes built in Japan are constructed in their five factories.

Originally starting in housing, their operations now space a wide range of businesses, including rental housing, condominium construction, large scale urban redevelopment and community development.

## Key stats:

17/18 revenue: £17.3 billion

Market capitalisation: £10.1 billion

No. of employees: 24k

Countries operated in: Japan, China, Australia, Singapore, USA, UK

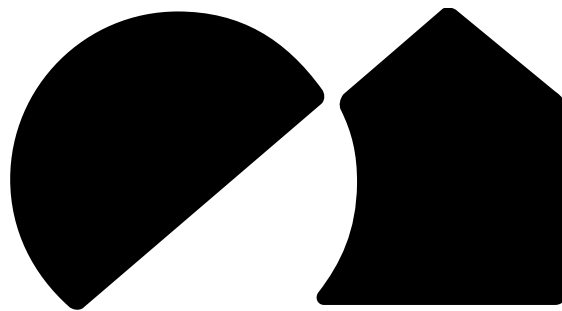
Houses constructed since 1960: 2.4million  
(all are covered under Sekisui House's own warranty, not transferred to third party)

Houses constructed in 2018: 46,000  
(more than the top three UK housebuilders combined!)

Annual R&D Budget: £60 – 70 million







# SEKISUI HOUSE

house<sup>TM</sup>

# Quality

**Quality is incredibly important to Sekisui House's culture:**

*"Globally delivering high-performance housing products developed in a country where high quality is taken for granted"*

**Trust is incredibly important to Sekisui House, and the key to unlocking this is consistently delivering high quality, flexible products.**

*"Homebuilding is about realizing the dreams of customers. Therefore, homebuilders should be trustworthy enough for customers to share their dreams."*

*Sekisui House outperformed all our competitors in a recent questionnaire survey that asked Japanese customers to select a trustworthy and reliable housing manufacturer."*



Sekisui House delivers throughout Japan across its five regional facilities



Pioneering manufacturing facilities



Commitment to quality for customers





Japan's largest  
housebuilder

60 years experience

45,000 factory-built  
homes per year

Values driven  
– 'Love of Humanity'



# Changing the World Through Living

Underpinning the Sekisui House Group corporate philosophy is a love of humanity. Desiring happiness for all our stakeholders and the realization of a sustainable society, we strive to create and share four key values: environmental value, economic value, social value and homeowner value. Today, we are surrounded by a variety of accumulating social issues, including energy challenges and the problem of low birthrates and aging populations. Because the Sekisui House Group develops housing-based growth strategies, we will resolve social issues and create new value through housing. This is how we create shared value (CSV).



## Corporate Philosophy

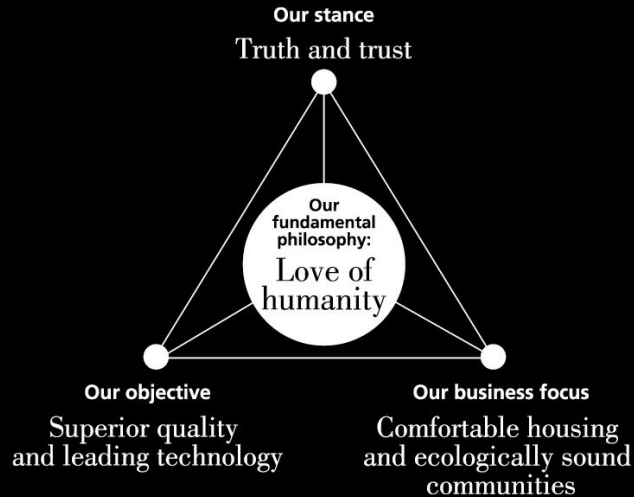
Our fundamental philosophy, a love of humanity, means doing all things in good faith and with a spirit of service. It means desiring happiness for others, and treating their joy as our own, with the awareness that each and every human being has irreplaceable value. This was formulated in 1989 based on discussions with all employees.

Love of humanity

Environmental,  
economic, social  
and homeowner value

Intensive  
R&D investment

Understanding  
people's needs



## Corporate Philosophy

Our fundamental philosophy, a love of humanity, means doing all things in good faith and with a spirit of service. It means desiring happiness for others, and treating their joy as our own, with the awareness that each and every human being has irreplaceable value. This was formulated in 1989 based on discussions with all employees.



Houses and apartments

Customer choice  
and bespoke homes

Factory made - componentised,  
volumetric, hybrid

Strong approach to community  
-building, masterplanning and  
neighbourhood formation

R&D and testing



Life-size mockup at structural testing site that verifies seismic resistance levels



Open-air lab for verifying the comfort levels of slow living



Test in an artificial climate room to verify insulation and comfort

# 5 themes

Modern. House is a modern housebuilder using modern methods and modern design.

Superhuman. It's all about people – we design spacious, light homes that allow you to live your best life.

Design led. We work with leading architects to design homes that are exemplars not replicants.

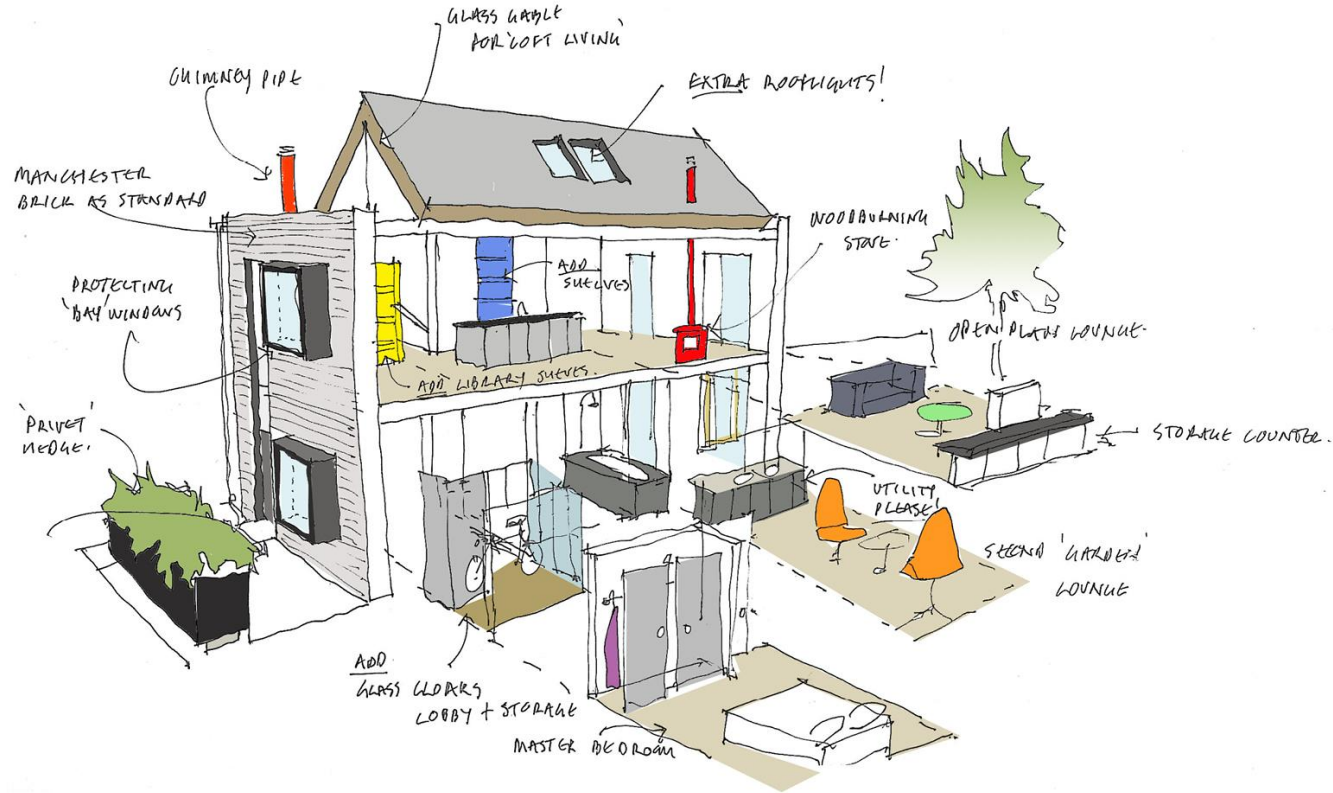
Choice. Providing what the market doesn't offer through a range of modern, configurable homes.

Green by default. We make sustainability second nature, so you don't have to give it a second thought.



# Buy space not rooms...

First decide how  
much space you want,  
then how you  
want to use it...



Step 1

How much space  
would you like?



1,000 sq ft  
on two floors...



...or 1,500 sq ft  
on three?





Step 2

Live how you like

# Garden living?





# Loft living?

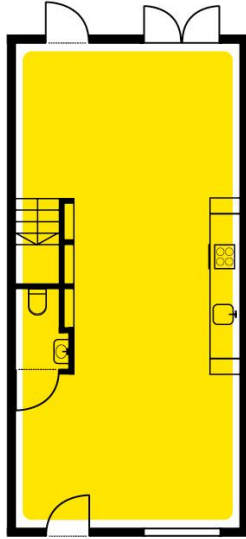


Step 3

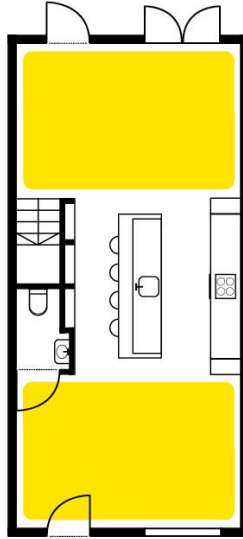
How many rooms  
do you need?



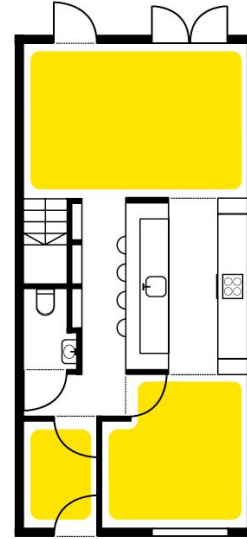
# To live?



**One** space

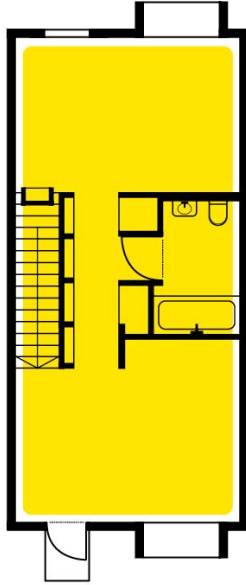


**Two** spaces

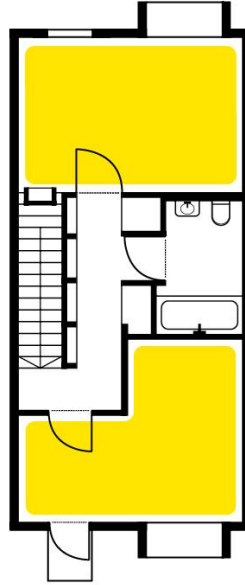


**Three**  
spaces

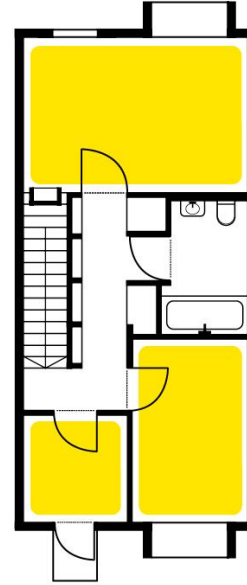
# To sleep?



**One space**



**Two spaces**



**Three spaces**



# Town House 1500

## Loft living

135 sq m / 1,500 sq ft

27 house types

Choice of finishes



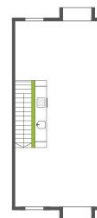
SECOND FLOOR



FIRST FLOOR



GROUND FLOOR



S4



S5



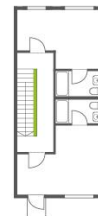
S6



F10



F11



F12



G4



G8



G10

The choice  
is yours



house<sup>TM</sup>

urbansplash



The choice  
is yours



house<sup>TM</sup>

urbansplash

The choice  
is yours



house™

urbansplash



The choice  
is yours



house<sup>TM</sup>

urbansplash

The choice  
is yours



house™

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Step 3

The choice is yours.

# Traditional construction





# Traditional construction



# Industrial construction





# Volumetric construction



# Volumetric construction





# Assembly Pre-cut components



# Panel manufacture

## Timber cassettes





# Panel manufacture Storage



# Pod assembly





# Bathroom pods

## Separate line







house™

urbansplash



# Volumetric construction



# Pod delivery

## Low loader





# Pod delivery

## Ground floor



# Pod delivery

## First floor





# Pod delivery

## Second floor



# Pod delivery

## Zip up





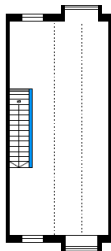
Customer  
choice



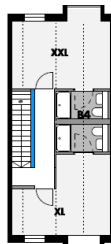
# Customer choice

S E C O N D

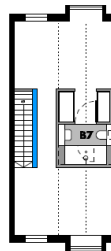
**S1**  
BASE



**S3**

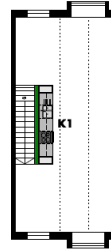


**S9**  
NEW

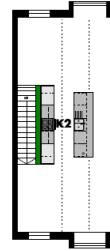


S E C O N D

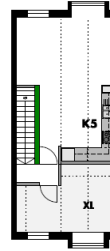
**S4**  
BASE



**S5**

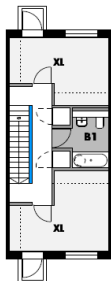


**S8**  
NEW

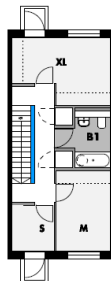


F I R S T

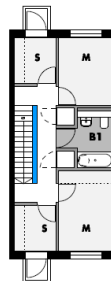
**F7**  
BASE



**F8**

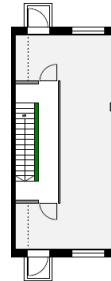


**F9**  
REVISED



F I R S T

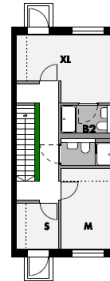
**F15**  
NEW



**F12**

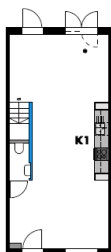


**F11**

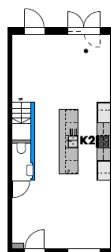


G R O U N D

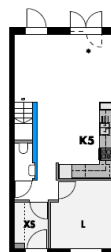
**G1**  
BASE



**G2**

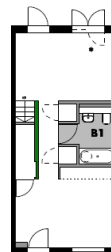


**G9**

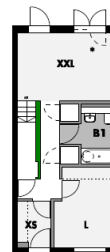


G R O U N D

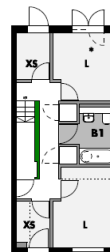
**G4**  
BASE



**G5**



**G8**





Large  
windows



# High ceilings





# Open plan living spaces



# Open plan living spaces





# Flexible spaces

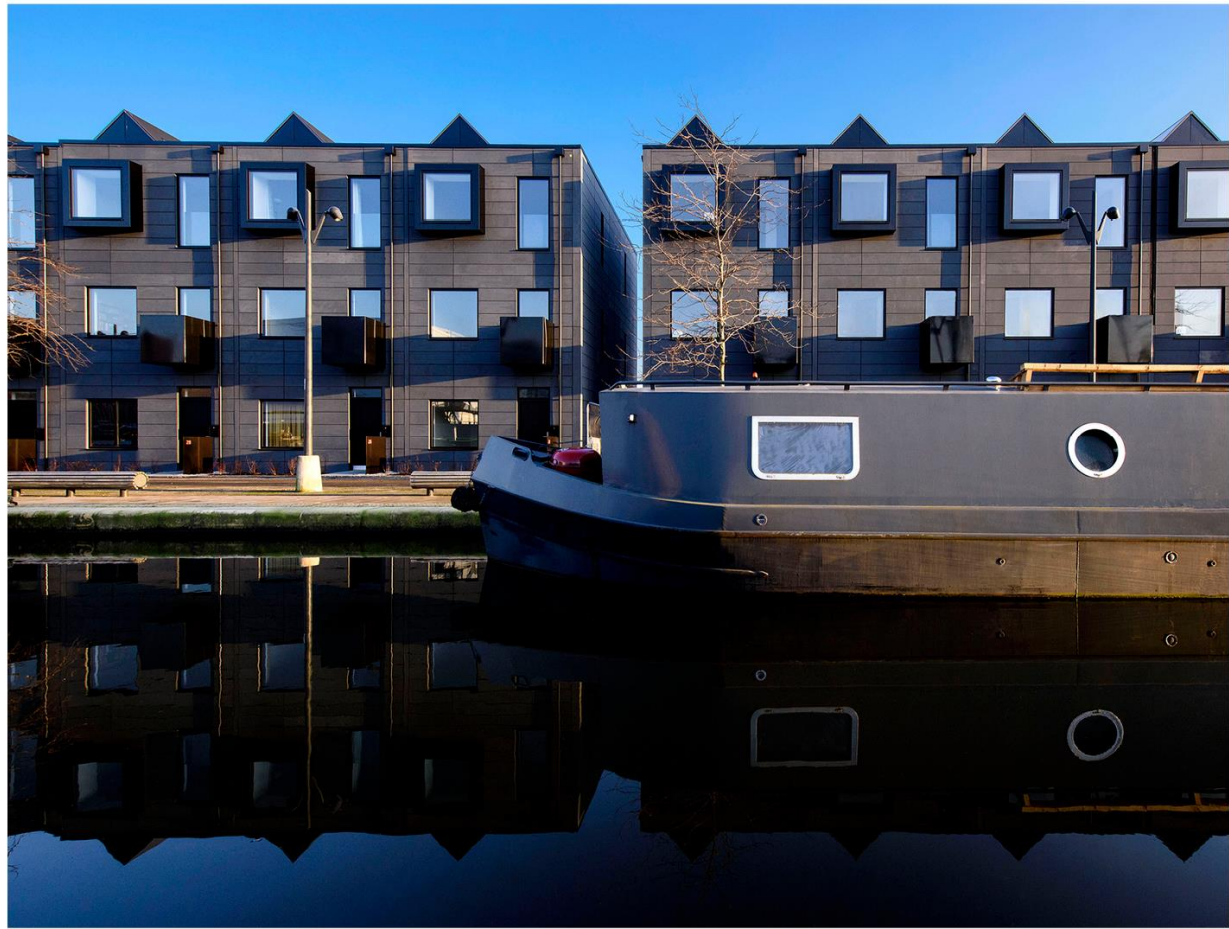


# Cladding options





# Cladding options



# Existing and new typologies

## Standardisation and variety







**checkmate.uk.com**

**BOPAS**

Buildoffsite Property  
Assurance Scheme

# Mortgages





# Audience profile



## First-time buyers

People looking to get on the property ladder, maybe using Government initiatives



## Young families

Enjoy apartment living, but looking for more space in a central location



## Grand designers

Want to be involved in the design of their home, but can't afford a full self-build project



## Locals

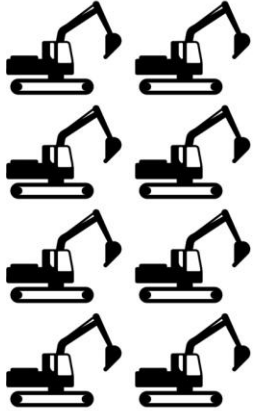
Like the area... then find the product



## Fledgling free

Child-free or children have flown from the nest, looking to enjoy greater space and spare cash

# Where we are today



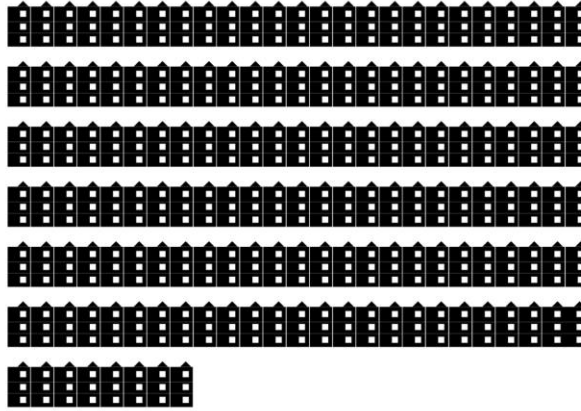
8

Sites



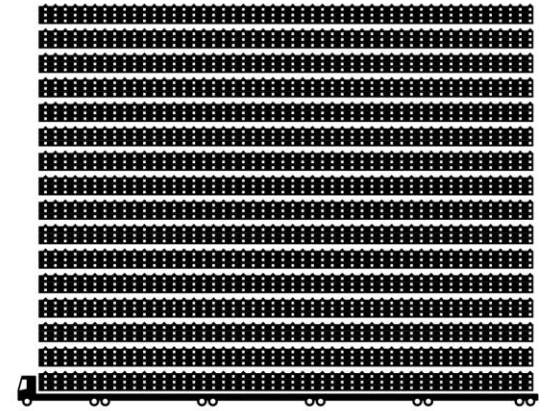
6

Cities



158

Completed Houses

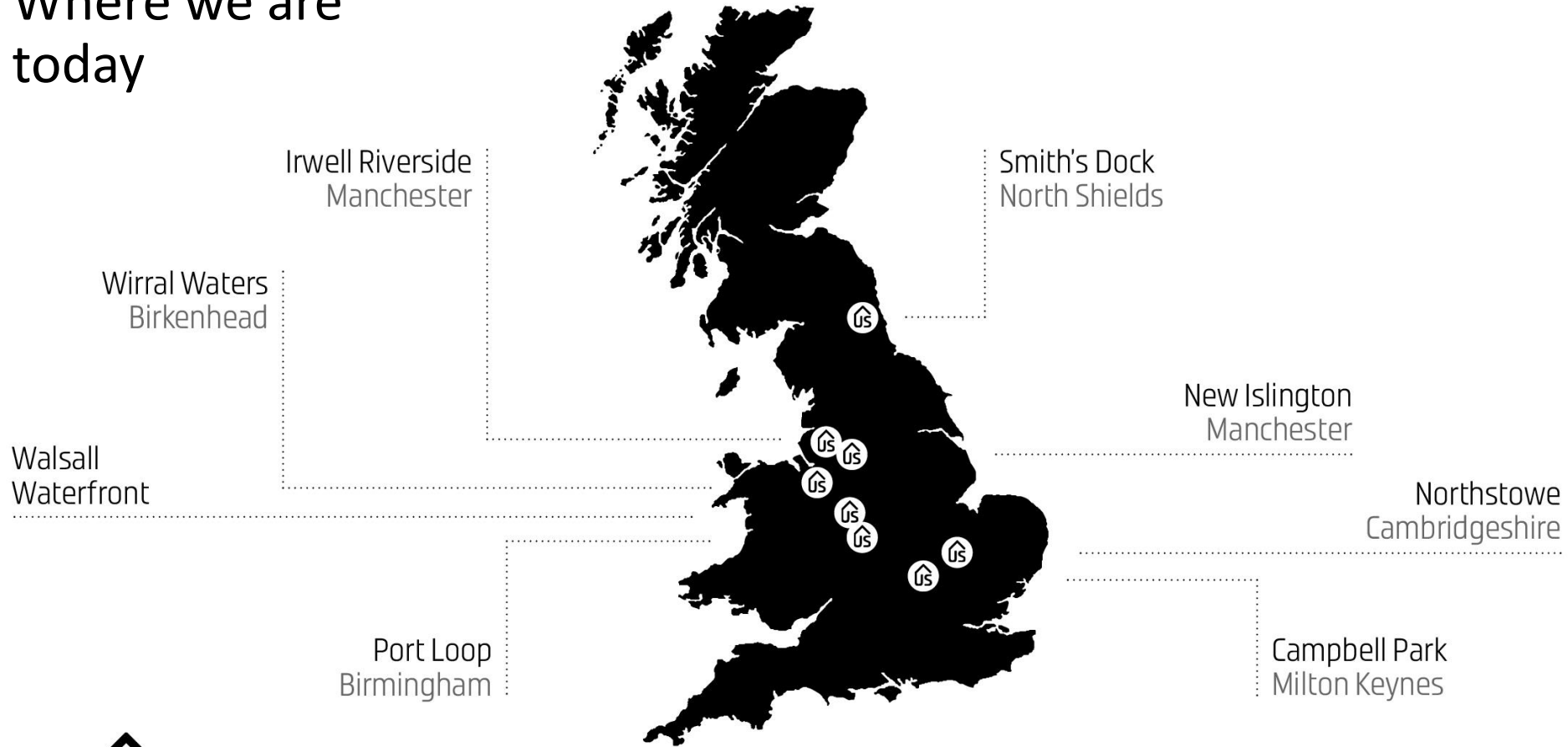


1500+

Pipeline units



# Where we are today



# New Islington Manchester







Homes &  
Communities  
Agency



MANCHESTER  
CITY COUNCIL



mmha

PART OF GREAT PLACES  
HOUSING GROUP



NEWEASTMANCHESTER

**urbansplash**

# New Islington Manchester

## The grand plan

Change one of the worst  
places in Manchester  
into one of the best...





# New Islington Manchester

## The grand plan

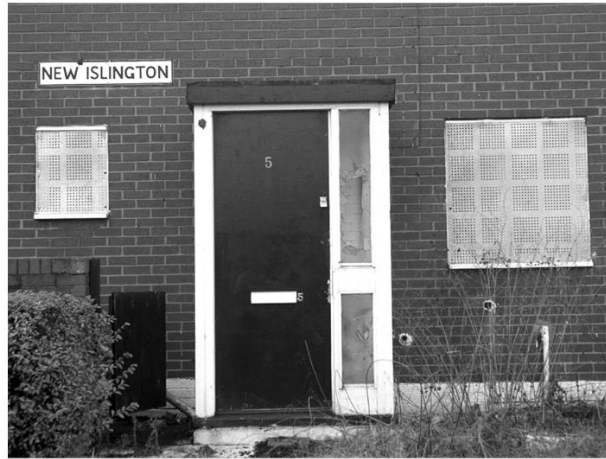
Change one of the worst  
places in Manchester  
into one of the best...



# New Islington Manchester

## The grand plan

Change one of the worst  
places in Manchester  
into one of the best...







# New Islington Manchester

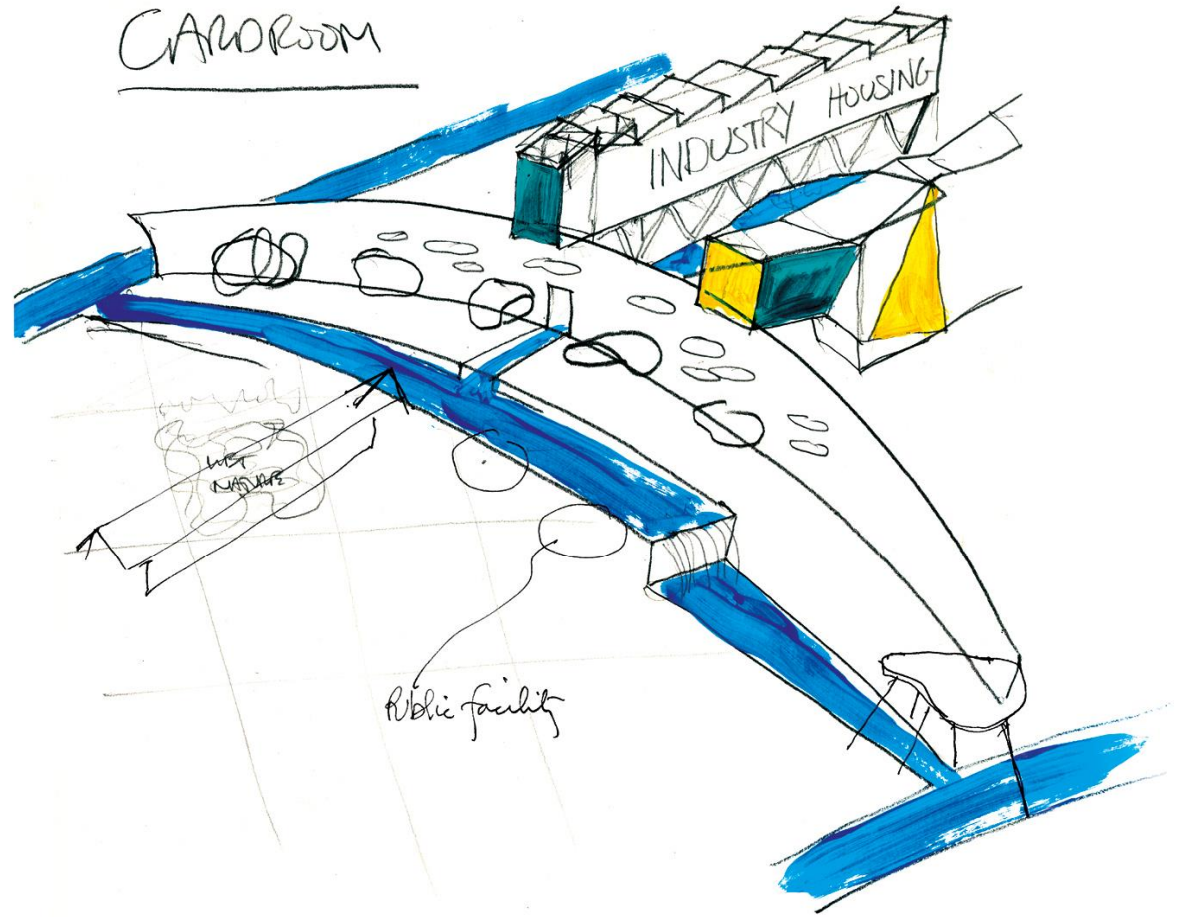
The existing  
canal network





# New Islington Manchester

The vision



# New Islington Manchester

The masterplan





# New Islington Manchester

The vision



# New Islington Manchester





# Cotton Field park









# New Islington Marina



# Islington Square

**Architects**  
FAT





# Guest Street

**Architects**  
DeMetz



# The Guts

**Architects**  
MAE





# New Islington Free School









# New Islington Medical Centre





# Chips



# Key facts

Completed in 2009

Designed by Will Alsop

Canalside views

142 apartments

11,700 sq ft commercial space

Home to Little Learning  
Ladder nursery





# Stubbs Manchester











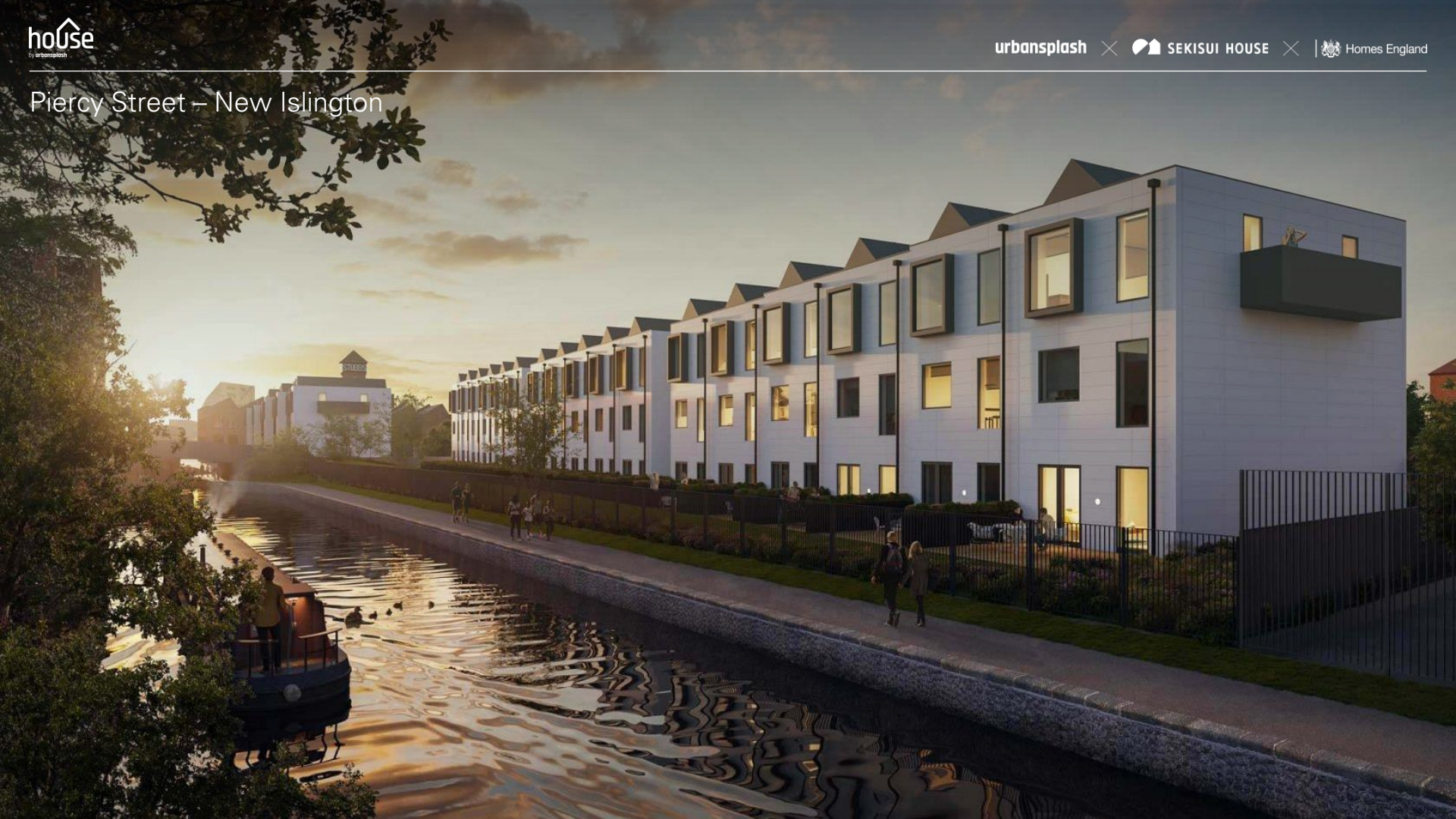








## Piercy Street – New Islington





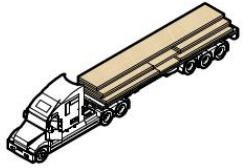


house

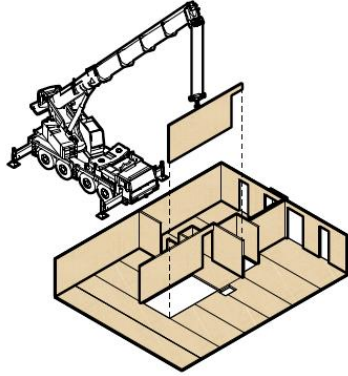
urbansplash



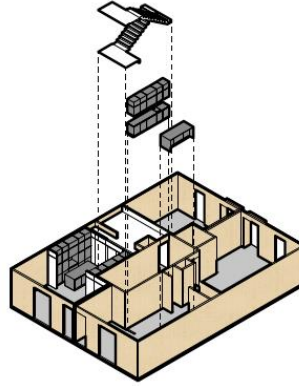
# Cross laminated timber



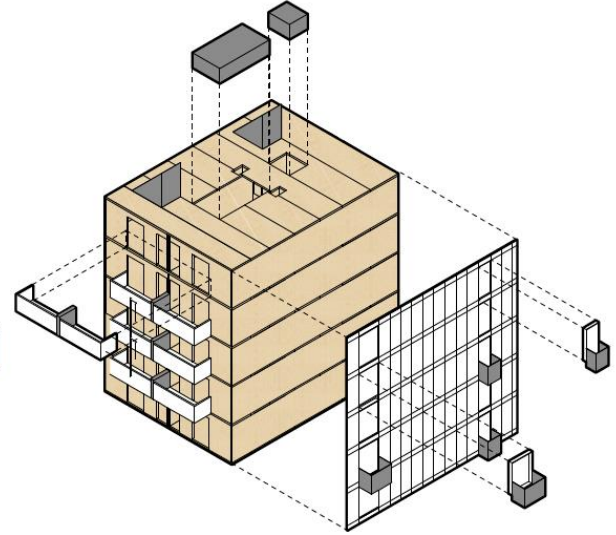
flatpack CLT



panelised installation



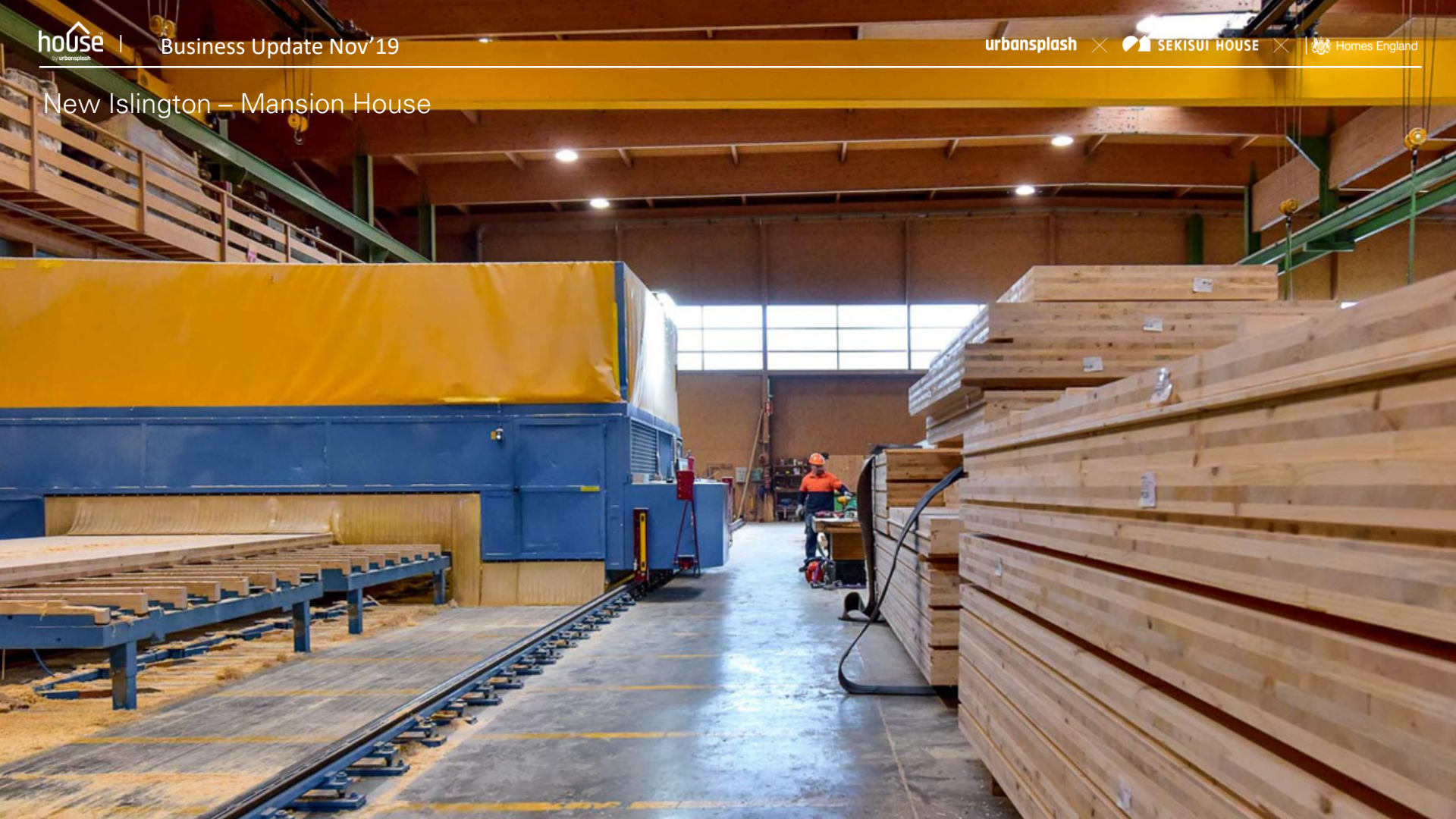
internal components



external components



## New Islington – Mansion House





## New Islington – Mansion House





## New Islington – Mansion House







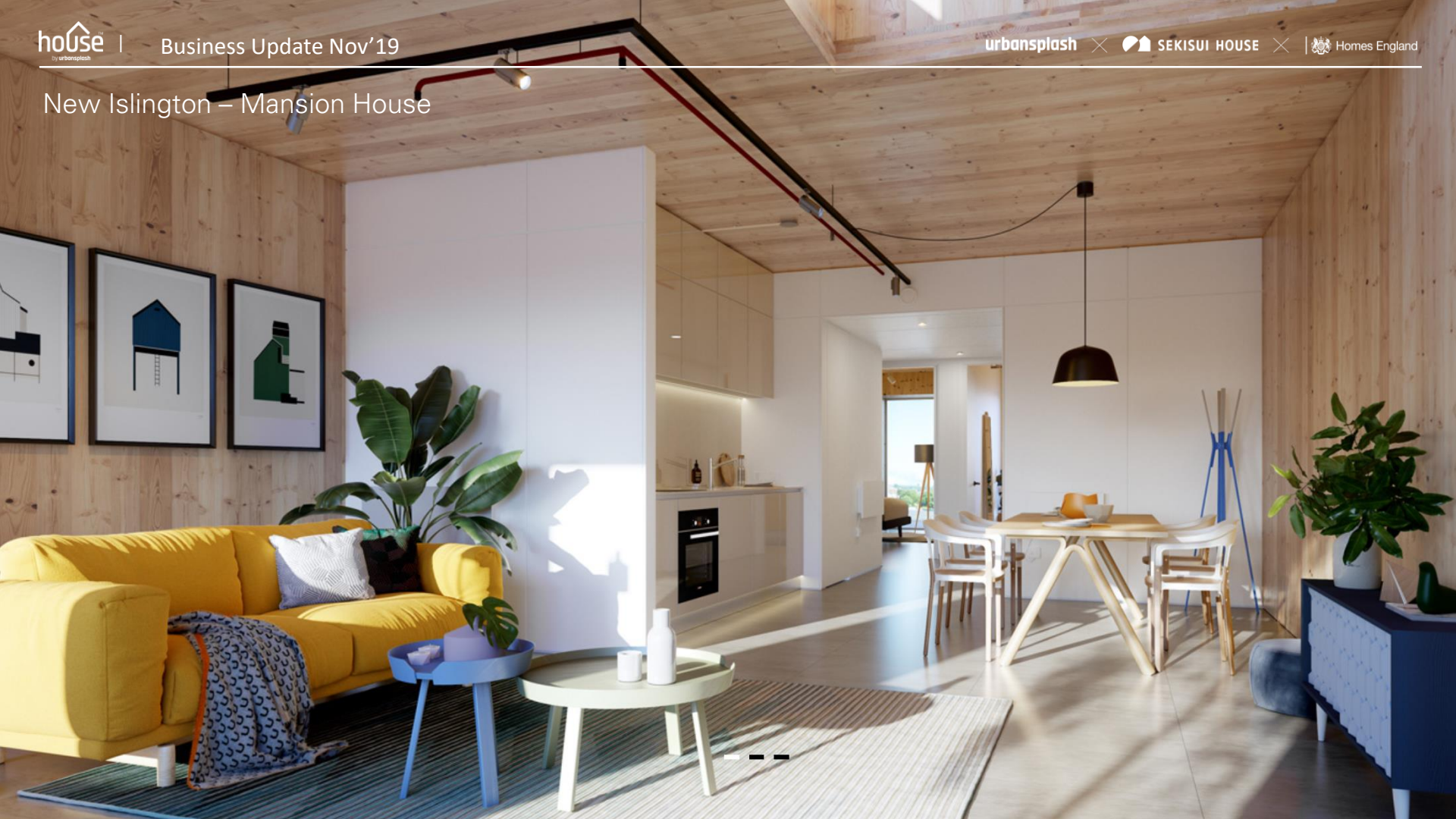




house™

urbansplash

## New Islington – Mansion House















SMITH'S DOCK

# Key facts

Old shipyard 15 minutes  
from Newcastle Upon Tyne

Smith's Dock started building  
ships in 1882

Key site for building  
Atlantic Covette navy ships  
during WW2

At its peak in 1942 over  
1,500 men working on site  
at any one time

Along with the infamous Swan  
Hunter, shipyards are symbolic  
of 80's decline in Tyneside









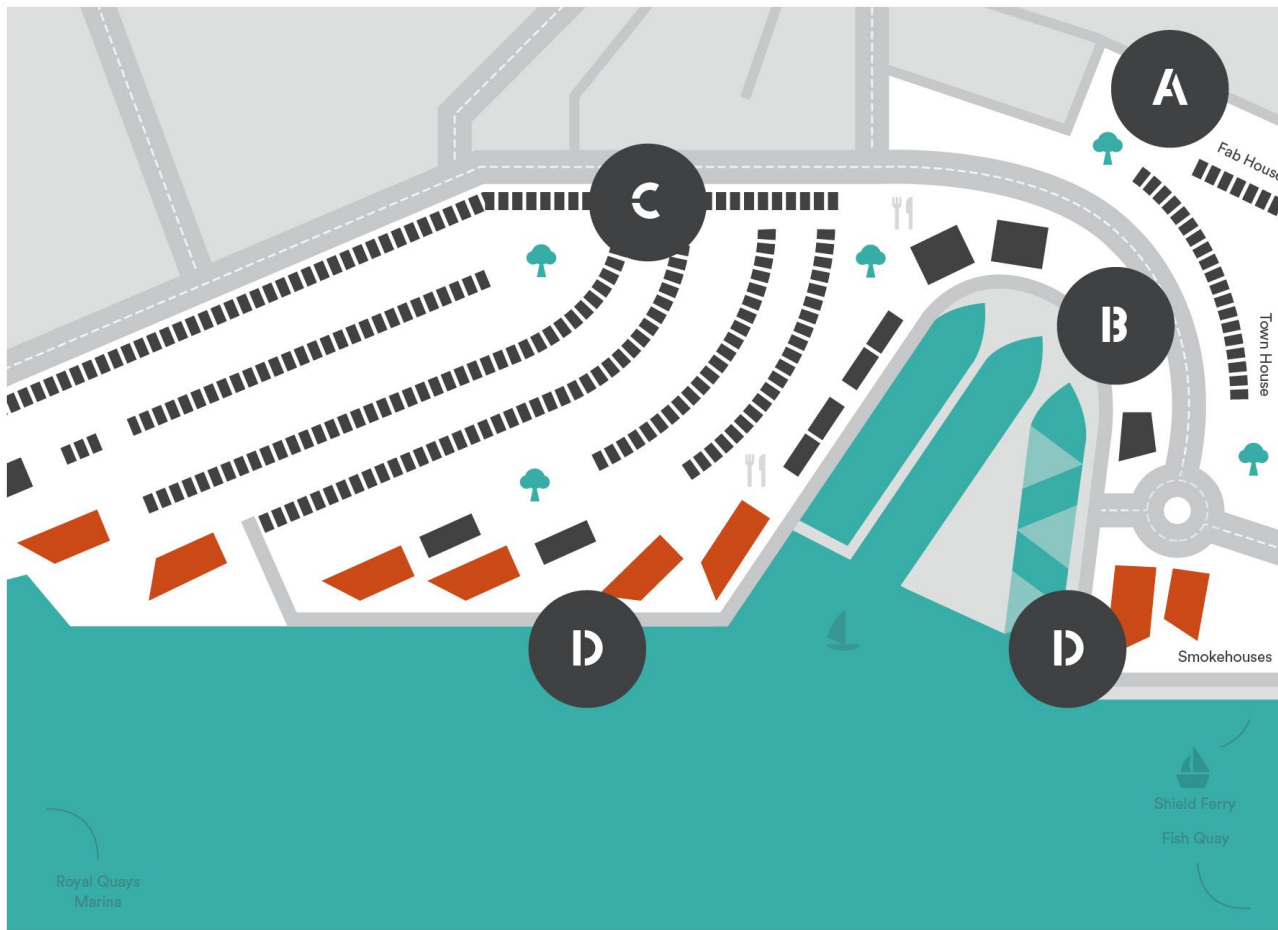












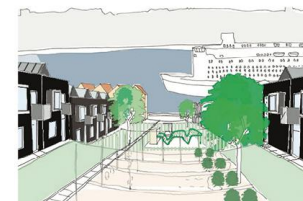
A

The Plateau



B

The Docks



C

The Waterfront



D

The Terraces









# Fab House

## Smith's Dock









































house

urbansplash





house™

urbansplash







# Town House Irwell Riverside Manchester



PO / LO  
RT OP

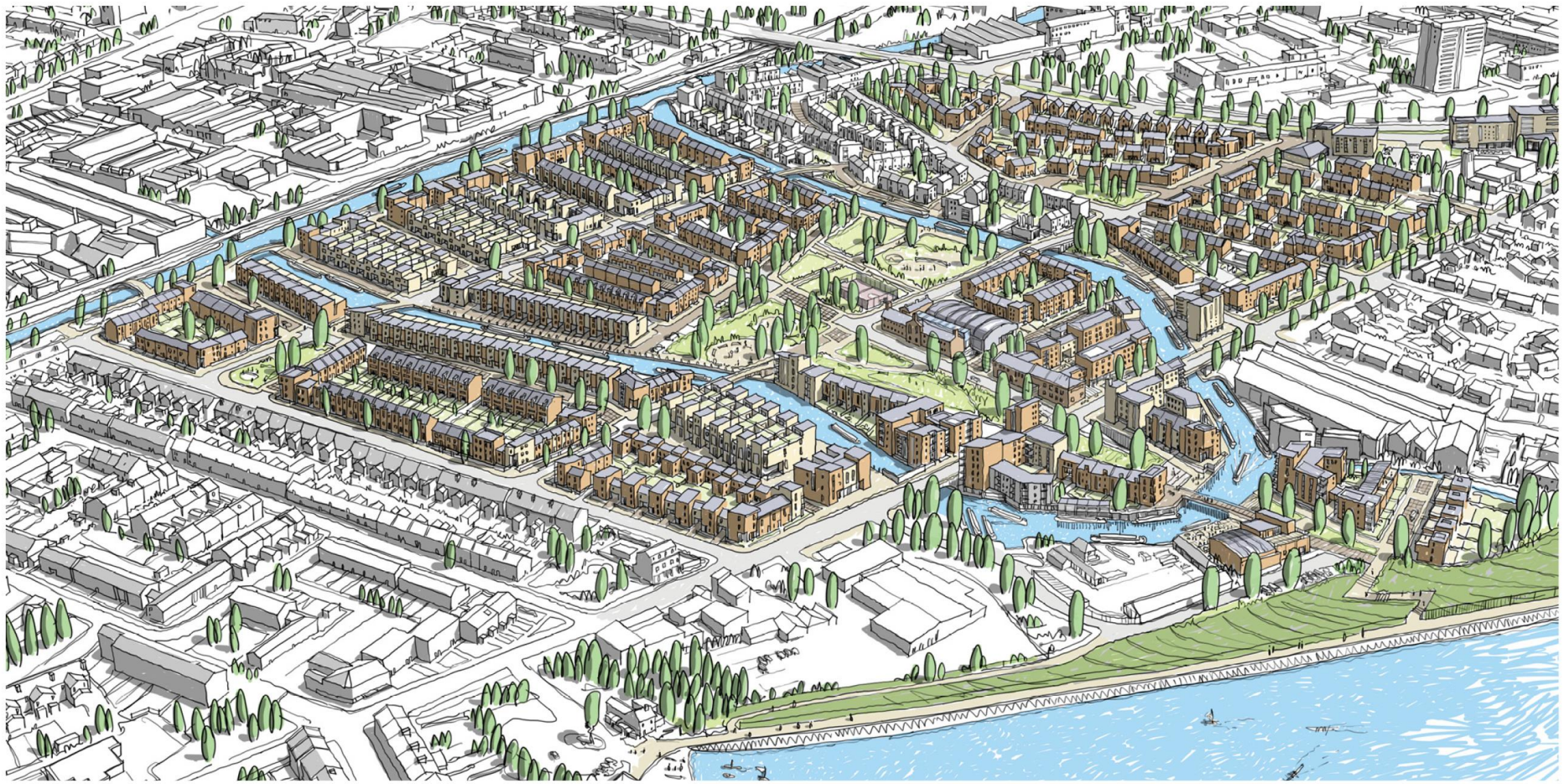




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# DISTINCTIVE DISTRICTS

Port Loop's districts will each have their own character — bringing variety and hierarchy to the neighbourhood.

URBAN

BANK  
SIDE

CITY  
VIEWS

INTIMATE

URBANE

MODERN  
OLD-TOWN

ISLAND

CHARMING

CULTURE  
HUB

SPORTY

LEISURE  
FOCUSED

SCENIC  
VIEWS

CANAL  
YARD

TOURIST  
FOCUSED

FIELDS

RESERVOIR

OPEN

SUBURBAN

ESCAPE

LIVELY





# Port Loop

Rich industrial  
& canal heritage

































## Port Loop - Birmingham





## Port Loop - Birmingham



A new  
neighbourhood  
for  
21st Century  
living







## Staff Integration



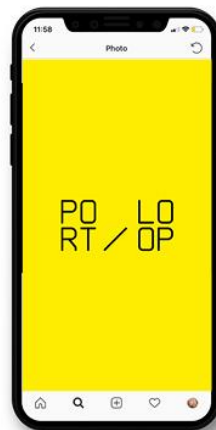


Port Loop park film



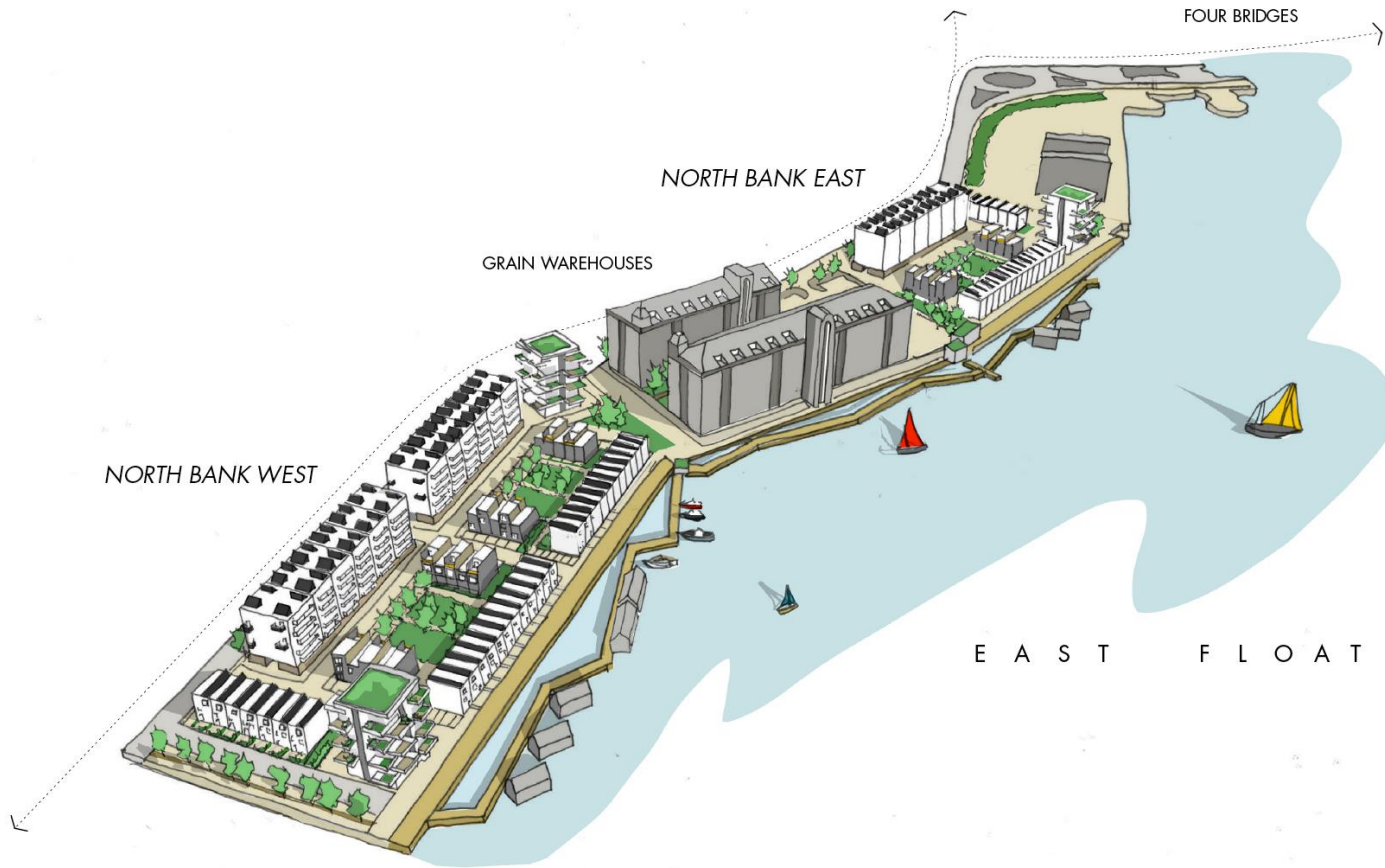


## Port Loop on Instagram













## East Float, Wirral Waters





## East Float, Wirral Waters





# Walsall Waterfront



walsall water front

1-15

house™

urbansplash



# Campbell Park Milton Keynes



house™

urbansplash



# Northstowe Cambridgeshire





# Piercy Street New Islington

house<sup>TM</sup>

urbansplash



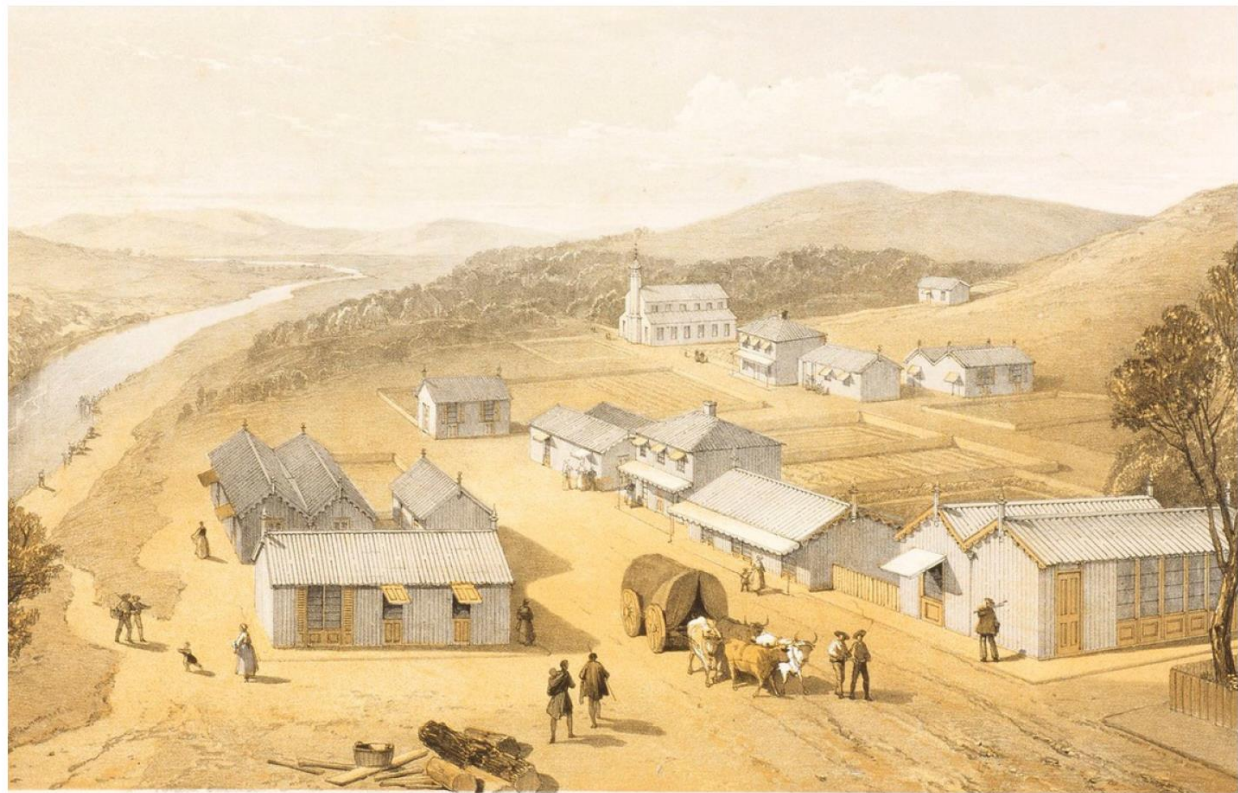












J.T.H.

DAY & SON, LITHO.

### A PORTABLE TOWN FOR AUSTRALIA .

ERECTED at HEMMING'S PATENT PORTABLE HOUSE MANUFACTORY, CLIFT HOUSE, BRISTOL .  
Showing the CHURCH and PARSONAGE HOUSE as ordered to be sent out to THE BISHOP of NEWBOUTWIE .



Modern



Modular



You can build a modern house using traditional methods and a traditional house using modern methods

# How does House compare?

Every House is designed by an award-winning architect with generous space and floor to ceiling heights, and loads of windows for natural daylight. The prefabricated construction means House has superior heat and sound insulation, on both external walls and floor to floor.

Here, we have compared the specification of Town House 1000 to what is required by building regulations, to illustrate how we strive to exceed the basic standards met by most volume house builders.

Measure	Typical housebuilder offer	What does House do?	So why is that good?
Design			
Architect	None	Award-winning architect designs	We think everybody should have access to great modern design
Customer choice	Some finishes	<ul style="list-style-type: none"><li>- Size</li><li>- Garden or loft</li><li>- Plan layout and fit out</li><li>- Kitchen size</li><li>- Colours</li><li>- Floor finishes</li></ul>	
Future flexibility	Move house	All elements are on perimeter so interior arrangements can be reworked to suit changing lifestyles	Makes those homes improvements that bit easier
Space			
Floor area	84 sqm	95 sqm	Simply more space to enjoy
Ceiling height	2.35 m	2.66 m	Better quality of space - light and airy
Volume	What?	259 m3	
Windows	No build reg for this but as they are expensive items they are minimised	19 m2	Connect to the outside, more natural light, less time with the lights on
Use roof volume	Don't	3.6 room height at highest point	Great space etc
Door heights	2.1m	2.6m	Simply makes your home feel more spacious
Efficiency			
Roof	0.2 W/m2.k	0.10 W/m2.k	You lose less of the heat that you generate, better for you, the environment and your pocket
Wall	0.30 W/m2.k	0.15 W/m2.k	
Floor	0.25 W/m2.k	0.15 W/m2.k	
Party wall	0.20 W/m2.k	0.00 W/m2.k	
Windows	2.00 W/m2.k	1.27 W/m2.k	
Air tightness	10 m3/h.m2 at 50Pa	1.4 m3/h.m2 at 50Pa	In the 'old days' leaky buildings led to lots of valuable heat disappearing into the atmosphere
Heating required	Varies	21W/m2	The less you use, the less you spend
Technology			
Lighting & Heating	Gas heating day and time programmable and thermostatic valves on radiators. No smart controls on lighting.	Day and time adjusted multi-zone controlled through Light-wave smart control app	
Smart controls	Go to Maplins	Light-wave RF control system included for energy use, heating, hot air and lighting. Voice controlled by Amazon/Google and Apple home pods	
Heat recovery	Not standard	MVHR standard installation	Keeps your home ventilated and filters incoming air. Also heats the incoming air by transferring heat from the warm, stale outgoing air



# Product range

## Core products



Town House 1000



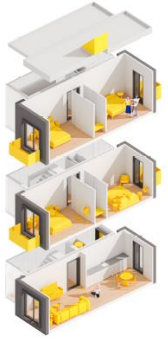
Town House 1500



Mansion House



Row House



Kit House

## Special editions



**Fab House**  
Designed by George Clarke

# Town House



# Town House

Architects shedkm

2 & 3 storey options

Space and choice

72 house types

Finishes

Sustainable

Modular build



# Fab House







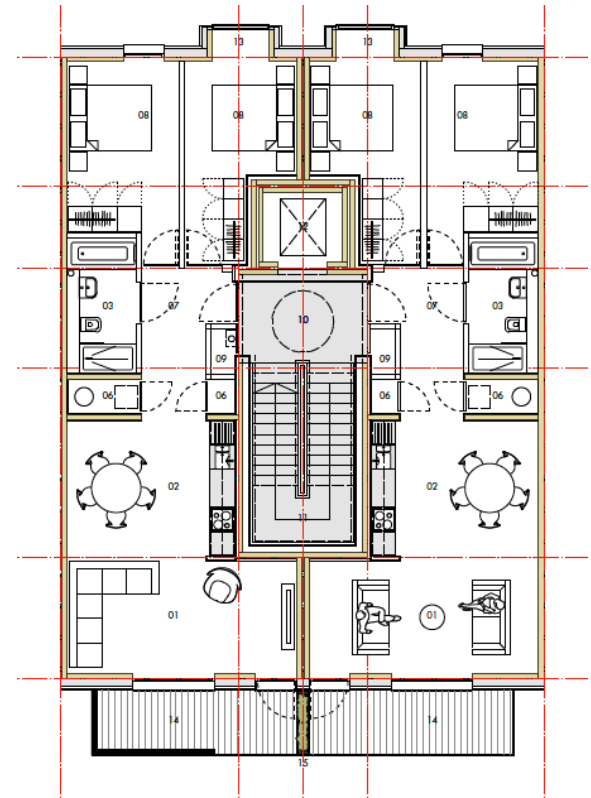
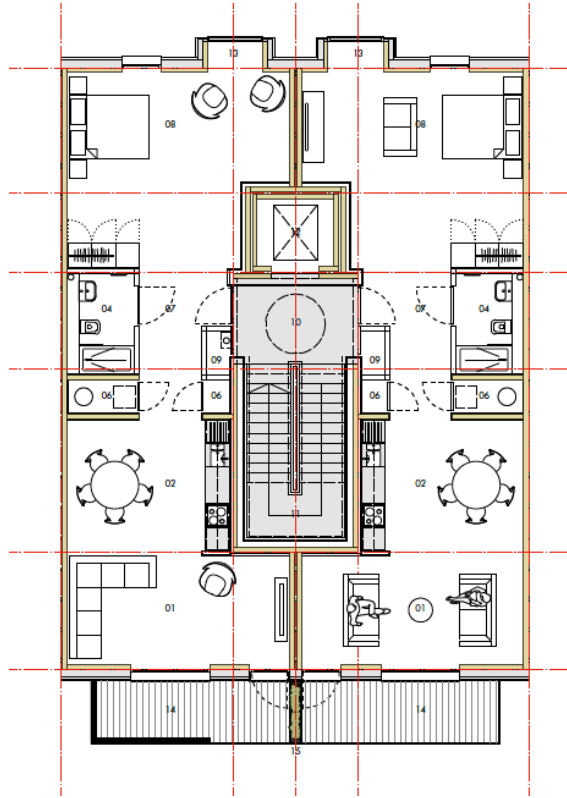




# Mansion House



# Design development



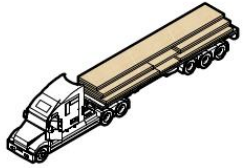
# Front elevation



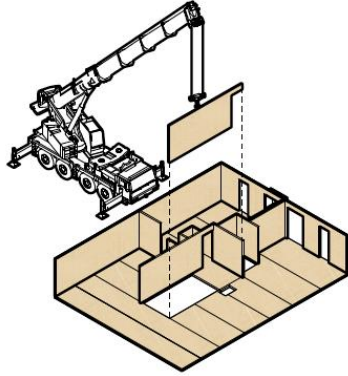




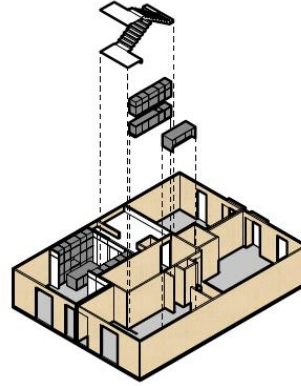
# Cross laminated timber



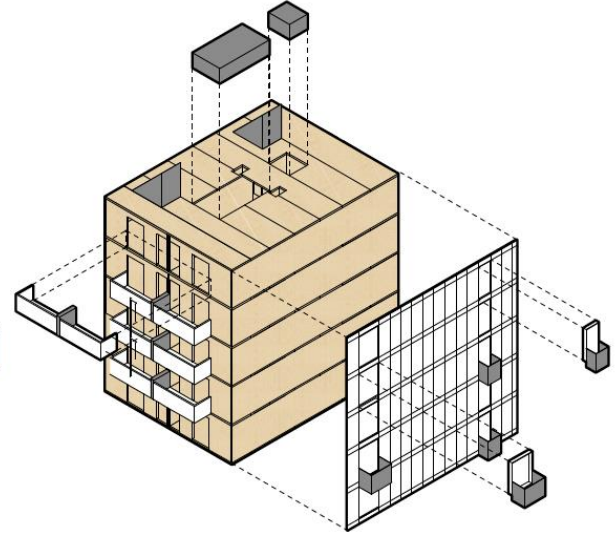
flatpack CLT



panelised installation



internal components



external components





# Row House



# Row House



## Wirral Waters – Liverpool





# Awards

To date, Urban Splash has won over **400** awards for architecture, regeneration, marketing and enterprise – including over **40** RIBA Awards.

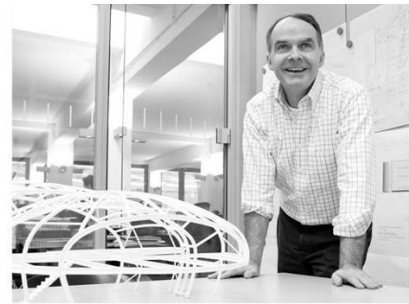
These awards cross the spectrum from Small Projects to the Stirling Prize Shortlist and cover refurbishment and new-build on residential, leisure and commercial schemes. Special awards acknowledge the company's commitment to sustainability, housing and conservation.

# Working in partnership





# Working with great designers



# It Will Never Work Exhibition





# Urban Splash

Find out more



# Urban Splash

Find out more



@urban\_splash

@TomBloxhamMBE



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@weareurbansplash



“We shall leave this city  
not less, but greater,  
better and more beautiful  
than it was left to us.”

— Oath sworn by the  
citizens of ancient Athens