

Higgins Homes Scoop Two Awards for Saffron Walden Development

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New apartments in converted Victorian school buildings in Saffron Walden, Essex, have won the coveted awards of Best Apartment and Best Conversion at the London Evening Standard New Homes Awards 2012. Developer Higgins Homes received the awards for 'Ludus'* at a glittering ceremony held at the Dorchester Hotel in Mayfair, on Friday May 18th, for its conversion of the former Bell Language School.

The highly competitive awards recognise the very best housing developments in the South East of England and are judged by both Evening Standard readers and industry experts. This win follows the house builder's success at Bloomberg and Google's International Property Awards last November, where it was awarded Best Apartment UK and at the London Evening Standard New Homes Awards last year.

Jeremy Marcus, Sales and Marketing Director for Higgins Homes, comments: "Developers are required to have considered a number of factors in order to be eligible for one of these prestigious awards including quality of design, innovation, energy efficiency and value.

"Our vision for the site was to create luxurious high end apartments with generous room sizes, targeted towards the more mature buyer who wished to remain in Saffron Walden but wanted to downsize from a larger family home. We recognized that there was a gap in the market for these buyers who were prepared to accept fewer rooms in their new homes, but not smaller rooms or accommodation of lower quality. We also noted that the town centre location, on the borders of a conservation area, echoed the appeal to this target market."

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The restored Victorian buildings at Ludus comprise 22 two bedroom apartments. A further 15 new-build three and four bedroom houses are also available on site. These homes, which conform to Level 3 of the Government's Code for Sustainable Homes, are ideally located close to the town centre, the quintessential rolling countryside and various transport links, including rail services and motorways. **

Jeremy added: "We are so proud of the success of the Ludus development and are delighted to have been acknowledged for the quality of this build by our peers."

Prices currently range between £249,950 and £475,000 for a two-bedroom, two bathroom apartment. Houses start from £399,500. The marketing suite / show apartment is open daily from 10am to 5pm and can be reached on 01799 520 470 or via www.higginshomes.co.uk

Ends

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Editor's Notes:

Higgins Homes is a multi award-winning developer active throughout Essex, London, Hertfordshire, Kent and Sussex. The company designs and constructs a wide range of residential properties, both new build and sensitive conversions.

The company recently celebrated winning six awards, including Best Apartment UK, at the Bloomberg and Google International Property Awards. It also received the title of Best New Starter Home at the ES New Homes Awards in 2011.

Sources:

* Ludus is the Latin word for 'school'

** www.theaa.com and www.nationalrail.co.uk

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Images:



(L-R) Jeremy Marcus, Higgins Homes, accepts the Best Apartment Award from the London Evening Standard's Homes & Property Editor, Janice Morley.

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