



Customer: Marcus Worthington & Co / Hollingwood Homes
Project Description: Mix of residential flats and housing
Location: Ashton Bank, Preston
Completion Date: November 2012



A Deeside Residential Case Study



New Housing Project Ashton Bank, Preston



Deeside Timberframe Ltd was approached by the main contractor, Marcus Worthington & Co Ltd., to design, supply and build a mixed development of detached, semi-detached, terraced homes and flats for Hollingwood Homes Ltd.

As this was the first project for Deeside and Marcus Worthington & Co working in collaboration, an in-depth briefing session was arranged so that Deeside could cost the project, detail the scope of work involved and provide commercially viable solutions to meet the clients requirements, and offer a forward thinking approach to the overall project.

Client challenges and Deeside solutions

The client highlighted the main considerations for this build as being speed of build and taking the existing community into consideration to minimise disruption to the local residents nearby. As a result, Deeside Timberframe Ltd created a schedule of works and flow of site traffic and construction planning to ensure the client's concerns were put at ease.

In turn, this briefing and planning process highlighted possible issues regarding access routes into the development land for the construction process and as project was scheduled to start in January 2011, very cold temperatures could affect the

progress of work. Contingency plans and a feasible plan of action was put in place as a result and access roads were agreed to suit all parties needs as well as taking the local community into account.

The project commenced in January 2011, with the client brief focussed on value engineered options to develop the site on time and within budget to successfully complete this attractive new housing development, which will add value to the overall area and location.



“Deeside’s approach from initial proposals through to engagement and after care has contributed to the overall success of this project. We look forward to continuing our relationship on future projects.”
Graham Atkinson, Contracts Director at Marcus Worthington & Co.

A complete specialist service

As a full supply and erect project, Deeside could attribute all of their core skills across the design, supply and build stages of this development. The integrated package from ground level up to completion consisted of building the structural frame, sourcing, supply and installation of insulation and vapour control layer and service zones. All to meet the specific project technical requirements.

Unique features

The residential development of Ashton Bank was developed to achieve a specified ‘sale’ value. The project costs were carefully managed by all parties to ensure that all elements of construction met the specified and agreed budget to help control the profit margins. Likewise, a positive attitude was taken by Deeside Timberframe to build high

quality homes by using the correct materials for the structure and following this through with well specified visible finishes so that buyers could see the quality build and fixtures throughout to help increase the sales value.

This collaborative approach proved successful as the properties were marketed effectively within achievable price and valuation points.



Closed wall and roof panel system by Deeside Timberframe

KEY FACTS

The first development of it’s kind in Lancashire to be build to The Code for Sustainable Homes Level 4

Key features of the Deeside Timberframe package were;

- Supply and installation of insulation to help meet stringent U values required.
- Supply and installation of UPVC soffits & fascias.
- Inclusion of service zones and vapour control layers within the wall panels.
- Metal web joists used thus eliminating site waste and allowing practical installation of services.
- All achieved by crane erect on site.

Deeside Company Profile

As an award-winning manufacturer and supplier, operating throughout the UK, Deeside Timberframe designs, manufactures, delivers and installs framing systems for commercial developers, local authorities, regional and national builders, social housing and the private self build market.

Founded in 1985, Deeside is part of the highly successful Bancon Group of companies, which itself has been established for over 30 years and has interests in construction, property maintenance, manufacturing and property development. With headquarters in Stonehaven, Aberdeenshire, the company operates out of a two acre complex and is the base for the operations side of the business from purchasing to estimating and procurement to engineering services using the most sophisticated computer-aided-design software to ensure customers receive high quality, precision-engineered, timber frame solutions tailored to their own individual needs. Deeside’s additional production facility in Stirling is 2.5 acres and houses the company’s machinery and transport to take care of all logistics and is also where a wide range of kits are produced to exacting standards.

Deeside Timberframe holds ISO 9001:2008, Quality Assurance, BM Trada Q Mark and is one of the few leading Timberframe Manufacturers who have staff qualified to Gold Level for UKTFA’s design, manufacturing and timberframe erectors programmes.

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