

ON THE NORTHSHORE

Recognised at the industry's 'Oscars' as the UK's Best Small Housebuilder, Fleur Homes has an enviable reputation for its high quality properties



Founded 12 years ago by husband and wife team Joff Brooker and Juliette Hopkins, Fleur Homes specialises in building design-led homes in some of Norfolk and Suffolk's most desirable locations.

What began as a team of three, building mainly one-off, bespoke homes, has grown to 16 – and counting – building small developments in East Anglia.

Looking ahead, Fleur has its sights set on building collections of up to 140 homes in Norfolk and Suffolk. As it grows, the company is determined to maintain its design-led approach and never to lose its passion for what it describes as, 'Lovingly made luxury'.

One of Fleur's current projects is Northshore Place in Brancaster Staithe. Beautifully designed, both inside and out, the homes are located just moments from the pretty harbour and a short drive from Burnham Market.

A collection of 12 new homes, ranging from two to four bedroom properties, they are built in a traditional and sympathetic style. Using local, natural materials of brick, flint and weatherboarding, the development blends effortlessly with the period properties which have occupied the area for centuries.

A clever use of interior space, thoughtful touches and luxurious finishes make these – as every one

of Fleur's properties – simply wonderful places to live. Built on a designated area for new homes in the village, there are only three Northshore Place properties still available – namely plots eight, ten and twelve.

Plot eight is a three-bedroom attached house with garage; plot ten is a four-bedroom detached home incorporating a car port or boat storage area in anticipation of a buyer's sea-faring passion; and plot 12, which sits on the edge of the development, is a four-bedroom detached, barn-style home with double garage. All are built to accommodate flexible, ground floor living to broaden their appeal across the generations.

AWARD-WINNING DESIGN

Last year, Fleur was honoured to win a Gold WhatHouse? Award for Best Small Housebuilder. Widely regarded as the 'Oscars' of the construction industry, the judges specifically commented on Fleur's use of quality, local materials, generosity with space and light, attractive landscaping and refusal to compromise on aesthetics. Each of these hallmarks are clearly evident at Northshore Place.

Part of the difference in Fleur's approach comes from its design director, Juliette. An interior designer by training, she cares meticulously about every aspect of the homes and how people wish to live in them.

"Huge design consideration is given to each house and it is a process we start from scratch for every property," says Juliette.

"Individually styled, we consider how the site looks from the approach, how it will be to live in, right down to what owners would want to look at when they do their washing up."

For Northshore Place, as with Fleur's other developments, the luxury element is epitomised by maintaining a high-quality finish throughout.

Northshore Place's exteriors feature an attractive mix of soft and light red bricks, clay roof pantiles, bespoke timber joinery on all exterior doors and windows and galvanised steel guttering and drainpipes.

"Inside, the homes enjoy cool contemporary interiors, where all the high-end details have been considered and come as standard, not as an extra," continues Juliette. "That is a key difference which sets us apart from other house builders."

Northshore Place properties will feature beautiful wood floors in the hall, kitchen and dining rooms; Masterclass kitchens with quartz Carrara marble-look worktops; bathrooms with Duravit suites, plus log burners in the living areas of some of the properties.

BUILT FOR SPACE AND LIGHT

While stylish details undoubtedly matter to the potential buyers of the luxury homes at Northshore Place, these are also underpinned by a generous use of internal space to create enjoyable, relaxed and open plan living areas, which are still sensitive to the need for some private spaces.

Again, the focus is on creating homes which flow effortlessly but

are relaxed and enjoyable to live in. "The provision of the luxury of space, both internally and externally is central to all of our properties," continues Juliette.

"Internally, we like our homes to be looser than many other developers and to include larger hallways, both in width and often through high ceilings which create a feeling of luxury and space.

"We often build three-bedroom rather than four-bedroom homes to allow for larger bedrooms with extra cupboard space and a dressing room, as well as an en-suite in the master bedroom."

It's a formula that appeals hugely to buyers and is reflected by the fact that Fleur sold seven out of ten open market homes at Northshore Place, before work even commenced on site.

"Buyers seem to love the superior quality of our homes, the luxurious touches and our attention to detail," says Juliette. "This is borne out by the success of our show homes which present an aspirational lifestyle.

"Each room is fully dressed, with layers of gorgeous and stylish items, artfully presented to make the property very enticing. As our homes are a premium product, the interior design element is crucial."

What is clear is that Northshore Place offers an ideal retreat from hectic, urban lifestyles, with easy access to gentle activities, such as bird-watching, seal trips and beautiful coastal walks.

Those lucky enough to occupy one of the Northshore Place's lovely homes would undoubtedly agree that Fleur knows how to get the most from the north Norfolk coast's idyllic setting, and how to create stunning homes which deliver the lifestyle their owners are seeking. ●

Northshore Place

Remaining plots available



Plot 8, £899,995



Plot 10, £1,099,995



Plot 12, £1,069,995