

BUILDING RELATIONSHIPS

ANNUAL REVIEW
2021 - 2022



ALLISON
HOMES



34%
INCREASE IN
HOMES BUILT*



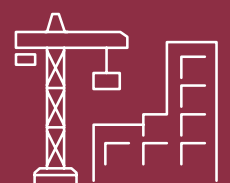
131%
INCREASE IN AFFORDABLE
HOMES DELIVERED*



36%
INCREASE IN
TURNOVER*



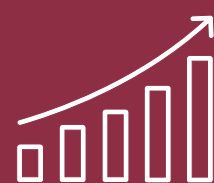
SUCCESSFUL
£120 MILLION
REFINANCE



£2,106,254
COMMUNITY
INFRASTRUCTURE
PROVIDED**



47,050 SQM
OF PUBLIC OPEN
SPACE DELIVERED**



ECONOMIC
BENEFIT OF
£95,169,643**



1,233
TREES PLANTED**



LAUNCHED OUR NEW
APPRENTICESHIPS
PROGRAMME,
TAKING ON
18 APPRENTICES



INCREASED
OUR OPERATING
AREA TO INCLUDE
**THE EAST
MIDLANDS**



SUCCESSFULLY
REBRANDED TO
ALLISON HOMES



AWARDED AN
IN-HOUSE GOLD
AWARD FOR
**94% CUSTOMER
SATISFACTION**

DONATED IN
EXCESS OF **£100,000** TO LOCAL CHARITIES &
COMMUNITY GROUPS

*Figures based on period Oct 20 to Sept 21 / Oct 19 to Sept 20 for like for like comparison. **Figures calculated based on Knight Frank research.

AN INTRODUCTION FROM OUR CHAIRMAN

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It's been a pleasure to lead the Allison Homes board through the last year as we completed the acquisition process and embarked on our ambitious growth plans.

Securing significant new investment has given us the freedom to pursue these goals, allowing us to expand operations in our Central, Eastern Counties and South West regions while launching our new region in the East Midlands. Board level engagement with our investors has helped shape our medium-term growth strategy and given us the support needed to achieve excellent progress in our first year.

The year has seen us make some key senior team appointments, welcoming Darren Jones as Chief Operating Officer, Matthew Bennett as South West Regional MD, Ian Jackson as Partnerships Director, Paul Wallwork as Chief Financial Officer, and Stuart Smith as Group Immediate Land Director. All bring a wealth of skills and experience which will guide Allison's growth and ensure we grasp all available opportunities.

I'm also delighted that we have been able to appoint

Dave Sheridan and Gordon More as Non-Executive Directors. Well known to many in our industry, their experience in housing policy, banking, and innovation have already proved invaluable as we explore our potential and implement our new direction.

Last year might have marked a new start for Allison, but we are far from starting from scratch. Our impressive land bank has given us the foundations we need to manage our successful transition from family company to one that is investor led.

Although no longer family-owned, we are working hard to maintain the supportive atmosphere of a family firm. Under our CEO John Anderson's guidance, we have evaluated our culture and created a set of values which have become touchstones for the business and our communications with our rapidly growing team.

John's energy and enthusiasm for our new direction has been infectious. His tireless efforts are already having a significant positive impact and I look forward to continuing to work with him to shape our journey.

ROB ROGER
CHAIRMAN



REFLECTIONS ON LAST YEAR

JOHN ANDERSON, GROUP CHIEF EXECUTIVE,
REFLECTS ON THE PAST YEAR AND LOOKS
FORWARD TO THE NEXT

For Allison Homes, 2022 marked the first in our new chapter. Having secured investment for a management buyout we enthusiastically launched our rebrand, introducing our new goals, ambitions, and intentions. Thanks to the strong backing both financially and strategically from our investors we demonstrated solid resilience to issues such as supply chain delays and material price rises.

Our ambitious growth target of delivering over 2,000 homes per year by 2027 gave huge impetus to the whole team, injecting energy and excitement. In our first year of operation, we have shown we are well on track to achieve this with over 34% growth in volume year on year. The strength and flexibility of our business also saw us achieve 36% growth in our turnover compared to the previous year.



JOHN ANDERSON
GROUP CHIEF EXECUTIVE

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In August we announced a £120 million refinancing with HSBC and NatWest supporting our aspirations and providing the fire power we need to bring our growth strategy to life.

JOHN ANDERSON
GROUP CHIEF EXECUTIVE | ALLISON HOMES

A VISION FOR THE WHOLE TEAM

Achieving our business ambitions will demand a sustained effort from the entire Allison team. As part of this, we spent time redefining and talking to our team about our Vision and Values. These values of teamwork, success, kindness, trust, innovation, and continuous improvement, guide our decisions ensuring we continue to build a great team, culture, organisation, and business.

Our talent acquisition strategy has resulted in a diverse and experienced senior team able to grow at scale, and has bolstered our team across all departments ensuring we deliver an efficient, effective service for our customers and build strong relationships with suppliers and other stakeholders.

THE YEAR AHEAD

As we look ahead to 2023 we will continue to focus on developing and implementing systems to streamline our operations, ensuring we meet our aim of delivering quality for our customers, first time, every time.

This focus on efficiency will be particularly relevant as we open a new region – the East Midlands – which will further accelerate our growth.

Building Allison Partnerships will also be a focus this year. With our partnership with Legal & General, launched in March, alongside several more potential partnerships in discussion, we are confident of meeting our goal of delivering 250 affordable homes through this route during 2023.

Alongside corporate partnerships we will focus on building stronger relationships with local communities. This will not only see us maintaining our charitable giving but improve engagement with individuals and existing residents.

Market conditions are expected to be challenging in the year ahead. However, I have no doubt that with the continued backing from our investors and the skills, experience, and drive in our team, we are in an excellent position to continue to fulfil our potential and exceed expectations.



OUR MISSION

OUR STRATEGIC INTENT

To build long-term, trusting relationships with our people, our customers, our communities, and our suppliers, by fulfilling our obligation to deliver on our promises.

OUR “WHY”

To create great homes and communities that realise people’s dreams.

OUR CALL TO ACTION

Your home; Your future; Our obligation

ALL ABOUT OUR PEOPLE

Ambitious growth plans aren’t just about building more homes, we have been working hard to ensure we have the right team to deliver to our customers.

In a challenging time for talent acquisition, we’ve had a fantastic response to our recruitment campaign and have taken on 79 new starters ranging from apprentices through to regional managing directors.

**OUR EMPLOYEE
ENGAGEMENT
SURVEY, WHICH
WE RAN IN MARCH
2022, RETURNED
SOME EXCELLENT
RESULTS
INCLUDING:**

93%

said they were motivated to do their best work.

86%

said that senior leaders were taking the company in the right direction and felt positive about the future.

82%

said they were treated fairly, equally and with respect at work.

CASE STUDIES

ILII AND ALEXANDRINA



“We immediately knew that it was where we wanted to settle down. Everything was perfect, the property is the ideal size for us, and we instantly felt so at home.”

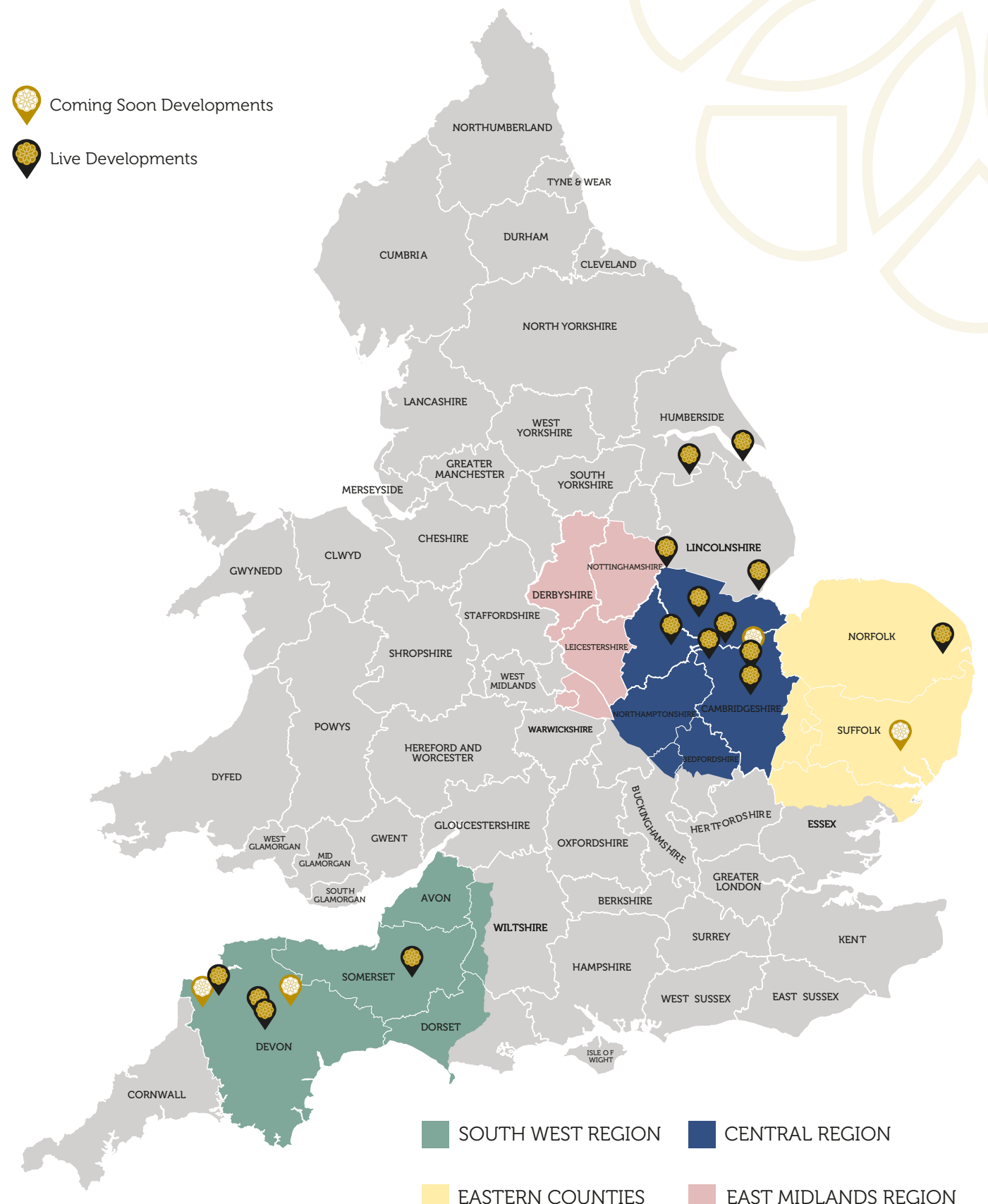


SONJA AND TONY

ALLISON HOMES REGIONS AND CURRENT DEVELOPMENTS



Coming Soon Developments

 Live Developments

 SOUTH WEST REGION

CENTRAL REGION

EASTERN COUNTIES

EAST MIDLANDS REGION

OUR YEAR

Our three existing regions have continued to go from strength to strength this year, and we are excited to be launching a new East Midlands region in 2023.

EASTERN COUNTIES



SUE WARWICK
EASTERN COUNTIES



Our Eastern Counties team has expanded from 11 team members to 23 to support our continued growth, as we focus on delivering new homes in Norfolk, Suffolk, Cambridgeshire and Essex.

We launched our first site for the region, The Oaks, in Norfolk in February 2022. Of the 315 new homes, 176 will be affordable, which we are delivering in partnership with Legal & General.

We recently started work on phase two of the development, which includes important infrastructure such as utilities and roads.

In 2022 we acquired our second site, at Needham Market in Suffolk, with work starting on 64 new homes in February 2023. We expect the first homes to legally complete in September.

We are also proposing to build 93 homes at Hemsby in Norfolk, with a decision due on our planning application later this year, and are hopeful that we'll be starting work on our South Wootton site in summer 2023 after we received reserved matters planning consent for 450 new homes.

CENTRAL REGION

We were delighted to have appointed a new Managing Director, Glyn Mabey, for Central, our largest region in late 2022. Glyn brings over 30 years of experience in the housing industry working in senior roles across both the public and private sectors, with a specific and significant track record for successfully growing regional businesses.

Our Central region operates along the A1 corridor from Newark in the north to Biggleswade in the south and expanding our activities in target growth areas such as Northamptonshire, south east Leicestershire, and parts of Bedfordshire and Cambridgeshire. The plan will include an expansion of Allison's Partnership activities with Housing Associations and private rented sector partners.

In July we were given outline consent to build 132 new homes in Somersham, Cambridgeshire. The development will include a mix of open market and affordable homes and we expect to submit a reserved matters application for detailed consent in March 2023. In October we handed over a new affordable homes development in Hackleton, Northamptonshire, to the housing association Grand Union Housing Group. The homes will be available through social and affordable rent and shared ownership.

In February we entered into our first partnership contract with the Longhurst Group to build 121 homes, with a total value of £27.5m, in Bourne, Lincolnshire. We anticipate announcing a second similar Partnership project hot on its heels in the region.

This year we were also proud to celebrate our Site Manager Michael Ramsay's win at the NHBC (National House Building Council) Pride in the Job Quality Awards. Michael, a site manager at our Cromwell Fields development, was one of only 443 nationally to be awarded the accolade representing the top 5% of managers in the country.

Looking forward, we have ten sites underway in the region in 2023; Beaufort Grange, The Orchards, Tudor Reach, Bishop's Green and Frampton Gate in Lincolnshire, Harriers Rest, Cromwell Fields and Whittlesey Green Phase 3 in Cambridgeshire, Farriers Reach in Rutland and Kings Meadow in Nottinghamshire.



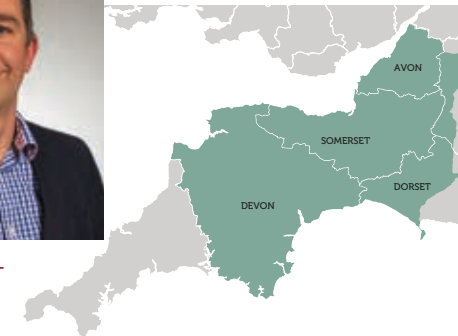
GLYN MABEY
CENTRAL



SOUTH WEST REGION



MATT BENNETT
SOUTH WEST



We added to the region's senior team with the appointments of Matt Bennett (Managing Director), Alan Bray (Commercial Director) and Michele Jones (Head of Sales) in the early summer.

Our quality 'look and feel', and focus on ensuring everything is ready to welcome our residents into their new homes has resulted in 100% customer recommendations over the past year.

We held a very well received supplier event in the summer, where we launched our supplier charter and shared our vision for the business.

Autumn saw visits with the Lighthouse Construction Industry Charity (Lighthouse Club) to all of our sites. Mental health remains a huge issue for our industry and having the opportunity to listen to genuine experts was of significant value.

Looking forward, we have five sites underway in the region in 2023; High Moor View at Winkleigh, Buttercross Meadow at Somerton, Weavers Place at North Tawton, Foxglove View at Buckland Brewer and Primrose Meadow at Bradworthy where we will be starting work soon.

EAST MIDLANDS REGION

Our new Allison Homes East Midlands team are settling into their new home in Castle Donington, Derbyshire.

Led by Operations Director Karl Edwards, the team are busy identifying new land opportunities to bring forward across Derbyshire, Leicestershire and Nottinghamshire, with the ambition to build 450-500 new homes a year by 2028.

Karl, who joined us in late 2022, has a long career in the house building industry, starting out as a joiner, moving on to become a site manager at Barratt Homes East Midlands and then spending most of his career to date in land, most recently as Senior Land Director at Gladman.

The team will be focusing on establishing the Allison Homes reputation within the East Midlands region, bringing quality developments to the area. The Allison brand is a new offer in the market, but with our strong land bank and well-priced portfolio of properties, we are well positioned to make the most of the opportunity.



KARL EDWARDS
EAST MIDLANDS



HELPING TO MAKE OUR LOCAL COMMUNITIES A BETTER PLACE TO LIVE

At Allison Homes, minimising our impact on the environment and giving back to the local community is at the heart of what we do.

We have made a commitment to ensure the developments we build are sustainable, and as an ambitious company we want to set an example for other developers.

To comply with the Environment Act 2021, on each of our sites we deliver at least 10% biodiversity net gain through tree planting and the creation of public green spaces. We also introduce hedgehog highways and bird and bat boxes as common practice.

We are committed to preventing pollution, reducing waste and ensuring the efficient use of materials, energy and water, and using sustainable, reusable or recyclable products where we can. We ensure our approach to construction minimises noise, traffic movements, pollution, disturbance to the public, local ecosystems, and wildlife habitats.

To Allison Homes, building new communities is about more than just new homes, and we gave over £100,000 to local causes and charities over the last financial year. We also work closely with local community groups to support projects and good causes in the areas in which we work.



SOME OF THE CHARITABLE HIGHLIGHTS OVER THE LAST YEAR INCLUDED:

- We donated furniture from our show homes to the British Heart Foundation to be sold on through their charity shops
- A donation to The Nook EACH children's hospice in Norfolk to help the children in their care
- Donations to local food banks and to support those impacted by the war in Ukraine
- Supported Macmillan Coffee Mornings in our regional offices and marketing suites
- A donation to Pride charities in each of our regions to support Pride month
- A donation to Winkleigh Primary School in Devon to support parents and carers who might not otherwise be able to afford for their children to attend trips as the cost-of-living rises
- Treating Wittering Primary School pupils to special storytelling sessions at our Harriers Rest development to celebrate World Book Day
- Partnering with the Lighthouse Construction Industry Charity (Lighthouse Club) to participate in its Help Inside the Hard Hat on Site mental health campaign

ALLISON PARTNERSHIPS QUALITY HOMES, BUILT ON KINDNESS AND COMMUNITY

We are proud to be launching our new division, Allison Partnerships - dedicated to delivering high-quality affordable homes across our operating regions, ensuring that as a company we are building homes for customers in all parts of the market – private, rented and affordable.

Led by our Partnerships Director Ian Jackson (who has a long career in the affordable housing sector), we will work with housing providers and build-to-rent companies to play our part in ensuring that high-quality new homes are available to everyone, whilst increasing our penetration into this valuable, capital-efficient market.

Allison Group is on track to build over 2,000 new homes per year by 2027. Our ambition is that at least 500 of these (each year) will be delivered in partnership across our regions. Furthermore, as part of our partnerships package, we are committed to donating £100 for every

home contracted through a partnership scheme, to a local charity. Our aspiration is to donate a total of £200,000 by 2027 and by working with chosen local charities, we will provide opportunities to build relationships with partners and other key local stakeholders, whilst supporting good causes that matter to local communities.

The first scheme to be delivered by Allison Partnerships will be our Manning Road development in Bourne, Lincolnshire, in partnership with Longhurst Group, whilst the delivery of a second scheme is entering the final stages of negotiations. Every home on these developments will be affordable and made available for sale or rent.

Clear in our mission to find trusted, long-term partners, and with a leadership team recruited for their unmatched experience, Allison Group looks set to deliver a successful and diverse housing delivery output for the long term.



ALLISON
PARTNERSHIPS



Supporting local good causes and making a positive impact on the communities in which we work is at the heart of Allison Homes' ethos and this is illustrated by our corporate value of Kindness.



IAN JACKSON
PARTNERSHIPS DIRECTOR

ALLISON FAMILY VALUES

TEAMWORK

We **ALL** work as a team, for the good of the team

SUCCESSFUL

We set ourselves and each other high standards and **ALL** strive to exceed them

KINDNESS

We **ALL** genuinely care for our people – customers, suppliers, employees

TRUST

We **ALL** keep our promises, do what we say we will and can be trusted

INNOVATIVE

We **ALL** think about the future, demonstrating this in how we build our homes, manage our people and invest in our communities

CONTINUOUSLY IMPROVING

ALLways striving to improve ourselves and our business



ALLISON
HOMES

#ALLABOUTRELATIONSHIPS

ALLISON-HOMES.CO.UK