

BLP  
INSURANCE

# The customer view: Sunningdale House Developments

A BLP Case Study



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IS MANAGED  
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## **Helping to guide competent, clean, and safe project delivery**

BLP has supported Sunningdale House Developments since 2007. In that time, a close relationship has developed between the two companies, more akin to a trusting partnership than an intermittent series of provider/customer interactions occurring only when essential.

Among BLP's core values is a demonstrable commitment to helping clients mitigate risk and avoid claims; these goals are driven by a business-wide strategy of being proactive, dependable, and involved. We asked Justin Wills, Sales and Marketing Manager at Sunningdale House, if the company believed there to be added value in the approach we follow.

## Meet Sunningdale House Developments



Justin Wills, Sales and Marketing Manager, Sunningdale House

Kent-based Sunningdale House Developments has 2000 units on its books, demonstrating high levels of activity primarily in the South East (with a focus on Kent) and the South West (Truro and St Ives, in Cornwall).

Every development the company undertakes is entirely project-managed and monitored by its own teams. Sunningdale House takes care of land acquisition, planning permission or option agreements, and all aspects pertaining to the legal and regulatory side of any developments. Its sister company, Development House, undertakes all aspects of construction, with in-house professionals and local craftsmen.

### **Constant market awareness**

“We have a mixed portfolio of developments that ranges from affordable housing – the 2/3-bedroom starter home – through to high-end luxury apartments that, in the case of Sandgate Pavilions in Kent, for example, reflect the market opportunity in the local area,” explains Justin. He states that the company’s development strategy is based on “constant market awareness” and the company will not evaluate potential land purchases unless there is a clear need for housing in the area, wherever on the property spectrum it sits.

### **Flexibility: Luxury and affordability**

Sandgate Pavilions is a development of 36 luxury apartments, arranged over three separate pavilions, with breath-taking views of the English Channel. This is a flagship development of the highest quality and cutting-edge design; testament to the design work of Sunningdale House and the craftsmanship of the Development House construction team. It is backed by BLP’s 10-year housing warranty insurance policy. In terms of social, affordable housing, other Sunningdale

House Developments projects include:

- Nursery Fields: A mix of 3-6 bedroom family homes in the picturesque semi-rural village of Worth, Kent. Externally, traditional design and building materials have been utilised to complement the existing village aesthetic.
- Heritage Fields: A development of 17 homes, ranging from 2 to 5 bedrooms, built using traditional methods and modern, high quality internal finishes.
- Wren’s Cross: An urban regeneration and new build apartment block combination in Maidstone town centre. In this case, Sunningdale House re-developed a derelict site to create 66 new one and two-bedroom apartments in a modern purpose-built block. The project also involved the conversion of existing dilapidated and Grade II listed buildings to provide a further 9 residential units. All have been 100% pre-sold, with occupation earmarked for Spring 2019. Wren’s Cross shows the depth of versatility that Sunningdale House have at their disposal to be able to provide flexible and much needed new housing accommodation.

BLP has accompanied Sunningdale House on this wide-ranging journey, providing cover for all these developments. Nursery Fields is covered by BLPSECUREPLUS, extending cover to a period of 12 years.



**SUNNINGDALE HOUSE**  
DEVELOPMENTS LIMITED



“BLP are a joy to work with”, said Justin. “The knowledge that their consultants bring to the site complements our own skills, and acts as an independent view of best practices. Our site teams feel that BLP are an extension to what we do. The BLP guidance and advice comes from very amenable individuals, bringing professional, on-the-ground insights.”





“It’s all in the policy”, says Justin; “Everything we need to feel properly covered and confident that if anything goes wrong it can all be quickly sorted out. This robustness expands the proposition we can present to our buyers. In that regard, BLP provide great point-of-sale support, specifically in the form of the BLP New Home Owner Handbook.”



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## BLP are a joy to work with

In delivering any policy, BLP sends surveyors along to the site to check that progress is made in line with the spec that pertains to the development; submitted when the housing warranty insurance is first asked for.

While these project monitoring services are provided as a service to policy holders, it's also possible for non-policy holders to gain the benefits, by using them as a standalone service. As a client of long-standing, Sunningdale House are accustomed to regular visits from BLP consultants.

When we asked Justin to talk about the company's experience of the level of support that BLP offers, above and beyond the simple provision of insurance, we were delighted with the response: "BLP are a joy to work with", said Justin. "The knowledge that their consultants bring to the site complements our own skills, and acts as an independent view of best practices. Our site teams feel that BLP are an extension to what we do. The BLP guidance and advice comes from very amenable individuals, bringing professional, on-the-ground insights."

### **End-to-end service: Caring and professional attention to details**

BLP policies are simple by design. They don't entail membership or registration fees or security bonds, and they are approved by the UK's major lenders. Sunningdale House has repeatedly opted for BLPSECURE and BLPSECUREPLUS, the latter offering options such as cover for the costs of premature failure of non-structural component parts.

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"This small concise booklet explains the cover to home buyers in laymen's terms and gives practical advice on basic practices home owners can follow themselves to avoid simple teething issues being allowed to grow into perceived problems. Our customers respond very well to this guidance and advice and we have BLP to thank for it. It's a very caring, professional touch."

### **Do you plan to stick with BLP? We asked Justin about future plans Sunningdale House Developments might have on the insurance front.**

"It's common-sense in any aspect of business to keep your options open and make sure the business always has a choice. BLP help us to deliver competently, cleanly, and safely; making sure our developments are checked and validated at every stage. With that sort of service, it's a reassurance to us that we're with the right partner.

"The icing on the cake is that their rates are very competitive. We have looked around from time to time but we're sticking with BLP. We have a schedule of works stretching out for many years to come and they'll be there alongside us. We can count on them. In this business, that's the most common-sense factor in any sort of relationship."

**Alternative thinking from BLP**

[blpinsurance.com](https://blpinsurance.com)

BLP is managed by Thomas Miller. BLP market-exclusive policies are underwritten by Allianz Global Corporate & Specialty SE, an AA rated global insurer and are underpinned by an independent technical appraisal aimed at minimising defects right from the design stage.