

ON-SITE

SPRINGFIELD NEWSLETTER ISSUE 25 May 2010

Sales on Target As Summer Beckons

WITH summer on the horizon Springfield's house sales are picking up but we need to approach the future with some caution.

As the construction programme forges ahead, our sales teams are pressing hard for clients and being rewarded by customers keen to invest in a Springfield home.

However the overall effect of the recession continues to impact hugely on the house industry across the country. First time buyers in particular continue to find it exceedingly difficult to obtain mortgages and when they do, deposits required are excessive. Without assistance from 'The Bank of Mum and Dad' deposits of on average around 30% mean the dream of owning their own home remains just that.

This coupled with the uncertainty of the pending General Election and mixed messages from the High Street mean that our industry is very much looking for confidence from the winning party on May 6th.

This year looks set to be another busy one for Springfield with new projects coming on stream and our ambitious move into Perthshire and the Central Belt under way. This growth will require considerable investment to ensure our continuing success.

And as part of that busy year we're delighted to be ready to make a start on the new Forres Hydrotherapy Pool building.

We have a major free advert on Page 3 this month – your chance to pick up some bargain pieces from former showhouses. Remember this space can be used for whatever you want to promote. You can advertise something for sale, highlight a charity or announce association or club news for FREE.

To be included just contact Julie McPherson at head office on julie@springfield.co.uk

Remember 'On-Site' is your newsletter. If you hear of something you think could be of interest contact us by calling Jane Innes at the Head Office or drop her a line at Pentland House.

Winning Way!

GUESS who's look forward to the weekly shopping trip? It's taper Gordon Richmond who has recently been working on the Moravia site but is a regular at any of our sites where taping is needed. He wins a £100 Tesco voucher in our monthly draw, Well done Gordon!

Springfield Splashes Out



We're ready to go! Site huts are in place ready to start on the Moray Dolphin Hydrotherapy Pool project next to Forres Swimming Pool.

IT'S taken eight years to come to fruition but at long last an eagerly awaited Hydrotherapy Pool building at Forres is under way thanks to the generosity of Springfield Properties and a hard-working fund-raising committee.

We are providing the building as our donation to the charitable Moray Dolphin Hydrotherapy Pool project that the organisation's volunteers are confident will be in use by the end of 2010.

And while Springfield Properties' chairman Sandy Adam and his wife Ann are pleased to see work under way, their delight is nothing to that of 80-year-old May Taylor who has worked tirelessly as the charity's fund-raising director to generate an amazing £260,000 to meet the cost of the pool's internal fittings and equipment.

"We've waited so long for this day," said May, "and we will be eternally grateful to Springfield Properties for their generosity and support right from the start.

"They have been absolutely wonderful and we on the pool project committee are so grateful for all the additional work done by Sandy and Ann and the rest of the Springfield organisation in continuing to support us well beyond the provision

Long-awaited Pool Facility Under Way at Forres

of the building by adding £40,000 to our fittings and plant fund by running a charity dinner and auction.

"We have a lot to thank Springfield for. Once it's in use the pool will bring huge benefits to lots of people with mobility problems – it'll be a great facility for the area."

Over the summer and autumn May and her colleagues will be frequent visitors to the site alongside Forres Swimming Pool as our construction squads help the hydrotherapy pool take shape.

"We still have a lot of work to do on the fund-raising front," said May. "Our next goal is to track down a sponsor for specialised equipment – but to see a start on the site by Springfield's men is a real red-letter day for us."

We will be erecting the pool building as part of the Considerate Constructors Scheme – a non-profit-making and independent organisation that plans to improve the image of construction and achieve the highest standards.

The scheme strives to show that construction firms, like ourselves, are committed to environmental issues, competent management, efficiency and will show consideration to building in sensitive locations.

In practice it means the site will display posters setting out the Considerate Constructors' Scheme code and providing a facility for members of the public to comment on any aspect of site work through the Site Manager.

Throughout the construction phase we will be maintaining close contact with Forres Academy and other neighbours whose homes overlook the site.

The Moray Dolphin Hydrotherapy Pool site and its adoption of the Considerate Constructors' Scheme will provide Springfield with a perfect vehicle to display its social commitment and underline its drive for ever-higher standards of construction and building practice.

Dunkinty Dave Takes Top Spot



Well-known Dave Allan – our May Site Manager of the Month.

MAY'S Site Manager of the Month is no stranger to the award. Dave Allan is well-known throughout the company and was our first winner when the competition was launched last year.

Like the other winners in the monthly Springfield competition, Dave had to satisfy 10 criteria laid down by the judges that reflects the skills needed to manage a site efficiently.

Dave joined Springfield in 1999 and has wide site managerial experience that sees him in charge now at three locations - Dunkinty, Glassgreen phase 6 and Linkwood phase 6.

"It's great to win this a second time," he said, But it's all down to the men. I have great teams working for me."

He loves his job and looks forward to each working day simply because it throws up new problems which need to be tackled and overcome.

His second win means another £150 Tesco voucher for Dave and he's still in the running for our ultimate prize – a long-weekend for two in New York.

And Our Runner Up!

WE'VE changed the name of one of our regular monthly competitions to reflect the importance of the prize in a more appropriate manner.

The former Most Improved Site Manager format has gone and from now on will be replaced by an award that will be known as Runner Up to the main Site Manager of the Month competition.

And our first Runner Up award goes to our youngest Site Manager – Ryan MacKenzie who looks after our new affordables site at Thornhill in Forres.

Ryan picks up a £50 Tesco voucher prize to thank him for his efforts.



Runner up in the May Site Manager of the Month competition is – Ryan MacKenzie.

Springfield Site Profile 5 – MORAVIA

Dynamic Moravia

WE are back in Elgin for our sixth 'On-Site' profile at the busy Moravia apartments site in Elgin that is managed by a new arrival at Springfield – Gerry Devine.

This is one of the most dynamic sites in the group which will provide badly-needed accommodation in Elgin.

Situated on the eastern approaches to the capital of Moray, the Moravia development offers 14 apartments with 12 two-bed and two three-bed homes featuring Juliette balconies, an allocated 'walk in' store cupboard adjacent to each apartment and the full range of choice offered to all Springfield clients to personalise their new home.

The development has been so popular with buyers that the first phase Block A is almost sold out.

Sales manager Joyce Napier says: "We've sold 13 of the 14 apartments and I'm confident the final home will go soon. There's been a lot of interest in Moravia because of its location and selling the apartments has not presented any problems."

A second Block B phase will be identical to the initial phase and is due to be released soon. Once again Joyce and her team are confident it will sell just as well as the first phase.

The Moravia site is managed by a new member of staff – Gerry Devine. He joined us in November after working for Robertson of Elgin for some years and is enjoying his new challenges on a dynamic site.



Moravia's site manager is Gerry Devine.

A stone mason to trade Gerry hails from Lossiemouth and worked on the first homes our chairman Sandy Adam erected at the Nursery Garden in the mid 1990s.

"I was employed by someone else then but it's good to have come full circle and now be a site manager with Springfield," he said.

"I'm really enjoying my job here. The directors listen to what you have to say and standards are high. But of course a site is only

as good as the men who work here – and I'm lucky to have a great team."

Gerry and his wife Caroline live in Elgin and have two children – 15-year-old Rachel who is still at school and 23-year-old son John who is a labourer with Springfield. Gerry sets high standards and enjoys the ups and downs of site management. He's looking forward to his future with Springfield – a firm with whom he says he is proud to be a part.

How Are We Doing?Just Ask Joyce!

IF you want to know how the housing market is faring in the North of Scotland, just ask Joyce.

Our busy sales manager, Joyce Napier, says interest and enquiries in Springfield homes is growing and last month delivered a good run of sales.

"Things were slow over the winter due to the recession and the winter weather," says Joyce. "But April's green shoots reaffirm the arrival of Spring.

"Enquiry levels picked up in April and that's been mirrored by increased footfall at our

showhouses and growing interest at the Buckie showhouse where Letterfourie is doing well.

"I'm really encouraged by April's results – it shows signs of a returning confidence in the market, and of course in the homes Springfield is building."



grab a bargain

Auction exclusively for
Springfield employees

**Surplus showhome
furniture & accessories**

Numerous items to be disposed of by silent auction at Retail Unit 3, Southfield, Thornhill Road.



Tuesday 11th May

Viewing from 5:30pm

Auction starts at 6:00pm

Please note Cash Payment only on the night.



- Beds
- Sofas
- Lighting
- Pictures
- Vases
- Christmas Decorations
- Cushions & throws
- Chests of drawers
- Dining table & chairs
- Side boards
- Rugs
- Chairs
- Kiddie table & chairs
- Bedding
- Occasional tables

