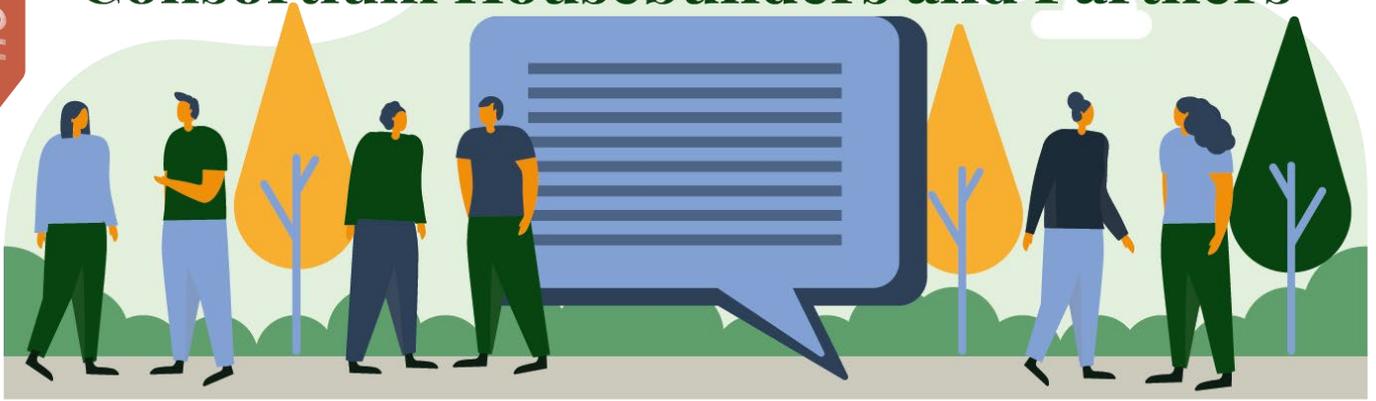


Consortium Housebuilders and Partners



Houlton's housebuilder consortium brings our customers together

Since before the first home was sold at Houlton back in December 2017, housebuilders have met share ideas and inspiration on place marketing and sales activity. Hosted and chaired by Urban&Civic, these quarterly meetings have extended beyond our housebuilding partners and now include our commercial occupiers David Lloyd and Wago who will occupy units at Houlton.

The two-hour consortium meeting facilitates high-quality engagement between housebuilders who would ordinarily be competitors. The content of the meeting includes a round-table discussion on market trends and a segment for learning and development, delivered by a specialist guest speaker.

Attendance is strong with full representation from all partners at most meetings with Sales Directors, Sales Managers, and Marketing Managers participating in the session. Social media, website presence, place marketing, and campaign activity are enhanced through collaboration. The consortium is also responsible for brokering new sponsorship arrangements between our community groups and corporate partners. Through partnership working, the Urban&Civic team have the required intel to pivot around emerging trends.



Partnerships



Physical

