



CASE STUDY

LAUNCH OF CIVIC LIVING – ALCONBURY WEALD

On Saturday 10 November, Urban&Civic opened the marketing suite and show homes of the new range of Civic Living homes. Intended to create a diversity of offer at Alconbury and occupying a prominent plot, a big part of the Civic Living brand is “Built Around You”. This concept underpins the contemporary design and features which respond to the way people live their lives: from the open plan flexible living space and outdoor space on each floor, right through to functional but attractive bin and bike stores. It was important the customer journey had the same approach, and the team has worked closely with Savills and Think BDW on the website and marketing suite and with interior designer Jane Clayton across the three show homes.

“I just love the design and features of these homes; they are different from anything else we have been involved in and the response has been so positive. The great thing about these being Urban&Civic homes is that it brings the whole story together: the cafe, gym, play parks and school are all part of what is on offer, and that is so in tune with what modern buyers are looking for.”

Senior Sales Lead Ann/Emily

W: www.civicliving.co.uk

QR: [Civic Living brochure](#)

