



merlionhomes

WORKING TOGETHER



Above photography is of Woodlathes Village.

Laying the foundations of success

It was a vision of providing affordable housing for a wide diversity of people that led to the formation of Merlion Group Plc in 1991.

At that time the UK's social housing was provided exclusively by the public sector utilising government money. However, with the demand for housing not being matched by government funding, we felt there was a need to do things differently and found ourselves at the vanguard of developing private funding solutions that really worked. From the outset, we have combined our industry expertise with innovative forms of funding to bring a wider audience within reach of buying their own home.

This principle has proved successful for hundreds of people across the country and has seen our reputation grow rapidly during the last decade among both house builders and local authorities.

Much of our successful track record is due to the strong relationship we have developed with our partners throughout the sector and I would like to thank everybody for their continued support as we enter an exciting new phase of growth.

As we look to the future, Merlion Group Plc is well set to tackle the challenges that lie ahead. With the infrastructure in place our strong national presence will help us continue to deliver outstanding results.

Now the Group plans to take on an even more important role in the field of affordable housing, working with more organisations who we believe will benefit from the Merlion approach.

We appreciate that local authorities are dealing with growing waiting lists, scarce public funding and a shortage of space. Our solutions can also help developers fulfil their obligation to provide affordable housing in the most cost-effective way.

An innovative relationship with our Housing Association Partner gives Merlion a unique standing in the field of affordable housing. So significant, it allows us to become the only privately funded organisation to receive backing from the Government's Starter Homes Initiative.



Michael Wilde,
Chairman



Alistair Baker,
Chief Executive

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Richmond Terrace, Brighton

Above all Merlion is flexible

Merlion aims to help developers meet their requirement to provide affordable homes in the most cost effective way possible.

This maximises the profit from the affordable housing element of a development and ensures it has a minimum impact on the value of the private homes.

Our in-house team of professionals can deliver a complete solution from start to finish.

The cornerstone of our service is to give advice on drafting Section 106 Agreements in order to maximise the value of affordable housing.

Merlion also help with the drafting of unilateral planning obligations for use at appeal. These documents have been accepted by inspectors in recent cases.

Merlion is funded by our shareholders and bank. We therefore do not rely upon public finance and have the ability to make decisions quickly. As a commercial organisation financial proposals can be produced at short notice without reference to third parties.

What's more, Merlion purchases developers' own house types, thus avoiding any differential between the affordable and open market homes. This reduces dramatically the stigma associated with affordable housing. The fact that we provide shared ownership housing, and not rented, means that the stigma is further reduced. Developers can therefore achieve higher selling prices for the whole of their development.

Above all Merlion is flexible and can accommodate purchases in whatever format the developer wishes. Whether by plot purchases, land purchase or joint venture agreement Merlion has the solution to all developer's needs when providing affordable housing.

Partnership with RSL's can also be the key to solve certain schemes. Merlion has working relationships with a number of RSL's who are experienced with the Merlion product.



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can deliver a complete solution from start to finish



Using innovation to meet the challenge of new government initiatives

Embracing government policies and initiatives has allowed Merlion to maintain its position at the forefront of the affordable homes sector. Nowhere is this more evident than in the company's status as one of the leading providers of key worker accommodation across the UK, providing 10% of non-grant funded developments.

With a rising housing market, more and more middle income key workers are finding it difficult to step onto the home owners ladder. Merlion embraced this issue and became the only privately funded company to receive backing from the Government's Starter Homes Initiative providing even more affordable homes.

As you would expect, we have experience of working closely with local authorities to ensure all key workers including nurses, teachers, police officers and prison officers are accommodated as a priority.

In addition, in partnership with local authorities, we are also providing homes for non public sector key workers such as bus drivers and other essential service providers.

There are substantial and increasing numbers of people in each community who cannot afford to compete in the open housing market, but have enough income to purchase at a subsidised level. The Merlion Assisted Purchase Scheme is a shared equity plan which allows people to buy a new home but pay a reduced percentage of its open market value. Merlion Homes fund the remaining portion of the property by means of a second charge. Unlike many housing associations, Merlion's purchasers do not pay rent on the portion of the property not purchased.

In most cases purchasers have the opportunity to buy the remaining share of their homes when they feel able to do so.

Here at Merlion we are committed to extending the availability of our product to even more people. We are continually looking for innovative ways of providing homes to lower income households.



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Prospering in Partnerships

At Merlion 'working in partnership' is much more than a glib, fashionable phrase. It is a fundamental part of our business philosophy from which everything else stems.

From the outset we spend time learning about our partners so that our solutions are relevant, punctual and deliverable.

Our partners include developers, local authorities, central government, police authorities and health authorities...to say nothing of a wide range of suppliers and associated organisations.



We are proud to be working with the following:

Local Authorities

Brighton & Hove City Council
 Colchester Borough Council
 Fareham Borough Council
 London Borough of Hounslow
 London Borough
 of Richmond upon Thames
 North Lincolnshire District Council
 North Somerset District Council
 Southampton City Council
 Swindon Borough Council
 Test Valley Borough Council
 Warrington Borough Council
 West Lindsey District Council

House Builders

Barratt Homes
 Bloor Homes
 Bovis Homes
 Crest Nicholson Plc
 David Wilson Homes
 Fairclough Homes
 Goldcrest Homes
 Howard Holdings
 Linden Homes
 Capital City Plc
 Nicholas King Homes
 Persimmon Homes
 Purelake Homes
 Redrow Homes
 Stamford Homes
 Try Homes
 Wates
 Westbury Homes
 Wilson Connelly
 Wimpey Homes

RSL's

Arena HA
 Airways Housing Group
 Nucleus Housing Group
 Midsummer HA
 Leeds Federated HA
 Longhurst HA
 Northern Counties HA
 Oriel Group
 Festival Housing Group
 Sovereign HA
 Tower Homes



Merlion: Across the Country

The demand for new homes touches every town and county, but differing solutions and partners are often required. At Merlion we understand this, and as you would expect from a national organisation, we have the infrastructure and experience to offer our clients the service they demand.

Link this to our local knowledge and we believe the case for Merlion is compelling.

Our national coverage is achieved from two office bases and either of our Teams will be happy to assist giving a prompt response to allow you to make the appropriate decision.

Merlion Homes offices are:

Southern Region,
Calpe House,
7 St Thomas Street,
Winchester
SO23 9HE

T 01962 842 100
F 01962 843 319
E info@merlion.co.uk

Central Region
The Mill,
23 Narborough Wood Business Park,
Desford Road,
Enderby,
Leicester LE19 4XT

T 0116 238 8860
F 0116 239 5800
E info@merlion.co.uk