



##### TOWN AND COUNTRY HOMES

# TUTORS’ NOTES

### OBJECTIVES

1. Design and produce a model layout of a ‘Housing Estate’, showing details such as vehicle and pedestrian access, car parking, individual plot boundaries and other features (possibilities could be leisure facilities, traffic calming suggestions and alterations to any road layout that might be proposed to the Council).
2. Use the information provided to produce a tender that shows all the costs involved with the development. Show how much profit is added to arrive at the purchase price of the houses. Show the total profit made on the development.
3. Produce an advertisement suitable for the local media (newspapers, radio or television), describing the estate and the main features of the houses in a manner likely to attract customers. State the purchase prices of the houses.

4. Make a presentation which demonstrates each group’s strategy for each of the above.

#### WHAT THE PARTICIPANTS HAVE TO DO

1. Produce a model showing the layout of their field and ten houses – identifying boundaries, parking, pavements, etc. Mark all the roads and landmarks.
2. Produce a tender showing their costs and profits. Decide how much to charge for the houses taking into account the following costs:

Cost of land in total £725,000

Cost of remedial works – £85,000

draining the gravel pit

and landscaping

Cost of building a house Mews Cottage £37,000

 3 Bedroom semi £50,000

 4 Bedroom detached £62,000

Cost of installing services £9,500 per house



3. Prepare an advertisement for the local media, which describes the estate and the features of the houses in the most attractive way.

1. Present their strategy to the other groups
2. .



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**NOTES ON ORGANISATION**

Ideally, teams should consist of 4 or 6 members – with a balanced mix of male and female students.

If teams have 4 members, the students should adopt the following roles:

 **Project** **Manager** - the overall team leader

 **Architect** - designs and produces the model of the estate

 **Quantity Surveyor** - produces the tender and sales forecasts

 **Marketing Director** - produces the marketing strategy

6 is the maximum number of members and the responsibilities should then be split 3 ways:

 **Design Team** -design and production of the model estate

 **Finance Team** - production of the tender and sales forecasts

 **Marketing Team** - production of the marketing strategy

The ideal running time is 80 minutes (15 minutes introduction, 50 minutes working time, 15 minutes assessing results). However, the exercise can be completed in 60 minutes (10 minutes introduction, 40 minutes working time, 10 minutes assessing the results).

Each team should produce a model with 10 houses on it. The teams should decide which house types or combination of house types to build.

**The decision must be theirs and it should be made before they start to cut out the strips to make the houses. So, encourage group discussions at the start of the working time. Get them to set down their ideas on rough paper.**

For example: 

If it is a rural site, they may decide to build all detached houses or they may decide to place detached houses near the wooded areas and less expensive houses near the dual carriageway, because of the traffic noise. It is for them to work out and decide for themselves.

Tutors should encourage the pupils to make all the decisions and restrict assistance to methods of achieving the objectives decided upon by the pupils.

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**FINANCE**

The maximum profit margin should be no more than 25%.

The minimum profit margin should not be less than 10%.

If too much profit is added, the houses will be too expensive.

If too little profit is added, the company will lose out.

**SITE PLAN - POSSIBLE SOLUTION**

(Pupils may show other solutions, such as mews cottages or semi-detached houses)







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# STUDENTS’ NOTES

You are a team of property developers, designing and building housing estates in country areas.

Your company has just purchased a farmer’s field. It is your intention to build 10 houses on your field in such a way as to make the houses attractive so that they will sell easily.

###### WHAT YOU HAVE TO DO

1. Produce a model showing your field and 10 houses. Mark all the roads and landmarks. (include any leisure facilities, traffic calming suggestions and alterations to any road layout that might be proposed to the Council).
2. Produce a tender showing your costs and profits. You must decide how much to charge for your houses taking into account the following costs:

 Cost of land in total £725,000

Cost of remedial works – draining the £85,000

gravel pit and landscaping

Cost of building a house Mews Cottage £37,000

 3 Bedroom semi £50,000

 4 Bedroom detached £62,000

Cost of installing Building Services £9,500 per house

You have to decide how much profit to add to arrive at the price you are asking for your houses.

1. Prepare an advertising campaign for the local media, which describes the estate and the features of the houses in the most attractive way.

4. Present your group’s design, finance and marketing strategy. All members of the group should be involved. 

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###### POINTS TO NOTE

1. In the middle of the field is a small gravel pit full of water.
2. To the north and west of the field are wooded areas.
3. To the south is a dual carriageway, with a large town ten miles to the West.
4. Along the East of the field runs the road B3406, which connects with the dual carriageway to the South.
5. The B3406 goes to a small village with its own primary school a mile to the north.
6. The B3406 is a country road with no pavements.

### VOCABULARY

**Tender** – the ‘price list’ of all the costs for a construction project.

**Remedial Works** – changes which need to be made to a site before construction can start.

**Services –** gas, electricity, water, drains.

**Media –** newspapers, radio, television and the internet.



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1. Cut into strips along the solid lines 2. Fold along the dotted lines 3. Glue A over B to produce a Pentagon shape

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| --- |
| A |
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|  |
| B |





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# MATERIALS

1. 1 copy of Students’ Notes
2. 1 A4 sheet marked into squares (to cut, fold and paste to make the houses)

i.e. 10 strips 10 detached houses

 1 double strip 1 pair of semi-detached houses

 3 or more strips together mews cottages houses

1. 1 blank / green A4 sheet – this represents the field bought from the farmer
2. 1 blank A3 sheet – this represents the surrounding area. If the A4 / green sheet is fixed in the centre of this sheet, features such as the wooded area, the dual carriageway and the country road can be shown surrounding the field.
3. 3 sheets of A4 paper (ruled or plain)

1 sheet for the advertisement

1 sheet for the tender

1 sheet for rough working

1. 1 set of coloured pens or pencils (4 basic colours as a minimum, but make sure each team has an identical set)
2. 1 glue stick (UHU or similar) or sellotape
3. 1 pair of scissors





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Tender Submission Sheet

**Team ……………………………………………………………………………………………………**

**1. Land Purchase = £**

**2. Remedial Works = £**

**3. Construction Costs**

 **Number of terraced houses at £37,000 each …… = £**

 **Number of semi-detached houses at £50,000 each …… = £**

 **Number of detached houses at £62,000 each …… = £**

1. **Building Service Costs**

**Number of houses at £9,500 each …… = £**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **SUB TOTAL (total costs) = £**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**5. Profit at …… % = £**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **TOTAL REVENUE = £**

 **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**6. Selling Price**

**Per terraced house £ ……………..**

**Per semi-detached house £ ……………..**

**Per detached house £ ……………..**







# TOWN AND COUNTRY HOMES

**ARCHITECT**

## DESIGNER

The Architect is responsible for the overall design of the estate. The Architect must work with the Project Manager to ensure that the estate is constructed correctly.

The Architect must work closely with the Marketing Director to decide on the marketing strategy for the company, taking into account pricing and design.

At the end of the task the Architect, in collaboration with the Project Manager, must present the company’s strategy for pricing and design.







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# PROJECT MANAGER

The Project Manager is the ‘team leader’ and is in charge. The Project Manager needs to make sure that everybody in the team understands their job and that they are all working together.

If the team needs any help the Project Manager must hold up the consultant sign and a consultant will come and help.

The Project Manager must work closely with other members of the team to ensure that the task is completed on time.

At the end of the task the Project Manager, in conjunction with the Architect, must present the company’s strategy for pricing and design.







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**QUANTITY SURVEYOR**

The Quantity Surveyor is the ‘financial whiz kid’ and their job is to develop the tender.

The Quantity Surveyor must prepare the tender for the company on the Tender Submission Sheet provided.

The Quantity Surveyor will need to work with the Marketing Director and the Architect to decide on the costs, and with the Project Manager in preparing the tender.

At the end of the task the Quantity Surveyor must present the company’s tender, detailing how much profit the group has made.







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**MARKETING DIRECTOR**

The Marketing Director is in charge of the marketing campaign. It is their role to develop a marketing strategy to assist in the effective sale of the property development and to recoup the cost of building the development.

The Marketing Director must work closely with all the other members of the team to develop their strategy, which might involve advertisements for various media outlets, like newspapers, magazines, radio, television or the internet.

At the end of the task the Marketing Director must present the company’s marketing strategy.



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# TOWN AND COUNTRY HOMES

**THE DESIGN TEAM**

The Design Team consists of the Architect and the Civil Engineer and is responsible for the overall look of the estate. They must work closely with all the team members to ensure that the estate is constructed correctly.

Their job is to make sure that the site plan is correct, the estate is correctly built and that the quality standards are maintained.

The Design Team is also responsible for equipment, and health & safety. Equipment must be handled correctly and the construction process must be carried out with the minimum of mess and disruption.



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# TOWN AND COUNTRY HOMES

**THE FINANCE TEAM**

The Finance Team consists of the Quantity Surveyor and the Buyer and they are the ‘financial whiz kids’ of the industry.

The Finance Team must prepare the tender for the company.

The Finance Team will need to work with the Design Team to decide on costs, and with the Marketing Team to prepare the tender.







# TOWN AND COUNTRY HOMES

**THE MARKETING TEAM**

The Marketing Team consists of the Marketing Manager for the construction company and the Estate Agent and they must work closely with the other teams to decide on the marketing strategy for the company. They will need to take into account pricing and design.

This will be presented at the end of the activity, in the form of:

A newspaper / magazine advert

Or television advert storyboard

Or radio advertisement script

Or an internet web page / site.

