



A reputation you can rely on

When it comes to buying your new home it is reassuring to know that you are dealing with one of the most successful companies in the country, with a reputation built on designing and creating fine houses and apartments nationwide backed up with one of the industry's best after-care services.

In 1946 John and Russell Bell, newly demobbed, joined their father John T. Bell in a small family owned housebuilding business in Newcastle upon Tyne. From the very beginning John T. Bell & Sons, as the new company was called, were determined to break the mould. In the early 1950s Kenneth Bell joined his brothers in the company and new approaches to design layout and finishes were developed. In 1963 John T. Bell & Sons became part of the public corporate scene and the name Bellway evolved.

Today Bellway is one of Britain's largest house building companies and is continuing to grow throughout the country. Since its formation, Bellway has built and sold over 100,000 homes catering for first time buyers to more seasoned home buyers and their families. The Group's rapid growth has turned Bellway into a multi-million pound company, employing over 2,000 people directly and many more sub-contractors. From its original base in Newcastle upon Tyne the Group has expanded in to all regions of the country and is now poised for further growth.

Our homes are designed, built and marketed by local teams operating from regional offices managed and staffed by local people. This allows the company to stay close to its customers and take key decisions about design, build, materials, planning and marketing in response to local and not national demands. A simple point, but one which we believe distinguishes Bellway.

Over 60 years of great homes and great service













Canalside living close to Gloucester's centre

Hempsted Quay is an exciting and enticing new canalside development of 2, 3, and 4 bedroom family homes just 2 miles from the centre of Gloucester. Situated on the eastern edge of the ancient rural village of Hempsted, which enjoys an excellent choice of school, including no less than three good primary schools.

Almost on your doorstep, Gloucester Quays has enjoyed massive regeneration in recent years, converting this historic and spectacular Victorian dockyard into the trendiest part of the city. Here you'll find a vibrant mix of cafes, bars and restaurants as well as fabulous designer outlets and antiques centres. A new 10 screen cinema complex is planned for 2013 as well as renowned chef's Gino Di Campo's first restaurant.

Away from the quayside, you'll find the Westgate Quarter around the Cathedral, which is famed for its many independent shops and designer boutiques, specialist delicatessens and a lively cafe culture. If you want to dance the night away, Eastgate is the place to discover the city's hottest wine bars and nightspots. The city also offers a fine theatre - The Guildhall, a first rate leisure centre and a wealth of museums and galleries to explore.

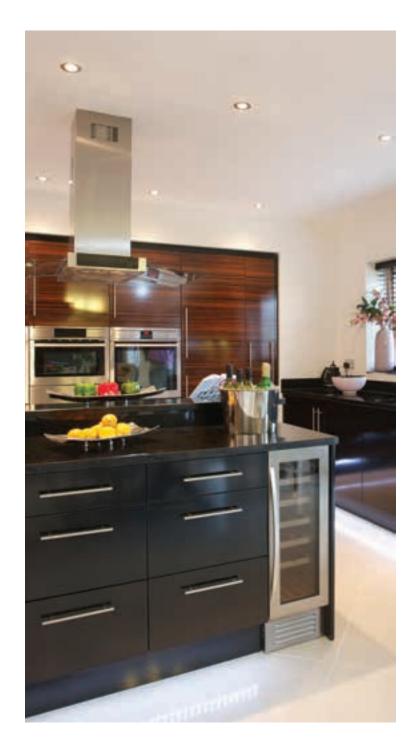
Gloucester is surrounded by some of Britain's most beautiful countryside; the ancient and historic Forest of Dean is close by to the west, while the gentle Cotswolds with its beautiful

villages and vistas lies just to the east. Head north and you'll discover the breathtaking Malvern Hills – a 'mountain range in miniature'.

There is excellent access to public transport from Hempsted Quay. A regular bus service into the centre of Gloucester is just 200 yards away, and the main line rail station offers services to Bristol, Cardiff and Birmingham in under and hour and London Paddington in under 2 hours. Road connections are also superb, junction 12 of the M5 is just 4 miles south providing easy access to Bristol (approximately 35 miles) and Birmingham (approximately 50 miles).







Personalise your home with Bespoke Additions









A unique package that offers you the freedom to create your perfect dream home before you even move in.



Our extensive range of options help you to decide whether you want to upgrade the quality fittings we offer as standard or even choose to include additional items so that you can make your new home as individual as you are.

And, most importantly of all, because we recognise that you want to move in to the perfect home from day one, we will ensure that all your chosen features are expertly fitted and finished by the time you move in.



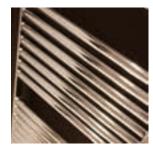
Although we make every effort to ensure that as many Bespoke Additions choices as possible are available to you, not every development offers all the range shown above. Therefore we recommend that you consult our Sales Advisor.



Choose from our range of Bespoke Additions options covering the following areas:









Kitchens:

- Granite worktops
- Integrated or freestanding washer/dryer
- Integrated or freestanding tumble dryer
- Built-under double oven
- Ceramic hob
- Stainless steel appliances
- Fridge/freezer
- Dishwasher
- Microwave
- Washing machine

Flooring:

• Choose from carpets, vinyl or ceramic

Tiling:

- Full and half height tiling
- Comprehensive upgrade options

Electrical:

- Additional sockets
- Additional switches
- Chrome sockets
- Chrome switches
- Under-unit lighting
- Shaver socket and light
- Electric powered garage door controls
- Tumble dryer vent
- Dimmer switches
- Recessed lighting
- Light fittings
- BT and TV points
- E-LIFE packages allow potential home owners the opportunity to customise their new homes with distributed audio systems, home cinema and surround sound packages as well as an option which will allow you to set up a home network

Plumbing:

- Water filter tap
- Heated towel rail

Security:

- Intruder alarms
- Security lights

Miscellaneous:

- Landscaped gardens
- Fencing to rear garden
- Wardrobes
- Furniture package
- Fire and surround
- Curtain package
- Bathroom and en suite accessories
- Full height mirror over bath
- Glazed internal doors (houses only)





Two great ways to help you move



Buy and sell in one easy move with Bellway Part Exchange. Bellway has always built attractive and desirable new homes. That's why we've become one of the top ten builders in Britain. But now there's even more reason to choose a Bellway home. To make the whole process of selling and buying easier, we've put together a range of services to make your move as hassle free as possible.

The benefits of this amazing deal include:

- A fair offer for your old home based on an independent valuation
- A decision made usually within 7 days
- No Estate Agents' fees to pay

- A guaranteed price for your old home
- A stress free move for you
- The option to stay in your existing home until your new house is ready
- No advertising fees to pay

Part Exchange - the simplest and quickest way to move house!



The Advantages:

- A recommended local agent will be used to market your present home
- You agree the selling price on your present home
- The Estate Agent works harder making your present home a higher priority to sell
- Details of your present home will also be marketed in our sales offices
- Bellway will do all the chasing with the Estate Agent to secure a sale for you

To make the whole process of selling and buying easier, Bellway has put together a range of services. Express Mover is the solution if you want to buy a Bellway home but haven't sold your own house.

- You get a market price for your present home
- You can trade 'up', 'down' or 'sideways'
- Properties outside our region can be registered on the scheme
- Most importantly it's free of charge!
 Bellway pay your Estate Agent fees
- Prospective buyers are properly qualified before being given an appointment to view your present home

Customer Care

Our dedicated Customer Care department will ensure your move to a new Bellway home is as smooth as possible

For over sixty years the name Bellway has been synonymous with quality craftsmanship and quality homes; we are justifiably proud of this reputation and work hard to provide you with a home that meets with your dreams.

From the day a customer visits our sales centre to the move-in day we aim to provide a level of service and after-sales care that is second to none.

In recognising the close involvement our customers seek in purchasing their new homes we deliberately gear our sales hand-over process to involve our customers at every possible opportunity. Firstly all our homes are quality checked by our site managers and sales advisors. Customers are then invited to pre-occupation visits; this provides a valuable opportunity for homeowners to understand the various running aspects of their new home. On the move-in day our site and sales personnel will be there to ensure that the move-in is achieved as smoothly as possible.

Providing customer care and building quality homes is good business sense. However, we are aware that errors do occur and it has always been our intention to minimise inconvenience and resolve any outstanding issues at the earliest opportunity. In managing this process we have after sales teams and a Customer Care centre that is specifically tasked to respond to all customer complaints.

We have a 24 hour emergency helpline and provide a comprehensive information pack that details the working aspects of a new home; a 10 year NHBC warranty provides further peace of mind.

We are confident that our approach to building and selling new homes coupled with our Customer Care programme will provide you with many years of enjoyment in your new home.

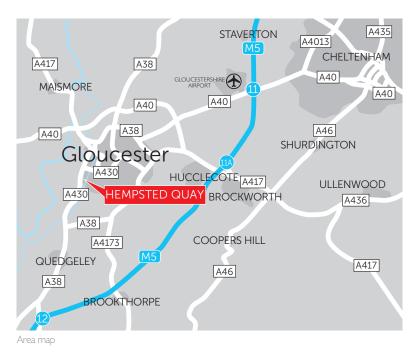








How to find us







Bellway Homes Ltd, (Wales and West Division) Alexander House, Excelsior Road, Western Avenue, Cardiff CF14 3AT Telephone 029 2054 4700 Fax 029 2054 4701

www.bellway.co.uk

