

# The top 5 regions seeking new homes specialists

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The top areas seeking new homes sales and marketing specialists include Cornwall, Hampshire and the Scottish Highlands, according to One Way.

An analysis by the construction and rail recruitment specialist outlined the top five new homes hotspots most urgently seeking sales and marketing specialists. This follows the government report, 'Fixing Our Broken Housing Market', which aimed to simplify and quicken the process of building new residential properties and comes at a time when more new semi-detached homes have been registered at any point since records began in 1986.

Paul Payne, managing director of One Way, comments on the top regions seeking new home sales and marketing expertise.

## Bedfordshire

"Up to 18,000 new homes are set to be built in Bedfordshire in a major development comprised of four new villages east of Biggleswade, a new settlement near Tempsford and up to 2,000 individual homes near Arlesey. These are completely new developments in an area of the country with relatively few commercial hubs driving employment so firms are urgently seeking specialists to help get these new builds off the market"

## Inverness and the Highlands

"This programme at Stratton will involve a total of 2,050 new properties being erected in central Inverness across two phases. Inverness is a growing city and the new development will incorporate £10m worth of affordable housing. It's financed, in part, through the Highland Infrastructure Fund which has been specifically set up to support the construction of housing across the Highlands and will require the skills of a wide range of flexible sales and marketing experts."

## Cornwall

"One of the single biggest developments will take place in Cornwall, where more than 27,000 new homes will be erected, with a further 25,000 scheduled for construction before 2030. The majority of new builds will cover ten towns including Penzance and Newquay and a further 2,000 will be built in the new eco-communities at West Carglaze and Par Docks.

## Hampshire

"Rather than one major development, Hampshire has benefitted from a spread of activity across the county with a range of projects currently underway or about to be given the green light. These include building programmes at Colden Common – where 150 new homes are planned – and Fareham on the former site of the college which should drive significant demand for sales and marketing skills."

## Birmingham

“The Soho Loop project was given the green light almost two years ago, but no activity has taken place thus far. However, that’s about to change as a joint venture between two developers has bought out previous land owner, City and Provincial Properties, and is in the process of building up to 800 new homes on the site off Dudley Road in west Birmingham. This is a major project for the city and housebuilders are on the lookout for the right sales and marketing specialists to help them get the homes off the market.”