



Client: Elite Homes
Sector: Residential

Challenge

To provide costed garden designs from concept to detail design, with a view to promoting the inclusion of a completed outdoor area to the potential buyer at the time of purchase. The ability to demonstrate environmental credentials as a selectee supplier was also a key consideration here.

Solution

- To provide information, present a CPD, and provide collateral relation to ESG credentials
- Carry out a full evaluation of the target market of the properties, which led to the creation of three designs, which were offered at three price points
- Designs were presented in a range of formats, including an immersive virtual reality environment for each option
- Marketing collateral, samples and VR headsets provided at the opening event and links to VR supplied for use in promotional brochures

Outcome

- Project support and customer engagement from design stage through to delivery

"The open day we had on the 9th June with Travis Perkins was very successful. The garden designs went down extremely well - we've had such positive comments on them from everyone."

Sara Crewe, Elite Homes.

BIODIVERSITY GARDEN



ENTERTAINING GARDEN



CHILD-FRIENDLY GARDEN



Design & Engineering – Case study

Ordnance Yard, Priddy's Hard, Gosport

