

# PROPOSAL

## Goff's Oak, Hertfordshire

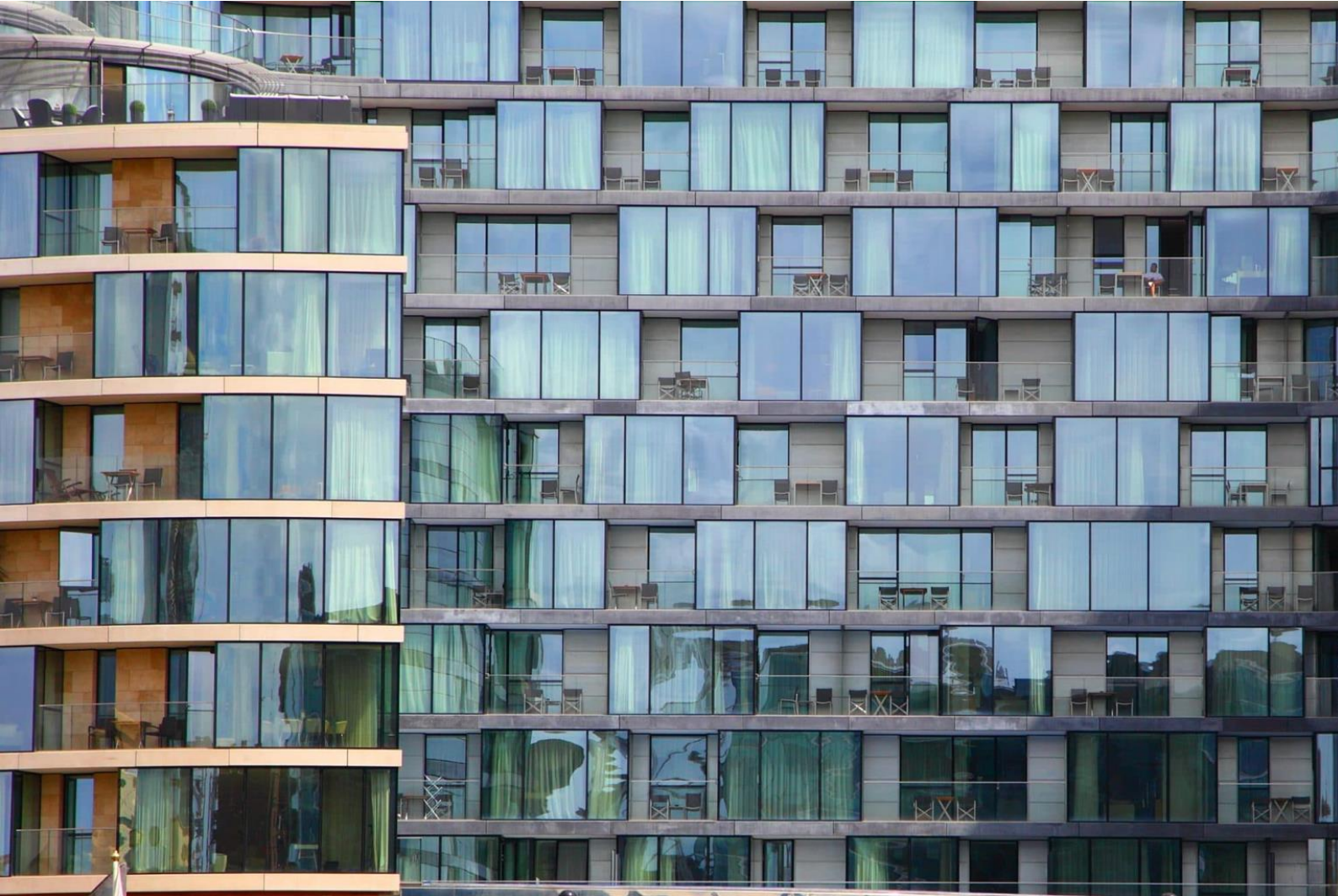
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Proposal valid to:  
3<sup>rd</sup> April 2025



FIRSTLY

# THANK YOU

FOR CONSIDERING US

We pride ourselves on offering an unparalleled level of customer service and exceptional communication to our clients. From some of the country's most predominant house builders and developers to the owners of individual properties and Resident Owned Management Companies, Premier Estates is able to find the optimum management solution for every eventuality. Close liaison with residents ensures that a quality management service is delivered in a friendly and

**Lisa Fantom**  
Managing Director

# GOFF'S OAK PROPOSAL

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# 1 | INTRODUCING

## PREMIER ESTATES

Premier Estates was established in 1998 and is proud to have developed into the highly acclaimed and nationally recognised company that you find today.

We operate nationwide and have established a large and diverse management portfolio totalling over 670 developments containing in excess of 36,000 properties throughout England & Wales. Our varied portfolio includes city centre mixed use landmark developments incorporating leisure, retail and commercial elements, a vast range of apartments from entry level through to high spec luxury, retirement developments, contemporary living, historic mill and country house conversions including the UK's largest group of Grade I listed buildings, affordable housing, a huge array of landscape and public open space schemes, and sustainable developments including the UK's largest zero carbon scheme. Premier Estates has a wealth of experience in property management, and has the knowledge required to manage every type of development.

Property management is all that we provide as a company; and our customers say that we do it exceptionally well! Our unsurpassed service has resulted in Premier Estates winning industry awards including the Property Management Company of the Year award, recognising us as one of the best in the country. We have also been selected to become one of a small number of exceptional firms to be listed on [verygoodservice.com](https://www.verygoodservice.com), which exclusively promotes only those that have proven that they are the best in their field.



### How we think

Our Estates Management teams take management of their own individual portfolios extremely seriously. They take pride and ownership in ensuring that the buildings within our management are maintained proactively and are pristine.

### What we manage

We manage a diverse range of properties and with this comes many differing challenges for us to deal with. We embrace such challenges and will always find a solution to any matters that arise.



## COMPANY STRUCTURE

Putting a face to a name

### BEN JORDAN



#### CHAIRMAN

Ben is Premier Estates' Chairman. He established Premier Estates in 1998 and has grown Premier Estates into the company it is today. Ben is passionate about providing the best possible service and standards to our clients. He has an extensive knowledge of the property industry having previously Chaired the ARMA council.

### PATRICK WARD



#### OPERATIONS DIRECTOR

As the Operations Director, Patrick is responsible for all operational aspects of Premier Estates' service in London and oversees the Compliance Team. Patrick joined Premier Estates in 2008 and has ensured that management services are dispensed with well-considered effort and exacting accuracy. Patrick also is a board member of The Property Institute (TPI).

### LISA FANTOM



#### MANAGING DIRECTOR

Premier Estates is headed up by Managing Director Lisa. Lisa succeeded Ben as the Managing Director in 2017 following Ben's appointment as Chairman. Lisa had previously been the company's finance director for over 10 years.

### LEE BRADNEY



#### FINANCE DIRECTOR

Lee is Premier Estates' Finance Director and has worked at Premier Estates since 2009. Lee leads a highly qualified team who oversee all financial aspects of the company's business including client accounting, treasury and the company's own accounts.

### WILL HALLWORTH

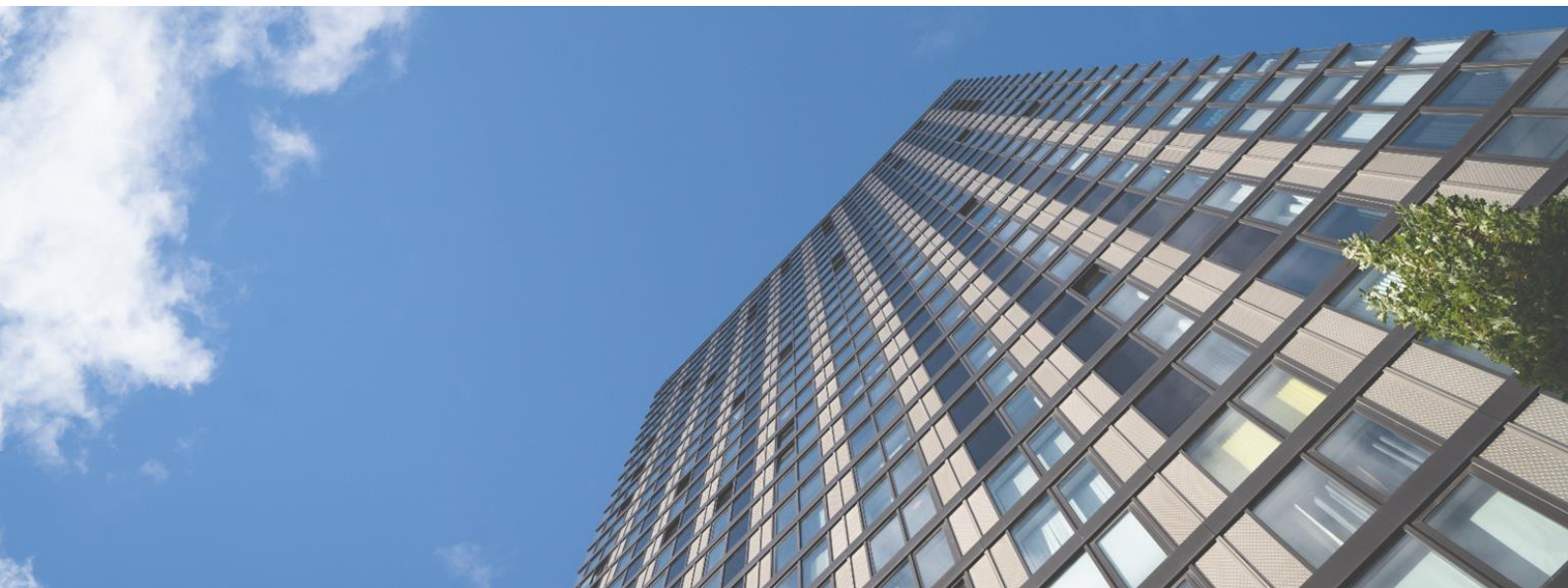


#### ESTATES DIRECTOR

The company's Estates Director, Will, has been with Premier Estates since 2008. Will oversees our estates team and our regional portfolio - his knowledge and passion for property ensure that outstanding service and high standards are consistently provided. Will also sits on the board of the Association of Retirement Housing Managers (ARHM).

# MANAGEMENT STRATEGY

## CLIENT FOCUSED PROFESSIONAL MANAGEMENT



### OUR APPROACH

Customer service is at the forefront of everything we do. Our aim is to go above and beyond residents' expectations in ensuring that their living environment is maintained to the highest possible standard.

We believe that communication is essential and that is why we provide a dedicated management team for each development we manage, meaning that all residents have a direct contact for any queries or issues they may have. In addition, we keep our residents informed as much as possible for peace of mind.

### WHAT IS IMPORTANT:

- > We appreciate that the buildings we look after are people's homes and we will do everything we can to assist when things aren't right.
- > Residents' safety is paramount, and we are extremely thorough in ensuring that risk assessments are completed on a biennial basis and that buildings are safe and risk free at all times.
- > We only work with reputable contractors and every contractor we work with is accredited with Premier Estates to ensure competent and safe working.
- > We recognise how important the small details are, therefore, we ensure our staff have a keen eye for detail and are thorough in everything they do.

## OUR SERVICE IS CUSTOMER SERVICE

### Our promises



We will be courteous, professional, honest and trustworthy in everything that we do.



We will treat everyone equally, irrespective of race, colour, ethic or national origins, gender, religion, creed or belief, sexual orientation or disability.



We will provide all services efficiently and in accordance with relevant legislation and industry codes of best practice.



If we undertake to do something, we will do it in accordance with the stated timescale.



We will always answer telephone calls, when available to do so.



We will record telephone messages accurately and pass them on immediately.



We will return telephone messages as quickly as possible at the latest by the same time on the following working day.



We will respond to letters, faxes and emails as quickly as possible and at the latest within 5 working days.



We will attend appointments and meetings promptly as arranged.



We will correctly classify repair requests and prioritise them in accordance with the urgency of the repair.



So far as possible, we will keep residents informed of the progress of repairs.

# HOW WE CAN HELP YOU

## CUSTOMER SERVICE

In recognition of providing the highest levels of customer service within the property management industry, Premier Estates and the individuals who we employ, have been awarded many prestigious national accolades over the years. Premier Estates have been voted winners in the categories of; customer service, property manager of the year, property management company of the year, and young property manager of the year and have been consistently shortlisted as finalists in arenas such as national property management company of the year and best manager of an RMC/RTM block, demonstrating unsurpassed all-round customer service and management qualities. Unlike other agents, we conduct customer satisfaction surveys on a quarterly basis as a routine and act on any feedback we receive to ensure that our customer service is the very best.



## CODES OF CONDUCT

As a member firm of The Property Institute (ARMA and IRPM), Premier Estates prides itself on complete compliance with current and anticipated legislation. All Property Institute members agree to adopt and abide by their strict code of conduct and undertake to comply with the Service Charge Residential Management Code issued by the Royal Institute of Chartered Surveyors (RICS) and approved by the Secretary of State for England under section 87 of the Leasehold Reform, Housing and Urban Development Act 1993.

In addition, it is a membership requirement of The Property Institute that we offer access to an Ombudsman scheme to provide an independent redress mechanism in the event that something goes wrong, and we are unable to resolve the complaint through our in house complaints procedure. As members of The Property Ombudsman, all of our customers have access to a free and independent government-approved redress scheme.





## HOW WE OPERATE

If successful, Goff's Oak would be onboarded by our Mobilisation team which is overseen by our Associate Director, Gemma Armsden. Our Mobilisation Team solely deal with onboarding the development and will not take major works forwards. Our Mobilisation team will focus on financial handover from yourselves, in addition to ensuring the insurance is in place and utility contracts are moved across to our remit. They will also be responsible for taking initial handover of the development in terms of maintenance and making sure that all soft service contracts are in place (if a change in provider is required). Once the scheme has all service contracts in place and our management has commenced, the development will be managed by a dedicated and experienced management team comprising of an Estates Manager and an Estates Coordinator, these two individuals remain as your points of contact on a daily basis. The Estates Manager will conduct regular inspections and will be responsible for the overall management of the development. The Estates Coordinator for Goff's Oak is the first point of contact for all property owners and residents, and can assist with any matters arising.

We believe that communication is key to providing outstanding service. Premier Estates issues regular correspondence to all property owners to keep them informed of matters in relation to the scheme. Our communications include any repairs which have been completed, planned major works, health and safety information and any other matters pertaining to the scheme.

As part of having a dedicated management team for Goff's Oak both the Estates Manager and Estates Coordinator are contactable Monday to Friday from 9.00am- 17.30pm by telephone and email. We pride ourselves on providing this personal service rather than offering a call centre type service. Outside of our office hours should an issue arise in relation to the scheme, we also have a designated Out of Hours service which can arrange for any necessary contractors to attend to any urgent repairs, should you wish this service to be included within our management.

Our Estates Managers hold either Associate or Member status qualifications with the Institute of Residential Property Managers (IRPM) on top of their own personal qualifications. In addition, many of our Estates Coordinators supporting Estates Managers, also hold Associate qualifications with the IRPM.

In terms of structure, if successful Goff's Oak would be placed in our London Portfolio which is overseen by our Operations Director, Patrick Ward.



## HOW WE CAN HELP YOU

We do offer an online residents' portal, this can be used to view your account balance, transaction history, make payments, view documents such as year-end accounts, service charge estimates, insurance documentation. We have included an example of the home page for you below. It also allows you to update your contact details giving homeowners another transaction method.

The screenshot shows the Premier Estates online residents' portal. At the top left is the Premier Estates logo. At the top right is a [Contact us](#) link. Below the logo, the user's account information is displayed: 0987/6543 Mr & Mrs Smith - 02 Portal Unit. The main content area is divided into two sections. On the left is a vertical menu with the following items: Noticeboard (highlighted in green), Account Balance, History, Make a Payment, Documents, Contact Us, My Details, and Logout. On the right is the 'Property noticeboard' section, which contains a table with the following data:

Date	Description	Further Details
n/a	WELCOME	Premier Estates would like to welcome its residents to the new Premier EstatesPortal. More information regarding your development will be available here over the coming months. If you have any questions, then please do not hesitate to contact us.

At the bottom right of the page, the copyright information is displayed: Copyright © 2008-2017 Qube Global Software Ltd.

### Noticeboard

The Noticeboard is used to relay any information to residents of the Development or Property that we manage. This is updated by your Estates Management team.

### Account Balance

Shows the current balance on your account.

### History

History shows all charges and payments for the defined period. This defaults to the previous 12 months, and the period can be amended to obtain the history required.

### Make a Payment

Use this section to pay full or part payment of your account. Payments are made securely using Sage Pay (sagepay.com). Premier Estates do not hold or process your card details on the Portal directly.

### Contact Us

This section displays the names, email addresses and telephone numbers for the team managing your development.

### Document

This section will display any documents that your Accounts and Estates Management teams have made available to you.

## FINANCE

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At the commencement of management, Premier Estates will always produce an asset register of all major and minor plant equipment and record the general condition of the main communal areas that will require future cyclical maintenance work. From this register and understanding the age of the development and condition of the main components, a schedule is formulated that will identify what major work will be required and when it is likely to fall due. Estimates of the various repair / replacement works are obtained in order to assist with setting meaningful reserve fund contributions that can be easily understood by clients and property owners. The reserve fund contributions are assessed annually, and should the asset register alter during the course of a financial year, then the contributions are altered accordingly.

In accordance with the RICS Code, Premier Estates always justifies the contributions to the reserve funds by reference to the work required, the expected cost and when it is to be carried out.

Whilst life-cycle costing is an important tool in the setting of service charges, the estimate of service charges must always follow what is permitted by the lease.

## COMPLIANCE AND HEALTH & SAFETY

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We adopt a zero-tolerance approach to Health and Safety matters to ensure our clients, residential customers, contractors and members of the public are fully protected at all times. We place our Health and Safety obligations at the very forefront of our management style and ensure that our actions are documented to evidence the levels of scrutiny and operational conformance that we adopt. To this extent, we maintain records that include:

- Training requirements, competencies and records, which are held centrally within our Head Office, where training and employment files are regularly reviewed and updated, with training needs being established and subsequently satisfied.
- Accident records, including all associated documentation in a format that can be summarised and used to generate specific meaningful reports for internal and external use. Documentation that we rely upon to assist us in our defence against a personal injury claim is comprehensive and extends to site inspection reports, health and safety surveys, routine photographs etc. These records are maintained by competent senior staff within Premier Estates. This year we have been awarded the Quality Management Standard ISO 45001, which demonstrates our progression and desire to ensure that we maintain records and define in-house processes in an appropriate and well-considered way.
- The Health and Safety needs of every development are assessed before the commencement of management and an appropriate plan is formulated to ensure all statutory Health and Safety requirements are met at all times.

Although the core of Health and Safety requirements fall largely underneath the Health and Safety at Work Act, 1974; careful consideration is also given to other areas relevant to our role, such as the approved code of practice' additional regulations, the Regulatory Reform (Fire Safety) Order 2005, and British Standards.

Premier Estates has a stringent routine when it comes to Health and Safety Fire Risk Assessments. We ensure that each scheme in our management has a risk assessment completed every two years, or when significant changes have occurred. We employ a reputable, specialist and independent risk assessment company to conduct these surveys and each time a survey is undertaken, the Estates Manager for the scheme is also present in order to offer comprehensive guidance on the scheme. The added benefit of this is that if there are any issues raised during the assessment, the Estates Manager obtains this information first-hand ahead of the survey report and can ensure that actions are taken to remedy such issues ahead of time.

# DEVELOPMENT SUMMARY

## 1 DEVELOPMENT OVERVIEW

The development known as Goff's Oak is situated in Waltham Cross, Hertfordshire and comprises of 51 plots in total. Of the properties, 30 are to be sold as Freehold houses, 7 as shared ownership and 13 affordable housing and 1 is to be retained by the landowner, all of which will be required to contribute towards the maintained areas. The responsibility of the buildings and appurtenant land within each plot will fall to the homeowner to maintain.

The areas which we understand will fall to the Management Company to manage and maintain are highlighted on the plan below, which includes the insurance, management and maintenance of the Public Open Spaces (POS), the attenuation pond, play equipment, roads and footpaths. The plan included below, also details the development as a whole, including its boundaries which are detailed with red lines.



## THE DEVELOPMENT

The external communal areas which form part of Goff's Oak, comprise of Public Open Space (POS), an attenuation pond and a play area which is located in the south west of the development (all highlighted green).



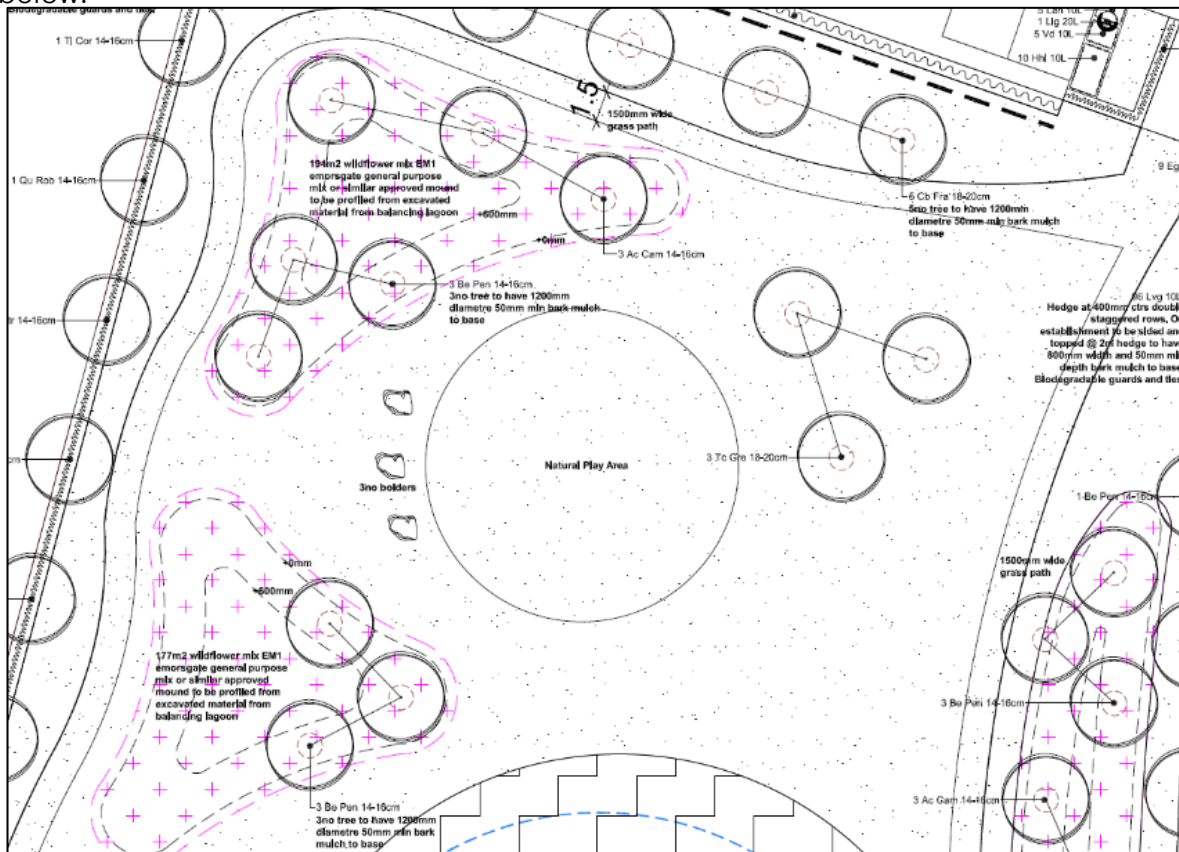
The POS areas to be maintain extend on the north border of the development adjacent to the main road. There are several SWALES which extend down the central access road of the development, further POS to the south east corner and finally the largest section is located in the south east corner. Note that the storage tank is not to be included in the managed areas and the intention is for this to be adopted by a utility company along with the pumping station, therefore allowances have not been made for these aspects.

We understand from the Landscape Management Plan, that the requirements within the POS are hedge trimming, pruning, tree maintenance, weed control, maintenance of the attenuation pond, grass cutting, litter removal and re-mulching. The meadow grass and wildflower areas are to be cut three times a year in Spring, Summer and Autumn, whilst the remaining grassed and planted areas will be attended to on the grounds teams' regular visits.



The areas highlighted in red on the plans denote the roads and footpaths around the development, we understand that these will also be transferred to the Management Company to maintain and are not going to be adopted by the local authority. We have therefore made provision for the maintenance of these within the service charge estimate including allowances for attention to the drains and street lighting.

The largest landscaped area located in the south west corner of the development, it includes a natural play area that is made up of logs and boulders and is further furnished with benches and the whole area is circled by a grassed path, all of which are to be maintained by the managing agent. We have made allowances within the Health & Safety and Repairs & Maintenance provisions for the ROSPA inspection and subsequent repairs (if required) of the play area. The attenuation pond is also situated in this area of POS and is surrounded by 1.2-meter-high metal railings. Further details of the play area can be found below.



The grounds surrounding the play area are to be laid to grass and populated with bulb, shrub, hedge and tree planting.

The aforementioned description and assumptions provide the basis for our management proposals. We will be pleased to revise our proposals accordingly should the layout of the development alter, or if any of our assumptions transpire to be incorrect, in order to ensure that our service charge estimate is as accurate as possible.

## 5 | SERVICE CHARGE

The Managing Agent will be responsible for the insurance, management and maintenance of the Public Open Spaces (POS) which each of the 51 houses included will be required to contribute towards. Each property owner will be individually responsible for maintaining the structure and fabric, internal and external areas of their properties and will be obliged to keep their properties in a good state of repair as per their transfer documentation. They will also be obliged to arrange their own buildings insurance for their properties.

In order to calculate the service charge contribution that will be required from each homeowner, the Managing Agent must prepare an estimate of annual expenditure at the commencement of each financial year. Each homeowner must contribute the set percentage of the income required to meet the expenditure, excluding those properties which are exempt.

The expenditure required to insure, manage and maintain the Public Open Spaces should be considered as a whole with each property owner being obliged to contribute a set percentage of the income required by the Managing Agent to meet such expenditure. Therefore, the service charge contributions will be split equally between the 51 properties, requiring them to contribute a single fifty first share of the total expenditure which equates to 1.9608%.

The service charge estimate allows for all anticipated expenditure of the Managing Agent during the first twelve-month period. Additionally, allowances are made for future maintenance, for items such as play area maintenance and road repairs. This is in order to equalise the expenditure of the Estate from year to year enabling service charges to remain constant during years of high expenditure. Our experience in preparing initial service charge estimates enables us to ensure that future increases in service charge payments are kept to an absolute minimum and we undertake never to charge management fees in excess of those laid down by the Homes and Communities Agency.

Purchasers will be reassured to learn that all service charge receipts and other payments to the estate are held in a designated bank account in the name of the development. Such funds are afforded trust status and are for the sole use of managing and maintaining the development. All payments for services are made from this account and all transactions are subject to an annual independent certification. The annual accounts of the estate would be circulated to all homeowners once finalised.





Estimate of Service Charges Payable on Account

Development Name:	Goffs Oak
ECS Reference:	TBC
Date of Calculation:	Updated 3rd April 2024
Financial Year:	First
Development fully handed over:	No
Prepared by:	Emily Skerratt
Authorised by:	

	<u>Total , £</u>
1 Gardening & Landscape Maintenance	4,000
2 Pond Maintenance	650
3 Electricity	400
4 Repairs & Maintenance	1,000
5 Reserve Fund	900
6 Accountancy & Legal Fees*	615
7 Company Secretarial Fees*	347
8 Bank Charges	160
9 Health & Safety	300
10 Public Liability Insurance	400
11 Directors & Officers Liability Insurance	150
12 Management Fees*	3,000
13 VAT on *above	792
<b>TOTAL ESTIMATED EXPENDITURE</b>	<b>£12,714</b>
Number of Units	51
Percentage Payable Per Unit	1.9608%
Service Charge Payable on Account Per Unit Per Annum	£249.30

# SERVICE CHARGE

## THE SERVICES EXPLAINED



### 01 GARDENING & LANDSCAPE MAINTENANCE

This provision allows for 18 visits per annum as requested, comprising of fortnightly visits during the summer months (April-September) and monthly visits during the winter months. The contractor's specification would cover landscape maintenance of the managed areas which includes, mowing, weed removal, trimming hedges, pruning of shrubs and trees, the clearance of leaves, sweeping and litter picking hardstanding areas and ensuring that the development is clean, neat and tidy.



### 02 POND MAINTENANCE

This allows provisional sums for any general repairs, maintenance or treatments required to the attenuation pond, including the removal of all rubbish and debris,



### 03 ELECTRICITY

We would make an allowance for all expenditure associated with powering all external lighting street lighting. We use a broker to obtain the most competitive rates for all energy supplies which is retendered on an annual basis. We regularly obtain meter readings for the Landlord supplies to ensure that bills are as accurate as possible. Whilst we have received your approximate costs which are budgeted, due to our good working relationship with the broker we engage with, we feel we would be able to obtain a more competitive rate.



### 04 REPAIRS & MAINTENANCE

This allows provisional sums for any general repairs and maintenance required to the public open spaces including maintenance to the roads, footpaths, play area, attenuation pond, boundary treatments, landscaped areas and tree works etc. These are just some of the examples which fall under this provision. However, we do show a full breakdown of the expenditure incurred within the service charge accounts at the end of the financial year.

## 05 RESERVE FUND

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An allowance would be made within the service charge estimate for a Reserve Fund, which would allow for the future costs associated with unknown major expenditure at the development such as pond repairs or repairs to the roads and footpaths. This fund would be put in place each financial year and would build up over a number of years to ensure that when major expenditure is required, sufficient funding is available to meet the expenditure requirements and therefore removing the need to raise additional levies which would have to be met by homeowners.

## 06 ACCOUNTANCY & LEGAL FEES

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At the end of the financial year for the development, our service charge accountants collate all of the financial detail which is then produced and certified by an external firm of accountants, each property owner then receives a copy of the final accounts.

## 07 COMPANY SECRETARIAL FEES

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This is the fee for Premier Estates to act as the Company's Secretary on behalf of the development, which includes keeping all records up to date and filing necessary information with Companies House.

## 08 BANK CHARGES

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All service charge monies are to be held in a trust account for the development. Due to the type of account, there is a charge for it, but it does not increase, and we do complete a regular review process to ensure the account used is with the most beneficial bank. There are no additional charges for credit card payments, direct debit collections or other payment methods.



## 09 HEALTH & SAFETY

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Health & Safety is at the forefront of everything we do, and we build in a provision specifically for this. This provision allows for periodic health & safety fire risk assessments which take the whole development into consideration. These are typically carried out every two years and are carried out by an independent firm of highly qualified risk assessors, who attend the development accompanied by the dedicated Estates Manager for Goff's Oak, and conduct a thorough survey of the managed areas.



## 10 PUBLIC LIABILITY INSURANCE

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This includes a public liability insurance policy which covers all areas which form part of the management company's responsibility. Homeowners will be individually responsible for arranging all insurances associated with their own homes.

We use a broker to obtain the most suitable and competitive policy for the development.



## 11 DIRECTORS & OFFICERS LIABILITY INSURANCE

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We arrange Directors & Officers Liability insurance where a Management Company is in place. This is in place to protect the resident Directors in all that they do for the Company and the development. We assume that there will be a Management Company in place for the development and we have therefore included this provision.



## 12 MANAGEMENT FEES

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Our fee is all inclusive and covers everything we do to manage the development for you. There are no hidden costs or additional fees to expect. We do not charge any additional fees for meetings, correspondence or monthly inspections.

Our management fee is all inclusive and is fixed for the first financial year of our management. Our management fee would be £3,000.00 (excluding VAT) per annum and fees are reviewed on an annual basis in line with inflation but no increases are applied without prior review.

# 7 | TESTIMONIALS



“ As Chairman of Scarthingwell Park, it has been a very positive experience working with Premier Estates and in that time, they have proved to be extremely supportive and responsive to any problems that have occurred.

This professionalism has made us keen to engage with an Estates Management Company like Premier Estates that has the support tools, scope and flexibility to maximise their effectiveness in dealing the with day-to-day issues that often occur.

This is reflected in the confidence we have in Premier’s ability to manage our estate in an efficient and sympathetic way in keeping with our policy of being open and honest and maintaining the sound and effective partnership we have achieved so far.

Chris Key, Chairman

“ Premier Estates provide a professional management service which complements our 5-star developer status within North Midlands. I believe that Premier Estates recognise the importance of customer service standards and proactively work to reach these standards on the schemes they operate on for in the Division.

Barratt Homes, North Midlands



AND ...

# FINALLY

We would like to thank you again for the opportunity to tender for Goff's Oak and hope that you find our proposal to be of interest. We hope that it demonstrates our commitment, ethos, values and approach to managing the properties within our portfolio to the highest possible standards.

We trust that you find our proposal informative and concise. We would be happy to answer any further questions you may have or meet with you further at your convenience to discuss your needs.