

# Alessandra Grove

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EXCLUSIVE SELF-BUILD PLOTS FOR BESPOKE LIVING

Goff's Oak, Hertfordshire, EN7 5RU

Marketed by



**CUSTOM  
BUILD HOMES**

Welcome to



# Alessandra Grove

WHERE YOUR DREAM HOME BECOMES A REALITY.

Alessandra Grove is an exclusive collection of 14 serviced building plots, set in the desirable location of Goff's Oak, Hertfordshire. These fully serviced plots, with approved planning permissions, provide you the unique opportunity to design and build your perfect home, tailored to your lifestyle and preferences.



CGIs created using illustrative house designs.

# Why choose Alessandra Grove?

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## Bespoke design for your lifestyle

At Alessandra Grove, each plot includes outline planning permission for a 4-5 bedroom detached home, with the option to add a garage. You have the opportunity to design a property that reflects your personal taste and submit it for detailed planning approval. All home designs will adhere to the approved Design Code. Our team of experts will guide you through every stage of the process, ensuring your build is as stress-free as possible.



## Fully serviced plots

Each plot comes fully serviced with essential infrastructure already in place, including water, electricity, gas and high-speed broadband connections. This makes it easier and faster for you to start building your dream home without the usual delays and costs associated with installing utilities.



## Prime location

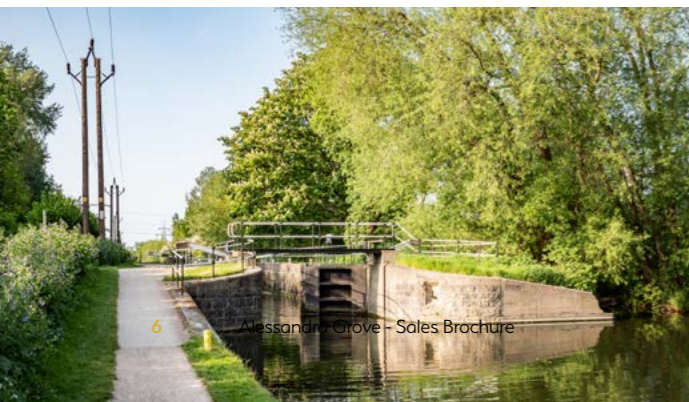
Situated in the heart of Hertfordshire, Alessandra Grove offers an idyllic village setting without sacrificing accessibility. With excellent transport links, Goff's Oak is a peaceful retreat that allows easy commuting to London, the nearby towns of Cheshunt and Cuffley, and beyond.

# Local Area

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## GOFF'S OAK, HERTFORDSHIRE

Goff's Oak is a charming village that blends rural beauty with modern conveniences, making it a perfect location for families, professionals and retirees alike. Known for its scenic views, excellent schools, and strong community spirit, Goff's Oak offers an enviable lifestyle with close connections to larger towns and the city.



# Education

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## EXCEPTIONAL LOCAL SCHOOLS

Families moving to Alessandra Grove will benefit from access to some of the best-rated schools in the area.

**Goffs Oak Primary School**, located less than a mile from Alessandra Grove, is a well-regarded primary school offering a nurturing environment with a focus on both academic excellence and personal development.

**Fairfields Primary School**, another nearby option for younger children, provides excellent education just a 5-minute drive away.

**Goffs Academy**, a highly-rated secondary school located 10 minutes from Alessandra Grove, offers a broad curriculum and holds a strong reputation for academic achievement.

For families interested in independent schooling, the area includes prestigious options like:

**Queenswood School** in nearby Brookmans Park, an all-girls school known for its exceptional academic standards.

**St. Edmund's College**, a leading co-educational school 25 minutes away in Ware.

**Haileybury**, an outstanding private mixed school just 15 minutes away.

**Lochinver House School**, a private primary school for boys, and **Stormont**, a private school for girls, both located within a 15-minute drive.



# Transport Links

PERFECTLY  
POSITIONED



**Train:** Just a 5-minute drive to Cuffley Station, where frequent services take you directly to Moorgate in 44-minutes, or Finsbury Park in 20-minutes. Cheshunt Station connects you to Liverpool St Station in 21-minutes.

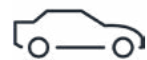


**Airports:** London Luton and London Stansted airports are both within a 40-minute drive, offering excellent international travel options. Other airports include:

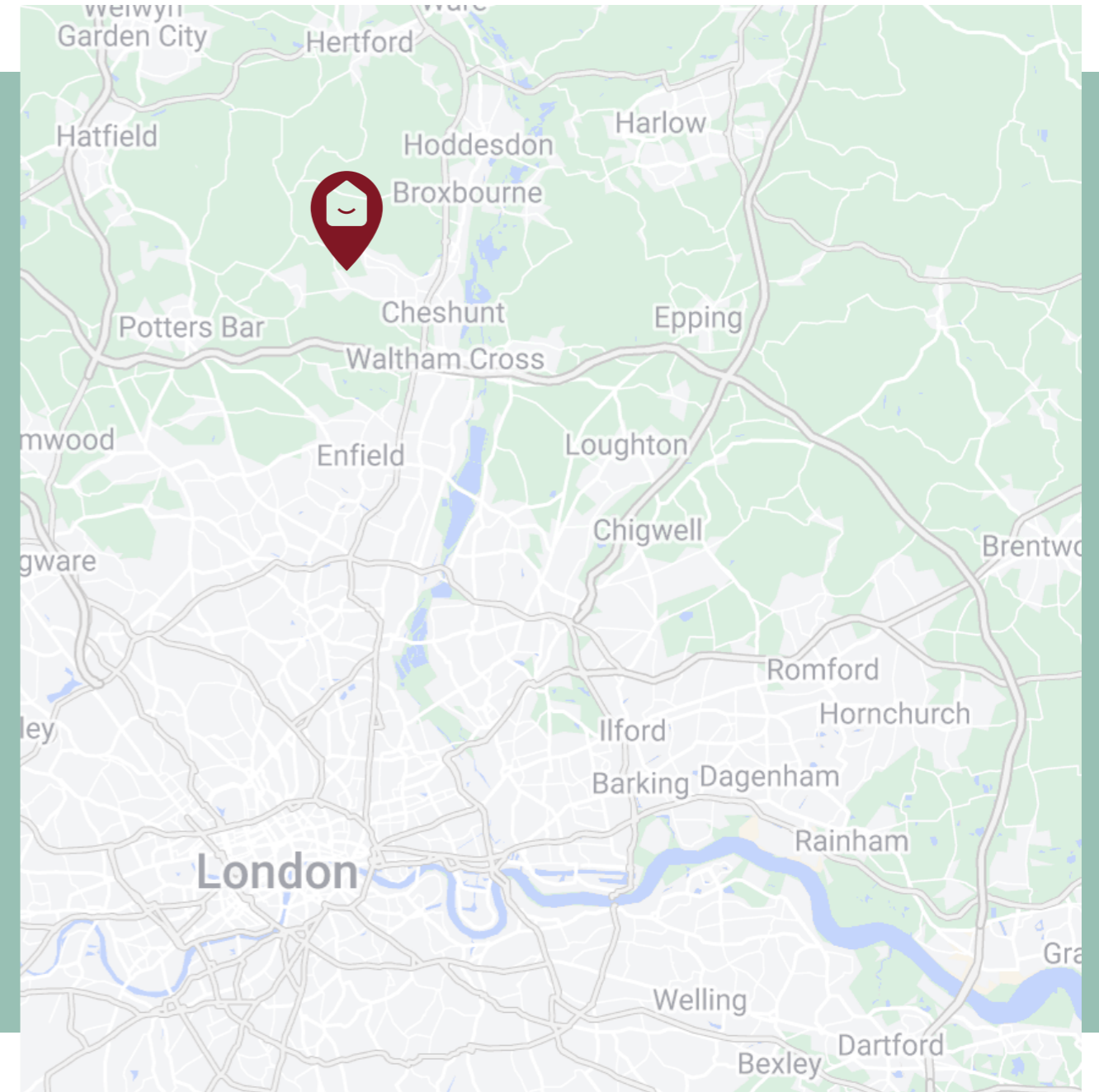
**London Gatwick:** 1hr 10-minutes

**Heathrow:** 50-minutes

**London City:** 55-minutes



**Road:** The nearby A10 and M25 motorways offer easy access to surrounding areas, including London, St Albans, Watford, Brighton and Cambridge.



# Local Amenities

## ESSENTIAL AMENITIES FOR DAILY LIFE



**Shops:** Local convenience stores, a post office, and several independent shops and boutiques are only a few minutes' walk away, and Brookfield Farm Retail Park, featuring stores like Tesco, M&S, Next, Boots, and many others, is only a 10-minute drive away.



**Golf & Sports:** Cheshunt Park Golf Centre is just a few minutes away. Broxbourne Sports Club, offering tennis, cricket, and hockey facilities, is also nearby. Essendon Golf Club and Bayford Golf Club are both 7 minutes away. Sopers House Health Club and Ignite Health Club are also only a few minutes' drive.



**Leisure:** The area is surrounded by parks and open spaces, including Cheshunt Park, Broxbourne and Cuffley Woods, perfect for family outings, nature walks, and outdoor activities. Hertfordshire Zoo is 11-minutes away.



**Dining:** Charming pubs such as The Goffs Oak, Coach and Horses, the Crown and The Woodman, as well as cafés and restaurants, offer a mix of traditional British fare and modern dining experiences. The Gables offers Fine Dining and the best gourmet Pizzas around!



**Healthcare:** Nearby options include the Valley View Health Centre for general practitioner services and the New River Health dental practice, both within a 10-minute drive. For more specialised medical care, Chase Farm Hospital in Enfield is easily accessible. All major hospitals are 20-minute drive away.

# The Plots

Alessandra Grove offers 14 spacious serviced plots, each designed to maximise privacy while taking full advantage of the beautiful surrounding countryside. With plot sizes ranging from 683m<sup>2</sup> to 887m<sup>2</sup>, there is ample room to design and build a large family home with expansive gardens and outdoor entertaining spaces.

Plot	Plot Size	Max House GIA*	Plot Price**	Projected Red Book Valuation***	SDLT Saving
1	887 m <sup>2</sup> / 0.219 ac	260m <sup>2</sup> / 4 beds	£870,000	£1,650,000	£78,250
2	822 m <sup>2</sup> / 0.217 ac	240m <sup>2</sup> / 4 beds	UNDER OFFER	£1,550,000	£68,250
3	725 m <sup>2</sup> / 0.179 ac	280m <sup>2</sup> / 5 beds	£890,000	£1,735,000	£87,450
4	770 m <sup>2</sup> / 0.190 ac	300m <sup>2</sup> / 5 beds	£900,000	£1,800,000	£94,750
5	859 m <sup>2</sup> / 0.217 ac	350m <sup>2</sup> / 5 beds	£1,030,000	£2,075,000	£116,000
6	882 m <sup>2</sup> / 0.212 ac	350m <sup>2</sup> / 5 beds	£1,050,000	£2,105,000	£117,000
7	711 m <sup>2</sup> / 0.176 ac	210m <sup>2</sup> / 4 beds	£760,000	£1,390,000	£54,750
8	698 m <sup>2</sup> / 0.172 ac	270m <sup>2</sup> / 5 beds	£890,000	£1,700,000	£83,250
9	781 m <sup>2</sup> / 0.193 ac	380m <sup>2</sup> / 5 beds	£960,000	£2,100,000	£126,000
10	730 m <sup>2</sup> / 0.180 ac	350m <sup>2</sup> / 5 beds	£950,000	£2,000,000	£115,000
11	683 m <sup>2</sup> / 0.169 ac	330m <sup>2</sup> / 5 beds	£1,010,000	£2,000,000	£109,000
12	701 m <sup>2</sup> / 0.173 ac	340m <sup>2</sup> / 5 beds	£1,030,000	£2,050,000	£113,000
13	798 m <sup>2</sup> / 0.197 ac	350m <sup>2</sup> / 5 beds	£1,030,000	£2,075,000	£116,000
14	877 m <sup>2</sup> / 0.217 ac	330m <sup>2</sup> / 5 beds	£1,060,000	£2,050,000	£110,000

Each plot comes with its own Plot Passport and associated Design Code, permitted as part of its planning permission. These documents provide a guide as to what is permitted on each plot and across the site and help to ensure a coherent and harmonious development.



\*GIA = Gross Internal Area.

\*\*Please refer to our website for the availability of each plot. Prices shown are valid as of 1<sup>st</sup> November 2024.

\*\*\* End values have been valued by leading independent practice Aitchison Rafferty



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# Working with **first:building**

At Alessandra Grove, **first:building** is committed to making your self-build journey as smooth and stress-free as possible. With years of experience and a reputation for excellence, they'll guide you through every step of the process, ensuring your vision becomes a reality.

## YOUR TRUSTED PARTNER

### STEP 1

#### Designing Your Dream Home

Working in partnership with specialist self-build Architects and engineers at English Brothers, they'll help you design a home that is perfectly tailored to your needs, lifestyle and budget. Whether you have a clear vision in mind or need assistance in conceptualising your new home, their team will ensure your ideas are translated into detailed architectural plans that meet the planning guidelines.

### STEP 2

#### Securing Planning Permission For Your Home

**first:building** will take care of the entire planning permission process, ensuring that all necessary approvals are secured smoothly and efficiently. With their expertise in planning and building regulations, you can be confident that your dream home is fully compliant and ready for construction.

### STEP 3

#### Fixed-Price Build Contracts

Once your design is finalised and final planning approval is secured, **first:building** offer a fixed-price build contract - giving you peace of mind from the outset. This transparent approach means you'll know exactly what your new home will cost to build without any unexpected surprises along the way. Their experienced construction team will then bring your plans to life with the highest quality craftsmanship.

### STEP 4

#### Personalising Your Interiors

We know that the details make the difference. Throughout the build process, **first:building** will work closely with you to agree on and source unique interior fixtures and fittings that reflect your personal style. From kitchens and bathrooms to flooring and lighting, we'll make sure your home is tailored to your preferences, inside and out.

### STEP 5

#### Exterior Finishes – Gardens, Driveways & Boundaries

Your new home won't just be beautiful on the inside. **first:building** will also take care of all exterior works, including landscaping your garden, installing your driveway, and finishing boundary treatments in line with the Design Code and Planning Permission. Our attention to detail extends to every corner of your property, ensuring a polished and cohesive look that perfectly complements your new home.

### STEP 6

#### Moving Into Your Completed Home

When everything is complete, your new home will be ready for you to move into, fully finished and styled just the way you envisioned. With **first:building**, you're not just buying a plot - you're creating a home, crafted with care, precision, and your unique touch.



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**first:building** delivered an exceptional service, combining creativity, technical expertise, and attention to detail. They guided us seamlessly through our custom build, ensuring every aspect was completed to the highest standard. Thanks to their professionalism and dedication, we now have a stunning, tailor-made home that exceeded our expectations. Highly recommended!

James and Evelyn Woodward



# Financing Your Dream Home

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## FLEXIBLE SOLUTIONS FOR YOUR SELF-BUILD JOURNEY

At Alessandra Grove, we understand that financing your self-build home is a critical part of the process. That's why we're proud to partner with BuildStore Mortgage Services, the UK's leading specialist in self-build mortgages, to provide you with tailored financing solutions that meet your needs.

### Why Choose BuildStore Mortgage Services?

With over 20 years of experience in the self-build market, BuildStore offers exclusive mortgage products specifically designed for self-builders, custom build, and renovation projects. Their flexible approach helps you manage cash flow and provides funding at every stage of your build—from purchasing your plot to finishing your dream home.



## Key Benefits of a Self-Build Mortgage from BuildStore:



**Guaranteed Stage Payments:** Unlike traditional mortgages, self-build mortgages release funds in stages. This means you'll receive funds as you need them - whether it's for buying your plot, construction, or the final finishes.



**Tailored to Your Project:** BuildStore will work with you to create a financing plan that fits your unique project. With options for fixed or variable rates, interest-only or repayment plans, you'll find the perfect fit for your budget.



**Cash Flow Management:** With a self-build mortgage, you can unlock funds at key stages - giving you flexibility and control over your cash flow as your build progresses.



**Expert Advice:** BuildStore's mortgage advisers are specialists in self-build and custom build finance, ensuring that you get the right advice and the best deals to suit your individual circumstances.

## Getting Started with BuildStore Mortgage Services:

1.

**Initial Consultation:** Speak with a BuildStore adviser to explore your options. Whether you're a first-time self-builder or experienced, their team will guide you through the best mortgage products available.

2.

**Mortgage Approval:** Once your financials are in place, BuildStore will help you secure the best mortgage for your project, with stage payments aligned to your build schedule.

3.

**Ongoing Support:** Throughout your build, BuildStore's team will be on hand to ensure that funds are released promptly, keeping your project on track.

4.

**Site Insurance and Structural Warranty:** BuildStore, via its subsidiary BuildStore Insurance Services Ltd. will provide advice on the most suitable Site Insurance and Structural Warranty for your project. These are necessary requirements to protect you, and your build.

# Frequently asked questions

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## 1. Why do people build their own homes?

Building your own home is life-changing, and it offers unique and permanent lifestyle benefits.

### A home design tailored to you

Following the approved Design Code, you can design every corner of your new home, reflecting your personal style, needs and budget.

### Quality of build

By working with **first:building**, you can achieve a higher-quality build and fit-out than typical new homes available to buy.

### Financial control

Prioritise your spending on what matters most to you. By entering into a fixed build contract with **first:building**, your Build Costs will be fully guaranteed.

### Energy Efficiency & Eco Goals

Incorporate the latest renewable technologies for a sustainable, cost effective home.



## 2. How long will it take?

By appointing **first:building** to support you with design, engineering and building, you should expect 12 months from breaking ground to moving in.



## 3. Can I get a mortgage to build my home?

Yes, we're supported by the UK's leading mortgage partner for custom and self-build finance, BuildStore. You can secure up to 90% LTV for your plot and build costs, subject to affordability and personal finances. We'll introduce you for a no commitment chat on request.



## 4. How do these mortgages work?

They operate similarly to traditional mortgages, except during the build, funds are released in stages as your home is constructed.



## 5. Are there any other financial benefits to building my own home?

Yes! There are several Government-backed incentives for self-builders, including VAT refunds for materials and services, and Stamp Duty Land Tax (SDLT) is only chargeable on the price of your plot. This can generate savings of more than £100,000 at Alessandra Grove, when compared to buying a new home in the area.



## 6. Who will help me to design my home?

After you choose your plot, we will introduce you to **first:building**, a specialist homebuilder operating in partnership with the developers to offer Design & Build solutions to plot buyers. Their team, in collaboration with architects from English Brothers, the timber frame supplier, will manage the process of designing your new home to suit both your tastes and budget, secure its planning permission and build it for you, either to an agreed stage, or to completion.



## 7. Can I use my own Architect and Builder?

**first:building** will support the design and planning process by providing architectural and planning services as well as construction. Having multiple contractors building on site can cause logistical issues, and increase the safety risks for those operating (and living) on site. By choosing to appoint **first:building** you can manage key design decisions against the costs of building them, while other Architects may not pay as close attention, leaving you with a house design that is more expensive to build than it needed to be. We strongly recommend engaging **first:building**, at least as a starting point.



### 8. How much will building my home cost?

Build costs are ultimately determined by the size, design complexity and specification of your new home. However, typical build costs of £2,200/m<sup>2</sup> - £2,450/m<sup>2</sup> should be expected for new homes at Alessandra Grove, given their sizes and end values. **first:building** will provide a fixed build cost based on your final house designs.



### 9. What is the potential resale value of a custom home?

Self-built homes or custom homes typically generate a higher resale value due to their bespoke nature and modern specifications making them more attractive to future buyers.



### 10. How will the development integrate with the local community?

The approved Design Code for Alessandra Grove has been designed to compliment and enhance the local area, fostering a sense of belonging amongst like-minded homeowners and their wider community.



### 11. What utilities are connected to my plot?

All necessary utilities are connected up to the boundary of each plot at Alessandra Grove. These include high-speed telecoms, electricity, with increased load to power EV charging, water and foul drainage.



### 12. Are there any additional costs beyond the plot and build costs?

Yes, there are design and planning costs. When working with **first:building**, these are fixed and extremely competitive. If you choose to work with another Architect or consultant, these costs will likely vary.



### 13. Are there any ongoing fees payable to the Management Company for the estate?

Yes, the exact details of these are contained in the draft Plot Sale Agreement and Transfer Documents.



### 14. Can I visit the site?

Yes, Custom Build Homes will be holding viewing days for those wishing to enter the site, view the plots and speak with **first:building** and the developers. Get in touch now for more detail. However, Alessandra Grove is a live development site with infrastructure and servicing works ongoing, therefore the extent that plots are clearly visible when viewing may vary, and for safety reasons, entry to the site is strictly forbidden unless visitors are accompanied by a member of the development team.



### 15. I am ready to go, what are the next steps?

Speak with Caitlin Andrew at Custom Build Homes today. Choose your plot, complete the reservation form and pay the £10,000 reservation fee. This will secure your plot while your solicitors progress the sale towards Exchange of Contracts, leaving you to begin designing your new home. Mortgage Advice is available upon request.

# How to reserve

Once you have selected your preferred plot, send a written offer letter via email and one of our sales team will be in touch to take you through the reservation process.

This includes an initial affordability check and a refundable reservation fee of £10,000.

[hello@custombuildhomes.co.uk](mailto:hello@custombuildhomes.co.uk)  
[custombuildhomes.co.uk](https://www.custombuildhomes.co.uk)  
0345 223 4452



CGIs created using illustrative house designs.



## Alessandra Grove

Newgatestreet Road  
Goff's Oak  
Hertfordshire  
EN7 5RU



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