



# THE EMERSON GROUP



The first 50 years



1959

1971

1973

1974

1975

1980

1983



*PE Jones  
(Contractors) Ltd  
established.*

*Emerson  
Developments  
(Holdings) Ltd  
established*

*Orbit  
Developments  
(Manchester) Ltd  
established.*

*Mottram  
Homes Ltd  
established.*

*Emerson  
Management  
Services  
established.*

*PE Jones  
Contracts  
(Manchester) Ltd  
established.*

*Emerson  
International  
Inc  
established.  
Residential and  
commercial  
Projects in  
Florida, USA.*

*Woodblane  
Developments Ltd  
established  
in Scotland.*



1984

1985

1986

1990

1996

2000

2002

*Jones Retirement Homes established.*

*Emerson International Inc Residential and commercial projects in Portugal and USA.*

*Orbit Developments (Southern) Ltd established.*

*Newfield Construction Ltd. 50% shareholding acquired 2006 - 100% shareholding acquired.*

*Jones Homes (Northern) Ltd established in Yorkshire. Jones Homes (Southern) Ltd established in Kent.*

*Grangefern Properties Ltd established.*

*JJT Residential Services Ltd established.*



# Jones Homes and The Emergence of a building success

*From small beginnings...*



Many people will remember 1959 for a variety of reasons: motoring enthusiasts will recall it was the year that the mighty Austin Seven – more popularly known as the ‘Mini’ – was launched, selling for the princely sum of £500.

It was also the year that direct dial payphones were introduced in the UK, the microchip was invented, yearly inflation was 0.9%, and the Boeing 707 jet airlines came into service, cutting a massive eight hours off the flying time across the Atlantic.

And the average price of a house in the UK was £2,410, with the average wage being £750 a year!

1959 was also the year that a young joiner called **Peter Emerson Jones** formed **PE Jones (Contractors) Ltd**, a company set up to build new homes, initially on small sites in the Wilmslow and the Cheshire area.

But the real story began two years earlier, Peter was then working for his father’s company, FE Jones Builders, and took it upon himself to buy two plots of land in Handforth to build a house for himself and his wife-to-be, Audrey.

The first house was built to roof and unfortunately mortgage finance was not available to finish the property. The house had to be sold for £2,650 and the idea was to build a second house for himself on the plot next door.

One weekend, Peter was working on the house when a car pulled up. The driver got out, started chatting to him and said that he was interested in buying the house. Peter said the house was not for sale as he was going to get married and live in the house himself. However, the gentleman was very persuasive and suggested some alterations to the house and made an offer of £3,000 and left it with Peter to discuss with Audrey over the weekend. After discussion it was decided to sell the house and to build another for themselves on a plot he had reserved at the bottom of the road. The 3rd plot was built and the happy couple moved in. Peter then built the one next door and sold that one!

This is how the house building business began.

## **Building on early successes**

Throughout the transformational period of the early 1960s, when the UK became ‘Swinging Britain’ and London the world’s capital of cool, PE Jones (Contractors) Ltd continued to develop selected small sites as a new generation of home owners became hungry for the latest designs. In 1967, Peter Emerson Jones embarked on his first large-scale development, ‘Dukes Meadow’, 114 new houses in Alderley Edge.

This provided the springboard for expansion and the



# erson Group...



company acquired and built on other sites, mainly in North Cheshire, including more in Alderley Edge, as well as Congleton, Disley, Macclesfield and Prestbury.

In the early '70s, Peter joined forces with a friend and fellow builder, John Blakey, owner of Blade Construction, to take their particular style of house building north of the border in Scotland. A new business called 'Woodblane Developments Ltd', with a mission to build stylish homes in the key commuter areas around Glasgow and Stirling was formed.

With years of continuous expansion and moves into other areas of building, it was only natural that the company should look to consolidate its diverse interests into a single entity.

That entity was and is 'The Emerson Group', a holding company established in May 1971 embracing residential developments, retirement homes, commercial schemes and contracts followed by the overseas property interests.

With expansion now in full flow and a trading style name change in August 1973 to 'Jones Homes' providing a focal point for the company's residential building interests, the company formed a consortium with two local builders to buy the site of a former RAF camp in Wilmslow.

'Summerfields', as the development became known, was a massive undertaking, and undoubtedly, The Group's largest UK development to date.

House building began on the site in 1977, but within two

- 1959 **PE Jones (Contractors) Ltd** is established.
- 1967 First large scale residential development, Dukes Meadow, Alderley Edge and Castleford Park, Prestbury commenced.
- 1971 **Woodblane Developments Ltd** established in Scotland.
- 1972 Building consortium of Jones Homes, Burns Anderson and Gibsons, purchase former RAF land in Wilmslow.
- 1974 **Mottram Homes Ltd** is established.
- 1977 Building commences on former RAF land in Wilmslow.
- 1984 Residential division diversifies into the sheltered housing sector with the establishment of **Jones Retirement Homes**.
- 1986 RIBA / NHBC / DOE Housing Design Award for Lindfield, Wilmslow and Pinewood Court, Wilmslow.
- 1987 **Woodblane Homes Ltd** starts its first retirement scheme in Scotland.
- 1988 NHBC Pride In The Job Award for Hazelwood, Wilmslow.
- 1989 NHBC Top 100 Pride In The Job Award for High Lawns, Prestbury and Cranford Park, Alsager.
- 1990 50% shareholding acquired in **Newfield Construction Ltd**.
- 1991 RIBA / NHBC / DOE Housing Design Award for Ormeside Grange, Llandudno.  
BALI National Landscape Award for High Lawns, Prestbury.
- 1992 Master Builders Federation Stonework Award for The Moorlands, Hadfield.
- 1993 RIBA / NHBC / DOE Housing Design Award for Stamford Grange, Altrincham.  
'Daily Mail' Book Of Home Plans Design Awards for The Osborne Regent and The Chesham at The Villas, Macclesfield, and for York Manor at Formby.
- 1996 **Jones Homes (Northern) Ltd** and **Jones Homes (Southern) Ltd** established.
- 1997 The redevelopment and refurbishment of Parkside Hospital, Macclesfield begins.
- 1998 Green Leaf Awards for Green Meadows, Macclesfield, High Lawns, Prestbury and Ravenswood, Wilmslow.
- 1999 Residential development at Salford Quays begins.  
Civic Design Award for Cattleshall Heights, Godalming.  
Green Leaf Awards for Cottage Lawns, Alderley Edge and Kingswood, Poynton
- 2000 **British Housebuilder Gold Award**.  
Tree Council Award for The Villas, Macclesfield, Green Leaf Awards for The Villas, Macclesfield and Bishops Court, Formby.
- 2001 **British Housebuilder Gold Award**.  
Civic Society Award and Built-In Quality Award for The Towers, Macclesfield. Green Leaf Award for Woburn Court, Poynton.
- 2002 **Two British Housebuilder Gold Awards**.  
Built-In Quality Award for The Grange, Sandiway.  
Green Leaf Award for The Spinney at Dudlows Green.  
A new joint venture company **JJT Residential Services Ltd**, is established through Jones Homes' collaboration with Julie Twist Properties.
- 2003 **British Housebuilder Gold Award**.
- 2004 **British Housebuilder Silver Award**.  
Built-In Quality Award for Broadhurst Manor, Moston.
- 2005 **British Housebuilder Silver Award**.
- 2006 **British Housebuilder Gold Award**.  
100% shareholding acquired in **Newfield Construction Ltd**.
- 2007 **British Housebuilder Gold Award**.
- 2010 Numerous NHBC Pride in the Job Awards and Seal of Excellence Awards (Every year 2005-2010).



years Jones bought out its partners' interests and continued a skilful conversion of the old RAF camp into a contemporary village, complete with adjacent shops, pub and leisure club.

More than 1,750 new homes have now been built at 'Summerfields' and it is one of the most sought-after locations in the South Manchester commuter belt.

It will come as no surprise to learn that at one stage, no less than 20 Premiership footballers bought houses built by Jones Homes!

An exciting partnership with McAlpines, the prestigious international contracting company, was created in 1974 under the name 'Mottram Homes Ltd' – so called because McAlpines owned a large site at Mottram Rise near Stalybridge.

As McAlpines had no previous experience in private housing developments, Jones Homes' role was to provide the on-site building and marketing expertise.

Not only did this partnership prove to be successful for both partners, it also led to the construction of office blocks in the UK and a joint development in Florida.

After 25 years in business, Jones undertook its first major diversification on the housing side with the creation of 'Jones Retirement Homes' in 1984. Astonishingly, between then and 1992, no fewer than 45 of these sheltered housing schemes were developed on sites throughout North West England, Scotland, Yorkshire and North Wales, putting the company at the forefront as a provider and ongoing manager of this type of accommodation.

In what was seen as a complementary business to retirement homes, Jones also designed and built a five-star nursing home, 'Hazlemere House', which opened in Wilmslow in 1989.

Elsewhere, another major step in the expansion of the Jones Homes group's residential portfolio happened in 1990 when it acquired 50% of **Newfield Construction Ltd**, a general

contractor in Lytham St Annes. The resulting joint company's activities were then extended to build speculative housing and, more particularly, retirement accommodation.

The success of this joint venture gave Jones Homes the impetus to acquire full ownership of Newfield in October 2006. Its main focus now is private housing and retirement home projects in The Fylde and West Lancashire regions.

More importantly, though, that success galvanised Jones into looking for new opportunities across the Pennines in Yorkshire and, as a result, a joint venture with a local builder in Huddersfield was established to construct bespoke housing and small developments on land owned by the Jones Homes group. The partnership was short-lived but, spurred on, **Jones Homes (Northern) Ltd** was formed in 1996 to ensure a continued presence in the area, and now develops throughout Yorkshire.

In the interests of balance, **Jones Homes (Southern) Ltd** was formed the same year and is now firmly established in the South-east of England, with successful developments throughout Kent and Sussex.

As a business that has never believed in standing still, innovation and creativity have been at the forefront of the company's thinking.

In addition to its large-scale undertakings, smaller companies have been created to provide the latest technological advances demanded of them. For example, 'Stargaze Windows Ltd' was formed to fabricate PVCu windows for both The Emerson Group's new residential and commercial ventures, as well as supplying external clients.

Then there's 'Land Reclamation & Development Ltd' (LR&D), a specialist business created on the back of the company's considerable experience gained in using modern techniques of remediation and decontamination.

This initiative arose from Government targets requiring developers to build at least 60% of all new homes on brownfield land. LR&D's expertise enables it to deal with the wide range of difficult ground conditions found on





brownfield sites, and is yet another example of **The Emerson Group** taking positive advantage of environmental changes.

As part of this, The Group has continued to make some significant contributions at national level to Building Industry regulations and specification requirements. A team from The Group co-authored a House Builders Federation management guide for retirement housing; another example of its being at the forefront of developing UK standards within the industry.

In another pro-active initiative, Jones Homes linked up with the rented sector property expert Julie Twist Properties in 2002. The collaboration, known as '**JJT Residential Services Ltd**' was designed initially to capitalise on the rapidly expanding property market at Salford Quays.

Yet the undoubted secret to Jones Homes' continued success is really no secret at all: throughout 50 years, it has concentrated on enhancing local communities through innovative and inspiring design and well thought out, well planned homes aimed at all sectors of the market, from first time buyers through to retirement schemes.

Throughout the years, the company has maintained regular involvement with the communities in which it develops: local primary schools are regular visitors to Jones Homes' sites and the company has also been a long-time sponsor of creative activities for the younger generation, such as cricket leagues and athletics clubs.

Elsewhere in the community, it continues to support many charitable ventures, both corporately and through the activities of its staff, as well as direct involvement. For example, with buildings for the East Cheshire Hospice in Macclesfield and a new chapel for Macclesfield District General Hospital.

Conservation and the environment are key concerns and the company has been actively involved in the conservation, refurbishment and restoration of many significant buildings, the preservation and creation of wildlife habitats and the laying out of playing fields and landscaping within its development proposals.

Looking to the future, the company will continue to build traditional houses incorporating the latest proven technology whilst, at the same time, maintaining its partnerships with Local Authorities and Housing Associations in the provision of social housing.

The well established formula of successfully keeping ahead of the competition with new designs of the home itself, its built environment and related amenities, whilst offering good value for money, will continue.

It is a philosophy that Peter Emerson Jones has stood by for 50 years, since he was first approached by someone who could see that the house he was building for his bride-to-be, Audrey, had that '*something special*' to be a home.



# Housing



'60s



'70s



&

'80s



# through the decades



'90s



&  
'00s



# Orbit Developments... building commercial

## *Commercially speaking...*



When the housing market took a downturn in 1973, Peter Emerson Jones followed his natural instincts to look for positives and conducted a strategic re-evaluation of the company's future activities. Determined not to be exposed to any one market sector in the future, he decided to enter the commercial property market.

A new company was created, '**Orbit Developments (Manchester) Ltd**', named after the proposed nearby orbital ring road (later to become the M60 motorway). It built an eight-storey office block in Eccles, Manchester, and named it Orbit House.

It was another significant move, as Orbit Developments became a highly successful commercial development company in its own right, enabling it to take advantage of a sustained boom in that sector over many years.

Orbit Developments continued to expand year on year to create an investment portfolio of a range of commercial properties with high quality tenants and long term fixed rate funding.

In 1975, with a rapidly expanding property portfolio, The Emerson Group formed a new company, **Emerson Management Services**, to look after what is now over 6.5 million sq ft of space across all sectors in the commercial property market.

The success of The Emerson Group's commercial division inspired it to form a commercial contracting business in 1980, now known as '**PE Jones Contracts (Manchester) Ltd**'. The purpose in doing so was to enable The Group to have a hands-on approach in ensuring that high quality standards were maintained.

Its original role was to undertake building work on behalf of Orbit Developments, but over the years it has developed a design-and-build expertise on behalf of many clients with a well-earned reputation for delivering projects on time and to budget, resulting in significant repeat business, particularly from fitness and leisure club clients, car retailers and housing associations.

Diversifying into other regions, '**Orbit Developments (Southern) Ltd**' was established in 1986 with the explicit purpose of capitalising on commercial opportunities in the South-east of England.

Now well established along the Eastern M4 corridor and the satellite towns around the M25, it owns 22 buildings, predominantly offices, which comprise some 480,000 sq ft of high quality accommodation.

In 1997, The Emerson Group became involved in developing a major scheme near Bolton, now known as Middlebrook.

A unique partnership was established between Bolton Wanderers FC, Bolton Council and **Orbit Investments (Northern) Ltd** to create a huge mixed-use scheme with 800,000 sqft of retail, leisure, office and industrial property, as well as a magnificent contemporary Reebok stadium for the football club.

In addition, the project produced over 450 homes and considerable local employment opportunities.

'Middlebrook Retail Park', owned by Orbit Investments (Northern) Ltd, has gone from strength to strength, creating more than 3,000 jobs to become the largest, integrated and sustainable employment, retail, leisure, sports and residential scheme in the country.

Once progress had been made at 'Middlebrook', an opportunity arose for Orbit to develop out the former home of Bolton Wanderers, 'Burnden Park'.

The Co-operative Group who had a long interest in the site and Orbit formed a joint venture company, **Grangefern Properties Ltd**. The joint venture was eventually agreed in January 2000, and the first retail unit was completed in April 2001.

The company's long standing partnership with The Co-operative Group has widened the scope of the company to consider other opportunities to add value, with the possibility of forming other joint ventures in the future.

Just a year later, The Group agreed to redevelop an area of Salford Quays next to The Lowry theatre and arts centre.

# SUCCESS

That area now consists of 'The Lowry Mall', with over 330,000 sqft of retail and office space, along with two stunning, eye-catching high-rise buildings with a total of 229 apartments.

The result is a rejuvenation of a neglected area into a fabulous lifestyle waterfront location with a vibrant range of cafes, bars, restaurants and shopping facilities.



## **Orbit** Developments

- 1973 *Orbit House, in Eccles, becomes the first commercial development to be undertaken by Orbit Developments (Manchester) Ltd.*
- 1980 *PE Jones Contractors (Manchester) Ltd established to undertake commercial building work for Orbit Developments (Manchester) Ltd.*
- 1986 *Orbit Developments (Southern) Ltd established.*
- 1988 *Queen's Court, Alderley Edge restored by Orbit Developments and Jones Contracts.*
- 1991 *Civic Trust Commendation for Queen's Court, Alderley Edge.*
- 1992 *RICS Environment Award for Bridgford House, Alderley Edge.*
- 1993 *RICS Environment Award for Colwyn Chambers, Manchester and Cobden House, Manchester.*
- 1995 *Community centre and shopping facilities open at Summerfields Village Centre, Wilmslow.*
- 1996 *Mixed-use scheme commenced at Middlebrook, Bolton.*
- 1998 *Warner Village, the UK's first 24-hour multiplex cinema opens at Middlebrook, Bolton.*
- 1999 *The Best Out of Town Retail Development Award for Middlebrook Retail & Leisure Park, Bolton.*
- 2000 *New Business Insider Commercial Developer of the Year Award.*  
*Grangefern Properties Ltd established, as a joint venture company, through Orbit Developments' links with The Co-operative Group.*
- 2001 *The Lowry Mall opens at Salford Quays.*
- 2003 *Red Cinema launched at Salford Quays.*
- 2005 *Built-in Quality Awards, Kings Court, Wilmslow.*
- 2008 *Built-in Quality Awards, Lord Street, Leigh.*
- 2009 *Built-in Quality Awards, Best Public/Community Project East Cheshire Hospice, Macclesfield.*



# Commercial Portfolio





# Emerson International... building overseas

*International travel...*



If it is true that the best business decisions are made by instinct, rather than as the result of intense research and planning, then Peter Emerson Jones can certainly bear testimony to that theory.

In the mid-'70s, on a particularly wet and windy day during one of their many trips to Scotland, Peter and John Blakey, his friend and business partner in Woodblane Developments Ltd, were discussing the less than pleasant weather.

Some casual, jokey remarks about there being better climates in the world in which to do business became the seed corn that led to the creation of a substantial overseas operation in Florida, USA.

Peter Emerson Jones made an exhaustive and exhausting series of visits to the United States, talking to builders and developers whilst examining market conditions.

In Florida, he met the owners of an Orlando-based house builder called FRC, and the two formed a partnership that was to prove highly productive, developing around 100 homes a year in the Orlando area over the course of five years.

In 1987, the partners sold their shares to a major US developer, with The Emerson Group re-investing the proceeds in creating a portfolio of commercial developments.

Elsewhere in Florida, The Group has partnered renowned

international contractors, McAlpines, on the construction of condominiums on Marco Island, near the highly desirable Naples area in the south west of the state.

In 2000, a massive 1,200 acre site was acquired to the South-east of Orlando Centre, some 10 miles from Orlando International Airport. Now named 'Eagle Creek', this gated community of 2,850 dwellings is being built around a 18-hole championship golf course and, when complete, will comprise a hotel, school, community centre and shopping complex, making it the largest project undertaken by The Emerson Group.

However, it is not just in North America that The Emerson Group has enjoyed overseas success: as far back as 1970, the company had started to acquire land holdings in The Algarve, a region of Portugal that was becoming increasingly popular with Britons looking for that 'place in the sun'.

That land acquisition first bore fruit in 1984 with the launch of 'Jardim Do Vau', a beachfront aparthotel complex near Praia da Rocha.

Since then, there has been further expansion of Group interests in The Algarve. 'Oásis Parque', started in 1995, is a development of 500 homes with communal leisure facilities and indoor and outdoor pools, for residents' use, situated between the town of Portimão and the fishing village of Alvor.

At the nearby town of Lagos, in summer 2000, work began on the 'Boavista Golf Resort', laid out around the 18-hole championship golf course with its magnificent clubhouse and extensive leisure facilities. There will eventually be some 700 properties, a mixture of apartments and link and detached villas, all carefully designed to blend in with the surrounding landscape, and a 200 bedroom hotel adjoining the clubhouse is also planned.

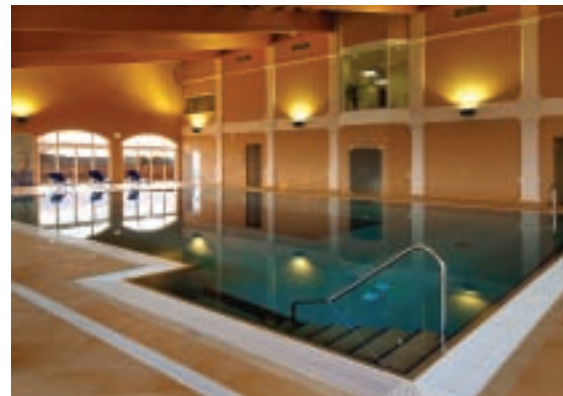
The Emerson Group's international interests will undoubtedly continue to play a key role in its overall growth, in line with market conditions and consumer expectations and demands.

Those of us seeking that 'place in the sun' are unlikely to be disappointed with a visit.

# success



- 1975 *Emerson International Inc. is established and forms a partnership with FRC in Florida, USA.*
- 1987 *Holiday packages commence at Jardim do Vau, Portugal.*
- 1988 *Association with Hargreaves Homes established in Orlando, Florida, USA.*
- 1995 *New phase at Jardim do Vau. Work commences at Oásis Parque, Portugal. RCI Resort of International Distinction Award for Jardim Do Vau, Portugal.*
- 1998 *Industry Recognition Award for Emerson International Inc. in Florida, USA.*
- 2000 *Emerson International Inc. acquires 1,200 acre site for Eagle Creek, Florida, USA.*
- 2004 *Homes Overseas Awards for apartments and villas at Boavista Golf Resort, Portugal. Eagle Creek golf course opens in Florida, USA.*
- 2009 *Completion of Emerson Plaza in Altamonte Springs, Florida, USA - The Emerson Group's largest single - standing structures to date.*



## Peter Emerson Jones



North West Property  
Personality of the Year 2009

*The story continues...*

# THE EMERSON GROUP



Parklands Cheadle Hulme



Balmoral House, The Pavilions Macclesfield



The Woodlands Play Area Scarisbrick Southport



The Kingfishers Middlewich



Kingsgate Maidstone Kent



The Meadows Middlebrook Bolton



London Road Alderley Edge



The Old Library, now Apartments Alderley Edge

Residential Division –  
UK



Middlebrook Retail, Leisure and Business Park Bolton

A 200-Acre Development Site with 558,088 sqft of Offices and 641,500 sqft of Retail and Leisure



Imperial Point The Quays Salford Quays Manchester  
The Lowry Mall Salford Quays Manchester  
Sovereign Point Salford Quays Manchester



Aerial View of The Quays Salford Quays Manchester

Commercial Division –  
UK



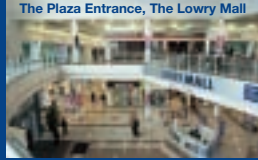
The Leisure Park Middlebrook Bolton



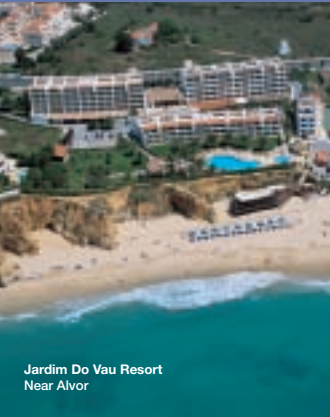
The Retail Park Middlebrook Bolton



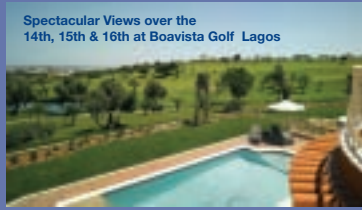
The Business Park Middlebrook Bolton



The Plaza Entrance, The Lowry Mall



Jardim Do Vau Resort Near Alvor



Spectacular Views over the 14th, 15th & 16th at Boavista Golf Lagos



Villa Type I Boavista Golf Resort Lagos



Lakeside Country Club Quinta Do Lago



Lakeside Country Club Quinta Do Lago

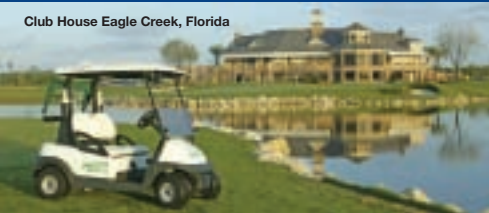


Villa Type C Oásis Parque Near Portimão

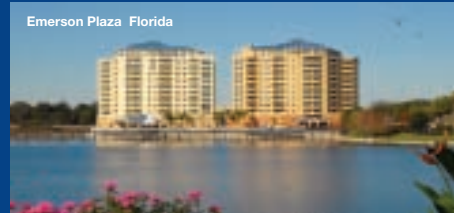


Leisure Club Oásis Parque Near Portimão

International Division –  
Portugal



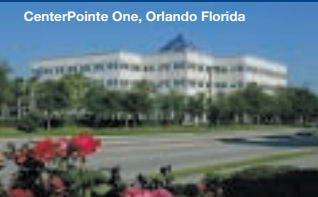
Club House Eagle Creek, Florida



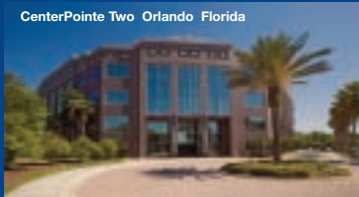
Emerson Plaza Florida



Emerson Pointe Orlando Florida



CenterPointe One, Orlando Florida



CenterPointe Two Orlando Florida



Emerson Pointe Butler Chain of Lakes Near Bay Hill

International Division –  
USA

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