



LUXURY REGENCY STYLE APARTMENTS 'TOPPING OUT' SIGNALS PITTVILLE PLACE IS ON THE WAY TO COMPLETION

Pittville Place, a new luxury apartment scheme in Albert Road, Cheltenham has celebrated a milestone in construction with a traditional 'Topping Out' ceremony. The ceremony, which took place on Friday 30th November 2007, was presided over by the Reverend Gareth Lewis and Michael Hodges, Managing Director of Broadway Heritage plc, developers of the project.

The celebration, held when the highest point of a new building is complete, was attended by 75 guests including contractors involved with the build to date - architects, Stiff & Trevillion; engineers, Mann Williams; surveyors, Gardiner & Theobald and construction managers, Gloucester based Building Solutions.

Pittville Place offers the rare opportunity to purchase luxury accommodation in a sought-after location on the fringes of Pittville Park. Joseph Pitt's original plans for the Pittville estate included a perimeter of Georgian villas surrounding the park and after two hundred years, Pittville Place represents a realisation of this plan. The architecture of both Victoria and Albert Houses has been influenced by Pitt's vision and will add to Cheltenham's renowned reputation for Regency buildings.

Guy Lambert, Director at Broadway Heritage commented: "The Park and Pump Rooms in particular, are world famous for their Regency architecture and we are proud to be contributing to this heritage. Victoria and Albert Houses will provide the chance to live in one of Cheltenham's most desirable addresses - in a home which comes with exceptional attention to detail, combining fine architecture with luxury and contemporary comforts

Our aim for Pittville Place is to provide comfortable, modern living space in a building that blends perfectly into the surrounding neighbourhood – whether you are a young

professional seeking a large apartment with excellent entertaining space or a more mature purchaser upgrading to a superior standard of accommodation.”

The development will offer a mixture of two and three bedroom apartments and penthouses ranging from 1,180 to 1,475 sq ft. Many of the sixteen apartments have private outside spaces, with spectacular views of Pittville Park in one direction and the Cotswold hills in the other. Construction is expected to be complete by May 2008, with a show apartment available for viewing in January 2008.

The development’s internal specification will be commensurate with the buildings’ architectural design and stunning location. All apartments will be fitted to an outstandingly high standard with a range of floor finishes including wood, ceramics and carpet on offer, quality designed and fitted kitchens with solid granite work surfaces, contemporary sanitary ware in bathrooms and en-suites plus secure parking, lift access to all floors and landscaped communal gardens.

Six apartments have been released to date, three in each building, with prices ranging from £429,000 for a two bedroom on the ground floor to £625,000 for a duplex penthouse apartment.

Mya Castillo, Development Sales & Marketing Manager at Hamptons, the selling agents for Pittville Place added: “The interest that has been shown in the scheme so far highlights the lack of quality, spacious accommodation in the town, particularly for people wishing to downsize who may for example also keep a place abroad - the design and location of the development at Pittville Place are ideal for this type of purchaser. High quality interiors, security and space are all a key consideration and Pittville certainly has them all”.

Further information can be obtained at www.pittvilleplace.com - where floor plans of the development are available to download. Development details are also available from Hamptons International on 01242 514600.

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Notes to editors:

Broadway Heritage PLC is dedicated to the restoration of historic buildings and the creation of beautiful new homes in stunning locations. The company was founded in 2005 by Michael Hodges and Christopher Penn, both former partners in one of the leading firms of international property consultants.

Broadway Heritage prides itself on creating luxury modern homes in buildings of character and historical integrity. All developments, whether new build or refurbishment, are sympathetic to the surrounding environment providing homes with exceptional attention to detail – homes for life.

Current developments include:

- Avondale, Batheaston, Bath (see www.avondalebath.com)
- The Elms, Houghton, Cambridgeshire (see www.theelmshoughton.com)
- 3-6 North Parade Buildings, Bath

For further press information please contact Anna Carrington at Armstrong PR on 01582 465100 or email anna.carrington@armstrong-pr.co.uk

For further information on Broadway Heritage visit www.broadwayplc.com

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