

From the Big Smoke to Country Folk

Once upon a time people flocked to urban areas for better housing and job opportunities. However nearly 200 years on there is a suggestion that the tide might be turning as more and more of us start to relocate back to the countryside. Inspired by hit TV shows such as Channel 4's "Relocation Relocation" or "Build a New Life in the Country" on Channel 5 208,572 people moved out of the London area alone in 2001 according to the Office of National Statistics.

A fine example of this urban-rural migration pattern lies within the county of Hampshire. Reached within an hour's drive of London, this thriving area experienced up to ¾ of its population increase between 2001 and 2003 through migration alone*.

Many were attracted by the large open green spaces which cover up to 85% of the land*. Some came to take advantage of the decentralisation of employment and found work with the large number of high-tech companies and knowledge-based service organisations which thrive in the region. Some moved to Hampshire to enjoy a well-deserved retirement in a healthier, less stressful environment. And in recent times many have relocated here to take advantage of the lower property prices.

Michael Patrick of local estate agent, Weller Eggar, comments "We have had enquiries from an increasing number of people wishing to relocate to the region. Many come from the south east where they have simply been priced out of the market." He also added that "there is, however, a shortage of older properties available and so many are choosing to buy a new build home instead."

Over the last few decades, new-build properties have become increasingly attractive to both first time and experienced buyers. They offer all modern conveniences and comforts, are ready to move into and are often cheaper than older homes especially if bought off plan. The recently rebranded Hampshire-based Rockbourne Homes are a new-build and regeneration specialist. They offer a variety of bespoke homes from apartments, to town houses and detached homes available to buy off plan or at completion. Steve Parsons, Director, proudly states that "All our homes come with either the NHBC 10 year Buildmark warranty or the Zurich Building Guarantee which gives our clients reassurance and peace of mind."

Rockbourne Homes has also undertaken many regeneration projects which should help the government reach its target of 60% of new dwellings being built on brownfield sites by 2008**, including the construction of 4 flats on the site of a disused motor garage and the development of a luxury 5 bedroom, 5 bathroom property where old garden nursery used to stand. They also recently undertook a barn conversion turning 17th century timber and masonry farm buildings into four spectacular homes in keeping with the character of the original property.

Steve Parsons comments "We have experienced escalated growth over the past few years as more and more people have moved to this region. Hampshire has so much to offer and I believe that owning a Rockbourne Home is part of the dream."

If you would like further information about Rockbourne Homes please call 01489 894 332 or visit www.rockbournehomes.co.uk

* Information sourced from the Profile of Hampshire 2005

** Information sourced from Hampshire County Council Structure Plan Monitoring Report 2002