

# ChapeltonNews

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## Introduction

by The Duke of Fife

Welcome to the first issue of ChapeltonNews in 2016.

**With more than 65 homes now occupied, over 80 sold or reserved, the completion of Hume Square and the demand for properties continuing, the year is off to a promising start.**

Just one month into 2016 and we have already received a visit from Chapelton's master planner, Andrés Duany, a global pioneer of new urbanism - an urban design movement which promotes walkable, mixed-use communities that act as an alternative to conventional suburban developments.

Marking his first visit to Chapelton since the construction of Cairnhill, the first neighbourhood within Chapelton, began - it was an opportunity for him to see his vision become a reality.

Homes in Cairnhill already include flats, terraced houses, semi-detached and detached properties. Community facilities, such as Teacake, are emerging and becoming established as hubs for residents and all within walking distance of their new homes.

We are pleased that our architectural vision to combine local building heritage with interiors designed for modern living have been applauded by the local press recently for tastefully retaining the local character. In addition, they offer enviable green credentials when it comes to energy efficiency and carbon reduction.

Offering a wide range of property types is of great importance to us at the Elsick Development Company and to each of the three housebuilders. In response to demand for single-storey homes, housebuilder Stephen will shortly begin to develop a number of mixed-sized cottages in the next stage of the town. These properties will not only bring new styles of homes to Chapelton but will provide a type of accommodation that many visitors over the past year have asked us for.

In this issue we will bring you some exciting updates and dates for your diary detailing community events planned in coming months. We will also hear from some of our existing residents to learn more about why they chose to purchase a property in Chapelton and what they think of their new home.

Finally, we will catch up with Natalie Buxton and Julie Brander from integrated communications consultancy, Weber Shandwick, who have been working with EDC for many years. From the pre-Charrette public consultation in 2010, to the initial ground-breaking on site in October 2013 and most recently Chapelton being featured in the BBC documentary 'How Scotland Works', the firm has provided a range of services across Public Relations, Public Affairs and digital media whilst maintaining a steady drip-feed of news stories and features in both the local and national media.

For residents requiring further updates please visit and register your details at [www.chapetonlife.co.uk](http://www.chapetonlife.co.uk)

# Community Updates



With more than 65 homes now occupied in the town, the Chapelton community is thriving. Past events, including the summer tree planting and opening of Hume Square, have kick-started a series of events which we will see more of in 2016.

## Christmas Service

The new community came together and celebrated its first Christmas in the town by attending a local service on Sunday 20th December led by Chapelton resident and member of St Ternan's Ministry Team, George Masson. The hardier residents gathered, on a very blustery night, at Chapelton and 'enjoyed' a torch lit procession down the Causeymouth to the church.

Over 120 residents and neighbours enjoyed the very festive service at St Ternan's before enjoying a sociable gathering with a selection of seasonal treats and mulled wine.

The service also raised more than £300 for the local renal unit in Stonehaven which provides support to patients requiring dialysis and kidney treatment.

## Woodland Planting

Following the successful community tree planting last July, a second woodland planting is planned for 17th April 2016. This will allow residents, who have not taken part already, the opportunity to come together to mark their arrival in the community and plant more trees in the community woodland area.

The Chapelton Community Wood is part of 25-acres of green space in the development and will be a lasting legacy for local residents and those living in neighbouring areas.

## Easter Egg Hunt

Spring is just around the corner and to celebrate Easter we will be organising a fun-filled Easter egg hunt for residents.

Suitable for all ages, the hunt will be a great event for the whole Chapelton community to enjoy as they go in search for hidden goodies around the Elsieck House garden.

Look out for dates and more information about this event soon. We will be posting more details on [www.chapeltonlife.co.uk](http://www.chapeltonlife.co.uk) for all of these.



# Meet Chapelton's Community

More than 150 people are now living in the first neighbourhood of Chapelton, Cairnhill. The community is full of residents who have moved from far and near, of different age groups and occupations giving the town diversity and atmosphere.

We spoke with some of these residents to find out why they chose to make Chapelton home and how they are enjoying their new life.



## Nikita Stewart, an AJC homeowner

"We were instantly drawn to the community ethos of Chapelton. The town has a great feel, community initiatives and many green areas for everyone to enjoy.

"We were conscious of moving to a development that did not feel claustrophobic with lots of houses crammed in and Chapelton definitely offers a large amount of space and plenty of open areas.

"Our new home has everything that we need. It is modern without being extravagant and we're confident that this will help to ensure that the property does not become out of date in years to come."

## Stuart Douglas, a Stephen homeowner

"When we first saw the plans for the development as a whole we thought it was really exciting and different.



"The design of the properties and community areas are perfect for families. Everyone that we have invited out to see our new home, including friends, family and colleagues, loves the uniqueness of town - it's just something really different from other developments and communities that you come across."

## Pauline Smith, a ZeroC homeowner

"My family and I had been looking for a new home for a number of years. We knew exactly what we wanted and Chapelton was it.

"It is great to have local amenities on our doorstep as well as larger towns such as Stonehaven and Aberdeen which is only a 15-minute drive away.

"We wanted to be out of the city living in a family orientated community and we have definitely found that at Chapelton."

## Having your say

You can find the latest news and share your views on Chapelton via our Facebook page and website:

[www.chapeltonofelsick.com](http://www.chapeltonofelsick.com)



[www.facebook.com/chapeltonofelsick](https://www.facebook.com/chapeltonofelsick)

In the meantime if you have questions you would like us to answer, please get in touch at [info@chapeltonofelsick.com](mailto:info@chapeltonofelsick.com). We will respond directly and print some of the answers in upcoming issues. People and their views are at the heart of the community.

# Meet the team

Natalie Buxton and Julie Brander | Weber Shandwick



## Tell us what your typical day involves

We both work with a wide variety of clients, from luxury hotels to ferry operators, energy efficiency companies and renewable organisations, so every day is different.

Much of our time is spent working closely with clients to ensure that we are providing them with the best support possible which will deliver positive media coverage within a range of local, national and international publications.

Activity can vary from copywriting and press releases to managing media enquiries, events or crisis communications and reputation management. Every client has a different scope of work so it's a great career for learning new skills and putting them to the test.

## What has been your favourite part of the Chapelton project so far?

It was great to announce that construction had started on site in 2013 after years of planning and public consultations.

This was a very exciting moment for everyone involved in the project and when we issued a press release announcing this milestone occasion, local and UK national media were quick to react and

Weber Shandwick, one of the world's leading public relations agencies, has been supporting Chapelton with media relations activity for several years.

Natalie Buxton and Julie Brander have provided Elsick Development Company with media support during the community consultation process, event management for some of Chapelton's key events, including the founding ceremony and house-type launch, and marketing support for a range of elements including the Chapelton website and Facebook page.

covered the story across a range of titles including the Press and Journal, BBC, STV, Scotsman and Herald.

## What involvement will you have with the town in coming years?

Over the next few years we will continue to work with EDC to ensure that the media is aware of the town's progress. The work on stage two, the next area within Chapelton, will be the next big milestone that we will be announcing.

We'll also be working with EDC to support the emerging community at Chapelton, bringing regular updates detailing community news and events that residents should be aware of. We've already met a number of them at events such as the community tree planting, the filming of How Scotland Works and the opening of the nursery school but we look forward to meeting many more.

## What do you think makes a good community?

There are many elements to a good community; however, a mixed demographic is key. The provision of local facilities and green spaces is also important to ensure that communities from within the town and surrounding areas can congregate and mix together. We're delighted that this is what has already begun to happen at Chapelton.

## Next issue:

- Hume Square Completion
- New house types to be introduced
- Meet the Team: Pablo Fernandez Cabrera, from Brooks Murray Architects

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