

Seddon Homes News Release

January 29, 2010

Royal Horticultural Society author brings her garden design expertise to Seddon Homes' luxury Appledale show home at Macclesfield

Manchester-born internationally known gardening author and broadcaster, Jenny Hendy, has been recruited by leading North West developer Seddon Homes to create the garden for its flagship new show home at Macclesfield.

Her visually striking design will involve more than 60 different plant cultivars and varieties, and is set to have a huge impact on visitors to the high-end Appledale show home.

Stunning focal points will include a large cast iron terrace fire bowl with stainless steel legs, Terrasso planters, feature lighting and period style furniture with a modern twist, painted in intense zesty colours.

Buff pathways, dark slate terrace areas and cobble edgings will create a contrast of ground surfaces.

The innovative design is cutting edge contemporary but welcoming and full of interest with rich, warm colours and a range of plant textures creating an exciting architectural framework.

Seddon Homes Sales and Marketing Director, Denis Maddock, said: "It is a real coup for Seddon Homes to have acquired such a well know name from the horticultural world to create this show garden and we are very excited about Jenny's designs. This is set to be one of the most talked about gardens for a show home that we have seen in recent years."

The Appledale development of 25 four and five-bedroomed luxury homes is in one of the most sought after areas of the North West, at leafy Tytherington, Macclesfield, not far from the famous championship golf course.



Seddon Homes
.co.uk

Please contact:

Outwrite Public Relations
Belgravia House
Grosvenor Street
Mold, Flintshire
CH7 1EJ

Tel: 01352 706260

Fax: 01352 706266

info@outwrite.co.uk

Seddon Homes News Release

It follows on from Seddon Homes' earlier nearby development, Tanglewood, which proved so popular that home-buyers queued overnight to be first in line to view the properties as they went on the market.

Jenny, a qualified botanist, has penned 20 books on gardening which sell all over the world and have been translated into several languages. They include a number for the Royal Horticultural Society.

She is also an authority on topiary and relishes making clever use of dramatic plant shapes and textures to enhance the visual appeal of gardens of all sizes and styles.

She has used her unique skills to create original landscapes for people across the North West, and has worked for clients as far away as Crete and Mallorca.

She said: "One of the nicest things about Appledale is that there are already a number of natural focal points within this larger than average space.

"It has a sunny aspect and some fantastic features such as a twin flight of steps and a lovely high wall running down one side of the garden. This gives a delightful sense of privacy and seclusion, and provides a perfect backdrop for some fabulous planting schemes."

Jenny set out to use as many locally sourced materials as possible including regionally quarried rock, and plants and sculptures from local suppliers.

The use of mature planting means visitors will see a fully developed garden.

Jenny said: "I have purposely gone for an all-year round design, with lots of evergreen planting but in different complementary colours, from black mondo grass and vivid blue ceanothus to red-leaved photinia and the copper-pinked phormium, Jester, striking against the darkness of the slate."

She added: "I can honestly say this has been one of my most enjoyable projects to work on. Because it is a show garden we have been able to develop the site from scratch with no preconceived ideas. It really has been a chance to demonstrate what people can do on moving into a new home where the garden is a blank canvas. People can turn it into the 'outdoor room' of their dreams."

Appledale prices start from £395,000. For more information call 01625 434348 or visit the Appledale Marketing Suite from Thursday to Monday 10am-5pm.

Ends

For more information, please contact Outwrite Public Relations on 01352 706260.



Seddon Homes
.co.uk

Please contact:

Outwrite Public Relations
Belgravia House
Grosvenor Street
Mold, Flintshire
CH7 1EJ

Tel: 01352 706260

Fax: 01352 706266

info@outwrite.co.uk