



Brick types: Hampton Rural Blend
Oakthorpe Red

Location: Coventry

Project Architect: O'Flannaghan Homes
Developer: O'Flannaghan Homes

The scheme showcases an impressive array of brick and stone features, which add depth and dimension to the buildings while creating a sense of uniformity throughout the development.





The Poachers Retreat

House building specialists O'Flanagan Homes have developed luxury detached houses and bungalows on the edge of a greenbelt area four miles from the centre of Coventry.

The Poachers Retreat project in Eastern Green uses Forterra's Hampton Rural Blend and Oakthorpe Red bricks, which are part of the company's Ecostock™ range, the most sustainable stock bricks on the market.

The scheme showcases an impressive array of brick and stone features, which add depth and dimension to the buildings while creating a sense of uniformity throughout the development.

The three bedroom bungalows and four bedroom detached homes are largely constructed from Forterra's Hampton Rural Blend bricks. Their light texture and mix of red, pink and brown hues provide an earthy and rustic aesthetic that sits well with the surrounding countryside.

Natural stone blocks and Forterra's Oakthorpe Red bricks have been innovatively utilised to highlight large feature windows and create a border-like effect around the exterior of the buildings.

Oakthorpe Red is used on the ground level of each property. Its solid colouration complements yet stands apart from the main blended brick exterior of the building and is enhanced by a final row of protruding bricks. This feature reflects the row of protruding buff stone blocks that sits below the upper storey windows on the detached houses, creating a tiered effect.

The same stone blocks have been incorporated as window sill features across all dwellings and are used to frame the arched windows of the bungalows. In the detached properties, this framing-effect is achieved using vertically positioned Oakthorpe Red bricks above the ground floor windows.

Both Forterra bricks are manufactured at the company's £50 million Measham factory, which uses ground-breaking technology in sustainability and production efficiency to offer advanced colour consistency, dimensional accuracy and quality. Their use on the development is complemented by a natural coloured mortar that matches the buff stone details.



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