



## Overslade Lane Case Study

**Project architect**  
Meridian Architectural

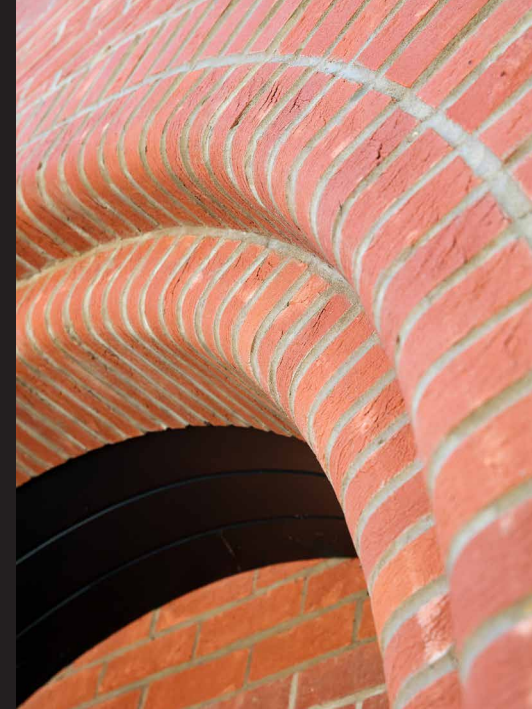
**Brick type**  
Autumn Glow bricks

**Location**  
Bilton, near Rugby,  
Warwickshire

**Sector**  
Residential

**Contractor**  
Holland Build





### The Challenge

This prestigious three storey new build property in the village of Bilton was designed following close liaison with the local planning authority, in order to be sympathetic to other nearby homes.

### The Solution

Careful selection of the brick type was critical to this process, as the property needed a soft aesthetic to its front elevation, addressing the local authority's concerns about the impact of the finished project while still meeting the client's personal requirements.

With this in mind the client selected Forterra's Autumn Glow facing brick. This not only met all the criteria set by the local planning authority, but its enhanced durability designation allowed the brick to be used to create a seamless brick façade.

Tom Holland, Managing Director of Holland Build, said, "We put forward several brick types to the planning authority as part of this two storey project, and a unanimous decision was reached that the Autumn Glow best fitted the design of the property, and was most in keeping with the local area.

"I was already familiar with the Autumn Glow, having used it extensively on the construction of a luxury apartment building on a previous job, and never had any issue with them. They're a good, solid facing brick, and extremely durable, and I'd recommend using them as a reliable stock brick."

### The Benefits

Gareth Rouse, Architectural Technologist for Forterra, said, "The Autumn Glow is a stock facing brick more tailored to the self-build market, due to its relatively soft aesthetic and higher-grade durability. It also contains recycled content and is the most sustainable stock brick available on the UK market.

"It suited this project particularly well, complementing the timber frames used in the windows and doors and also proving ideal for the construction of the arch above the main entrance."

Although the main brickwork was intentionally kept simple, the client required a grand entrance that would draw visitors to the front door. Owing to the easily moulded nature of this particular clay type, special shaped bullnose bricks were utilised on the jambs of the main entrance, which then continued as tapered voussoirs into the semi-circular arch above.

Simple, but effective herringbone panels were also introduced to draw the eye, breaking the appearance of mass stretcher bond brickwork.

Forterra nominated the finished project for the 2018 Brick Awards, in the Individual Housing Development category.



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