

# Potton Show Centre Campaign – Increasing Visitors

Visit our Show Centre



Our show homes have been inspiring self builders for 25 years...



Isn't it time you visited?



Visit the Potton Self Build Show Centre – a must for any aspiring self builder  
Opening hours: Tues-Fri 9am-5pm and Sat 10am-4pm



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Wednesday, 14th June 2017  
**Potton celebrates 25th anniversary of Self-Build Show Centre**

Self-build specialist Potton is celebrating the 25th anniversary of its Self-Build Show Centre, located in St Neots in Cambridgeshire.

The centre was opened in 1992, when building your own home was still a relatively new concept. It was created to help produce self-building to the British public, giving visitors the opportunity to see, feel and experience how a home built by themselves could look.

The show centre has expanded and increased its show home offering from three to five. These show homes offer a visual representation of what can be achieved as well as helping visitors understand what self-build means, and how it works.

Originally just manufacturing timber frame kit homes, Potton has now evolved into a multi-faceted business that offers a diverse package of services and products to self-builders.

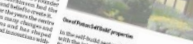
The Self-Build Show Centre is now also home to Potton's Self-Build Academies, which sees the company run over 14 different courses and events to guide self-builders through the process.

commented on the anniversary

view in the self-build community that Potton is 'to create it'.



Elsworth



## 25 YEARS at the Potton show centre

The year 1992 was notable for many reasons: Britain dropped out of the exchange rate mechanism, the Church of England voted to allow female priests and the inaugural Premier League season kicked off. More surprisingly perhaps, it was 25 years ago that the first text messages were sent. Now who would have thought that what ever catch on?

Meanwhile, in a quiet backwater of Cambridgeshire, Peter Hutchinson, the owner of a local building company, opened a show centre so that anyone interested in taking on the rather novel idea of a self-build could see what the company had to offer with their kit timber-frame homes.

The Potton Self-Build Show Centre featured three fully furnished and landscaped houses of varying styles to give prospective self-builders the opportunity to see, feel and experience how a home they could build themselves would look.

The designs had a distinctly English feel, with the cottage-style Caxton, featuring dormer windows and exposed external timbers, the more urban Gransden, and the rather plucky Milchester, all sited on a pleasant village green.

Twenty-five years on, the setting has matured nicely, with the addition of two more homes – the barn-style Wickhambrook, and the Elsworth, which has been built to the demanding Passivhaus standard.

Potton is no longer simply a manufacturer of timber-frame kit homes. The company is now a multi-faceted self-build business that offers a package of services and products to a new generation of self-builders.

**Self-Build Academy**

The Self-Build Show Centre has also become home to the Potton Self-Build Academies, where the company runs around 14 different courses and events to guide self-builders through the complex process of building their own home.

Mark Devonson, Potton's managing director, said: "We are exceptionally proud that Potton's founder, Peter Hutchinson, had the vision and belief to create the centre.

"Over the years it has seen many changes and additions and has shaped trends and innovations within the self-build sector. Now, with the introduction of the Right to Build Act in 2016, and the growing interest in custom build, the show centre is more popular than ever. With over 6,000 visitors in 2016, it is still unique in the UK.

"We are constantly rejuvenating the centre, making it relevant and inspirational for today's self-builder and have implemented an ongoing programme of refurbishment and renewal. Following last year's successful remodeling of the Gransden and the construction of the Elsworth, we are now embarking on the renovation of one of our original homes, the Milchester."

The Show Centre is open Tuesday – Friday 9am–5pm, Saturday 10am–4pm (last admission 3.30pm).

**Photos:** (clockwise from above left): The Gransden, (Elsworth), Milchester, Caxton and Wickhambrook.



Self-Build Show Centre