

**DPM - Ideal Home Group Housing Competition**

GROUP HOUSING COMPETITION SCHEME

Ideal Home Magazine  
in association with  
Royal Institute of British Architects

PRIZE-WINNING  
HOUSING GROUP:

DENE PARK ESTATE  
HEATON NORRIS  
STOCKPORT

Issued by Ideal Home Magazine

Built and on view now is the initial phase of the group housing design that won the architects, Robert S. and Elizabeth Mortimer, A/ARIBA, a first premium of £1,000 in the architectural competition promoted by Ideal Home Magazine and the Royal Institute of British Architects (R.I.B.A.).

At a time when there is a nation-wide debate on the houses of tomorrow – the kind of houses and surroundings we want, how building can be accelerated and improved, how scarce land can be put to the best, most economical use – here at Heaton Norris in Stockport you can see a significant, forward-looking contribution to better design that takes practical account of the realities and needs of the sixties.

Dene Park is not just another new estate of private houses. It is a new kind of estate. A pioneering project stemming from an architectural competition which was open to all qualified architects, it owes its execution to sustained teamwork by the winning architects, Mortimer Partners, and the enterprising, public-spirited develop/builders, Hampson & Kemp of Manchester.

Dene Park exemplifies group design. It is the belief of the sponsors of this scheme, Ideal Home and the Royal Institute of British Architects, that only through group design can domestic architects meet the challenge of the day and reconcile what on the surface may seem irreconcilable factors: the high price and scarcity of building land; the need, therefore, to build to higher densities than hitherto; but people's demand for well-built, well-equipped houses that, while small and easy to run, provide reasonable space for the family and have attractive immediate surroundings.

Does Dene Park meet the challenge? Does the grouping of the houses around the courtyards create both family tranquility and neighbourly intimacy? Here is something that breaks right away from the conventional long rows of semi-detached houses facing each other squarely across a road.

Wouldn't you prefer the Dene Park way of living to the old suburbia? Would you like to live here yourself?

You will have the answers after seeing for yourself.

As these notes were being prepared, the list of applicants for Dene Park houses included two doctors, three architects and a well-known entertainer.

When the whole of the 4½-acre competition site is completed it will offer 73 houses, a choice of four-bedroom, three-bedroom and two-bedroom types, and 16 flats. Dene Court, the first phase of the scheme already on show, is one of five linked groups with the master group.

Dene Court is a fair microcosm of the whole estate. Two-, three- and four-bedroom houses are grouped around the landscaped mews courtyard.

A two-bedroom house and a three-bedroom house have been decorated and furnished to the furnishing scheme of Elizabeth Mortimer, the architect who with her husband was responsible for the prize-winning group design, and these are now open as show houses. They have been furnished with close attention to space saving and a not-too-elastic budget. Mrs. Mortimer says: "Early years in boats and caravans taught my husband, Robert, and me how to make the best use of a confined space and how to design everything a woman needs into a small home."

With four children of their own the Mortimers are particularly glad to have been able to include 14 four-bedroom houses among Dene Park's 73 houses. "My husband and I", says Mrs. Mortimer, "have been through all the stages of family growth – prams, playpens, tricycles – and we have really felt that at Dene Park we could help people to arrive at the least cluttered-up method of living."

All the house types have storage space for a pram. Outside, two communal play areas are being provided at the far corners of the estate. Every house has its own little private courtyard and garage space; houses on the periphery of the estate have small private gardens as well. And every house has central heating.

At Dene Park family privacy and neighbourliness are ingeniously interlocked. When people move in, a residents' association will be formed so that the communal facilities can be properly maintained over the years.

The houses are being offered on 999-year leases. The selling agents are the County Estate Agency, Rusholme, Manchester.

## THE ARCHITECTURAL COMPETITION THAT PRODUCED THIS SCHEME

Dene Park, Heaton Norris, Stockport, has its origins in a highly important architectural competition which was promoted two years ago by Ideal Home Magazine and the Royal Institute of British Architects.

A forward to the competition conditions declared: "It is generally accepted that increasing scarcity of building land, coupled with rising costs, demands economic development which can no longer be restricted by arbitrarily low density limitations.

"Ideal Home Magazine believes, not only that it is now essential to produce schemes both economic to purchasers and profitable to developers by means of increased density, but that intelligent group-planning can give an environment of spaciousness with family privacy within a closely knit neighbourhood. Individual dwelling units can be carefully designed to provide aesthetic, structural and comfort standards of a far higher order than exists ordinarily on housing estates.

"The competition gives architects  
an unprecedented opportunity to meet this challenge."

Two competition sites were selected, each of 4½ acres. One is at Dene Park, Heaton Norris, Stockport. The other is at Harlow, Essex. Architects were invited to submit designs for the site layout and house types. In the case of the Stockport site they were asked to provide for a minimum density of 20 dwellings to the acre and a mixed development of two-, three- and four-bedroom houses with flat or maisonette blocks not topping four storeys. One hundred percent garage accommodation was stipulated.

Before the competition was launched Ideal Home and the R.I.B.A. approached two leading firms of builder/developers who agreed in principle to build the winning schemes – Hampson & Kemp at Stockport and The Laing Housing Company at Harlow. And the County Borough of Stockport and Harlow Development Corporation agreed in advance to permit appropriate development on the chosen sites without imposing any density limitation.

Architects' entries were assessed by:

Sir Basil Spence, OBE, TD, RA, RDI, FRIBA

Sir Donald Gibson, CBE, DCL (Dunelm), RA, FRIBA, MTPI

Mr. G. Grenfell Baines, OBE, FRIBA, Dip.TP (Manc.) MTPI

These distinguished assessors awarded the first premium of £1,000 for a Stockport scheme to Robert S. Mortimer, Dipl.Arch., ARIBA, and Elizabeth Mortimer, Dipl.Arch., ARIBA. They awarded the first premium of £1,000 for a Harlow scheme to Clifford Culpin & Partners, F/ARIBA. There were awards to the runners-up, too: a second premium of £350, a third premium of £200 and six special awards of £50 each in respect of each of the two competition sites. Payment of the awards totaling £3,700 was made by the promoters, Ideal Home. In addition to their premiums the architects whose winning schemes are being built at Stockport and Harlow will be paid the R.I.B.A. scale of fees by the builder/develops collaborating in the scheme, Hampson & Kemp and The Laing Housing Company.

#### THE PRIZE-WINNING ARCHITECTS OF THE DENE PARK GROUP SCHEME

The architects whose group housing scheme now opened at Dene Park won them first premium of £1,000 in the Ideal Home/R.I.B.A. competition are Robert S. Mortimer, Dipl.Arch., ARIBA, and his wife, Elizabeth Mortimer, Dipl.Arch., ARIBA. They practice as Mortimer Partners from Northallerton, Yorkshire. Their practice is wide ranging and covers a variety of architectural, planning and design projects.

The Mortimers met as students at the Leeds School of Architecture just after the war. Elizabeth showed a marked talent for arranging other people's homes. She was one of a party of students who volunteered to put to rights the boat that was Robert Mortimer's home at the time. "She knuckled down so well I invited her to stay permanently," says her husband.

At Dene Park Mrs. Mortimer has been able to demonstrate professionally her talent for arranging other people's homes. She selected the furnishings and fittings for the two-bedroom and three-bedroom show houses in Dene Court. From site design and house plans to the smallest, but important, interior details she has had A to Z responsibility in consultation with the builders, Hampson & Kemp Ltd., and Ideal Home.

The Mortimers themselves live and work in the grounds of an old Georgian mansion at Northallerton which they have developed into a self-contained community of modern houses for themselves and their architects' and assistants' families.

## THE BUILDERS OF THE SCHEME, HAMPSON & KEMP

The architectural competition that produced the prize-winning Dene Park group scheme was perhaps unique and certainly most fortunate in enlisting from the outset the collaboration of two building firms of the highest repute and with progressive ideas. Before the competition was announced the promoters of the competition, Ideal Home, obtained and undertaking in principle from Hampson & Kemp Ltd. of Manchester and The Laing Housing Company Ltd. that they would construct the winning schemes on pre-selected sites at Heaton Norris, Stockport, and Harlow, Essex, respectively.

Both companies had earlier played a valuable part in the fulfillment of the first architectural competition run by Ideal Home with the Royal Institute of British Architects by agreeing to construct houses from award designs in the competition, which presented to the public a premiated selection of 30 single small house designs.

Alfred Kemp, principal of Hampson & Kemp Ltd., has been described as “a prosperous and forward-looking speculative builder of very unusual calibre.”

He believes in backing new ideas where many traditional builders would fight shy. He believes in the crucial professional role of the qualified architect where some traditional builders still hold that engaging an architect to design houses and advise on housing development is an “extravagance.” He believes in research and teamwork in the building industry. And he has a high opinion of house purchasers. “The present-day purchaser,” says Mr. Kemp, “is intelligent and discerning – much more so than he is given credit for. Through reading magazines like Ideal Home purchasers today are right on the ball. They want everything there is going that they could possibly expect in a modern house at the price they are paying.”

Mr. Kemp, son of a butcher, started in the building industry as an apprentice joiner. By the age of 21 he was a chargehand, then a foreman, soon a site agent. He founded his present business after the war with the assistance of his wife, Joyce.

The head offices of Hampson & Kemp Ltd., which has three associate companies, are at 4 Crossland Road, Manchester 21.

## THE SOLE SELLING AGENTS FOR DENE PARK ESTATE

... are the County Estate Agency. The principal is Mr. F. Mayoh.  
The address is Trocadero Buildings, 140 Wilmslow Road, Rusholme, Manchester 14.  
(Telephones: RUS. 6505, RUS. 3177)

## THE TWO SHOW HOUSES IN DENE COURT

The furnishing schemes in the two show houses – one a two-bedroom type, the other a three-bedroom type – were devised by Elizabeth Mortimer, Dipl.Arch., ARIBA. All the furniture and carpets are from M. E. Coupe (Furnishers) Ltd., Lansdowne House, Wilmslow Road, Didsbury, Manchester 20. Mr. George Coupe is the principal.

The curtains are from Messrs. C. & E. Gallagher, 808 Wilmslow Road, Didsbury, Manchester.

The lighting fitments, by Rotaflex (Great Britain) Ltd., are from J. Walton (Electrical) Ltd., 4 Great George Street, Salford, Manchester 3.

The paintings in the show houses are lent by the Painting School, Manchester College of Art and Design, Cavendish Street, All Saints, Manchester.

#### SUB-CONTRACTORS AND SUPPLIERS FOR THE DENE PARK ESTATE

... are as follows:

Road contractors: J.A. Uttley Ltd., 21 Albany Road, Chorlton-cum-Hardy.

Plumbing contractor: Mr. Kenneth Bray, 74 Maitland Avenue, Manchester 21.

Plastering contractors: Doran & Brophy Ltd., 23/41 Fawcett Street, Manchester 4.

Electrical contractors: E. Blyth & Co., 5 Henley Avenue, Manchester 16.

Bricklaying contractor: Mr. A. Henshaw, 123 Beech Road, Chorlton, Manchester 21.

Painting contractor: C.D. Ennis, 274 Kings Road, Chorlton, Manchester 21.

Flooring contractors: Marlet Tile Co., Delamere, Northwich, Cheshire.

Electricity suppliers: North Western Electricity Board, Chapel Street, Hazel Grove, Stockport.

Gas suppliers: North Western Gas Board, Portwood Works, Great Portwood Street, Stockport.

Builders' merchants: S.H. Wood Ltd., Albany Road, Chorlton-cum-Hardy, Manchester 21.

Alfred Tetlow Ltd., 233 Moss Lane East, Manchester 14.

Timber merchants: H. Chatell & Sons Ltd., Beton Saw Mills, Knutsford, Cheshire.

Ironmongery suppliers: Ryecrofts Ltd., Broomfield House, Bolling Road, Bradford 4.

Sanitary suppliers: Samuel Gratric Ltd., Wrigley Head Works, Failsworth, Manchester.

Brick makers: B. Whitaker & Sons Ltd., Soothill Brickworks, Woodkirk, Dewsbury, Yorkshire.

Door suppliers: Southern Ltd., Bold, Widnes, Lancashire

Edward Rhodes Ltd., Lower Carrs, Stockport.

Paint suppliers: E.C. Byle Ltd., 8 Church Street, Hyde, Cheshire.

Double glazing channel: Dunlop Rubber Co. Ltd., Cambridge Street, Manchester 15.

Formica laminated plywood: The Bushboard Co. Ltd., 4 Harding Street, Pendleton, Salford 6.

#### IDEAL HOME MAGAZINE PROMOTER OF THE GROUP HOUSING ARCHITECTURAL COMPETITION

... joins with the Royal Institute of British Architects in congratulating the architects, builders and all others concerned in the pace-setting project at Dene Park.

The magazine considers that the Group Housing Competition Scheme is one the most important enterprises which it has helped to initiate and bring to fulfillment. It is the policy of the magazine to encourage all worthwhile developments in domestic architecture, planning, equipment and furnishing. Month by month these subjects are authoritatively covered in Ideal Home for the benefit of homemakers throughout the country.

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