

# LIVING

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## FRENCH FINESSE

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## CLEVER SWAPS

Kitchen makeovers in the Midlands

## Love it or list it!

New Malvern business Inspired by Kirsty Alsopp

*Plus*

HOMES & GARDENS  
STYLE & WELLNESS  
ARTS & CULTURE  
AND MORE

# Pretty COUTURE

COTSWOLD DESIGNER'S COLLABORATION WITH UKRAINE AND SUNFLOWERS

FLORAL FANCIES

Daring designs in Droitwich



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# LOVE IT *or list it*

Lee and Mair Whittington are bringing their experience in buying and selling houses to anyone thinking of facing the challenges of making a move

**W**hen you've moved house over twenty times, you're going to know a thing or two about the property market. Going through the buying and selling process that many times exposes you to different real estate transactions, allowing you to gain valuable practical knowledge. This knowledge can be advantageous when advising others on the process, offering insights on potential challenges and how to overcome them.

Each buying and moving experience offers opportunities for reflection. Whether it's a smooth journey or a challenging one, you can learn from both the successes and the failures. Having personal experience of buying and moving homes multiple times can provide many benefits when setting up your own estate agency as husband and wife team Lee and Mair Whittington know only too well.

Property renovation and interior design has never been a chore for Lee and Mair it's always been a passion and it seems moving

house must be too, as they have chalked up twenty plus moves which ultimately led them both to leave their corporate careers behind to set up a concierge estate agency service. "Having personally experienced so many house moves which ranged from large seafront Victorian villas in Southwest Scotland to a houseboat on the Isle of Wight we know the ups and downs," said Mair.

In addition to their own homes, the couple have also owned Grade II Listed properties in Warwickshire, one of which used to be the local pub of William Shakespeare and was latterly owned by Flowers Brewery. Throughout all these purchases Lee and Mair more often than not were unhappy with the service they received from estate agents. "We only experienced a handful of estate agents who offered the kind of customer service we wanted," explains Mair.

Lazenby Page Ltd is very much a family business. "We've always sat down as a family to enjoy Love it or List it with Kirsty Alsopp and Phil Spence on Channel 4 which probably influenced our daughter Melissa's career.





**‘We have now undertaken the legal and compliance training required to become a professional estate agency...’**

Having worked for a local high end interiors business for five years since leaving University, for the last two years, Melissa, has been running her own interior and spatial design business working on projects from garden rooms and glamping tents to multi-million-pound private homes. Melissa has now joined the family business and is an integral part of the team. Combining our daughter’s skills with our experience we have created a bespoke concierge service to help our clients to fall back in love with their home, or list it,” said Mair.

Having only launched this month, Lee and Mair offer clients a concierge estate agency service like no other in the area. “We believe clients are looking for their agent to help them navigate the end-to-end process of listing, selling and moving from their property via a single contact. We have now undertaken the legal and compliance training required to become a professional estate agency and are excited to open our doors and start working with clients.”

With all properties of their own selling often to the first or second viewers and all to cash buyers, Lee and Mair obviously know how to present homes to the right purchasers. “The viewing is a critical aspect of securing a sale - along with professional and inspirational imagery. With our agency we will ensure everyone handling a client enquiry has viewed the property and knows every detail. Secondly, we will assist owners to navigate the complex process of conveyancing and dealing with the many stages of moving. ➔



**‘The personal touch and individual attention is central to our company ethos’**

“Clients often require help finding surveyors, solicitors, removals, storage, and Lazenby Page Ltd have a little black book brimming with all the contacts you will need to ensure your move goes smoothly.”

There is an interior and spatial design aspect of the business too which will assist clients in property staging, remodelling and redesign to make it perfect for their needs negating the need to move. “If a client comes to us with a property that has been on the market for a long time, our remodelling and design expertise is key as we will target the areas we feel may have deterred previous viewers and make clever adjustments to make the property far more appealing and saleable at the right price point.”

Coming from a corporate background provides benefits when it comes to business but it was the service aspect of the business that Mair and Lee wanted to feel the complete opposite to corporate when it comes to their business. “The personal touch and individual attention is central to our company ethos. We recently bought and sold our own properties in the Malvern area. As clients ourselves, we found many of the high street agents were keen to take on every property they could - regardless of the property’s individual merits.

“This volume versus value approach meant that as clients, we were passed from person to person within the organisation as our sale and purchase progressed. If we had just one person to work with us, who understood our requirements throughout the process, we would have been over the moon. Therefore, what we aim to deliver in our business is the best-personalised service, and offer a single point of contact and more importantly, to fit into our clients’ schedule - rather than asking them to fit into ours,” said Lee.

“During our recent sale and subsequent purchase, we found the whole process was not as personal as we would like. We felt like a commodity and not an individual. We know from experience that when agents offer

a 30-minute viewing window, or conduct back-to-back viewings - it can be hard to imagine living in a particular house. We have been mocking up new floorplans and designs for properties we have viewed for over 25 years. This remodelling often revealed the hidden potential which other viewers had missed. We can offer this as a service, which may help remove potential barriers to a sale,” Mair adds.

This amalgamated approach benefit clients immeasurably Lee says. “Having a single point of contact from the first meeting to the completion of a sale builds a stronger relationship between client and agent. Our sole purpose is to help clients present their property to the appropriate target market, achieving the best selling price in the shortest time.

“This service could include staging, adding some interior design tips or drawing up plans to show viewers the potential of a property like a new kitchen or extension. We aim to remove the strain from the sales chain and present clients’ homes in the very best light to help viewers picture themselves living there.”



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