

Form of Direction - Annual General Meeting to be held on 11 May 2011

**To be effective, all forms of direction must be lodged with the Company's Registrars at:
Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY by 3 May 2011 at 12.00 noon.**

Explanatory Notes:

1. Under the rules of the Bovis Homes Group Share Incentive Plan you may direct the Trustee to vote on your behalf as regards any shares held by the Trustee on your behalf.
2. In order to register your voting direction please indicate clearly with an "X" in the appropriate spaces how you wish the Trustee to vote. Any alterations should be initialled.
3. To be effective, this form must be at the office of the Company's Registrar by 12.00 noon on 3 May 2011.
4. Please note that if you are a shareholder in Bovis Homes Group PLC you will need to register your voting direction or proxy vote separately for each different holding.

Kindly Note: This form is issued only to the addressee(s) and is specific to the unique designated account printed hereon. This personalised form is not transferable between different (i) account holders; or (ii) uniquely designated accounts. The Company and Computershare Investor Services PLC accept no liability for any instruction that does not comply with these conditions.

All Named Holders

Please use a **black** pen. Mark with an **X** inside the box as shown in this example.



I am a beneficial holder of Ordinary Shares of 50p each in Bovis Homes Group PLC, through my participation in the Bovis Homes Group Share Incentive Plan ("SIP") and I hereby instruct the SIP Trustee, Yorkshire Building Society, at the Annual General Meeting of the Company to be held at **The Spa Hotel, Mount Ephraim, Royal Tunbridge Wells, Kent TN4 8XJ** on **11 May 2011** and at any adjournment thereof, to vote on my behalf on the resolutions set out in the notice of meeting as indicated.

Ordinary Resolutions	For	Against	Vote Withheld
1. To receive the accounts and reports of the directors and auditors for the year ended 31 December 2010.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. To approve the report on directors' remuneration for the year ended 31 December 2010.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. To declare the full year dividend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. To re-appoint Malcolm Robert Harris as a director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. To re-appoint Alastair David Lyons as a director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. To re-appoint Colin Peter Holmes as a director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. To re-appoint John Anthony Warren as a director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. To re-appoint David James Ritchie as a director of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. To re-appoint Jonathan Stanley Hill as a director of the Company, appointed since the last Annual General Meeting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. To re-appoint KPMG Audit Plc as auditors of the Company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. To authorise the directors to determine the remuneration of the auditors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. To authorise the directors to allot shares up to a specified amount.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special Resolutions			
13. To allow general meetings of the Company held before the next AGM to be called on not less than 14 days' notice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. To empower the directors to allot shares for cash without making a pre-emptive offer to shareholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. To authorise the Company to purchase its own shares.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Signature

Date

DD / MM / YY