

vision
2020

Our vision
for your future



Our commitment to a better
home and a better world



St Edward

Designed for life
A Joint Venture company owned by the
Prudential & Berkeley

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THE QUEEN'S AWARDS
FOR ENTERPRISE:
SUSTAINABLE DEVELOPMENT
2008

The Berkeley Group Holdings plc

What does **Vision2020** mean for you?

Over the years The Berkeley Group has won many prestigious awards for the quality, design and sustainability of its developments. Our Vision2020 strategy is designed to raise our standards higher still.

Vision2020 means that when you buy a new home from St Edward, you can be safe in the knowledge that it is built to the highest standards of design, has a low environmental impact and that we'll provide you with exceptional customer service to ensure that you are completely satisfied with your new purchase.

Vision2020 also means that you are buying a home from a sustainable business that takes its responsibility towards the environment, its workforce and the communities in which it works, very seriously.

The Berkeley Group's achievements in creating sustainable homes and communities were recognised when we were granted the UK's most prestigious award for sustainability, The Queen's Award for Enterprise: Sustainable Development. Vision2020 is designed to build on these achievements. It is an ambitious, ten-year plan focusing on four key areas:

- **Building greener homes**
- **Delivering sustainable communities**
- **Enhancing the customer experience**
- **Running a sustainable business**

In each of these areas, The Berkeley Group has made a number of commitments, the results of which are reflected in the homes that we build, the service that we offer to you, and the way we run our business.



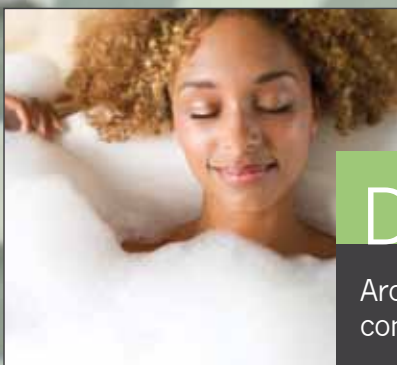
Stanmore Place





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Did you know?

Around 27% of the UK's carbon emissions
come from energy use in homes

Greener more economical homes

All of our new homes will have at least a three star rating against the Code for Sustainable Homes. The Code for Sustainable Homes considers the effects on the environment caused by the building of a home and how its occupants live in it.

To achieve a three star rating, a home must perform better than a new home built to the minimum legal standards, and much better than an average existing home. A home with a three star rating has a high level of environmental performance.

What does this mean?

- Efficient water consuming fixtures in your home help you to use around 26% less water per person than the average household. This means that over the course of the year you could save around £83 on your water bill and your home will save enough water per person per year to fill 408 baths or 35,916 litre bottles.
- Your home is very energy efficient. Compared to the average household in the UK, your home could save you around £380 per year on your energy bills.
- This energy efficiency means your home's carbon dioxide emissions could be around 76% lower than the average home, saving around 4.6 tonnes in carbon emissions per year - enough CO₂ to fill around 460,000 party balloons.
- Energy efficient homes are also less draughty and will stay at a more constant temperature throughout the winter than older homes in the UK.
- Your home will contain space for a desk close to plug sockets and telephone points so you can set up a home office if you need to, reducing the carbon dioxide emissions you generate from using a car to travel to work.
- Your home will contain recycling bins for storing recyclable waste so that less of your household waste will go directly to landfill.
- There will be secure bicycle storage space on your development. By providing space to store your bicycle, you will be able to use it for shorter journeys, reducing the carbon dioxide emissions you generate through travel and giving you a healthier lifestyle.



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Did you know?

In the last few years over 90% of The Berkeley Group's developments have been located within 500 metres of a mode of public transport



Delivering sustainable communities

All new St Edward developments will be designed to achieve at least the Building for Life 'Silver' standard. Building for Life is a national standard for well designed homes and neighbourhoods. Only developments which meet high standards of design can achieve the 'Silver' standard.

The design of your home will also incorporate the principles of the Lifetime Homes standard. The Lifetime Homes standard aims to add to the comfort and convenience of your home and support the changing needs of individuals and families at different stages of life.



What does this mean?

The Building for Life 'Silver' standard means that the design of your home and the development has been carefully considered. Each development will have different features to achieve this standard but you will find that your development will have most or all of the features below:

- Your home will be close to essential amenities including schools, parks, play areas, shops, pubs or cafés.
- Public spaces and pedestrian routes will be carefully designed to feel, and be, safe.
- Your home will have easy access to public transport – a tube station, rail station or a bus stop.
- The streets in the development will be designed to be pedestrian, cycle and vehicle friendly.
- Public space will be well designed with suitable management arrangements in place.
- The development will feel like a place with distinctive character.
- The buildings will have architectural quality.

Homes incorporating the principles of the Lifetime Homes standard offer many advantages to disabled people, older people, family carers and parents with young children. They are designed to be adaptable to meet changing needs, for example accommodating a family member whose mobility becomes limited. In this situation, being in a home that incorporates the Lifetime Homes principles can avoid the necessity for major adaptations or a move to a more suitable property.

In addition, having a home that incorporates the Lifetime Homes principles can add value and increase comfort because of the 'easy living' features such as level access, wider doorways and extra space in bathrooms.

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Did you know?

We provide you with a home manual when you move into your home that includes information on sustainable living

An exceptional customer experience

Choosing a new home is probably the most important decision any of us ever make, and at St Edward we want your purchasing experience and your satisfaction with your new home to be the best it possibly can be.

We aim to provide an exceptional service to our customers throughout the purchasing process and from 2012 our aim is to ensure that over 95% of our customers would recommend us to a friend.

What does this mean?

- We have dedicated Sales teams to guide you through the reservation, exchange and completion process successfully. They have everything at hand to help you, including clear and concise brochures, virtual tours, models, plus that all-important local knowledge. They will provide reliable information to best assist you in your decision-making process.
- We ensure that our Sales teams are well trained and knowledgeable about sustainability and the sustainable features of our developments.
- Before you complete on your property, our Customer Services teams will provide you with a detailed home demonstration.
- We believe aftercare is also a very important part of the purchasing experience, so our Customer Services teams will contact you after the completion date to make sure that everything is to your satisfaction.



375 Kensington High Street



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Did you know?

The Berkeley Foundation is sponsoring three Olympians and Paralympians in their bid for glory at the 2012 Olympic and Paralympic Games



Running a sustainable business

At St Edward we recognise that it is not just the homes we build that have an impact on the environment but the process of building these homes and the day-to-day running of our business as well.

Through Vision2020 we are focused on reducing our carbon emissions, water consumption and waste produced by our sites and offices. We also want to make sure that our construction sites are safe places to work and that we continue to make a positive contribution to the communities in which we operate.

What does this mean?

- We closely manage the building of your home and the whole development to reduce any negative environmental impact. Part of this close management includes a regular environmental audit on all construction sites to make sure they are operating sustainably.
- We have comprehensive health and safety management systems and have set industry leading health and safety performance targets.
- We have set targets to reduce our annual carbon dioxide emissions and water consumption.
- We have pledged to reuse or recycle over 80% of our construction, excavation and demolition waste.
- We have also launched the Berkeley Foundation to co-ordinate our charitable giving and support of worthy causes, as well as encourage our own staff to get involved in supporting local community activities.





About The Berkeley Group

The Berkeley Group builds homes and neighbourhoods. We create beautiful, durable places where people aspire to live.

We also make a vital contribution to the landscape, to the communities we help create, and to the environment, through our commitment to excellence in design, sustainability, and addressing the needs of our customers and their neighbours.

Top left Chelsea Bridge Wharf, London SW8, St Mary's Place, London SW15, Beaufort Park, London NW9, main image 375 Kensington High Street, London W14.



Proud to be members of the Berkeley Group of companies



Some homes that we build are refurbishments of old buildings. The Code for Sustainable Homes does not apply to refurbishments and these homes will therefore not have a three star rating.

Some homes that we sell may pre-date or be excluded from our Vision2020 commitment. Please check with our Sales Consultants at the development if you are unsure.

Savings vary between every home. Figures quoted in this brochure are based on a typical 3 bed Berkeley home that meets Level 3 of the Code for Sustainable Homes. For further details on how the figures quoted have been calculated please contact: sustainability@berkeleygroup.co.uk

