

# Delivered by BERKELEY

Over 40 years experience







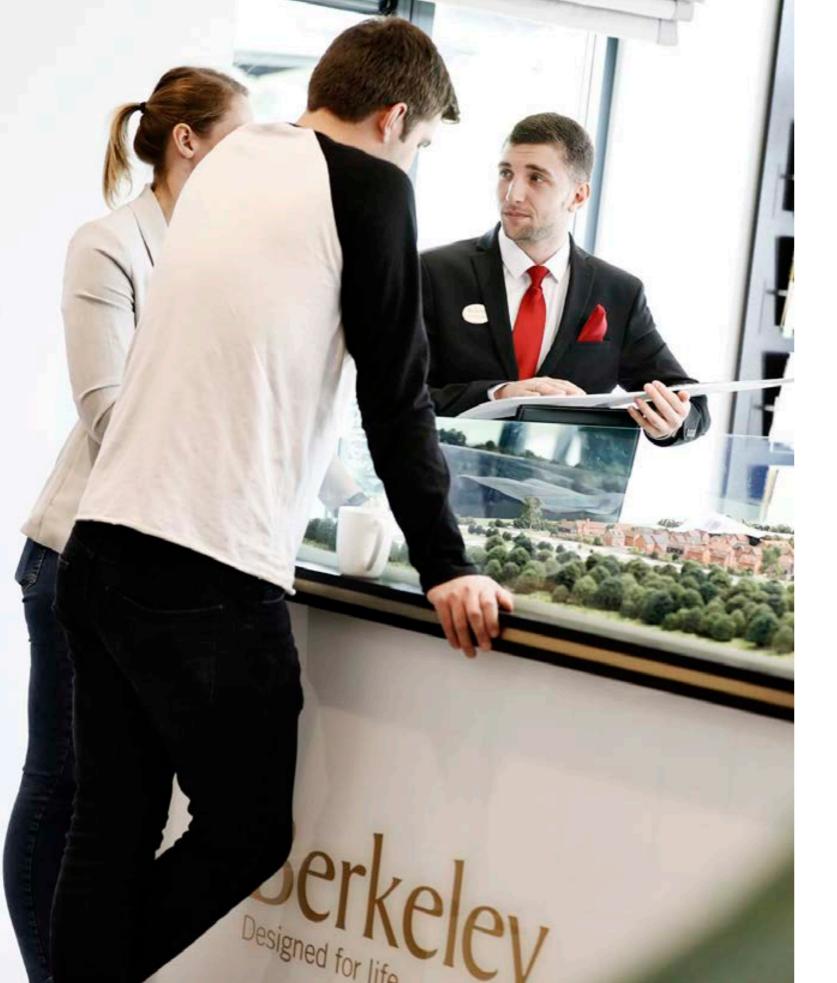
# About BERKELEY

At Berkeley, we know that a home isn't just a house or apartment, however beautifully crafted. A home is the beating heart of a family, in a community with character, friends and a sense of belonging. It's the place where you feel most comfortable, safe and secure.

For more than 40 years, Berkeley has dedicated itself to creating amazing places for people, in developments that are beautiful to look at with inviting outdoor spaces for everyone to enjoy. But before a single line is drawn on a plan or a brick is laid, we start by asking what the people who are going to live there really want.

Not just fantastic homes, but a sustainable community. Parks to play in, paths where they can walk or run, trees and gentle views, cafés, shops, restaurants, places to meet, leisure facilities, services that make their busy lives that bit easier. Somewhere they can be proud to live.

Then we apply our drive, passion and creativity to the details that will make these wishes a reality. No two developments are the same; each is tailored to its context and the people who will live there. That's why when you buy a Berkeley home you get something truly special.



# CUSTOMER Service

## Our commitment to you

From the moment you arrive at one of our developments, you will notice the Berkeley difference. This won't just be in the quality of the craftsmanship, the stunning surroundings or the enviable location. There is something intrinsically special about the experience we offer you.

We treat every customer as we would like to be treated ourselves. With courtesy, dignity and respect. We support you every step of the way.

Buying a home is one of the most important decisions you make in life. Our sales teams will take the time to help you find the right one for you and your family.

We will provide all the information you need to make the best choice for you. When you decide to buy, we help you navigate the process, keeping you informed at every stage, responding promptly to your queries, and working with you and on your behalf to ensure everything goes smoothly.

Our teams are made up of a variety of professionals who are committed to helping you, so you will always have an expert to talk to, who knows and understands your requirements. That's why you can have complete confidence in us – from the moment you first walk into our sales and marketing suites right through to exchange, completion and beyond.

66

The customer service teams have been absolutely exemplary and we have had such a wonderful experience. We don't have words to express our appreciation, from moving in, to assembling furniture.

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# Our HOMES

# Quality without compromise

Every Berkeley home is designed, crafted and finished to the very high standards of quality that are our hallmark. Whether it's choosing an appropriate brownfield site for regeneration to breathe new life into a locality, or selecting the right fixtures and fittings for our homes, our focus is always on quality. Right down to the very last detail. It is everywhere you look – from the well-considered public spaces, attractive planting and spacious parks, to the immaculate brickwork and the silent soft-close cupboards in the bespoke kitchens and bathrooms.

A Berkeley home uses sustainable products and efficient technologies to reduce impact on the wider environment. Fixtures and fittings are sourced from top manufacturers. No detail is too small to escape our attention.

Berkeley aims to build your home to a very high standard of design and quality, and has over 40 years of experience of delivering. When you buy a new home from us it comes with a 10-year warranty.

However, over and above this, we will take a reasonable approach to resolving issues, even if they fall outside of the warranty criteria or time periods. In other words, we will stand by our product and work with you to find an appropriate, fair and reasonable resolution to any issues that may arise in the future.



# Our VISION

# Sustainability and responsibility

As a leader in home building and placemaking, we care deeply about our responsibility to people and the environment. We are wholly committed to reducing the environmental impact of our developments.

In May 2018, Berkeley Group set out a forward-thinking business strategy called Our Vision. It describes our focus on activities in five key areas:

- 1. Customers
- 2. Homes
- 3. Places
- 4. Operations
- 5. Our People

It also states our commitment to working with our supply chain to achieve our zero waste strategy, and a low carbon transition plan for each new development that will enable the homes to operate at net zero carbon by 2030.

Berkeley is currently creating over 500 acres of parks, public realm and open space, and planting more than 9,500 trees in our developments, for the enjoyment and wellbeing of residents. We are the first developer to commit to achieving a net biodiversity gain on all developments, ensuring nature is enhanced, not depleted, once building is complete.





# Placemaking & making a DIFFERENCE

# Transforming lives

Placemaking has the power to transform people's lives. It creates not only new homes and strong communities, but also jobs and growth for the local economy.

Placemaking is a force for good in this country. It is a holistic approach to the planning, design and management of public spaces, and it puts people and their needs first. Our focus on placemaking inspires our approach to design and drives our ambition to create successful communities in great places where people can come together, interact and get involved.

We work collaboratively with local people, councils and other agencies to ensure that our public realm promotes people's happiness and wellbeing, as well as opening up opportunities for jobs and economic growth.

We are very proud of our 40 years of placemaking. As a business, we always strive to learn more and listen to what people say, want and need.

The benefits are felt by those who live and work in each community, and countless others who can enjoy the fantastic public spaces – the parks, shops, restaurants, transport infrastructure and other facilities – we create.



# AwardWINNING Developments

# Creating the best homes to live in

Berkeley developments have been recognised many times for their quality, design, and architecture. Over the years, we have won awards and accolades for landscaping, building, sustainability, customer service, interior design and exterior architecture. We are immensely proud of these achievements.

But it's not about the awards. We do what we do because we are passionate about placemaking, and about creating great places for people to live, where vibrant communities can evolve and flourish. That's what we are most proud of.



#### WINNER

The Best Customer Focus Award - Large Enterprise



An independent assessment of attitudes towards customer service by surveying our customers, employees and the management team



## WINNER

Apartment Scheme of the Year for St Joseph's Gate



### WINNER

Best Conversion for The Chapel, St Joseph's Gate



## WINNER

House Builder of the Year

### GOLD

Large House Builder of the Year

#### GOLD

Best Partnership Scheme

#### GOLD

Best Mixed-use Development

### GOLD

Best Regeneration Scheme

## GOLD

Best Exterior Design

### GOLD

Best Public Realm



# PEOPLE and technology

When you buy a home, you want to know that there is someone on hand to help navigate you through the process. At Berkeley we have just that, teams of dedicated professionals whose only role is to help you. They provide a bespoke approach to suit you and your needs, much like our homes – there is no 'one approach fits all'. Our committed customer teams are appointed for each part of your journey, so you always have an expert to talk to.

To work alongside the teams, we have developed and utilised technology to keep you up to date. An example of this is our interactive online portal, MyHome Plus. This is an incredibly useful source of information, allowing you to receive updates, access documents and get in touch with us at every point of the process.



# Ways to buy from BERKELEY

## Easy Move

Berkeley has a number of options to enable you to move to the home of your dreams. Easy Move is designed to help you sell your existing home, in order to secure your new Berkeley home.

### **HOW IT WORKS**

When you reserve a home at Abbey Barn Park, we will remove it from the market for six weeks. During that time, we will help you arrange an estate agent to sell your current home at the best achievable price. We can even advise on choosing the prospective buyer who is in the strongest position to proceed.

As the sale progresses, we will co-ordinate all parties involved, providing a smooth process to ensure you exchange on your existing home at the same time as your new Berkeley home. And, of course, we'll keep you updated regularly while it's all going through. So you can sit back, relax and look forward to a stress-free move.

### **OUR FEES PROMISE:**

If you sell your property within the six week period, we will pay your estate agent's fees up to a maximum of 1.5% of your purchase price\*.

\*Terms and conditions apply, please ask a Sales Consultant for more details.



Help to Buy

We are pleased to offer a selection of homes at Abbey Barn Park through the **Help to Buy** initiative. The scheme is open to both first-time buyers and house movers, and allows you to secure your dream new home with a deposit of just 5% of the purchase price. The scheme is available exclusively on new build homes up to a property value of £600,000 in England.

#### REPAYING YOUR EQUITY LOAN

You can repay your equity loan (20% Government loan) at any time. The minimum repayment you can make must be at least 10% of the value of your home at the time of repayment. Alternatively, when you sell your home you can repay your Help to Buy loan from a share of the sale proceeds. You must repay the same percentage as the initial equity loan. So, if you received a 20% contribution, your repayment will be 20% of the total value when it is sold.

### HERE'S HOW IT WORKS...



You will only need a minimum deposit of 5%.



The Government will lend you up to 20% of the property value.



The loan is interest free for 5 years.



You only need to secure a 75% mortgage.

15

# Ways in which we can help YOU MOVE

An exclusive customer services you will find invaluable when you purchase a new Berkeley home at Abbey Barn Park.

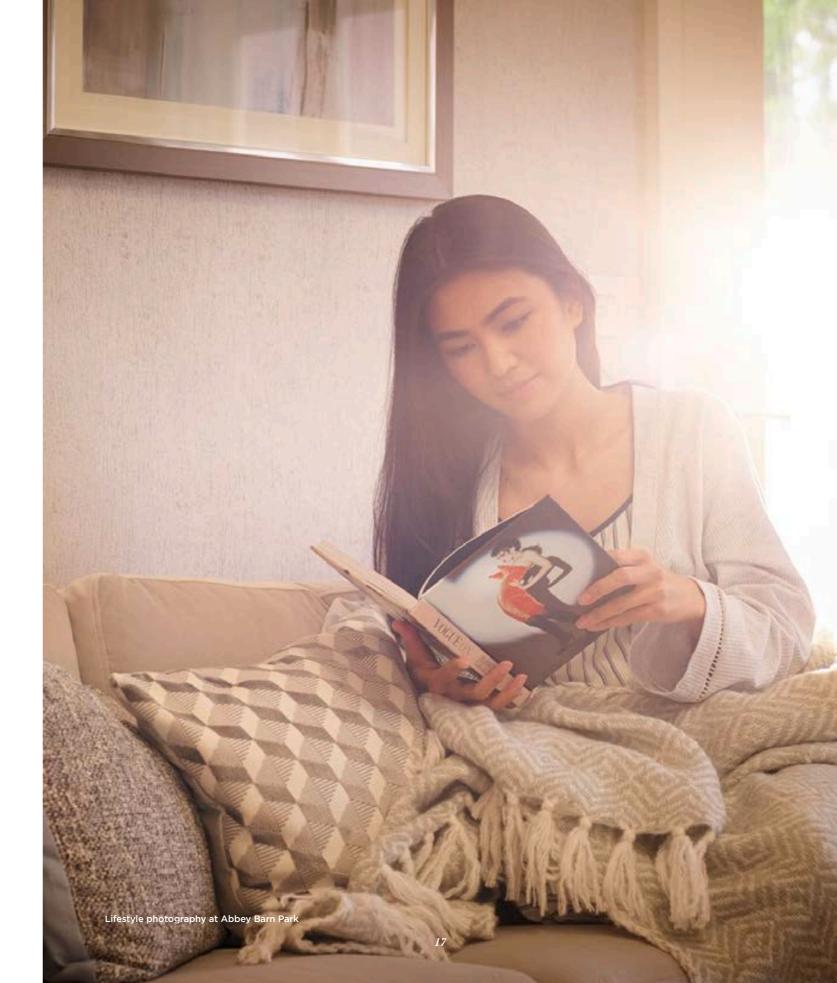
# MyHome Plus

MyHome Plus\* includes all the information you need about buying, moving into and living in your new Berkeley home in one easy-to-navigate online portal. Your essential legal and other relevant documents are stored securely, available to access whenever you need them, wherever you are.

Once you reserve your Berkeley home, you will be given password-protected access to useful information about the development,

your selected property, construction progress, and much more. All your sales team's contact details are there too.

And when you move in, even more online features open up, such as appliance information, details of local amenities and services, safety advice and maintenance. Everything, in fact, you could need to help you settle into your new home.



# Creating a SUSTAINABLE living environment

# Sustainability is central to the ethos of Berkeley

### DESIGNED TO HIGH SUSTAINABILITY STANDARDS

At Berkeley, environmental sustainability means managing and minimising the environmental impact from our operations and delivering homes and communities that are environmentally sound, as well as being designed and built to a high quality.

Berkeley is committed to sustainable, energy efficient development from recycling of construction and office waste to the use of sustainably sourced materials. The cornerstone of our approach is to reduce the resources used at the development during construction and occupation and enhance the site's ecological features and assets.

#### **ENERGY EFFICIENCY**

Berkeley adopts a 'Fabric First' approach, this is about designing new build homes with energy efficiency and sustainability in mind – from heating and lighting, down to the insulation used. 'Fabric First' includes an enhanced insulation which is used for the floors, walls, roofs and windows, which keeps more heat in. Each new build home has a high air-tightness target which means less heat is lost, making the home more energy efficient. Thereby, reducing the long-term energy demands and carbon footprint of the site.

#### ADDITIONAL FEATURES INCLUDE:

- A++ rating to all fridges, freezers and dishwashers
- Low-energy lighting is installed throughout all homes and externally





#### WASTE

All homes are provided with internal recycling bins within the kitchen areas to encourage the segregation of waste, in addition to the required external bins.

### WATER

Water reduction methods will be implemented, such as dual flush WCs and flow regulated / aerated taps and showers.

### ENHANCING ECOLOGY

Berkeley is in partnership with the Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust. To enhance our approach to biodiversity we are supporting the Wildlife Trust. Through this partnership we hope to engage our residents and local communities in their local wildlife and do our part in helping to protect local nature reserves.

#### SUSTAINABLE TRANSPORT

Positioned in the sought-after area of Buckinghamshire, Abbey Barn Park offers easy connections by car. With nearby access to the M40 motorway and onto the M25, it's also the ideal starting point for trips by rail into London. Just 30 minutes from High Wycombe to Marylebone.

### **COMMUNITY FACILITIES**

Situated at Abbey Barn Park, you are spoilt for choice when it comes to amenities in the local area. High Wycombe is a bustling town with an array of shops, restaurants, cafés and even its own theatre.





# Buy with CONFIDENCE

At Berkeley, quality comes first. It influences everything we do – from the land we purchase through to the materials we build with.

This attention to quality is not just about the properties we build, but the way we treat our customers. It is vital to us that our customers receive unrivalled support throughout the buying process.

Our dedicated Customer Care Team is on hand to help look after all our customers' needs every step of the way.

As one of the UK's leading house builders, we are also able to offer our customers an

unrivalled range of properties. We offer everything from a city penthouse or a country retreat, to a modern studio apartment or a traditional family home.

Green living and sustainable developments are also top of our agenda. We are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build.







# A commitment to THE FUTURE

Over the years, the Berkeley Group has won many awards for the quality, design and sustainability of its developments. Our Vision is Berkeley's plan for the business, designed to raise standards higher still.

Our goal is to be a world-class company creating successful, sustainable places where people aspire to live. We take our responsibilities towards our customers, the environment, the workforce and the communities in which we work very seriously. Our plan for the business has five areas of focus: Customers, Homes, Places, Operations and Our People.

#### AN EXCEPTIONAL CUSTOMER EXPERIENCE

We aim to put customers at the heart of our decisions. Dedicated Sales Teams will provide exceptional service throughout the buying process, and teams will manage the customer relationship from exchange of contracts through to completion, delivery of the new home and after occupancy.

#### HIGH QUALITY HOMES

When you buy a new home from Berkeley you can be safe in the knowledge that it is built to very high standards of design and quality and has low environmental impact. We meet specific space standards for new homes and aim to deliver a home which has fibre broadband infrastructure.

#### **GREAT PLACES**

We seek to create beautiful, successful places characterised by the quality of their design, external spaces, transport and access to jobs and amenities. These are places where people choose to live, work and spend their time and which directly encourage people's wellbeing and quality of life.

#### **EFFICIENT AND CONSIDERATE OPERATIONS**

We reduce the impact of the construction process on the local community by registering all of our sites with the Considerate Constructors Scheme. We set targets to reduce water, energy and waste. We work with our supply chain to ensure that high quality services and materials are consistently provided.

#### COMMITMENT TO PEOPLE AND SAFETY

Safety is a high priority on all of our construction sites. We also aim to have a positive impact on society and enable young and unemployed people to get into work through our support of the Berkeley Foundation.



# The Berkeley FOUNDATION

## Berkeley takes social responsibility very seriously.

The Berkeley Foundation is the independent grant-making foundation established by the Berkeley Group in March 2011.

It works in partnership with the voluntary sector and others to help young people in London, Birmingham and the South of England overcome barriers, improve their lives and build a fairer society. It does this primarily by funding high-quality frontline support for marginalised young people. Since its launch, the Foundation has committed over £18 million to more than 100 charities and worthy causes.

The Foundation's funds come from a variety of sources. To date, Berkeley Group employees have

raised an amazing £5 million through fundraising events and Give As You Earn. External donations and support comes from Berkeley's supply chain and consultants.

The Berkeley Group provides core funding and pays all the Foundation's overheads, which means that all money raised is spent on charitable activities. In 2018/19, 65% of Berkeley staff got involved with the Foundation's work.

www.berkeleyfoundation.org.uk www.berkeleygroup.co.uk





# Designed for LIFE

## Our customers are at the heart of all our decisions

We aim to understand their needs and consistently meet or exceed their expectations. The service we provide is professional, efficient and helpful to make the home buying process as straightforward and enjoyable as possible. Our levels of customer service aim to be comparable to other top brands.

### **CUSTOMER SERVICE IS OUR PRIORITY**

All our customers are provided with a commitment that when they buy a new home from Berkeley they can be safe in the knowledge that it is built to very high standards of design and quality, has low environmental impact and that they will enjoy an exceptional customer experience. Each customer receives tailored information relating to their purchase and has a dedicated point of contact throughout the customer journey.

# GREEN LIVING AND SUSTAINABLE DEVELOPMENT IS TOP OF OUR AGENDA

As a company, we are committed to reducing energy, water and waste on our construction sites, in our offices and in the homes that we build. Almost all of our developments are built on brownfield land and we always take care to protect and enhance biodiversity and natural habitats. Our homes include features to encourage sustainable living such as dual-flush WCs, recycling bins and energy efficient white goods.

# QUALITY IS AT THE HEART OF EVERYTHING

At Berkeley, quality takes precedence, from choosing the right location and style of home, to the construction processes we practice, the materials we use and the specifications we put into our homes. For extra peace of mind, in addition to the 10-year warranty all new homes receive, Berkeley operates a 2-year policy with dedicated Customer Service teams on hand 24 hours a day to deal with enquiries quickly and effectively.



# UNPARALLELED CHOICE OF HOMES IN THE MOST SOUGHT AFTER LOCATIONS

As one of the UK's leading house builders, we are able to offer our customers an unrivalled choice of property location, size and type. From city penthouses to country retreats, modern studio apartments to traditional family homes, you will find the perfect home to match your requirements. Our homes are also built in some of Britain's most desirable locations from market towns and rural villages to major towns and cities, and countryside to the coast - we build in the locations you want to live.

# A COMMITMENT TO CREATING SUSTAINABLE COMMUNITIES

St George's homes and developments are not just built for today. They are designed to enhance the neighbourhoods in which they are located permanently. We achieve this through our commitment to excellence in design, sensitive landscaping, sympathetic restoration, and impeccable standards of sustainability. We aim to address the needs not only of our customers but their neighbours and the broader community of which they are a part. It is a long-term view: we want to create exceptional places for people to live, work and relax in, and build communities that will thrive today and for years to come.

25

# BERKELEY Quality since 1976

# Over 40 years of solid success

Berkeley Group was established in 1976 and, through its detailed focus on each development and disciplined procedures, rapidly grew in size and reputation, very soon becoming renowned for the quality of its homes. Just nine years later, the company gained a full listing on the London Stock Exchange with a value of over £67million.

During the 1990s, Berkeley focused its skills and expertise on complex brownfield sites in towns and cities throughout the country. Our innovative approach to mixed-use developments and the creation of sustainable communities has made us a leader in successful urban regeneration.

Our target is to build over 95% of our developments on brownfield land. We are also committed to meeting our affordable housing obligations.

Today, Berkeley Group's principal divisions, Berkeley, St George and St James have all established strong brand identities which have become synonymous with quality and excellence. The Group is financially sound, with a strong forward order book and high quality land bank, allowing us to look to the future with confidence.



Proud members of the Berkeley Group:















# Always IMPROVING

Our mission is to be a world-class business

To be world-class we need to develop and therefore we always look to improve what we do, so we would like to hear about your experience with us.

Please contact us using:

customer feedback@berkeley group.co.uk

Thank you

LIFE IS FOR LIVING. Naturally.



HIGH WYCOMBE | BUCKINGHAMSHIRE

WWW.ABBEY-BARN.CO.UK





