

# HOMES

DEVELOP INDIVIDUALLY DESIGNED,  
HIGH QUALITY HOMES WITH LOW  
ENVIRONMENTAL IMPACT





# HOMES

## HIGHLIGHTS, AWARDS AND ACCOLADES 2014-2016



**London Evening Standard**  
NEW HOMES AWARDS 2014

London Evening Standard  
New Homes Awards 2014:  
Best London Home for  
375 Kensington High Street

### Innovation

We launched a new  
R&D programme to utilise  
customer feedback and  
drive innovation through  
improved design

95%

of new developments  
designed to provide fibre  
broadband



Building Awards 2015:  
Housebuilder of the Year

90%

of new developments  
designed to our  
minimum space  
standards



The Sunday Times  
British Homes  
Awards 2015:  
Homebuilder of  
the Year

64%

of completed individual  
homes supplied with  
low carbon or renewable  
technology



65%

of completed individual  
homes provided with  
smart meters



**London Evening Standard**  
NEW HOMES AWARDS 2015

London Evening Standard  
New Homes Awards 2015:  
Best Luxury Home (Large  
Developer) for Ebury Square

97%

of new homes  
designed to  
incorporate  
recycling facilities



# HOMES

DEVELOP INDIVIDUALLY DESIGNED, HIGH QUALITY HOMES WITH LOW ENVIRONMENTAL IMPACT

## WHY FOCUS ON HOMES?

As a residential-led developer, building high quality and well-designed homes is fundamental to our business and is intrinsic to all the other areas of Our Vision. It is demanded of us by our customers and differentiates Berkeley. It is clear that to have a successful business, our focus has to be on the end product of the homes right from the outset.

## OUR APPROACH

Each of our homes and developments is bespoke and we use external architects to design each scheme. Attention to detail in design is paramount to ensure homes meet the needs of our customers and our specifications are planned to meet the varied needs of all types of homebuyers, from luxurious houses to key worker apartments.

The impact on the environment throughout the lifetime of a home is considered during its design, with an aim to minimise impacts and provide homeowners with the opportunity to live more sustainably. The high quality finish which we demand in our new homes requires a skilled workforce and thorough checks before handover.

We continuously improve our homes through learning from previous projects and sharing best practice in our research and development programme. We aim to provide our customers with the functionality that they require and have set minimum space standards for all our new homes. As our customer requirements change, such as the demand for greater technology, we ensure that we incorporate the right infrastructure and flexibility within our homes to enable their functionality now and in the future.

This report details our achievements over the past two years in our Homes' focus area and sets out our ambitions for the two years ahead.

## 2014-2016 PERFORMANCE

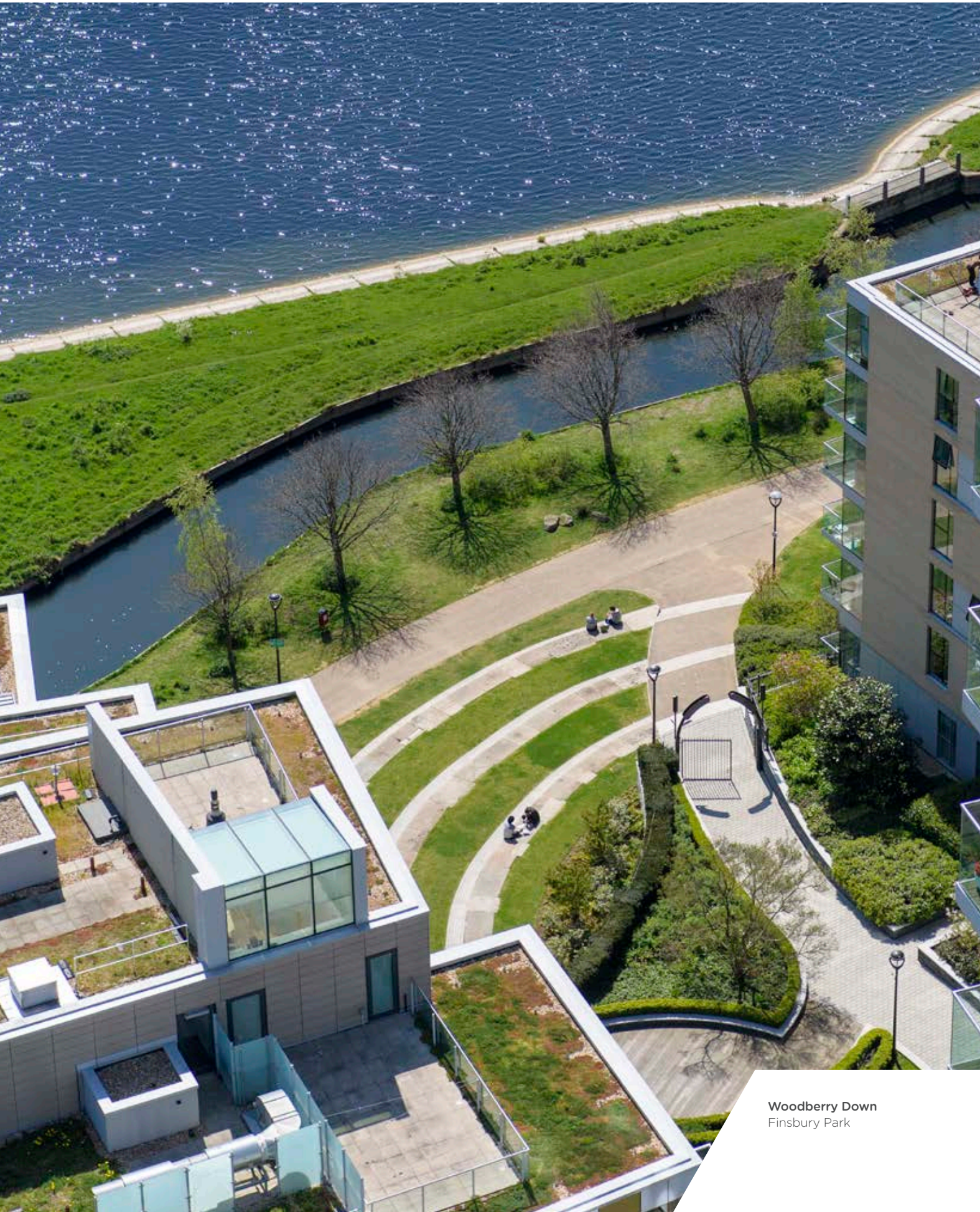
Enable fibre broadband on all our new homes and provide community Wi-Fi	95%
Guarantee space standards for all new homes	90%
Launch a new R&D programme to utilise customer feedback and drive innovation through improved design	✓
Provide internal recycling facilities for every home	97%

⌘⌘  
ATTENTION TO DETAIL IN DESIGN IS PARAMOUNT TO ENSURE OUR HOMES MEET THE NEEDS OF OUR CUSTOMERS.  
⌘⌘



Highwood  
Horsham





Woodberry Down  
Finsbury Park

## WHAT'S NEXT? COMMITMENTS FOR 2016-2018

We have set two new ambitious commitments for 2016-2018 to improve and develop our approach to Homes.



### DESIGN OUR HOMES TO CONSIDER FUTURE CLIMATE CHANGE TO ENSURE CONTINUED THERMAL COMFORT

As temperatures increase due to climate change we are expected to experience more extreme weather patterns, including wetter winters, hotter summers and more frequent heatwaves. Adapting our homes to meet these changes is required to ensure our customers are comfortable for the lifetime of the home.

Across the industry there is growing concern that building regulations requiring improved energy efficiency have increased the likelihood of the adverse effect of overheating occurring due to increased airtightness within buildings. During warmer months this could cause discomfort due to a build-up of warm air which is unable to leave the building.

The long-term nature of climate change adaptation means that few companies are considering its impact and taking action now. Berkeley is the first housebuilder to set out a commitment to develop an approach to ensuring continued thermal comfort across all our developments.



### UNDERSTAND THE EVOLUTION OF SMART TECHNOLOGY AND CONNECTIVITY IN HOMES AND ON DEVELOPMENTS

We are increasingly living in a connected world, with our customers expecting access to the internet and good connectivity from the first day they move in. Technology continues to develop and allows us to be more connected, from enabling us to control the temperature of our homes through apps, to intelligent devices learning our behaviours and movements.

A smart home is one that incorporates technology to provide customers with enhanced monitoring and control over the building's functions. For example, a smart home may control lighting, temperature, multi-media, security, window and door operations, as well as many other functions. Smart homes may also use intelligent technology to learn a user's behaviours to help improve efficiency.

Exploring the available technologies and ensuring our homes have the right infrastructure in place for these technologies will enable us to continue to provide homes and developments that meet and exceed our customers' expectations.



# DEVELOPING HIGH QUALITY HOMES

At Berkeley, we focus on the quality of our homes throughout the design and development process. How we develop individually designed, high quality homes with low environmental impact is highlighted below. Each aspect is discussed in more detail on the following pages of this report.

- Bespoke design:** There is no generic Berkeley scheme; every design is bespoke.
- Attention to detail:** Excellence through detail is one of our company values which is applied at every stage of the project to create exceptional homes.
- Healthy homes:** We incorporate a range of measures into our homes that benefit the residents' health and wellbeing, including good levels of daylight, well insulated homes to reduce noise, storage space and adaptability so the homes can meet the future needs of the residents.
- Environmental performance:** We include features in our homes that will help adapt to future climate including water efficient measures such as low flow taps.
- Space standards:** We set standards covering three core aspects in every home: master bedroom depth; floor-to-ceiling height; and storage.
- Connectivity and smart homes:** We provide the correct infrastructure to homes to ensure our customers are connected from the first day they move in and new technology can easily be installed in the future.
- Research and development:** We continually evolve the design of our homes and encourage innovation at every stage of design and construction.

OUR BESPOKE DESIGNS  
INCORPORATE SUSTAINABLE  
FEATURES INTO HOMES WHILST  
ALSO FUTURE PROOFING THEM.





# DEVELOPING HIGH QUALITY HOMES



## BESPOKE DESIGN

Berkeley builds for everyone, from families to first-time buyers, students to senior people, and luxury living to affordable housing. There is no generic Berkeley scheme; we use architects on every scheme and every design is bespoke, something which is uncommon within the industry.

Our designers range from world-famous architects like Foster + Partners working on South Quay Plaza, to smaller practices like BHP Harwood producing a landscape-led design for our Taplow Riverside development.

## ATTENTION TO DETAIL

The quality which we demand in our new homes requires a skilled workforce and attention to detail. We use our sales suites as the benchmark for build quality and finish in each individual home. Every area is thoroughly checked before handover to ensure that high standards are maintained.

Excellence through detail is one of our company values which is applied at every stage of the project to create exceptional homes. At the design stage we hold regular design team meetings to review the specifications. At the construction stage we build to high standards and have deployed new technology such as Field View to improve our quality procedures.



## CASE STUDY



## FIELD VIEW

Field View is an electronic system that enables sites to communicate issues instantly to contractors. This speeds up the quality assurance processes that we implement to ensure a high standard of finish and provides a record of all reported actions. Berkeley has started to use Field View on a range of developments.

*"The benefits of using Field View are primarily to save time for the user; there is no double handling of information as it's all recorded in one place. There is also greater clarity on where issues are located, as each is identified on a drawing and by a photo, leaving no ambiguity as to the exact location".*

Paul Wentzel, Site Manager, St Edward, 375 Kensington High Street

BERKELEY BUILDS FOR EVERYONE, FROM FAMILIES TO FIRST-TIME BUYERS, STUDENTS TO SENIOR PEOPLE, AND LUXURY LIVING TO AFFORDABLE HOUSING.



# HEALTHY HOMES

Our homes and the places we live in influence many aspects of our lives from how well we sleep, to how safe and secure we feel and can even influence our mental wellbeing. Links are increasingly being made between well-designed homes and the health and wellbeing of the occupiers. Evidence shows that design features, such as good daylight levels, good ventilation or the provision of open space, can have a simultaneous positive impact on mental wellbeing and physical health.

Another key feature of healthy homes is the provision of space and storage to promote stress-free functional living. The provision of diverse space within a home that enables occupants to create settings that suit their needs and activities enables greater social interactions.

Our work with the UK Green Building Council (UK-GBC) Healthy Homes Task Group shows that the design and quality of a home and neighbourhood is a key contributor to the health and wellbeing of the people who live there.

## ENVIRONMENTAL PERFORMANCE

The environmental design features that we incorporate into our homes can often help to create more efficient and healthy homes. We consider the environmental impact of our homes at every stage of the development process, from the way we design them to the features that we include for use once occupied.

During 2014-2016, almost all of our new homes submitted to planning were committed to incorporating recycling facilities. The only exception was one development which did not include details of recycling provisions in the planning documentation. However, it is intended that facilities will be incorporated during the detailed design of this development. Of our completed homes during 2014-2016, 64% were supplied with energy from low carbon or renewable technology, and 65% were provided with smart meters.

### RESILIENT HOMES

Healthy homes are also comfortable, resilient and able to adapt and respond to changing occupant requirements and future climate change. It is essential that homes remain fit for purpose over their lifetime. We have committed to further understanding the impacts of future climate change on our homes and to design in measures to adapt our homes to reduce these as applicable.



Marine Wharf, Deptford

### CASE STUDY

## SMART METERS AT MARINE WHARF

To support the installation of smart meters and energy displays at Marine Wharf, additional information sheets were provided to customers so that they would be aware of the device, its purpose and features. This information was provided as it is important to inform residents of how to use the device and its functionality as this is more likely to increase usage. The sales and Customer Care teams were also trained on the device so that they could show customers how to use them and answer any queries.



Fitzroy Gate, Isleworth

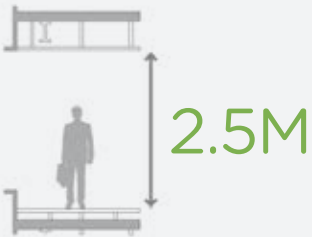
## SPACE STANDARDS

Lack of space is one of the most commonly reported reasons why customers choose not to buy new build housing. In 2014, we were the first private developer to commit to minimum space standards for all our new homes.

Providing enough space in homes for residents to cook, eat, relax and socialise is a pre-requisite for basic living. There should also be sufficient storage space for furniture and personal possessions which is functional and adaptable to meet the needs of the residents over the lifetime of the home.

In 2014, we set standards covering three core aspects in every home: master bedroom depth; floor-to-ceiling height; and storage. These were implemented on 90% of our developments submitted to planning between May 2014 and April 2016.

Since introducing our commitment, Government has published a nationally described space standard which local planning policy can now refer to. We will implement the Government's standard where requested and will go beyond this by applying our minimum requirement for a 2.5m ceiling height in all habitable rooms. This is further than the Government's requirements which is for ceiling heights of 2.3m across at least 75% of the gross internal area. We also require all our homes to meet the minimum standards for master bedroom depth, floor-to-ceiling height and storage criteria in locations where compliance is not requested by the local authority.



GOVERNMENT GUIDELINES FOR CEILING HEIGHTS ARE FOR THEM TO BE 2.3M. BERKELEY GOES FURTHER, REQUIRING CEILING HEIGHTS OF 2.5M.

90%

OF DEVELOPMENTS SUBMITTED TO PLANNING WILL IMPLEMENT OUR MINIMUM SPACE STANDARDS



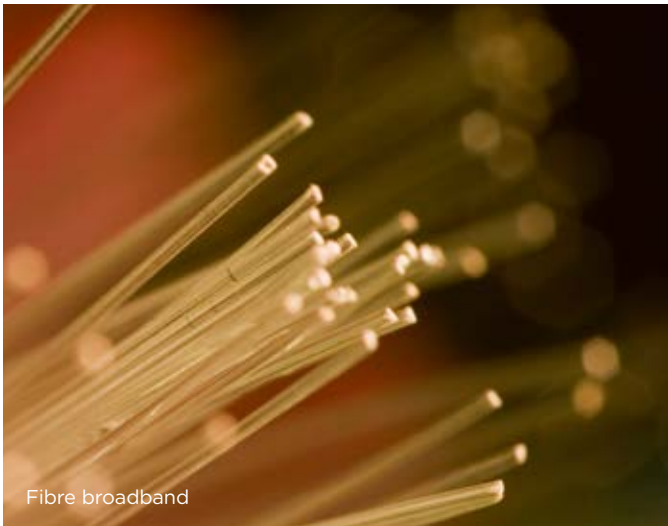
# CONNECTIVITY AND SMART HOMES

We are increasingly living in a connected world, with customers expecting access to the internet from the first day that they move in to a new home. Historically, it could take a couple of weeks before the providers could install the correct connections.

We engaged with third party infrastructure and service providers, along with other developers, to develop practical solutions to help the whole industry to deliver the correct infrastructure to customers. This includes outlining the key stages of the construction process and understanding when the infrastructure providers need to be contacted to ensure that they can provide the necessary services.

Following our engagement and clarity of process the majority of our new developments submitted to planning during 2014-2016 were able to provide fibre broadband in line with our commitment. Those developments not meeting our requirements have been restrained by the existing infrastructure provided in the area. We continue to apply our commitment to enable fibre broadband in all our new homes moving forward.

Technology continues to develop and in recent years we have seen advancements in the technologies within our homes including the development of the smart home concept. A smart home is one that incorporates technology to provide customers with enhanced monitoring and control over the building's functions. For example, a smart home may control lighting, temperature, multi-media, security, window and door operations, as well as many other functions. Smart homes may also use intelligent technology to learn users' behaviours to help improve efficiency. As part of our 2016-2018 headline commitments, we are committed to exploring the smart technologies available on the market and how these could be incorporated into our homes.



Fibre broadband



Energy display device

WE ARE COMMITTED TO EXPLORING THE SMART TECHNOLOGIES AVAILABLE ON THE MARKET AND HOW THESE COULD BE INCORPORATED INTO OUR HOMES.



**Smart Homes**  
Enable technology for customers to have greater control of their homes



# RESEARCH AND DEVELOPMENT



## RESEARCH AND DEVELOPMENT

We continually evolve the design of our homes. To help this process we undertake research and development within working groups that include representatives from a range of departments including technical, commercial and build. These working groups look at key priority areas and emerging themes to agree strategies for the business to develop our approach.

We encourage innovation at every stage of design and construction, and we are exploring new processes, materials and products to understand how they can influence and improve the design of our homes. This includes looking further into areas such as modern methods of construction, fabric efficiency improvements and the operational impacts of our buildings.

Working with our project teams to continually improve the design of our homes



## CUSTOMER FEEDBACK

Gaining feedback from our customers is a primary process. Our customers provide a comprehensive overview of the design and functionality of our homes, and provide a valuable insight into areas where we could improve.

We obtain feedback from our customers in a variety of ways as outlined in the Customers' report. Our 2016-2018 commitment to enhance customer engagement mechanisms will further aid the improvement of our designs to continue to meet the needs and expectations of our customers.



## MODERN METHODS OF CONSTRUCTION

The construction industry faces a range of pressures and demands, including high customer demand, skills shortages and the drive for improved construction speed whilst maintaining and improving environmental performance. There is growing recognition within the industry that new methods of building and innovation, that go beyond traditional methods of construction, are needed to meet these demands. Across the Group these methods are being investigated and deployed on suitable developments. For instance, many of our developments are using bathroom pods to speed up the construction process and improve efficiencies. Furthermore, we have developed the Urban House which uses the principles of modern methods of construction including off-site manufacturing. The following pages provide further details on the Berkeley Urban House.



## BUILDING INFORMATION MODELLING (BIM)

The uptake of BIM is slowly increasing within the construction industry as it uses a digital model to represent the building which is being designed and constructed. It helps during the design stage as it promotes collaborative working and improved design coordination. During construction it reduces the number of conflicts on site and helps optimise the construction sequencing whilst also providing a visual communication tool through the work stages. Finally, it improves the operation of the building as it provides an Asset Information Model. As BIM enables a more integrated way of working, Berkeley has begun to use it on a number of sites including Royal Arsenal Riverside.

WE CONTINUALLY EVOLVE THE DESIGN OF OUR HOMES.





Urban House  
Kidbrooke Village

## THE URBAN HOUSE



Three storey homes with roof garden



Light, airy interiors

Berkeley launched a new design concept called the Urban House in 2016. The design enables twice as many homes to be built on a site compared to traditional terraced housing. At a time when the demand for family homes in London outstrips supply by 13 to 1, the Urban House offers an intelligent, traditional three storey solution, which has good levels of daylight, is economical to run, and works equally well as private or affordable housing.

The efficiencies are achieved by replacing the back garden with a private roof garden, while retaining space at the front for a car and bicycles. The first 22 homes of this prototype have been built on two streets at Kidbrooke Village, while others are under construction at Green Park Village in Reading. It represents the first time a large-scale developer has designed and delivered its own housing typology.

We believe the Urban House will offer local authorities a new way of providing high density family homes, while the increase in density will make smaller sites viable for residential development which would not otherwise be possible. It also illustrates the value of a flexible approach to housing, focused on delivering affordability and additionality.

The Berkeley Urban House is based on the existing urban grain of streets and blocks. It creates a clear distinction between public and private space.

### FLEXIBLE CONSTRUCTION

The Berkeley Urban House has been designed to be flexible and capable of simple adaptation to accommodate changes in occupants' lifestyles and mobility over the years. The layout of the homes can be converted if the occupants require this at a later date. The ground floor could become a separate studio apartment, with the upper floors remaining as conventional living spaces. The front garden space has been designed for a car but can be converted to a garden space if preferred.

### SUSTAINABLE DESIGN

The Urban House has been designed to have a low environmental impact. To reduce energy use, it combines a highly efficient building fabric with a mechanical ventilation system and low carbon technologies. To reduce potable water use, it incorporates water efficient appliances and rainwater harvesting.

A preliminary Building Regulations compliance check has been undertaken to test the energy performance of the home. It demonstrated that the energy efficiency measures incorporated in the design achieve a 19% reduction in carbon emissions compared to a standard new home.



THE URBAN HOUSE OFFERS AN INTELLIGENT, TRADITIONAL THREE STOREY SOLUTION, WHICH IS FULL OF LIGHT, ECONOMICAL TO RUN AND WORKS EQUALLY WELL AS PRIVATE OR AFFORDABLE HOUSING.

