



BNP PARIBAS GROUP

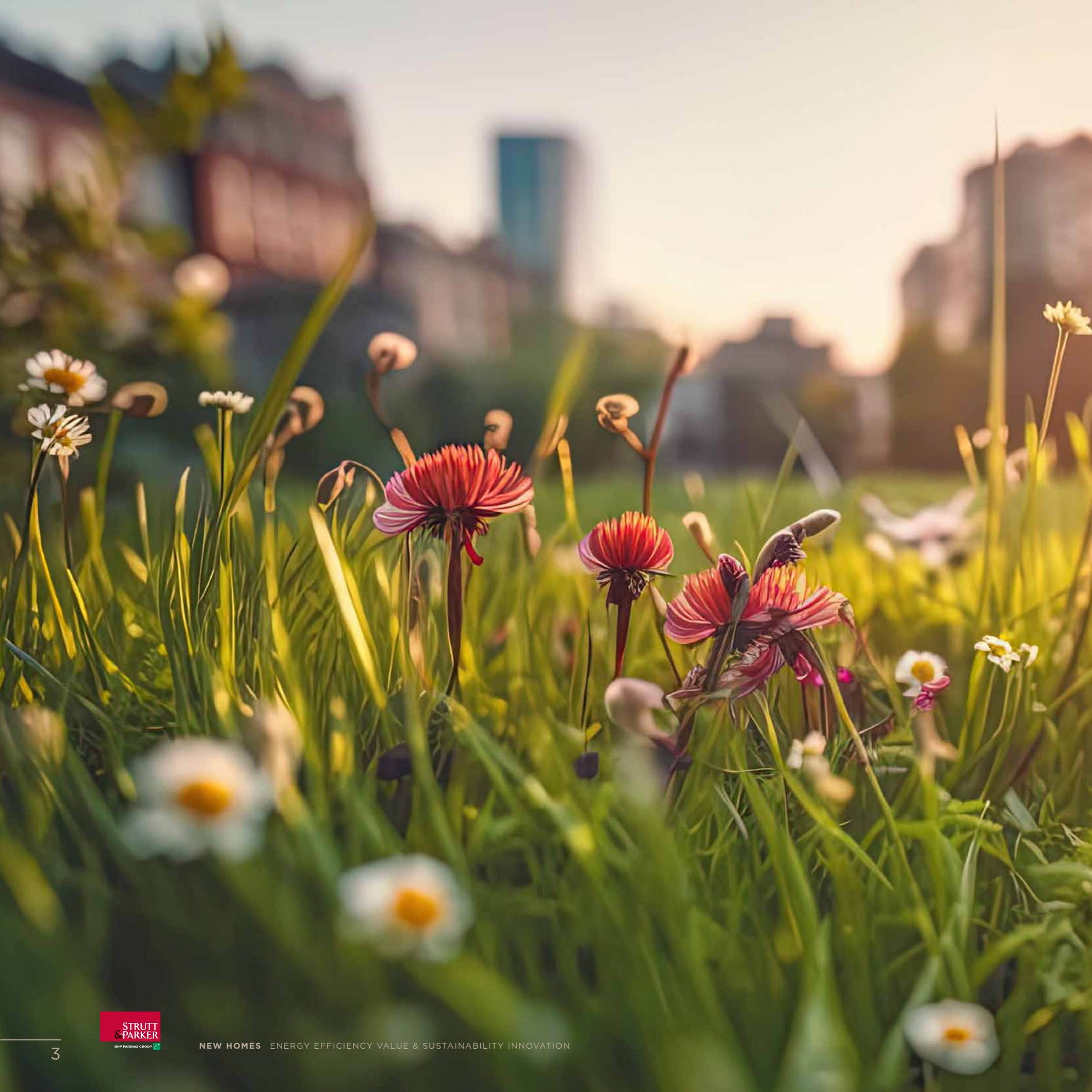


NEW HOMES

SUSTAINABILITY INNOVATION

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Our expertise

WITH THE VALUE OF ENERGY EFFICIENT HOMES BECOMING CLEAR, AND MANY PURCHASERS NOW PAYING A DEMONSTRABLE PREMIUM FOR HIGH ENERGY PERFORMANCE, OUR INTELLIGENCE-LED SUSTAINABILITY EXPERTISE IS A CENTRAL PART OF OUR SERVICE OFFERING.

As part of BNP Paribas Group’s real estate business for a changing world, Strutt & Parker’s New Homes teams continually integrate environmental and sustainability considerations into our work with purchasers and developer clients in conjunction with our ESG and Sustainability colleagues. We aim to furnish all property stakeholders with a full suite of solutions and efficiency measures in response to evolving technology, knowledge and legislation.

Trends and stats

Sustainability innovations that are beginning to define new-build housing across the UK respond to some key features sought by homebuyers in 2023.

THE MAIN SUSTAINABLE FEATURES PEOPLE ARE LOOKING FOR IN THEIR NEW PRIMARY HOME ARE:

Double-glazed windows	62%
High levels of insulation	53%
Energy efficient heating materials	40%
Smart thermostat	38%
Solar energy	35%
Rainwater barrels	31%
Eco-friendly building materials	25%
Electric car charging points	24%
Heat pumps	21%
Permeable driveway	18%



Top reasons

FOR PURCHASING
A NEW-BUILD HOME:

56%
energy
efficiency

55%
modern
amenities

45%
no work
requirement

Our latest Housing Futures data indicates that 67% of people seeking to move home in the next five years believe it's important their next property is environmentally friendly; this figure rises to 75% for those aged 18 to 34. Our survey also asked people if they preferred a new build or existing build for their next primary home, and why.

For those who said they'd prefer to live in a newly built home the top three reasons for doing so were: energy efficiency (56%), modern amenities (55%), and requiring no work (45%).

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With energy bill hikes and the increasing cost of living, coupled with a growing environmental consciousness and a long-term outlook on housing, sustainability creds are front-of-mind for both buyers and tenants when house-hunting. New-build properties are responding to these conditions and trends, typically offering occupiers the prospect of lower-carbon operation and lower bills. We are even beginning to see developments incorporating urban greening initiatives in support of local ecosystems.

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MATT HENDERSON,

Associate Director,
Research team

What do you need to know?

When it comes to legislation, the landscape is changing at pace. There are currently no legal requirements on a minimum EPC rating for new homes specifically, although more than 80% of new-builds are now being delivered with A or B ratings¹.

Research published by the Home Builders Federation (HBF) based on Energy Performance Certificate data has shown how buyers of new-build properties will save an average of £2,600 a year in energy bills.

HBF has also shown that new-build homes emit a third of the carbon of older properties, reducing carbon emissions by over 500,000 tonnes.

HBF is urging lenders to factor in energy bill savings into mortgage calculations, meaning that energy-efficient homes could soon offer buyers comparatively superior spending power. It doesn't stop at homeowner and landlord legislation; there is also a target for mortgage lenders to have a voluntary average band C across their lending book by 2030². Green mortgages, that financially incentivise people to own energy-efficient properties, are also a growing part of the mortgage market.

Buyers themselves are already motivated. UK Government research and Land Registry data indicates that energy-efficient homes with the highest EPC ratings

are of increasing appeal to the market and tend to achieve higher sales values.

As a result, carbon zero and energy efficiency initiatives are seen as viable measures by a growing number of developers.



£2,600

average energy
bill saving
for new-build

¹ Department for Levelling Up, Housing & Communities, 2022

² UK Government's Heat and Buildings Strategy, 2021

Our advice to developer clients

Our development consultancy advice is based on industry best practice, reducing clients' environmental impact and supporting their sustainability targets whilst maximising returns and exceeding Building Regulation requirements.

WE OFFER TAILORED ADVICE AT EACH STAGE OF THE DEVELOPMENT LIFECYCLE

- Preparing clients for existing and forthcoming regulations
- Compliance with planning policy requirements
- Implementing London Plan sustainability standards
- Operating sustainable construction
- Achieving net zero and net-zero-carbon reporting
- Offsetting residual carbon and carbon reduction
- Circular economy action plans
- Sustainability-focused sales & marketing campaigns
- Climate resilience assessments
- Renewable energy and energy management
- Natural capital
- Achieving planning permission for high environmental value projects
- Design: energy efficiency, flood risk and air quality assessments, access to nature, and sustainable construction materials
- Planning: impact statements, biodiversity net gain, renewable energy, nutrient and water neutrality



ENSURING THAT CLIENTS HIT TARGETED ACCREDITATION



BREEAM®



Client case studies



TRIPTYCH BANKSIDE

London SE1

- Developer: JTRE London
- 169 private units on London's South Bank
- Sustainable design and low-carbon operation at the heart of the development
- Record-breaking capital values and £psf rates achieved for the area, with many buyers attracted by long-term cost-saving energy efficiency measures, low-carbon design and ecological landscaping

- Passive solar design
- Optimised thermal insulation
- High-efficiency ventilation system
- Energy-efficient systems & appliances
- Low-energy lighting
- Zoned lighting, heating & cooling controls
- Smart meters
- Low and zero-carbon technology, e.g. photovoltaic solar cells to supply electricity to communal areas

- Soft landscaping at ground-floor level to enhance natural habitat for native species
- Planted roofs and bird boxes across the development to attract and propagate wildlife

FAIRBROOK GROVE

Faversham, Kent

- Developer: Gold Property Developments
- 14 'passive house homes': one of the UK's first private residential developments of its kind
- Each property constructed using natural materials and configured in a north-south position to optimise solar gain
- Sustainable modern lifestyle with minimal carbon footprint

- Eco-conscious design
- High-performance triple glazing
- Air-tight
- Mechanical ventilation with heat recovery
- Air source heat pump
- Space heating
- Low-energy lighting
- Zoned lighting, heating & cooling controls
- Smart meters

- Designed around a peaceful central landscaped area attracting wildlife



BIRLINN BRAE

Argyll

- Developer: Bay Homes (Strachur) Ltd
- 16 private units on the shores of Loch Fyne,
- Locally sourced materials, low-carbon design and ecological landscaping at the heart of the design ethos

- Locally sourced materials
- Optimised thermal insulation
- High-efficiency ventilation system
- Energy-efficient systems & appliances
- Low-energy lighting
- Zoned lighting, heating & cooling controls
- Smart meters
- Low and zero-carbon technology
- Underfloor heating

- Scandi x Scottish contemporary eco-living









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