



# *The Case for consumer driven high quality homes*

**Gwyn Roberts**

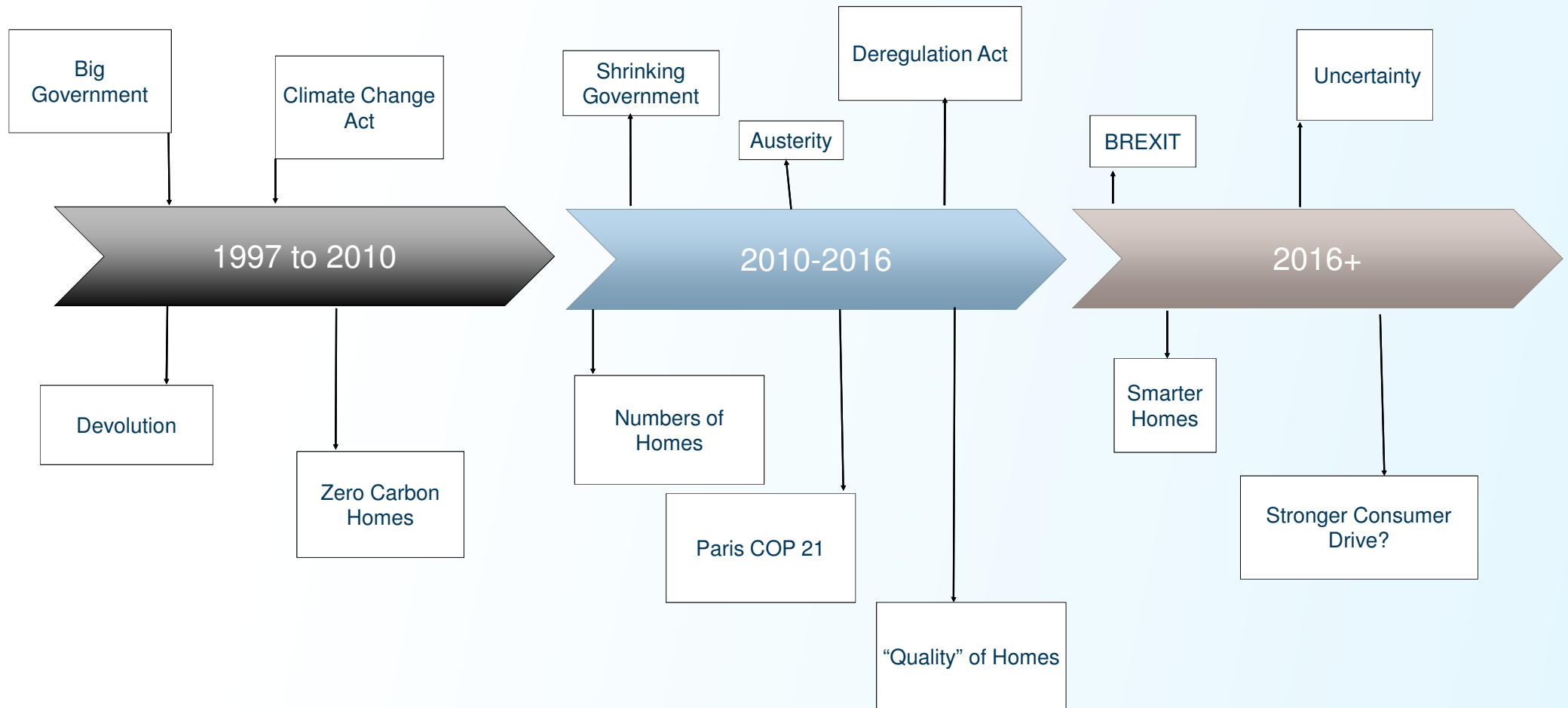
**Homes and Communities Lead, BRE**

developed by  
**bre**





1. The Government Challenge
2. The Consumer Challenge
3. How HQM addresses the Challenges





## 2. The Consumer Challenge

## 4 pieces of consumer research

- MoneySupermarket
- Independent focus groups
- Surveys of people living in high performing homes.
- Grand Designs survey

Choice of home sees ***‘heart’*** dominate ***‘head’***.

HOWEVER, value ***objective*** information.





## What did people say?

Amenities,  
location and  
space

Community

Exceed  
Expectations

Reassurance  
over running  
costs

96% made  
changes to  
be more  
sustainable.

Good quality

Temperature

Sound  
Investment

Need for  
clear  
controls

Light and Airy

Noise



## Consumer Trust

- Information “When I’m looking it will give me some pointers”
- Over 90% people would prefer a home with independent mark.
- 1 in 5 people would pay more.
- 75% would pay £750 or more per home for certification. Of this 13% would pay £3000





### 3. How HQM addresses the challenge



## Why do we need the Home Quality Mark?

The Home Quality Mark is a new rigorous and relevant **standard** for new homes.

Provide consumers with the tools to make the **smart choice** when buying or renting a new home.

Enable housebuilders to **differentiate** their products and to articulate the **benefits** of new homes.



## Home

- A home is more than 4 walls and a roof, it is about hearts and minds.

## Quality

- Everybody wants quality, but doesn't always know what it is.

## Mark

- Provides reassurance, independence, backed by science.

*"Independent benchmarking of new homes is hugely important".*

Cala Homes Chief Executive Alan Brown





Home Quality Mark 4 Star Home

Example



An Excellent new home. Achieving this Mark means that the home is designed and built to have very low running costs, many positive impacts upon your health and wellbeing, all with an extremely low impact upon our environment.

#### MY COST



Very low energy bills



Low mortgage & insurance



Reduced maintenance

#### MY WELLBEING



Lots of natural light



Good air quality



Access to amenities

#### MY FOOTPRINT



Low CO<sup>2</sup>



Planet friendly materials



In tune with nature

## *Inputs*

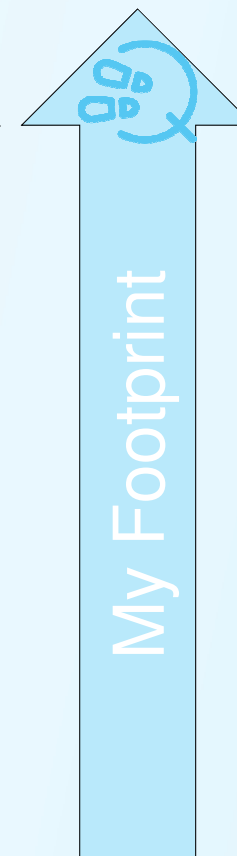
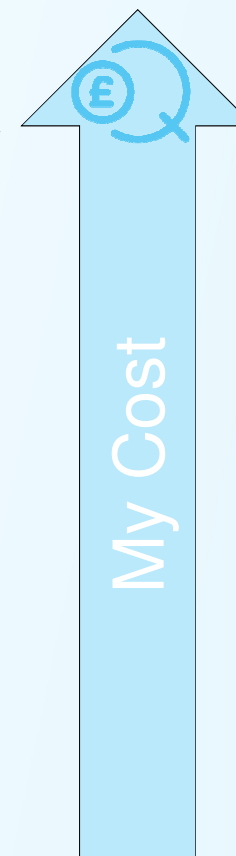
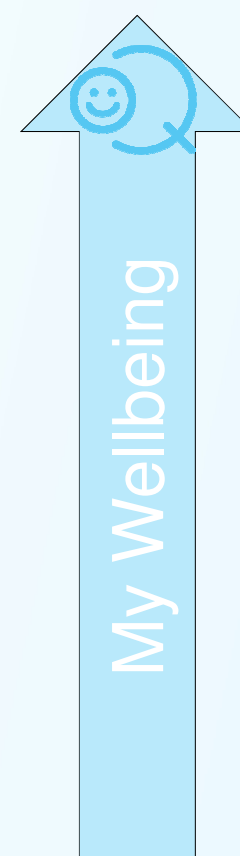
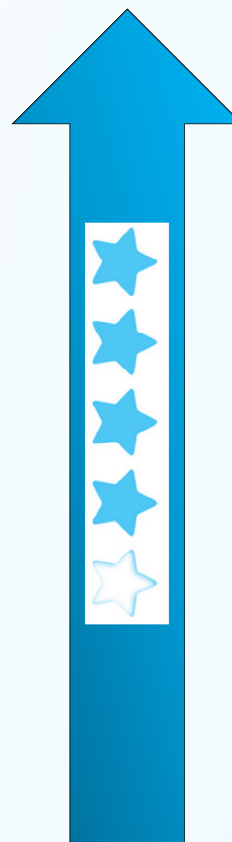
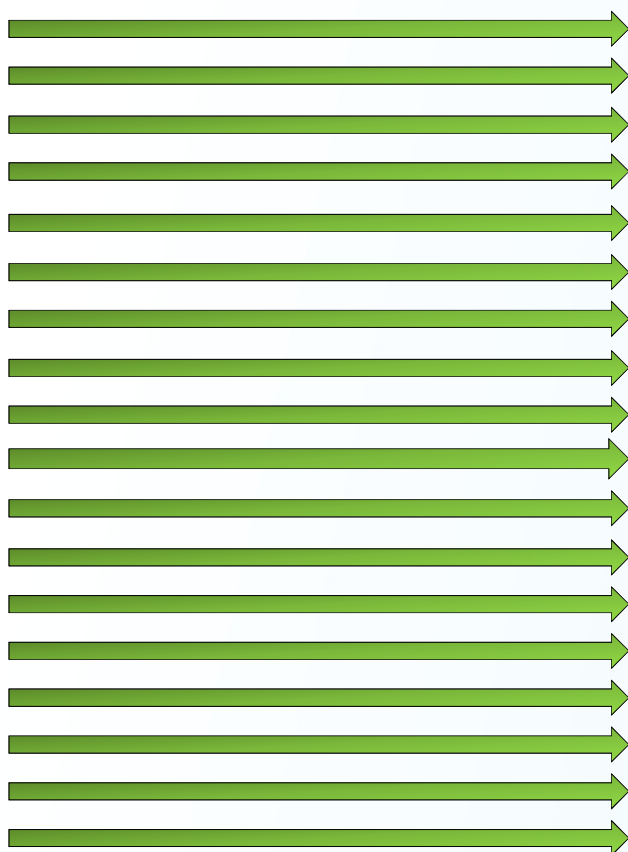
## *Outputs*

Section

Issues

Stars

Indicators





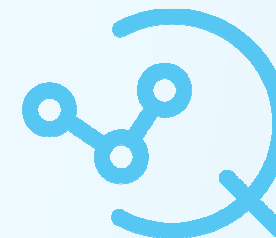
## Our Surroundings

- Transport
- Local Amenities
- Resilience to Flooding
- Recreational Space
- Ecology
- Security
- *etc.*



## My Home




- Air Quality
- Temperature
- Noise
- Materials
- Energy
- Space and Access
- *etc.*



## Knowledge Sharing

- Aftercare
- Commissioning
- Smart Homes
- Post Occupancy Evaluation
- *etc.*



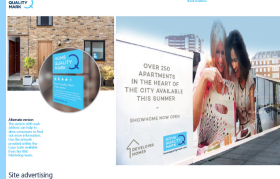
Section		Issue	Available Credits
 Our Surroundings	Transport and Movement	Accessible Public Transport	16
		Alternative Sustainable Transport Options	15
		Local Amenities	19
	Outdoors	Ecology	30
		Recreational Space	20
	Safety and Resilience	Flood Risk	18
		Managing the Impact of Rainfall	16
		Security	10
 My Home	Comfort	Indoor Pollutants	10
		Daylight	16
		Internal and External Noise	4
		Sound Insulation	8
		Temperature	20
		Ventilation	12
	Energy and Cost	Energy Forecast and Cost	62
		Decentralised Energy	10
		Impact on Local Air Quality	11
	Materials	Responsible Sourcing of Construction Products	31
		Environmental Impact from Construction Products	31
		Life Cycle Costing of Materials	18
		Durability of Construction Products	10
	Space	Drying Space	3
		Access and Space	10
		Recyclable Waste	10
	Water	Water Efficiency	10
 Knowledge Sharing	Home Delivery	Commissioning and Performance	10
		Quality Improvement	10
		Considerate Construction	4
		Construction Energy Use	5
		Construction Water Use	5
		Site Waste	15
	User Experience	Aftercare (Mandatory Criteria)	10
		Home Information	5
		Smart Homes	7
	Future Learning	Post Occupancy Evaluation	9



Weinerberger



Site Marketing



UserHuus



Public Profile



Software



Full HQM Training

BRE ACADEMY®

Existing Homes

9000 Homes Registered



Type Approval

2014

Spring 2015

Summer 2015

Autumn 2015

Winter 2015

Spring 2016

Summer 2016

+

Future of Standards



ecobuild Launch



Consultation



HQM beta



59 Presentations



GREEN APPLE AWARD WINNER 2016

Finance £

Finance £

## FOUNDING SUPPORTERS



## SUPPORTERS



*We welcome the launch of the HQM as independent, third party verification of the quality of new homes provides both property purchasers and funders with support in their decision making.*



*Independent, verified information provides consumers with reassurance that they are making the right choice.*



HomeOwners Alliance

*I have been working for years to raise the benefits of healthy homes to the general public, it is great to see BRE's Home Quality Mark helping to provide further information*  
Oliver Heath TV presenter





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Guardian sustainable  
business

business futures

# Spacehus sets a new standard for energy efficient homes

Sweden's building design saves energy, but is the British construction industry ready to innovate? Gordon Miller visits a pioneering development in the UK

**Gordon Miller**

Sunday 5 April 2015 21:13 BST

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