

SUSTAINABILITY

THE RESIDENT PERSPECTIVE



HANNAH MARSH

Co Founder and Chief Partnership Officer

in partnership with



“THE RATINGS WEBSITE
THAT’S CHANGING
HOUSING”

THE  TIMES

 homeviews

The HomeViews mission is to share **useful, trustworthy insights** about residential developments to support those looking for their new home.



HOW IS HOMEVIEWS DIFFERENT?

As the UK's only dedicated resident review platform, HomeViews offers a variety of features that you won't find on other review sites.

Feature	homeviews	Other
Dedicated new-build review site	✓	✗
Verified resident reviews	✓	✗
Development-level profiles and reviews	✓	✗
Segmentation of reviews and data by resident type	✓	✗
18 different resident data points	✓	✗
Benchmarking against competitors and segmented property industry standards	✓	✗

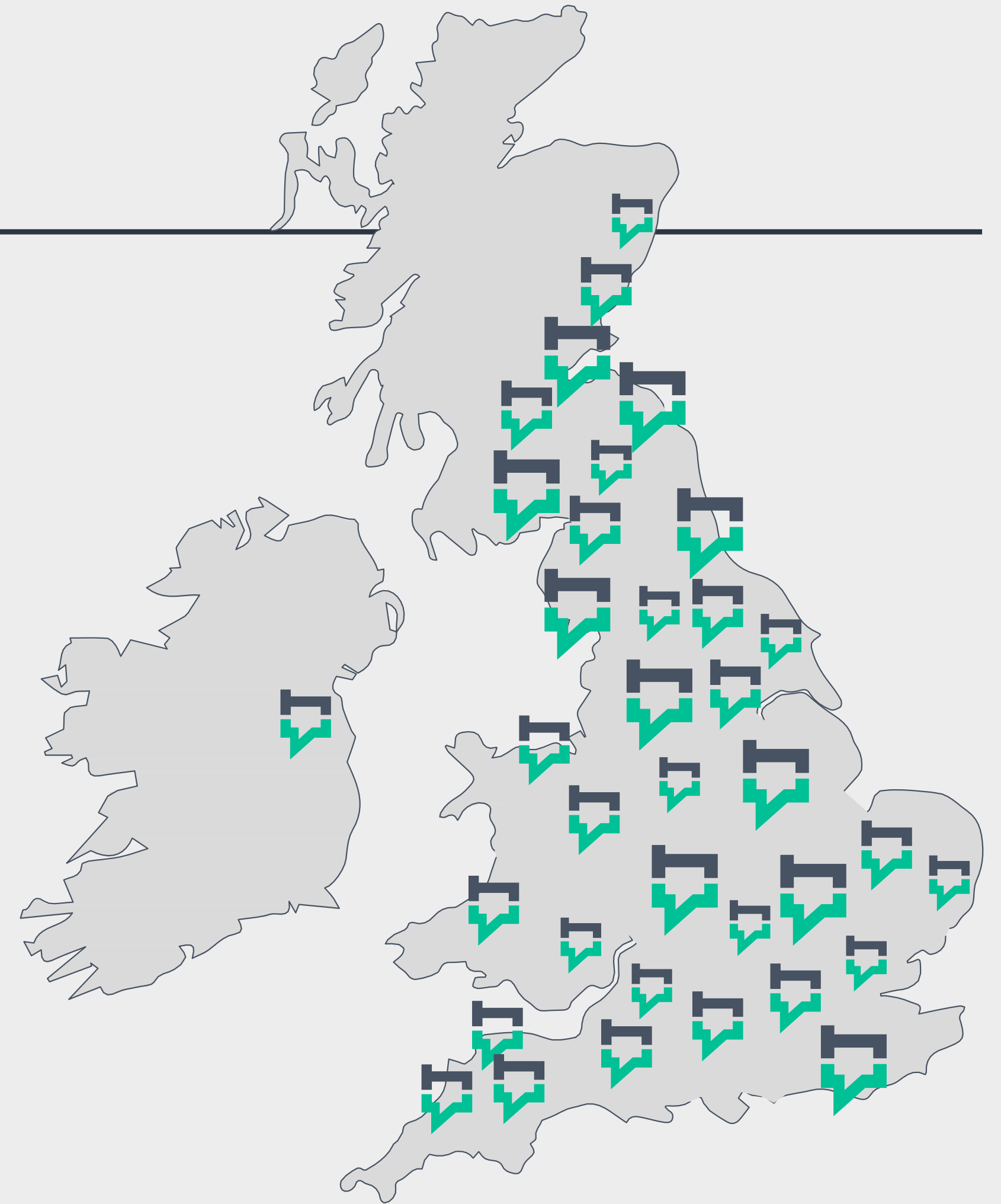
THE LARGEST DATASET OF VERIFIED RESIDENT REVIEWS

Our growing coverage:

OVER **38,000** REVIEWS

2,400 RESIDENTIAL DEVELOPMENTS

480,000 HOMES



OVER 2M SESSIONS ON HOMEVIEWS PER ANNUM


vertus reviews

About 2,770,000 results (0.64 seconds)

Ad · <https://www.thisisvertus.com/> ▾

Canary Wharf Apartments to Rent | Vertus

Vertus luxury rentals with a service without the hassle & inflexibility of renting. Get the keys to a thriving community in Canary Wharf in an ever-evolving destination....



[About Vertus](#)
Rent. Connect. Belong. A new way to rent in Canary Wharf.

[Canary Wharf](#)
Shopping in Canary Wharf. What's on.

<https://www.homeviews.com> › company › vertus

Vertus Reviews - HomeViews

Vertus ; Excellent. 80.70% ; Very Good. 9.65% ; Average. 4.39% ; Disappointing. 4.39% ; Very Poor. 0.88%.

★★★★★ Rating: 4.6 · 114 reviews

Google kidbrooke village reviews

About 148,000,000 results (0.48 seconds)

Ad · <https://www.berkeleygroup.co.uk/> ▾

Kidbrooke Village - Residents Gym & Concierge

A vibrant and welcoming place to call home with everyday conveniences on your own doorstep. Countryside living in London with award-winning green spaces & 17 minutes to...
[Purchasing Schemes](#) · [Mortgage Calculator](#) · [About Us](#) · [Procedural Information](#)

<https://www.homeviews.com> › ... › Berkeley Homes

Kidbrooke Village, SE3 Reviews | HomeViews

Kidbrooke village review ... There are pros and cons. In terms of cons, there are sometimes issues with hot water provided by Eon. Elevators, 16 Aug 2021 · ★★★★★ Rating: 4.2 · 197 reviews

essential living reviews

About 1,010,000,000 results (0.93 seconds)

<https://www.homeviews.com> › company › essential-living ▾

Essential Living Reviews | HomeViews

Overall it is a great place to live as I feel safe and that they are always looking out for their renters best interests. They also LOVE pets! Lastly- they have ...

★★★★★ Rating: 4.6 · 286 reviews

<https://uk.trustpilot.com> › review › essentialliving.co.uk ▾

Essential Living Reviews - Trustpilot

2 Apr 2020 — 1. On 10/04/2019 we had an issue with our toilet constantly flushing in our en-suite bathroom. · 2. There was a huge leak in our gym that took 3 ...

★★★★★ Rating: 3.3 · 3 reviews

<https://www.essentialliving.co.uk> › ... › Union Wharf ▾

Reviews | Essential Living

Reviews - Essential Living. @essliving. Delighted to see Dressage Court featured on this list <https://t.co/j4zqHXT32o>. We do! <https://t.co/ohBmJNhQEQ>.

80%
of our traffic
comes from
SEO

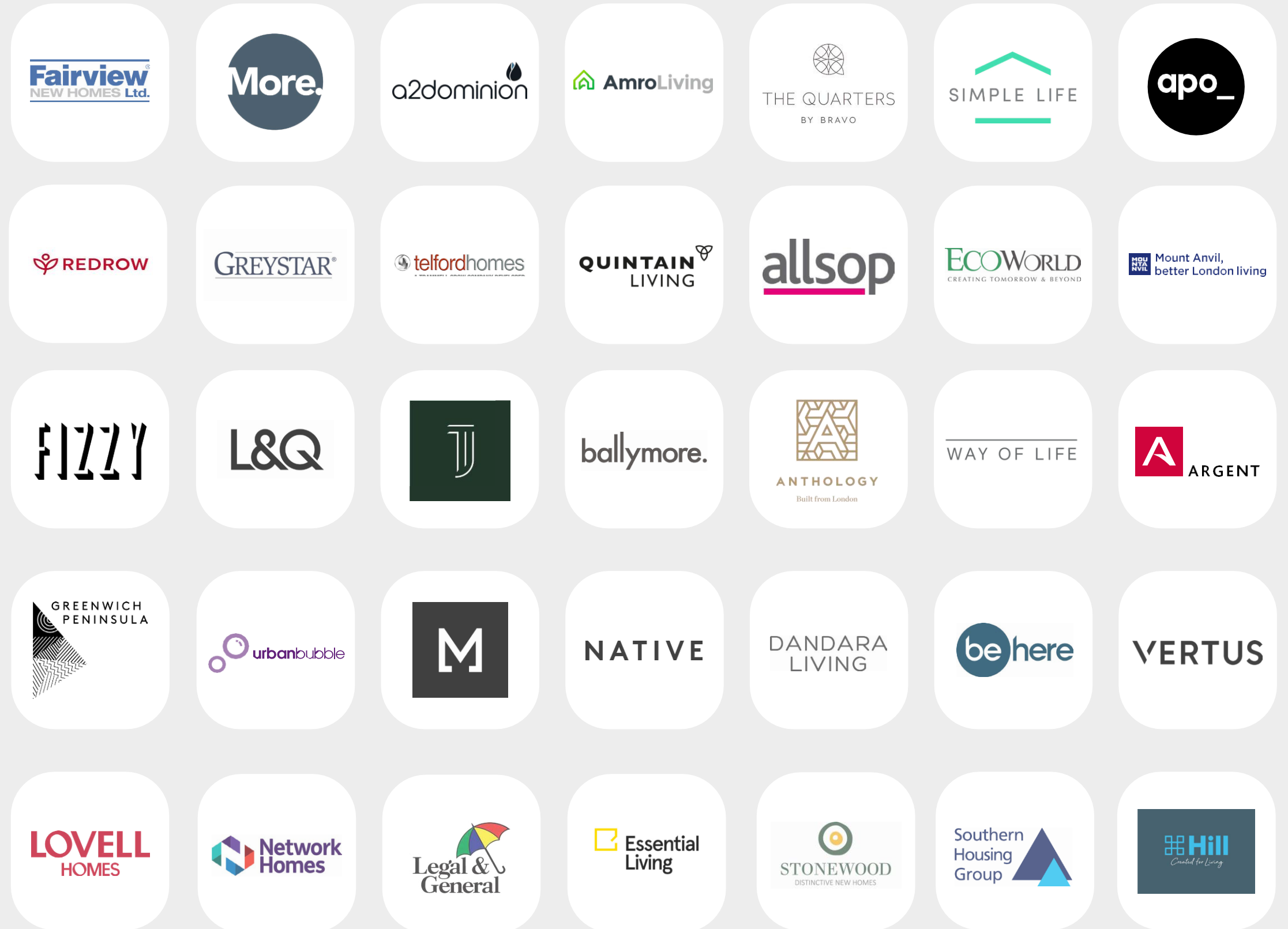


Prospective residents
are searching for
reviews and discovering
HomeViews

SOME OF OUR INDUSTRY PARTNERS

We work with partners **across the property industry**

We cover Build to Rent, Build to Sell and housing associations. We collect reviews from private tenants, owners, shared owners and housing association tenants, making our data uniquely segmented.



THE RESIDENT PERSPECTIVE

In February 2021 we began asking reviewers whether sustainability was important to them or not.

If they answered 'yes', we then asked them to select up to three of the following sustainable building features that were most important to them:



Sustainability

Are environmentally sustainable features important to you? * Yes No

Many developments offer environmentally sustainable features; which are the most important to you when choosing a new home? You may select up to three:

- Renewable energy sources
- Recycling services
- Building environmental ratings
- Energy saving measures
- Bike storage
- Parking alternatives
- Sustainable building materials and construction methods
- Access to private green space
- Smart features to improve facilities management

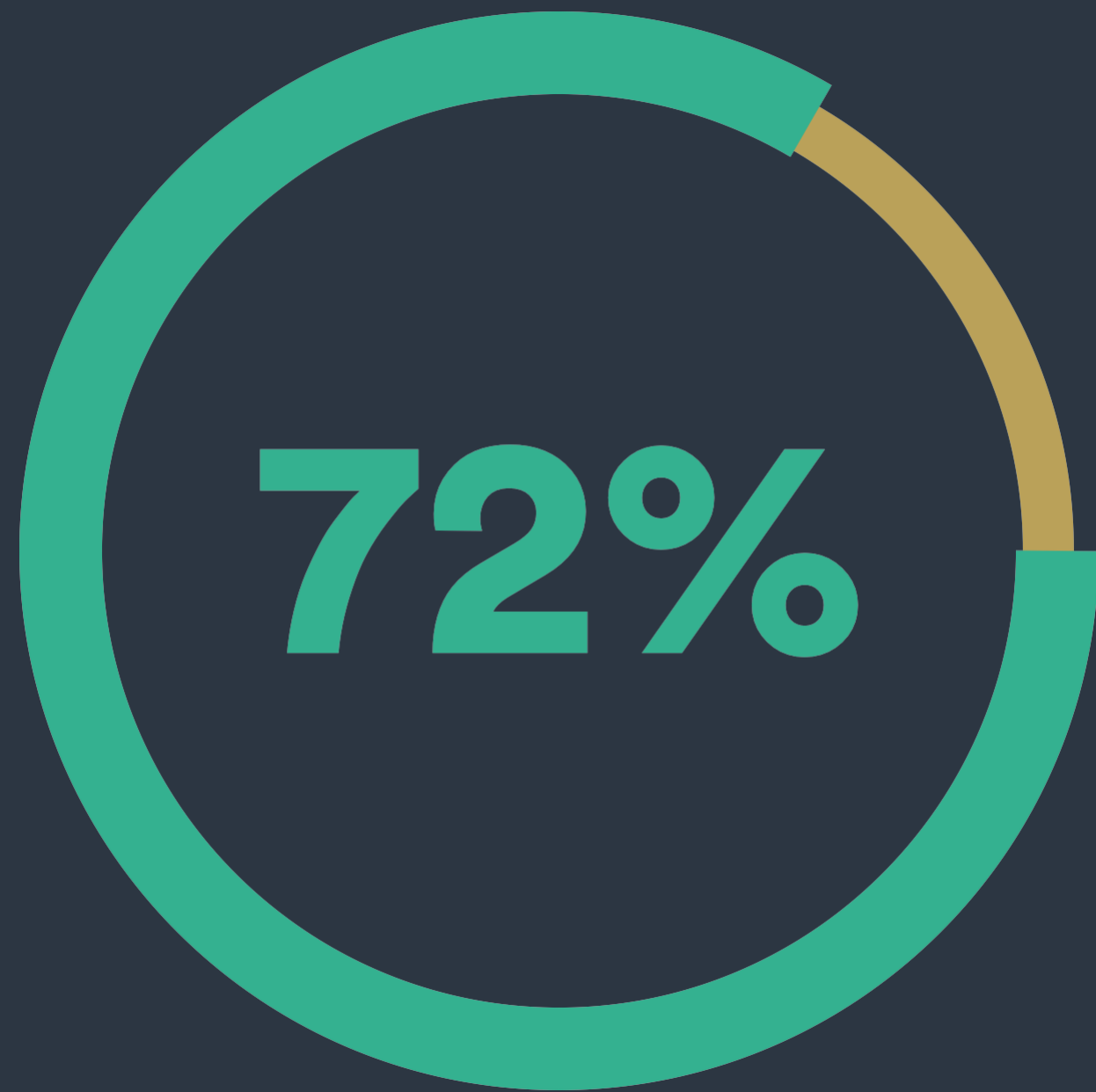
SUSTAINABILITY: THE RESIDENT PERSPECTIVE – LAUNCHING 18TH OCTOBER

12,631 VERIFIED RESIDENT REVIEWS ON HOMEVIEWS

- Consisting of owners, private tenants and shared owner reviews
- 1/4 of these reviews were from BTR tenants



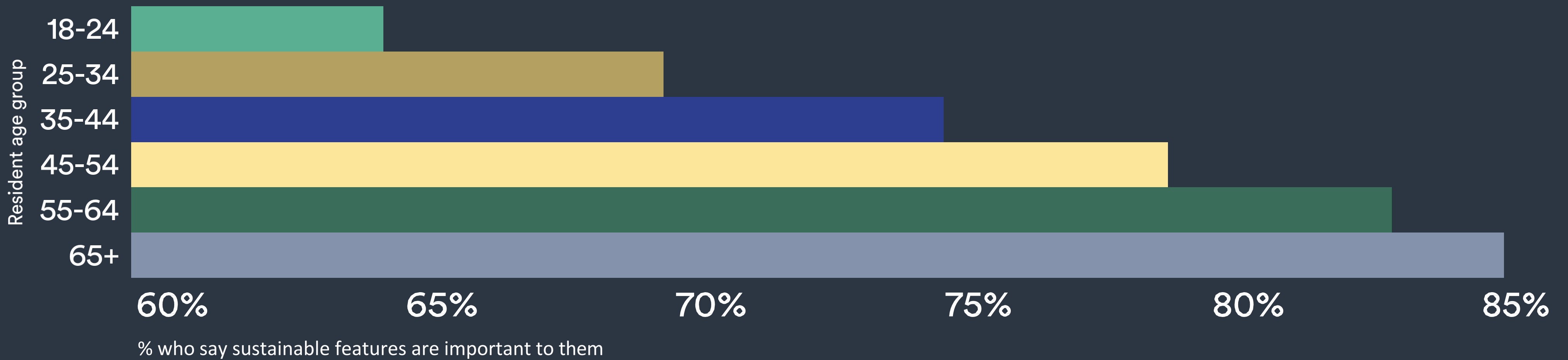
HOW MUCH DOES SUSTAINABILITY MATTER TO RESIDENTS?



OF THE 12,631 RESIDENTS ASKED, 9,112 (72%) SAID THAT SUSTAINABLE FEATURES WERE IMPORTANT TO THEM.

THIS IS UP FROM JUST UNDER 70% IN LAST YEAR'S REPORT.

AS AGE INCREASES, THE PROPORTION WHO CARE ABOUT SUSTAINABILITY INCREASES





RESIDENT TYPE

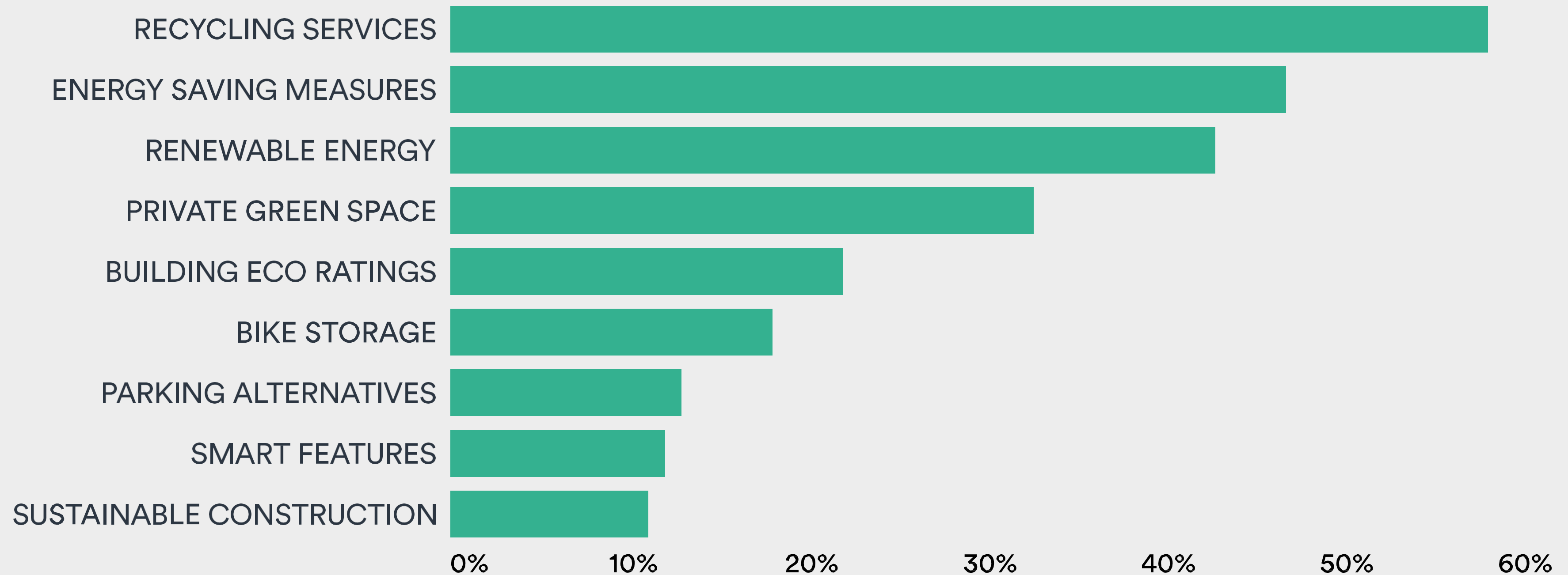


POWER OF THE MEDIA



EDUCATION ON THE IMPACT

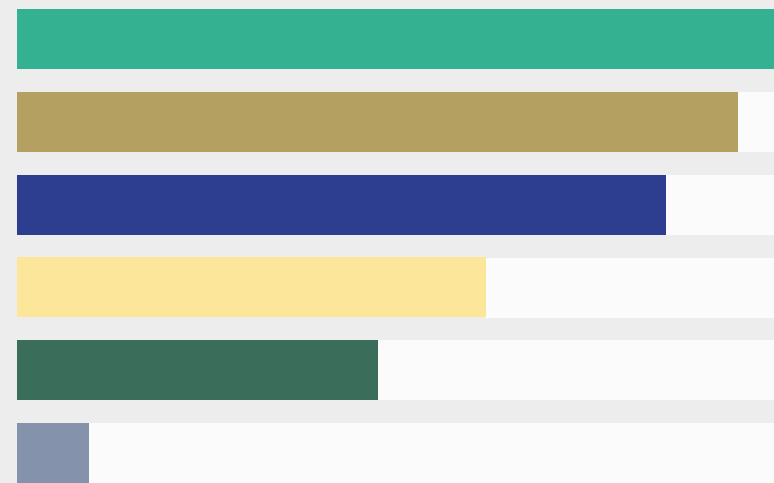
WHICH SUSTAINABLE BUILDING FEATURES DO RESIDENTS VALUE?



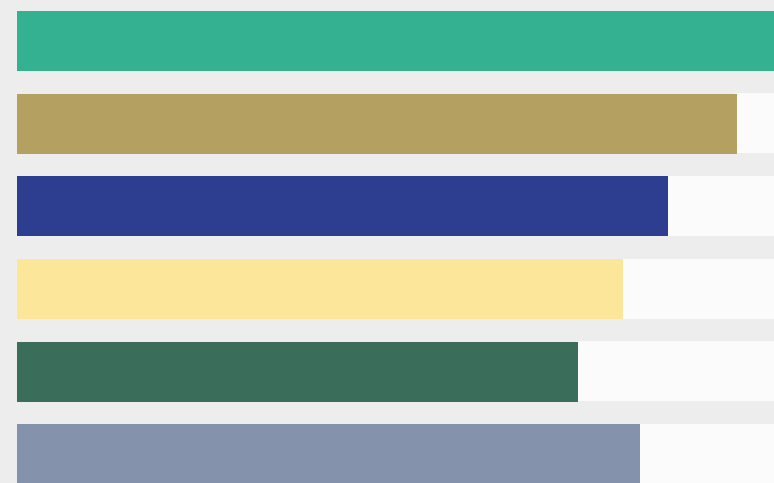
TRENDS BY AGE

NEGATIVE CORRELATION

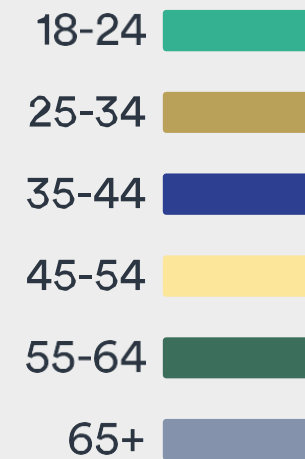
AVG. BIKE STORAGE



AVG. RECYCLING SERVICES



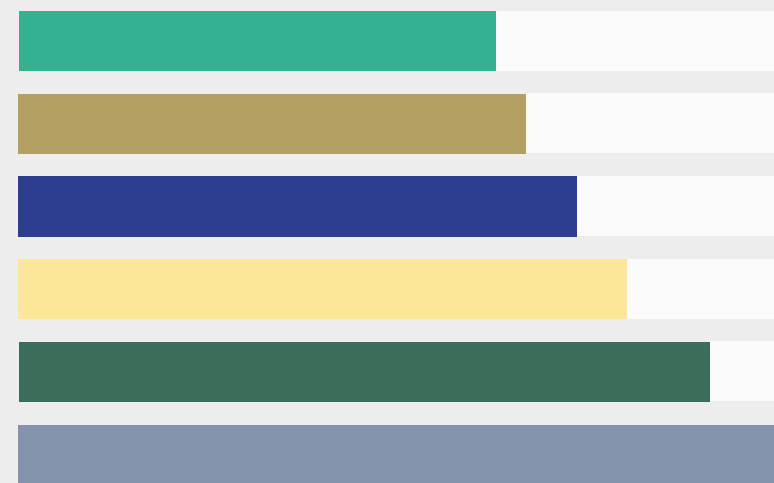
AGE



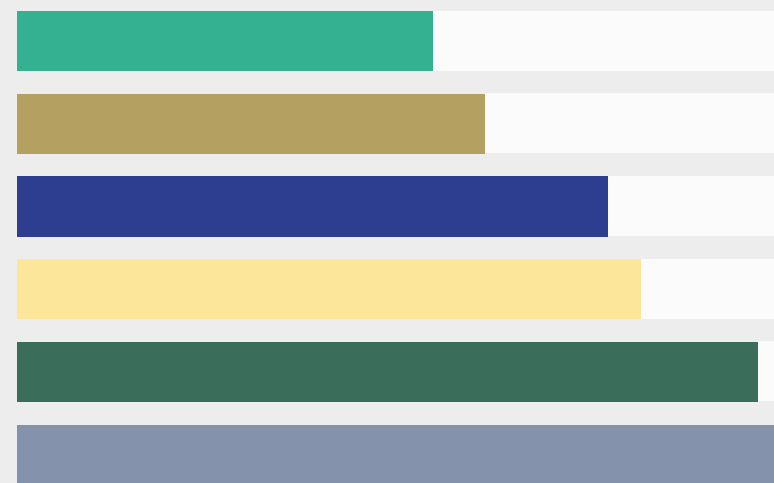
As age increases, the proportion who state bike storage and/or recycling is important falls.

POSITIVE CORRELATION

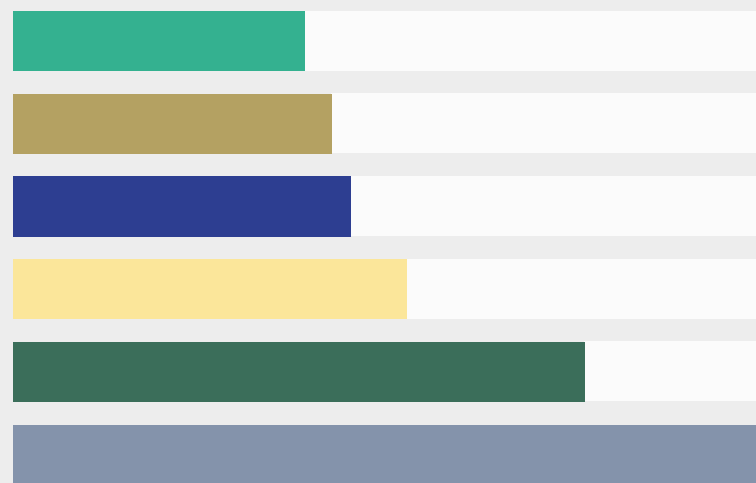
AVG. ENERGY SAVING MEASURES



AVG. BUILDING ECO RATINGS



AVG. SUSTAINABLE CONSTRUCTION

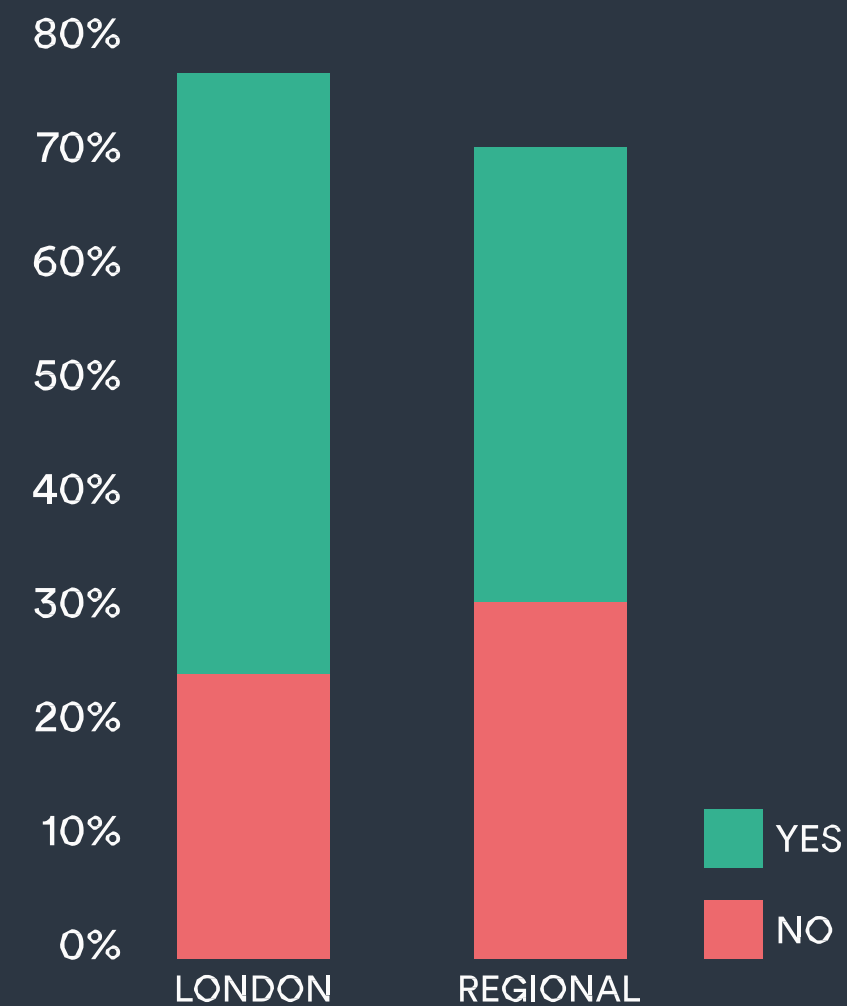


As age increases, the proportion who value Energy Saving, Eco Ratings and Construction increased.

HOW DOES A RESIDENT'S LOCATION AFFECT THE SUSTAINABLE FEATURES THEY VALUE?

IS SUSTAINABILITY IMPORTANT TO YOU?

LONDON		
	YES	NO
EAST LONDON	75%	25%
NORTH EAST LONDON	87%	13%
NORTH LONDON	82%	18%
NORTH WEST LONDON	68%	32%
SOUTH EAST LONDON	82%	18%
SOUTH LONDON	77%	23%
SOUTH WEST LONDON	76%	24%
WEST LONDON	79%	21%
REGIONAL		
	YES	NO
EAST MIDLANDS	67%	33%
EAST OF ENGLAND	73%	27%
NORTH EAST	62%	38%
NORTH WEST	70%	30%
SCOTLAND	73%	27%
SOUTH EAST	74%	26%
SOUTH WEST	75%	25%
WALES	64%	36%
WEST MIDLANDS	71%	29%
YORKSHIRE AND THE HUMBER	63%	37%
GRAND TOTAL	72%	28%

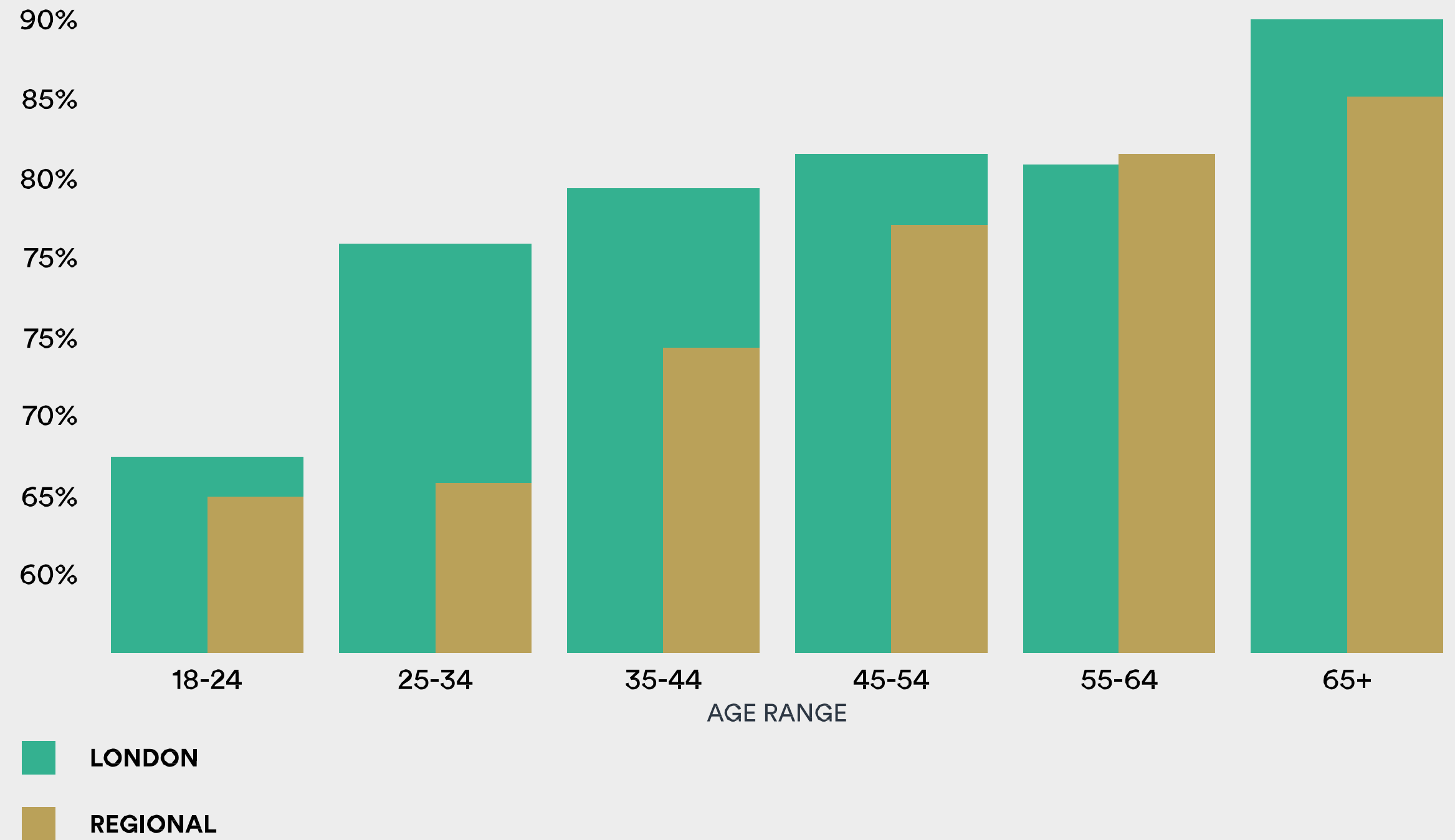


Overall, sustainability was more important to residents living in London (77%) than other UK regions (70%)

87% of residents in North East London said sustainability was important to them – the highest proportion of any UK area

Outside London, sustainability was most important to resident in the South East (74%) and South West (75%)

LONDONERS VALUED SUSTAINABILITY MORE THAN THEIR REGIONAL COUNTERPARTS ACROSS EVERY AGE BRACKET EXCEPT 55-64



SENTIMENT ANALYSIS: RECYCLING

58% selected recycling

Recycling was the most-valued sustainable feature for residents. Looking closer at reviews we can see that residents expect to have a range of recycling options available.

They value living in a building designed with spaces for easily recycling glass, card and food waste. They also expect that these areas are kept clean and accessible. Complaints often relate to limited recycling options offered by councils, or other residents not using facilities correctly.

“We have communal bins which are OK but we only have four large recycling bins for a 10 storey building, which is nowhere near enough, and we have far too many normal waste bins. This means the recycling bins often overflow and when that happens the council will quite often refuse to take them because the lids won’t shut properly.”

Verified resident on HomeViews

SENTIMENT ANALYSIS: SMART FEATURES AND SUSTAINABLE CONSTRUCTION

12% selected smart features

11% selected sustainable construction

We see a lot of positive mentions in reviews for buildings that offer eco credentials and smart features. Residents are proud to be living in forward-thinking developments. However, they also make it clear they are unwilling to compromise on functionality in the name of sustainability.

“I know my carbon footprint is lower living here, and I like the fact that we have the option of using non-potable water for laundry. Our solar panels have a great deal of potential, but we are still working on getting the orientation shifted a bit to maximise their effectiveness.”

Verified resident on HomeViews

LESSONS FOR BUILD TO RENT – EDUCATION OF TARGET MARKETS

Our data shows that the younger a buyer or renter, the less important they deem sustainable building features like energy saving measures or smart features.

Different demographics clearly require a bespoke approach, making it crucial for developers and housebuilders to understand their target markets.

“This was one of the reasons for choosing to live in Duet as there is an emphasis on always trying to improve environmental awareness. The passion for recycling and litter picks is impressive.”

BTR verified resident on HomeViews
June 2022

REGISTER FOR THE LAUNCH OF THE FULL REPORT ON OCTOBER 18th



REGISTER TO
DOWNLOAD

WEBINAR
11:30am
18th October 2022

SUSTAINABILITY: THE RESIDENT PERSPECTIVE

in partnership with 



RORY CRAMER
CEO & Co-founder
HomeViews



ANA BRENIKOV
Director of ESG
Zoopla



SAM SMART
Managing Director
Stonewood Homes



JOHN O'DWYER
Head of Sustainability
Telford Homes

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