

# **Sustainable Harwell New Homes Survey**

## **Analysis of Results**

**September 2020**



## **About Sustainable Harwell**

Sustainable Harwell is a Community Action Group operating in Harwell village. We work on sustainability projects and welcome participation by all. Join us to help tackle climate change, reduce waste and pollution and improve our environment.

Subscribe to our newsletter list and receive emails with news and information relevant to Sustainable Harwell. See <https://sustainable-harwell.uk>

## **Background – why have we run this survey?**

Many new residential properties are currently being built or are planned to be constructed in the parish and the surrounding area in the coming decades. For example, 4,400 new homes are planned at *Valley Park* in Harwell, next to Didcot.

Given this situation we wanted to survey the views of people in the Harwell community as well as those considering purchasing a new property in the area in the future, to understand how energy efficient and environmentally friendly they think these new homes should be.

An anonymous on-line survey was run during the summer of 2020. The survey was advertised widely using email and social media. Nearly 100 people registered their views.

The survey was split into a number of sections to understand the views of those owning older properties, those owning newer properties (10 years old or less) and potential future property owners considering purchasing a brand new property in the area in the next 3 years.

The survey findings outlined in this report will help guide our activities in the future.

## **Headline Findings**

- **96% of the survey respondents said it was either essential (82%) or important (14%) that the new homes being built in the Harwell area should have very-high levels of energy efficiency.**
- **A large majority of survey respondents (71%) said that solar panels should be installed in the roofs of new properties being built with a further 22% saying it should be offered as an option.**
- **A substantial majority of prospective purchasers (77%) say they would be prepared to spend extra to make sure their property had very high levels of energy efficiency.**

## **Conclusions:**

These key findings demonstrate the strength of feeling within the local community as well as prospective purchasers that all new properties being built in the area should have very high levels of energy efficiency and include solar panels in the roof space for energy generation.

***Sustainable Harwell calls on all stakeholders to consider this feedback and work to ensure that all new homes in the Harwell area are built accordingly.***

**Other more detailed findings:**

**Respondents who have recently purchased a property.**

- The majority (85%) said they were the first owners of their properties.
- *Price* was viewed as the most essential reason for choosing a property, while *Location* was second. *The Environment* and being *Efficient and Cheap to Run* were viewed as the next most essential reasons for choosing to buy properties.
- More than half of respondents said they were offered options on kitchens and flooring when they purchased their property. No respondents were offered options for greater energy efficiency, solar energy generation or installation of a home car charging point.
- Over a third of respondents said they paid extra for the options that were available.
- A sizable proportion of respondents (more than 40%) would like to have been offered options for home energy generation (solar panels and solar hot water) and greater energy efficiency (thicker insulation, upgraded glazing). Many respondents (52%) would like to have been offered options for home car-charging points.

**Respondents considering purchasing a property in the Harwell area in the next 3 years.**

- 98% said properties being *Efficient and Cheaper* to run was essential or important when choosing a property. A majority of respondents (64%) said that *The Environment* (green spaces/quieter/air quality) was essential in choosing a property.
- A large majority (77%) would be prepared to spend extra to make sure their property had very high levels of energy efficiency.



Email: [sustainable@harwellvillage.uk](mailto:sustainable@harwellvillage.uk)

Web: <https://sustainable-harwell.uk>