

# ECO-FRIENDLY LIVING

*Pearcroft – The UK’s first,  
beyond net zero property developer!*



**P**earcroft might only be a young company but its founding partners, Kevin Harris and Martyn Balm, bring a refreshingly different approach to the UK luxury home market, being the UK’s first “beyond net zero” developer.

“Developers are stating that they’re aiming to reach net zero in years to come, but apart from ‘token gestures’ towards sustainability, the reality is that very little is happening” states Kevin.

“We’re living proof that the technology and materials, to achieve net zero, already exist. The issue is that most developers have made a definite choice, regarding specifications and whether their homes will emit CO<sub>2</sub>, long before their developments

are built. “Additional costs and a lack of knowledge relating to harnessing and integrating sustainable technologies and a ready demand for any kind of housing, means that it’s easier for them to continue as they are. This is why only five per cent of new build homes achieve an EPC rating of A.”

Kevin and Martyn’s combined experience of almost 60 years together with an in-house team that includes research and development, land acquisition, architects, planners, 3D software and construction all serve to keep costs down and levels of flexibility and quality control up. These attributes alone would be enough to make Pearcroft “stand out from the crowd”. However, Pearcroft believes that exceptional levels of quality, flexibility and realistic pricing should be a given. What really drives them is a passion

for sustainability, SMART technology and to deliver homes that answer the needs of both the environment and the homeowners’ pocket, in terms of energy usage.

“At Pearcroft, sustainability is not just a ‘tick box’ policy, it’s the driving force behind every project and decision we make. Through advanced technologies, holistic design and innovative materials, we ensure we go beyond net zero in every aspect of our developments.” If you’re expecting to see homes built from hay bales, mud and moss, think again! Designs range from exciting, modern and heavily glazed through to more traditional looking creations, but their carefully perfected, “carbon negative”, recipe remains a constant.

Martyn comments “Pearcroft’s aim is to build smart, technological, luxury

homes that work in harmony with their individual surroundings – with energy usage levels that safeguard both the environment and the homeowner’s pocket.

“It’s been a steep learning curve on how best to integrate and combine the various technologies and specifications – to the point where we’re now rather good at it.”

“Being rather good at it” is an understatement! Sap ratings (Standard Assessment Procedure) dictate that homes scoring between 92 and a 100 are “A” rated and Pearcroft’s homes, scoring above 100 (beyond net zero) can only be considered as exceptional. It’s possible for Pearcroft homeowners to actually receive monies back from the national grid in exchange for surplus energy!

Special insulation technology, extra secure-triple glazing, air source heat pumps, batteries and solar/photovoltaic panels are just some of the energy saving features, but Pearcroft are keen to point out that, in tandem with sustainability, their homes are very much about creating an environment that’s conducive to a healthy lifestyle. The MVHR systems installed don’t just help prevent heat loss, they also extract stale air whilst filtering out harmful air particulates such as diesel fumes and pollen.

Pearcroft’s luxurious interiors feature beautifully appointed bathrooms and en-suites along with wonderful wall, floor and lighting finishes throughout, while the kitchens – very much the hub of today’s homes – present a real WOW factor. Kitchens are bespoke, featuring open plan designs, stone worktops and of course... energy efficient appliances!

“Smart” features ensure that you have the convenience of being able to turn appliances, lights and even your kettle on and off from your phone – or verbally through your home’s smart device. You can also track the best times to turn appliances and other devices on to take advantage of the renewable energy, as well as to sell energy back to the grid.

Pearcroft’s latest projects are both located within the historic, university city of Oxford. “Crowmarsh” features three detached and two semi-detached homes built in traditional Cotswold stone style, with living accommodation across three floors and prices starting from £1.2 million. Sunderland Avenue consists of two semi-detached homes with a befitting townhouse feel with prices starting at £1.35 million.

*Pearcroft is so confident about the ‘beyond net zero’ status of its new homes that it promises to pay any electricity bill a new home buyer receives within their first 5 years of ownership (subject to terms).*



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