solarcentury

Case study

Gleeson Homes

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Tom Whatling, Gleeson Homes

The three-bed townhouses with C21e solar tiles sold at a premium of 8.6%.

The Beeches, Norfolk Park is another example of how solar photovoltaics (PV) help homes sell for more money than those without. The Gleeson Homes development, consisting of 75 three and four-bed homes, is situated in the regeneration area between Sheffield and the Peak District National Park.

Gleeson chose to offer homebuyers the choice of ‘reduced electricity bills for life’ by incorporating solarcentury’s award winning C21e solar electric roof tiles on two homes within the development. These two ‘low carbon’ homes protect homebuyers against rises in energy prices by generating 800 kilowatt hours (kWh) or units of electricity every year. The C21e solar tiles integrate into the buildings’ fabric by replacing standard concrete tiles, sitting flush with the rest of the roof.

Using a dark SunPower PV laminate, the solar tiles do not compromise the building design blending superbly with the grey concrete tiles. Gleeson Homes were surprised at the level of enquiries generated by the inclusion of solarcentury’s solar tiles. Tom Whatling, Divisional Environmental Manager of Gleeson Homes, said:

“The provision of C21e, an integrated solar photovoltaic tile, generated significant interest and helped the homes sell faster and at a significant premium” proving that consumers are prepared to pay more for homes with lower energy bills.

He went on to clarify how important it is for house builders to deliver more environmentally friendly homes and how this had been achieved in Norfolk Park in a cost-neutral way:

"We recognise that house builders have an obligation to provide sustainable homes and are very pleased with solarcentury's C21e tile. The installation of tile was very straightforward and did not affect the build programme in any way. Furthermore, the provision of a renewable energy option on some of the dwellings allowed the homes with photovoltaics installed, to be sold at a premium, thereby off-setting the additional cost involved. We plan to use the C21e tile for future developments."

Gleeson Homes analysed homebuyers' interest in the C21e homes against an otherwise identical, conventional townhouse as part of this pilot project. The three-bed townhouses with C21e solar tiles sold at a premium of 8.6% (£140,000 compared to £128,000 for the property next door). The results demonstrate that there is significant demand from homebuyers for homes with lower energy bills. C21e tiles are a simple, cost effective way for house builders to meet this demand.

As it becomes mandatory for home owners to publicise their homes energy consumption as part of the Governments new 'Home Information Packs', the demand for houses with lower energy bills is sure to rise. Yvette Cooper, the Minister for planning, said in June 2006 *"Our long term ambition should be zero carbon development..."* "(The Development Industry)... *should start planning for new investment and innovation to meet our goals*."

Gleeson Homes are among an increasing number of developers now installing this innovative technology into domestic residences in the UK. St James, Barratt and other prestige developers are also installing C21e tiles to meet this demand.

Date commissioned	2006.06.29
Technology	Solar PV
Installation Type	Pitched roof
System size (kWp)	1.0
Forecast electricity generation / year (kWh)	830
Panel area (m2)	7.8
Building integrated	Yes
CO2 saving / year (kg)	471
Type of project	Commercial

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