

Case Study - David Wilson Homes



CALOR

Repeat performance as David Wilson Homes chooses Calor LPG for latest off-grid development



DAVID WILSON HOMES
WHERE QUALITY LIVES



BARRATT HOMES
BUILDING EXCELLENCE
SINCE 1958

60
YEARS



“We knew from the start that the modifications required for LPG would be the easiest to do, involving only minimal changes and modest cost.”

**Andrew Merchant, Technical Manager,
David Wilson Homes East Midlands**

Calor worked closely with David Wilson Homes to develop a full aftercare package that includes help with point of sale material and calculating estimated bills per plot as part of the buyers’ information. “This was a very important aspect to us as customers will want to have a clear understanding of what their monthly energy costs will be. By providing estimated bills per plot we are giving them the most accurate figure available – much more precise than the average mains gas estimate,” says Charlie Wemyss. “This will help to alleviate any concerns that customers may have about any added costs.”

His experience to date suggests buyers are comfortable with Calor LPG. “Our buyers understand that mains gas isn’t available and have been pleased that we’ve chosen LPG as the alternative,” he says.

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Calor name gave added reassurance

The Barratt Group had worked with Calor in the past on other sites where mains gas was not a viable option including its St Bride’s View development in Kirkton of Skene, Aberdeen (Barratt Homes, North Scotland), St Canna’s Green, Fferm Goch, Llangan, near Bridgend (David Wilson Homes South Wales) and a stunning woodland development Oatley Park at Barrow Gurney, Bristol (Barratt Homes South West).

Asked why Calor was chosen for the Doveridge Park development, Andrew Merchant responds, “We got quotes from three suppliers altogether and the pricing was very similar but, as the market leader, Calor was the name we felt was most reputable and well-known. It came down to who we felt most comfortable with and Calor gave us the confidence they could do the job.”

As a five star-rated housebuilder for nine consecutive years, David Wilson Homes aims to give its customers the best possible service, an ethos that it insists is shared by everyone it works with.

“We expect all our suppliers to provide the same level of service and quality that we do, which is one of the reasons why we look to partner with market leaders like Calor on projects like Doveridge Park,” says Charlie Wemyss. “I think it will give customers a great deal of comfort to know that Calor is around for the long-term and will continue to support the residents of the development.”

Minimal modifications required

From a construction viewpoint, using Calor LPG was very straightforward. In terms of SAP ratings, LPG scores better than electric heating solutions meaning that, typically, fewer energy-saving measures need to be installed and this was a key factor in the choice of energy supply.

Andrew Merchant, Technical Manager for David Wilson Homes East Midlands, elaborates, “Using any other form of off-grid energy would have involved doing things differently to the norm but to give the customer confidence, familiarity is important. We were trying to keep things as simple as possible and knew straight off the bat that the modifications required for



Quiet and unobtrusive

Doveridge Park features a range of traditionally styled one to five-bedroomed homes set around an expanse of green open space, mature woodland and rolling farmland. Consequently, aesthetics were an important consideration.

To maintain the tranquil, countryside feel of the development, Calor installed eight 4000-litre underground tanks, neatly buried out of the homeowners’ sight.

With LPG, gas is distributed unobtrusively through a network of hidden pipes directly to each home, each of which has an individual meter. This allows homeowners to be invoiced for their own consumption, which means that on completion of the development, David Wilson Homes will not need to be involved with its energy supply on an ongoing basis.

Familiarity of gas a crucial factor

Charlie Wemyss expects the convenience, controllability and familiarity of gas will prove a big plus to prospective homebuyers: “In my experience, customers appreciate being able to use a system of heating that they are used to and feel comfortable with. We’ve also fitted out the homes with gas cookers as people prefer the controllability of gas.”

Positive experiences fuel another brand new development

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Following its positive experiences in the past, David Wilson Homes again trusted Calor LPG for its newest site, Doveridge Park in Derbyshire. It’s a rural, yet well-connected location with good commuter links, nearby schools and fun family days out on its doorstep.

Doveridge Park’s rural location meant mains gas was not an option but David Wilson Homes was determined to offer buyers the full benefits of gas central heating. “This was very important to us as the majority of our purchasers prefer gas to any other form of heating

system. They also still prefer to cook on a gas hob,” explains Charlie Wemyss, Assistant Sales Manager for David Wilson Homes East Midlands. “In the absence of mains gas, LPG provides us with a more environmentally-friendly and lower-cost alternative to oil or electric.”

Customer:
David Wilson Homes
(part of the Barratt Group)

Applications:
An LPG metered estate
featuring 85 luxury homes

Location:
Doveridge, Derby Road,
Ashbourne, Derbyshire

Project highlights:

- ▲ Only minor modifications to standard housing designs needed to achieve a SAP ‘Pass’ with LPG
- 🏠 Comfort, convenience and familiarity of gas central heating a key factor in the decision
- 👍 LPG, as a proven, unobtrusive off-grid alternative, is welcomed by homebuyers



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