

24th September 2019

Parc Hadau secures £2.4million from Welsh Government's Innovative Housing Programme fund

Housing and Local Government Minister Julie James has today announced that Sero Homes' Parc Hadau scheme has been awarded £2.4million funding as part of this year's Innovative Housing Programme.

The funding announcement coincides with Sero Homes commencing its pre-application consultation for the scheme- a new community of 35 carbon neutral homes set in a wildlife-friendly landscape, situated in Rhydyfro, Pontardawe.

The Innovative Housing Programme is a £90m, three-year programme to support new ways of designing and delivering housing to increase housing supply, meet carbon reduction targets, tackle fuel poverty and address demographic change.

Andy Sutton, director of design and innovation at Sero Homes said: "Parc Hadau is a unique and highly innovative project that has the potential to challenge the homebuilding industry as we know it. We're pleased to see these ambitions recognised through the securing of Innovative Housing Programme funding, and look forward to demonstrating that high quality, beautifully designed zero carbon homes can be delivered within the private sector. We also we want to demonstrate to consumers that they should start demanding more from their homes – and that high quality, professionally managed, sustainable homes should become the norm within the private rental market in the future."

Speaking about the latest round of Innovative Housing Programme funding, Julie James said: "We face serious challenges in Wales, in terms of responding to the climate emergency and also delivering more affordable housing. This programme offers us the chance to develop homes with low fuel bills to tackle fuel poverty, homes designed and built with a low carbon impact in mind, and homes that can evolve with their households.

"We have an opportunity to deliver affordable, high-quality homes that meet all these challenges, which reduce the impact of housebuilding on the environment, and that can be built at scale to meet the needs of our communities. Good quality, beautiful houses are so important to people's lives. I look forward to seeing these projects develop and to seeing the finished builds become homes."

Sero Homes' consultation on Parc Hadau is the second phase of community engagement Sero Homes has undertaken on it plans, having held a public exhibition earlier this year. Sero Homes is now undertaking a statutory 28-day consultation on the draft planning application, which will include a public drop in event at Rhydyfro Primary School as well as an afternoon working with year six pupils at the school. A planning application to Neath Port Talbot County Borough Council will be submitted later this Autumn.

All the homes will be professionally managed by Sero Homes to provide hassle-free living with long term tenancies and index linked rents to keep them at a fair price. Full details of the plans and public consultation can be found on the project webpage: www.parc-hadau.wales and further details about Sero Homes is available at www.serohomes.com.

Notes to Editor

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serohomes

Sero Homes builds zero carbon homes that are quality, well designed, larger than average homes set in places that promote community and ecology, and which favour active travel, car sharing and electric vehicles.

- Founded in Cardiff in 2017, Sero Homes is a new disruptor to the existing house building market.
- Sero Homes will operate on a purpose-built rental model (currently used extensively across Europe) and will offer long-term, index-linked tenures that provide security and stability, as well as peace of mind over the operation and maintenance of the homes.
- Sero tenants will enjoy a lower overall cost of living due to the zero carbon design of the homes and smart energy systems, resulting in much lower fixed energy bills that will be integrated with the overall monthly rent.
- For Sero Homes, zero carbon means generating sufficient energy on-site to meet the annualised demands of the home as well as the typical resident's electricity demands. This means Sero Homes' definition of zero carbon is modestly ahead of the UK Green Building Council's "Net Zero Carbon Buildings- A Framework Definition" publication in May 2019. The homes are grid connected to account for seasonal variations in generations, and all grid electricity used is sourced from 100% renewable suppliers.
- The Sero Homes team is led by Managing Director James Williams, who has considerable experience in the renewable energy markets and development, with Director of Design and Innovation Andy Sutton, an architect and advisor to Welsh Government with considerable experience in zero carbon development. They lead a growing team currently operating primarily in South Wales but with ambitions to expand across the UK.

www.SeroHomes.com

seroenergy

Sero Energy is an energy service offering the UK's first comfort based energy model (i.e. no kWh), simultaneously providing customers with lower energy bills whilst providing domestic Demand Side Response (DSR) services to the National Grid.

- Sero Energy works primarily with developers and landlords to assist them through the unfamiliar elements of enhancing their homes to include low/zero carbon technologies and enables them to have background smart energy management systems installed. These typically include energy storage, renewable generation, low carbon heating as well as electric vehicle charging.
- Once operational, the residential customer pays Sero Energy a fixed monthly energy bill based on selected preferences such as their choices of room temperature, water habits and lifestyle. Sero Energy monitor and operate the core systems in the home to deliver these preferences in the most cost or carbon efficient fashion (the customer can choose which), using weather, behaviour patterns and many more factors to inform self-learning algorithms that run the home energy management.

- Sero Energy's model takes the home into an aggregated energy model that can access the commercial half hourly tariffs from strategic licensed supplier partners that vary throughout the day and year. Through forecasting and demand shifting, the customer benefits from a lower bill than would be possible with any traditional residential energy tariff (these have flat energy prices throughout the day).
- This complexity is managed by Sero Energy, with the customer simply setting familiar lifestyle preferences that, provided they remain reasonably aligned, gives them a fixed, lower energy bill.

Sero Energy is led by Managing Director James Williams, who has considerable experience in the renewable energy markets and has led the development of large scale renewable energy plants, with Director of Design and Innovation Andy Sutton, an architect with considerable experience in zero carbon development. They lead a growing team currently operating primarily in South Wales but with ambitions to expand across the UK.

www.SeroEnergy.com