

CREATING A MORE INCLUSIVE LONDON

Barratt London's Vision for
Delivering Adaptable Homes

Accessibility Strategy 2024



BARRATT
— LONDON —



Lifestyle photography is indicative only.

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Our commitment to tackling the housing inequality

Barratt's core commitment to equality and inclusion is intrinsic to this Accessibility Strategy, empowering people to make informed choices which best meet their wants and needs at home.

Our industry has a long way to go in building inclusive and accessible homes for everyone. Statistics speak volumes: over a third of wheelchair users in England currently live in housing that fails to meet their needs. The basic access requirements aren't sufficient for all wheelchair users – but even those aren't always enforced.

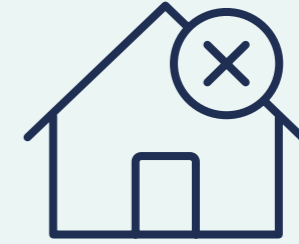
Here at Barratt London, we want to change this. I am proud to say that the following Accessibility Strategy 2024 document outlines our ambition and commitment to making London more inclusive – as well as our progress to date. This strategy represents our dedication to being at the forefront of accessible housing, ensuring that wheelchair users can live in homes that make them proud and help them thrive.



Gary Ennis
Regional Managing Director

The shortage of accessible homes means that many disabled people either face huge costs for adaptations or can't independently use parts of their own homes.

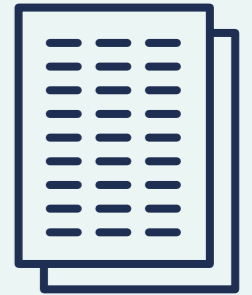
400K



wheelchair users in England live in unsuitable homes

Source: www.habinteg.org.uk

20K



estimated to be on local council waiting lists for accessible homes in the UK

Source: www.habinteg.org.uk



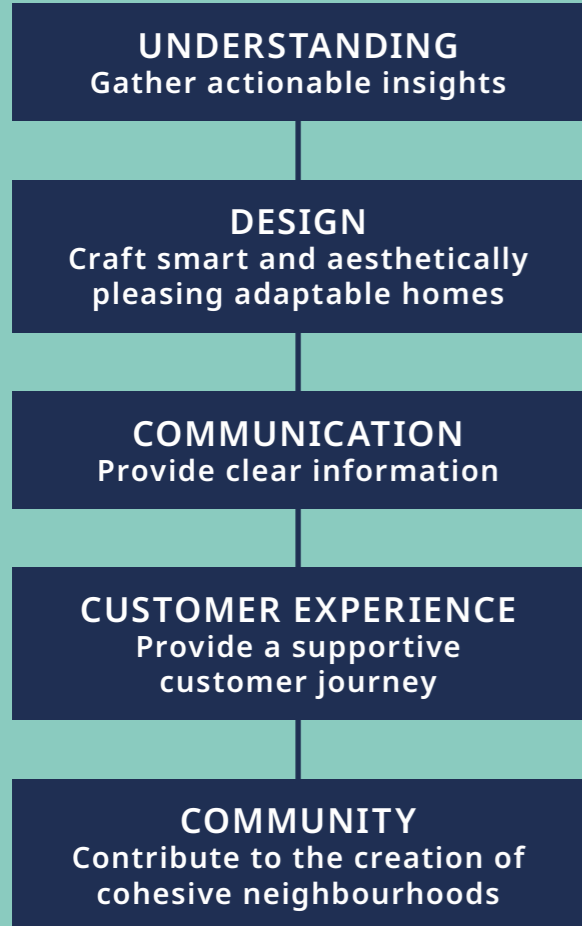
68%

of local authorities report that developers don't always comply with accessibility requirements

Source: Equality and Human Rights Commission

Our Vision

At Barratt London we strive to set a better standard for British housebuilding by providing more thoughtfully designed, adaptable homes for wheelchair users.



Understanding wheelchair accessibility

To truly understand and meet the diverse needs of our buyers, we aim to consult wheelchair users throughout the design process. By involving them from the start, we can better shape our developments – creating homes that adapt as needs change, not just meet basic standards.

We collaborate with a range of organisations, who are committed to improving accessibility and inclusivity for disabled people throughout the UK.

“At our Bermondsey Heights development, we partnered with AccessAble, an organisation dedicated to making Britain more accessible for disabled people.”

In 2019, just

42.4%

of disabled people owned their own home, compared with 53.2% of non-disabled people.*

“We are not disabled by our disability, we are disabled by society around us.”
Participant, Barratt London focus group

OUR PROGRESS



Focus groups with wheelchair users



AccessAble** partnership



Accessibility strategy launch June 2024

*(Source: ONS) **accessable.co.uk

Designing with purpose

True inclusion starts with the environment we build. Our ambition is to provide homes that go beyond basic access requirements and are designed around real needs. From wider doorways to height adjustable worktops, every detail is informed by consultations with wheelchair users and accessibility experts. We want these homes to be as inspiring and beautiful as they are functional. Every homeowner deserves a home that makes them proud. What's more, we're committed to working with our customers to implement where possible any specific adaptations they need to suit their individual requirements during the construction of their new home.

In addition to accessibility features inside our homes, we also audit the local area to review general accessibility, parking options, and public transport provision. This is so buyers can make informed decisions about moving to the neighbourhood.

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OUR PROGRESS

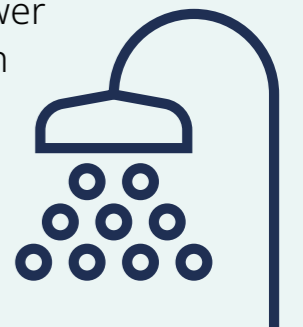


Accessible design collaboration with supply network



£4,755

an average cost of shower modification



Empowering informed choices

Clear communication is key when navigating accessible housing options. We commit to making our website and marketing materials as clear, user-friendly, and informative as possible to empower everyone to make the best choice. We listen to our customers to understand what information is truly valuable to them and act on their needs to make the customer journey as easy as possible. We also partner with organisations who are experts in this field to promote the availability of our adaptable homes to disabled people, ensuring we provide all the key information they require.

"I think it's so important that this conversation is just the start, it's not the end, and we're involving disabled people along the way; finding out what really makes a difference to inclusive living."

Tanvi Vyas
AccessAble Ambassador



OUR PROGRESS



Adaptable homes filter on the website



Improved property information



Improved website accessibility



Support from AccessAble* for Marketing teams

Enhancing the experience

We are ensuring that wheelchair users receive an exceptional customer experience. Our Sales and Customer Care teams have been trained to understand how each individual's needs are different, offering a personalised customer journey to ensure homebuyers receive the information they need to help make an informed purchasing decision. The teams are able to provide comprehensive guidance on accessible features and amenities within our developments, and collaborate with customers and colleagues in construction to understand what further adaptations might be possible within the home. From the initial consultation to moving in, our team is committed to creating a seamless and empowering experience.

We're committed to ensuring our Sales and Customer Care teams have the knowledge and understanding to support all our customers through their entire homebuying journey.

OUR PROGRESS



Wheelchair adaptable Show Home at Bermondsey Heights



Ongoing customer service training

Pioneering community accessibility

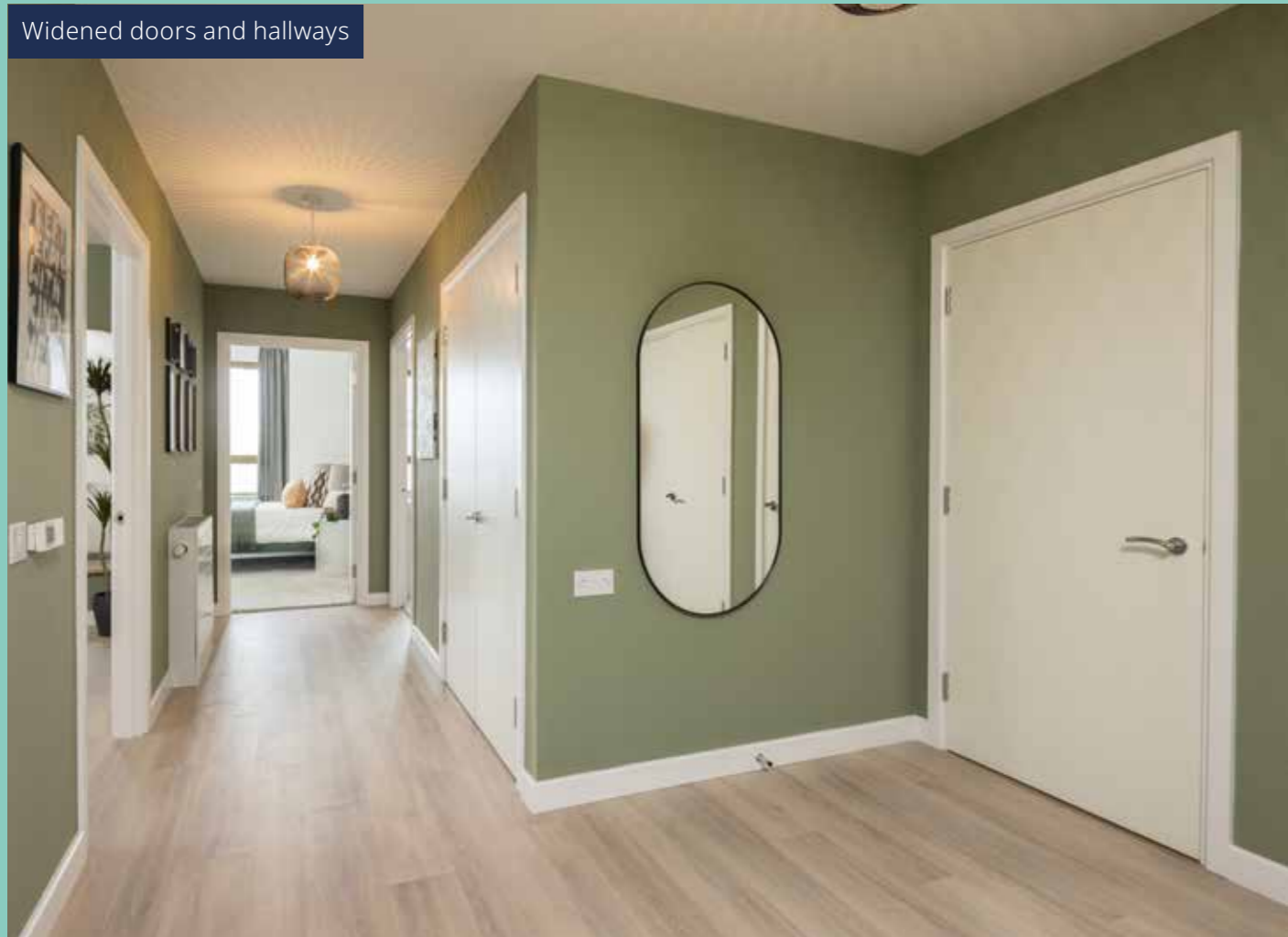
Our commitment goes beyond our developments. We pledge to actively partner with local councils, architects, transport planners, charities and disability organisations on accessibility improvements in the communities in which we build. We will champion wheelchair-friendly pathways, integrated transport, and step-free access – creating neighbourhoods where wheelchair users are welcome and included.

We pledge to actively partner with local councils, architects, transport planners, and other partners on accessibility improvements.



Lifestyle photography is indicative only.

Widened doors and hallways



Case study Bermondsey Heights, London SE15

Bermondsey Heights features 20 wheelchair-adaptable apartments created with accessibility in mind. To make these homes truly functional, we carefully incorporated feedback and insights from our partner AccessAble and wheelchair users – from the provision of the wet room to lowered light switches. Importantly, each home can be further adapted to meet residents' individual needs.

Beyond home design, we wanted wheelchair users to feel included from the start. We created an accessible Sales Suite and Show Home, showcasing all the wheelchair adaptations we can provide. We also worked with AccessAble to train our Sales Team to be fully aware of the accessibility features in the homes as well as around the development and the wider area.

Visit www.barrattlondon.com for more information.

Height adjustable kitchens



Lowered switches



Counter-top sockets

- ✓ Accessible communal spaces
- ✓ Widened doors and hallways
- ✓ Wet room
- ✓ Height adjustable kitchens
- ✓ Side-opening ovens
- ✓ Under-counter appliances
- ✓ Lowered switches and counter-top sockets
- ✓ Wheelchair storage
- ✓ Increased space provision
- ✓ Bespoke options

