

# ESG Reporting

This document summarises the key activities currently being undertaken by the untypical group and its housebuilding brands, Hopkins Homes and Tilia Homes. It follows the criteria set out by the [NextGeneration Initiative](#), the sustainability benchmarking system for UK homebuilders.

## 1. Strategy & Reporting

untypical aims to make a positive difference to the UK housebuilding market by focusing on innovation, sustainability, and customer-centricity. The group's sustainability policy can be found [here](#).

## 2. Health Safety & Environmental Management

Health, safety, and environmental management are critical components of our business operations, ensuring the well-being of employees, minimising workplace hazards, and reducing our environmental impact. These factors are not only ethical obligations but also essential for maintaining operational efficiency, legal compliance, and fostering a culture of care and accountability.

During the Financial Year ending 2025, the group achieved an accident, incident and injury rate of 279, below the Health & Safety Executive's average for the Construction sector at 306\*.

\*Source - RIDIND: Work-related injuries reported under RIDDOR by detailed industry, Table 3, Cell H1041.

## 3. Procurement

As responsible developers, we value our supply chain as key business partners. We prioritise long-term partnerships and close collaboration to ensure the smooth running of our operations.

In line with our Modern Slavery Policy [[Hopkins Homes](#) / [Tilia Homes](#)], we work with our suppliers and contractors to ensure that they have steps in place to prevent exploitation of their workforce and supply chain. We are committed to innovative practices and are working to embed ESG principles throughout our procurement process. In 2025, we introduced The



Supply Chain Sustainability School to help upskill our partners in crucial sustainability practices, free of charge. This partnership enables us to engage, improve and monitor the sustainability skills and knowledge of our supply chain.

All timber products purchased directly or through our supply chain hold a recognised independent chain of custody certification from either the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification (PEFC).

#### 4. Energy & Carbon

Our homes are designed to be net zero ready with air source heat pumps as standard. Whilst we wait for the grid to decarbonise, we are looking to significantly reduce the operational emissions of our homes by more than 70% in the next 5 years through the use of improved fabric and solar PV.

To measure our performance against this target we monitor the average DER (Dwelling Emissions Rate) of our developments, as shown below.

Metric	FY25 (baseline)
Average Carbon Operational Intensity	13.8 kgCO <sub>2</sub> e / m <sup>2</sup>

*This has been calculated from total dwelling emissions rate data taken from as built & design SAP reports divided by legally completed area. For the current reporting period (01/04/2024 - 31/03/2025) only Tilia Homes data has been used.*

We proudly stand as the first UK housebuilder to offer a 10-year Zero Bills guarantee in partnership with Octopus Energy. This revolutionary approach reduces operating carbon while delivering tangible savings to homeowners.

Our innovation extends to our groundbreaking pilot programme exploring low-embodied carbon house archetypes, developed alongside architects Pollard Thomas Edwards, which significantly surpasses current building regulations and sets new benchmarks for sustainable construction.

Alongside this we are targeting an 80% reduction in our operational scope 1 & 2 carbon emissions by 2040. This is aligned with our ESOS (Energy Savings Opportunity Scheme) Phase 3 action plan, which focusses on the efficiency of our offices and reducing the use of diesel on site. The latter will be achieved by connecting to the grid as early as possible and in the interim using hybrid generators where possible.

During the Financial Year ending 2025, the group's total CO<sub>2</sub>e emissions were 2,748 tonnes with underlying energy consumption of 11,204,517 kWh. As this is the first year reporting our energy use and emissions, comparable data is not currently available. However, during this period we have worked to improve data capture and reporting for plot level electricity and gas use across our developments.

ESOS energy efficiency actions taken to date include the relocation of our Anglia office to a modern, energy efficient building, providing a salary sacrifice programme for low emission vehicles and migrating our servers to a cloud-based service. The latter will save an estimated 300MW of energy by 2027.

These actions and our improved reporting reflect our continued progress towards a more data driven energy and carbon reduction programme.

<b>Emission Type</b>	<b>kWh</b>	<b>CO<sub>2</sub>e Tonnes (Location Based)</b>
	<b>FY25</b>	<b>FY25</b>
Scope 1: Combustion	8,419,998	2,119
<b>Total Scope 1</b>	<b>8,419,998</b>	<b>2,119</b>
Scope 2: Purchased Energy	1,697,797	339
<b>Total Scope 2</b>	<b>1,697,797</b>	<b>339</b>
Scope 3: Business Travel	1,086,722	290
<b>Total Scope 3</b>	<b>1,086,722</b>	<b>290</b>
<b>Total</b>	<b>11,204,517</b>	<b>2,748</b>

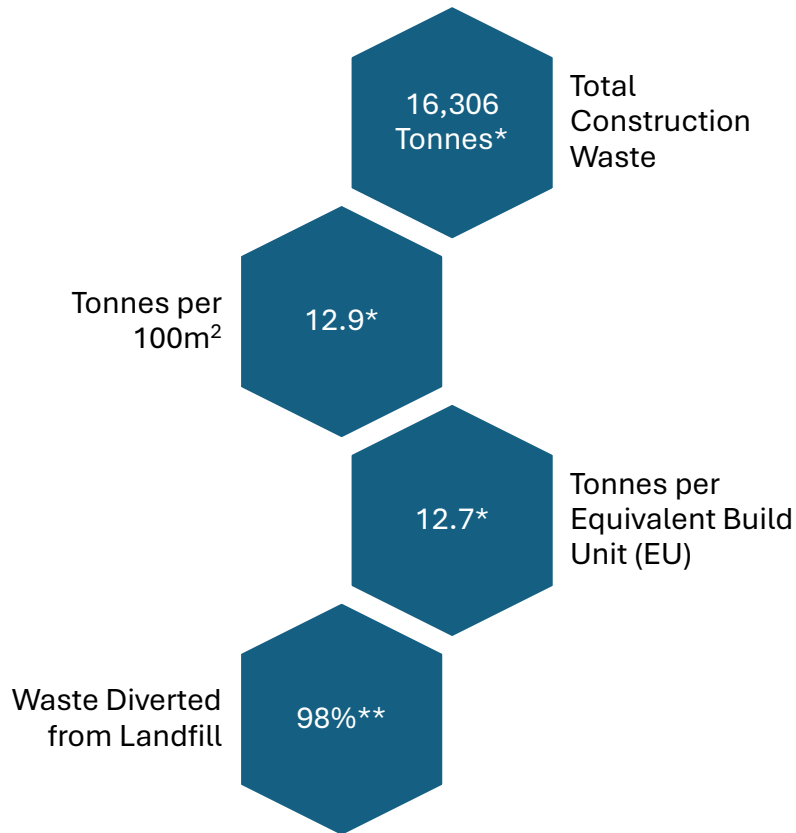
	<b>2025</b>
100m <sup>2</sup> legally Completed Area	1335
<b>Intensity Ratio (tCO<sub>2</sub>e/100m<sup>2</sup>)</b>	<b>2.06</b>

### Methodology

Energy & Carbon data has been compiled in line with March 2019 HM Government 'Environmental Reporting Guidelines: Including Streamlined Energy and Carbon Reporting guidance'. The carbon figures have been calculated using the HM Government Greenhouse Gas (GHG) conversion factors for Company reporting for the relevant years.

## 5. Circular Economy

As signatories to the Future Homes Standard reduction roadmap, we have an ambitious waste reduction programme. This aims to reduce our construction waste (per 100m<sup>2</sup> built) by over 50% over the next 5 years, from our 2025 baseline figures, as shown below.



\*Reported data for Tilia homes only between 01/04/2024 – 31/03/2025. Construction waste is defined as all waste codes starting with 17, except for 17 05. Waste under code 17 05 (soil, stones, and dredging spoil) is excluded, as the volumes are often influenced more by the existing site conditions prior to development than by the construction process itself. This KPI also excludes other waste streams like municipal waste.

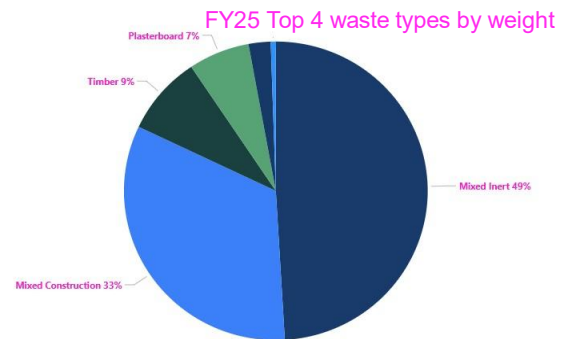
\*\*This includes all waste removed from our sites by our waste broker and excludes inert waste or plasterboard which are removed by contractors.

To support this, we have been working to improve our data collection and reporting to drive awareness across the business. We have also partnered with a preferred waste broker to manage our site waste and help us implement our waste strategy.

Key waste streams were identified, enabling us to focus our attention on opportunities to improve resource efficiency and waste prevention. A waste and materials best practice guide was subsequently implemented to focus on actions in key areas as outlined below.

## Waste: Opportunity Areas

1. **Mixed Inert – 6.1 tonnes per EU**
  - Segregate from Soils
  - Increase crush and re-use on site
  - Identify high impact sources
2. **Mixed Construction – 4.1 tonnes per EU**
  - Improve segregation
  - Review skips for unsegregated waste during site audits
3. **Timber – 1.1 tonnes per EU**
  - Review ordering of timber to site
  - Explore use of 'plot packs' so only what is needed is delivered
  - Return pallets rather than skipping them
4. **Plasterboard – 0.8 tonnes per EU**
  - Equal to 32 full sheets skipped per plot!
  - Likely mostly water – Cover skips from rain.
  - Improve storage to prevent damage.



## 6. Ecology & Water

At untypical, we are committed to achieving a Biodiversity Net Gain (BNG) on all our developments, ensuring that our projects leave the natural environment in a measurably better state than before.

We joined the Homes for Nature initiative in 2024, cementing our commitment to wildlife conservation, ensuring that a bird-nesting brick or box is installed for every new home built, and hedgehog highways created as standard. We are proud partners of Save our Suffolk Swifts and Hedgehog Street and where possible, plant wildflower meadows to provide food for pollinators like birds and bees.



Our homes reduce water consumption through the use of wastewater heat recovery systems and A-rated appliances. Externally, we use sustainable drainage systems in the form of basins and ponds to manage surface water runoff, further bolstering biodiversity.

- 12% BNG – Tanners Quarter in North Walsham, Norfolk will deliver 350 premium new homes, alongside 4 hectares of public open space including play parks, allotments, a community orchard and areas of green spaces.
- 17% habitat unit gain and 11% hedgerow unit gain – Bournemouth Park in Halstead will deliver nearly 200 energy efficient homes built in timber frame with air source heat pumps and electric vehicle charging as standard. Environmental responsibility stands at the core of this development, with a significant enhancement to the area's green infrastructure, including 550 new trees.

## **7. Communities & Placemaking**

We understand that new developments can pose challenges, which is why we engage with local communities and residents from the outset to understand their concerns and, where possible, address them.

We hold regular public exhibitions, inviting residents to view and comment on our proposals, and to give us the chance to share the positives that come from one of our developments.

A dedicated [Community Liaison Service](#) provides support during pre-construction and early construction phases where the majority of disruption occurs on site.

The untypical group is an HBF 5-star homebuilder, meaning that over 90% of our customers would recommend us to a friend.

All customers receive a home demonstration with their site manager to guide them through the workings of their new home. This is supported by a range of home demonstration [videos](#) available 24/7, providing practical guidance on maintaining their new home from isolating their water supply to repressuring their Air Source Heat Pump.

We continue to support our customers following move-in with 'Meet the Neighbour' events and play park openings to encourage inclusivity and community development. We also provide travel plans for every household promoting the use of public transport and encouraging 'greener' ways to travel.



## **8. Socio-Economic**

Gender diversity is central to our values and strategic priorities. As at July 2025, 34% of our employees are female, significantly outpacing the industry average of 24.6%\*\*\* female representation in the built environment.

To drive this vision we are focusing on addressing areas of underrepresentation by 1) Dismantling perceived barriers 2) Delivering Education initiatives and 3) Fostering an inclusive environment. To support this, we are partnering with at least one school or college per development.

This vision goes hand in hand with addressing the industry's skills gap, where we have set an ambitious target of doubling the number of employees participating in externally accredited training programmes.

We are advocates of the Real Living Wage and are establishing ourselves as leaders in sustainable construction through strategic partnerships with key organisations including the Good Homes Alliance (GHA) and the Future Homes Hub. Membership of both these bodies, along with representation on the NHBC, House Building Skills and the CITB will help us in our pursuit of creating sustainable new communities.

\*\*\*2024 data from the Supply Chain Sustainability School.