



PYE
h o m e s
BLENHEIM

CASE STUDY

HOUSEBUILDING · OXFORDSHIRE

From LinkedIn to **live matches in six days.**

One of Oxfordshire's oldest housebuilders went from first conversation to live material matches on the MukAway platform in six days, with 11,000m³ of soils found for its first site listing.



A Pye Homes development, Oxfordshire. Image: Pye Homes

6 days

first conversation to live matching

11,000m³

of soil matched on the first pass

95%

of the 11,547m³ needed, found straight away

7 miles

to the nearest donor site

CLIENT

Pye Homes, Kidlington, Oxfordshire

CONTACT

Jamie Bishop, Commercial Director

THE NEED

An immediate infill requirement

HOW PYE FOUND US

LinkedIn

01 The client

Pye Homes has been building in Oxfordshire since 1927, when founder Jack Pye sealed every deal with a handshake. It reaches its centenary next year.

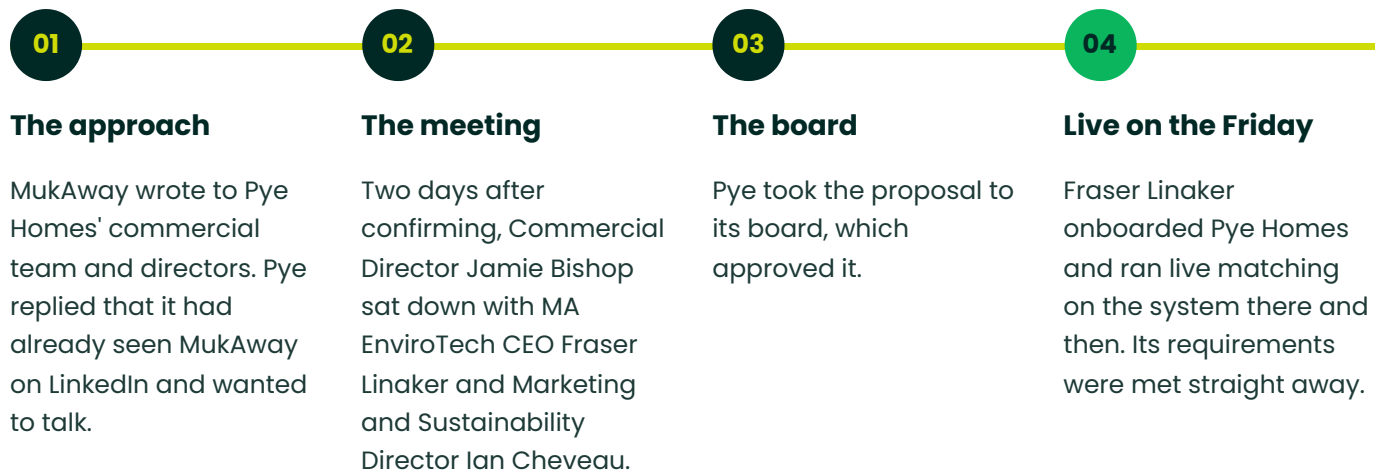
A well-respected brand across the region, the Kidlington housebuilder was bought by the Blenheim Estate in December 2018 and builds to Blenheim's Legacy Principles. Its schemes include Park View and Hill Rise in Woodstock, Hanborough Gate in Long Hanborough, Church Farm in Radley and the Welborne garden village in Hampshire.

Martin Brown, formerly of McCarthy Stone, took over as managing director in January 2026 with a brief to grow the business into its second century.

Pye Homes is a quality housebuilder, and one that is switched on to innovation and sustainability. It matters to the business.

02 Six days, start to finish

Pye Homes had a site with an immediate infill requirement. Within a week of first contact it was on the platform and looking at live matches.



03 The matches

The first Pye site listed as a receiver needed 11,547m³ of subsoil and topsoil. The platform found 11,000m³ on the first pass, all within 29 miles.

Subsoils needed: 10,147m³

95% matched



Topsoil needed: 1,400m³

100% matched



■ Nearest match ■ Second match ▨ Still open (547m³)

Bars drawn to the same scale

In simple terms: Pye's topsoil was matched in full, and 95% of its subsoil was found on the first pass, all from three sites within 29 miles.

04 Why it matters

Oxfordshire is a long way from MukAway's base in Birchwood, Warrington. It made no difference. With more than 1,300 sites and 130 companies on the network, MukAway had material sitting close to Pye's sites before the first meeting was booked.

The nearest donor is seven miles away. That is soil moving a short distance from one developer who needs rid of it to another who needs it, rather than heading to a tip at one end and being bought in at the other.

And Pye found MukAway on LinkedIn. The outreach landed because the name was already familiar.

It gets better for Oxfordshire.

GRAHAM Civil Engineering, one of MukAway's biggest clients, has a major site in the county ready to transact in 2027.

05 In their **words**

We'd seen MukAway on LinkedIn, so when they got in touch it was an easy conversation to have. We had one site initially that needed a lot of fill. The meeting was straightforward, the board backed it, and by the Friday we were looking at live matches on screen. **That's the pace a housebuilder needs to operate in.** Our requirements were met immediately and we're now getting everything ready to transact.



Jamie Bishop
Commercial Director, Pye Homes



"Pye Homes is exactly the kind of business MukAway was built for. We didn't have to promise them anything. We sat down, logged in and showed them the matches. Six days from first reply to live on the platform tells you the network is there and it works. SMEs won't necessarily have several sites that they can simply exchange material with. However, that simply doesn't matter with MukAway as we have over 1,300 sites on our system. **No matter where the site is, we'll have a match – just like we did in this case."**

Fraser Linaker
CEO, MA EnviroTech Group



"The nearest match is seven miles down the road. That's fewer lorry miles, less material brought in and good soil kept in use. It's the model doing what it should, and it's now doing it in Oxfordshire."

Ian Cheveau
Marketing and Sustainability Director, MukAway

ABOUT PYE HOMES

Pye Homes has built homes and communities in Oxfordshire and beyond since 1927. Based in Kidlington, it has been part of the Blenheim Estate since 2018 and builds to Blenheim's Legacy Principles. Current and recent schemes include Park View and Hill Rise in Woodstock, Church Farm in Radley and Welborne in Hampshire. pyehomes.co.uk

ABOUT MUKAWAY

MukAway is part of MA EnviroTech Group, based at Chadwick House, Birchwood, Warrington. Launched in October 2025, its platform matches developers and contractors who have surplus soil and aggregates with those who need them, with compliance records and ESG reporting built in. More than 130 companies and 1,300 sites now use it across the UK.

