

CASE STUDY: CLEVELAND STEEL & TUBES LTD

BACKGROUND



Cleveland Steel & Tubes is a steel tubes stockholder established over 40 years ago, employing 34 people. They stock over 60,000 tonnes of tubes and store them at their 70-acre site in North Yorkshire. Their customer base covers over 30 sectors varying from individuals (such as farmers) to much larger business agglomerations such as Laing O'Rourke, Skanska, Balfour Beatty, BAM, Carillion and many more of the School's Partners.

The School was first introduced to Cleveland Steel & Tubes by Laing O'Rourke in 2014 at one of their annual supply chain events. They use a wide number of the School's online resources to help them shape their views on those sustainability issues most relevant to their business, for example Materials, Embodied Carbon, Waste, Local Business and Community and Sustainable Construction.

IMPACT

As a result of engaging in the School, Cleveland Steel & Tubes have:

- ✓ **Embraced the "Circular Economy" approach**, and secured buy-in at senior level within the organisation. CST now increasingly make the customer aware that their non-prime range is an opportunity to re-use steel, which can equate to almost 100% carbon savings versus new and recycled materials
- ✓ **Developed their Marketing Strategy to focus more on the sustainability features and benefits of their materials and services** including resource optimisation, carbon savings, reduced lead times and reduced material costs
- ✓ **Taken key steps within their business to raise awareness of the UK 2025 Construction Strategy (which they found out about at a School event) amongst all staff**—and are now actively attending seminars on the re-purposing of steel material in the industry to ensure they are on trend and on target
- ✓ **Recognised the need to engage designers and consultants** at an early stage, to communicate the benefits of using re-purposed steel in their projects, further aligning themselves with the UK 2025 Construction Strategy
- ✓ **Employed an apprentice** and developed an internal business programme designed to attract new talent into the business. This is a direct result of the School helping them to understand more about the skills shortage faced by the industry.
- ✓ **Developed relationships with key main contractors (both clients and potential clients)** because of networking at School events, and promoting its School membership

BENEFITS

Collaboration throughout the Supply Chain – the School has helped facilitate greater partnerships and collaboration with clients, contractors, designers and the entire value chain, helping to drive innovation.

Cost savings – Cleveland Steel have benefited from 52+ hours of free face to face training, a significant cost saving to the business in terms of staff development

Business Future Proofing – the business has used the School's resources to better understand the skills shortage and to work to combat it directly within the company

Marketing Opportunities – the business is promoting its Gold status within the School to both clients and suppliers, helping to show their dedication to continuous improvement.

