

Homes Working Group Meeting Notes

Date: Thursday 7th January

Venue: Zero Carbon Hub, 76-86 Turnmill Street, London.

Attendees: Ian Heptonstall (Action Sustainability), Rachel Woolliscroft (Wates), Paul Voden (Kier), Rob Warboys (Lovell), Richard Bayliss (CITB), Georgina McLean (Barratts), Louise Clarke (Berkeley), Steve Cook (Willmott Dixon), Ben Griggs (Zero Carbon Hub), Ross Primmer (Action Sustainability).

Apologies: Caroline Johnstone (Galliford Try), Stephen Wielebski (HBF).

1. Recommendations to the Board

- Potential cross school collaboration on e-learning modules (e.g. transport / logistics)

2. Progress To Date

- **CITB Objectives (as per tender):**

Objective	Progress	Achieved?
Development of x4 homes specific e-learning modules.	X4 modules have been developed and are available on the homes school website.	Yes
200 downloads of e-learning modules	57 downloads to date.	Pending. Marketing the school to users will be a key focus for 2016.
Homes School Launch Event	The school was launched at the Royal Institute of British Architects in London on the 3 rd November and attended by approximately 100 people.	Yes
X5 Workshops, engaging 150 suppliers	To date 4 workshops have been held by partners across the country, attended by 128 people. A further 2 workshops have been organised for Jan / Feb 2016.	Pending. Will be achieved (and exceeded) following workshops in early 2016.
Disseminate Learning	A detailed school report, including two case studies from Willmott Dixon and Lovell has been written examining these objectives in more detail and disseminating learning from the development of the school.	Yes

- **Partner Engagement Events:** Partner engagement events have been held for Wates, Lovell, Galliford Try (Linden Homes) and Willmott Dixon. Further events are scheduled for Barratt Group (27th January) and Kier (10th February). The events so far have been well received and we have had excellent feedback from those who have attended.
- **Business Plan / Update:** It has been recognised that the current piecemeal approach to the schools funding could be improved. As a result of this the school has submitted a significant bid to CITB for the next 5 years to continue development. The bid has been submitted and Action Sustainability are waiting for a response from CITB in the coming days to find out if this has been successful or not.

Action: Action Sustainability to inform leadership group if bid has been successful when possible

- **Partner Objectives:** A group exercise was undertaken to establish what the School objectives for 2016 should be.....

3. Group Exercise – Key Priorities for 2016

- **E Learning Key Priorities:**
 - Additional content would be beneficial in the following areas; Transport / logistics / Fleet Management (would be a school wide piece), Fabric Maintenance, Apprentices, Design
 - The School should broaden its target audience to site operatives.
 - The School should consider other channels of communication such as podcasts.
 - Accreditation would be of great benefit, and also provide additional incentives for school members to get involved and use the school.
- **Website:**
 - A weak point of the School in general (at present) is the linkages between the schools (FM, Infrastructure etc...) which needs to be improved as many members work across these elements of construction. Linkages between the Schools needs to be improved.
 - The website content needs to represent the entire homes sector – at present the school is geared more towards the ‘new build’ market.
- **Partners:**
 - Development of a stakeholder plan to understand audience.
 - Target for more home builders within the leadership group.
 - Engage with Housing Associations or Local Authorities housing teams as potential knowledge partners for the School. Note, it is unlikely that these organisations will have budget to join as fee paying partners but there could be significant value having them attend leadership group meetings.
 - School Marketing Strategy needs to incorporate measures to attract new partners.
 - The provision of internal partner events (to communicate resources to individuals within each partner organisation would also be of benefit.
- **Engaging Members**
 - The format of supplier events needs to be reviewed based on learning from events to date.
 - The follow up with attendees following events also needs to be reviewed.
 - Clear targets could be developed for active members.
 - A Marketing Strategy is required to develop a co-ordinated approach and reach CITB targets for the downloading of e-learning modules.
 - A series of meet the buyer events could be beneficial in engaging members and demonstrating the value of the School.
 - Partners need to ensure that staff members communicate in a consistent way when talking about sustainability and the Homes School to members of the supply chain. A consistent approach will help reinforce the value of the school with the people it is aimed at.

4. Business Planning – Targets for 2016

Following the exercise the following key targets for 2016 were proposed at a later date.

- **The development of a marketing strategy to drive up membership of the Homes School, which will aim to:**
 - Have at least 500 registered members of the Homes School by January 2017
 - Have at least 3 new partners on the School panel by 2017

- **The development of school content in the following way:**
 - 2 new e-learning modules, including exploring the potential for leading on content relevant for the whole school (e.g. transport).
 - Explore potential for the accreditation of school learning to enhance value.

5. Date of Next Meeting

A teleconference will be scheduled for early February to further develop and refine school targets.

Details t.b.c.