

CASE STUDY: LOVELL

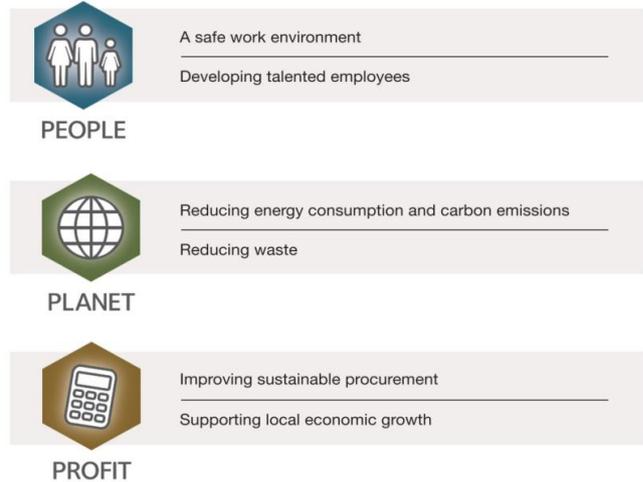
THE LOVELL APPROACH TO SUSTAINABILITY

As one of the UK's top housing contractors and developers and a member of the Morgan Sindall Group, we have a key role in encouraging sustainable development both within the company and externally. Our sustainability model, known as the 'Total Commitments' is based on the three pillars of sustainability PEOPLE-PLANET-PROFIT. Under each pillar we have made two total commitments, focusing on key topics we believe to be the most important following interaction with stakeholders.

This model provides us with an action plan for developing sustainable practices as well as providing a framework for measuring, communicating and reporting progress within the business. It also provides a platform to encourage forward thinking, enabling emerging issues to be identified and their potential impact assessed.

To oversee the strategy we have a sustainability forum which includes representatives from various departments. This includes business development, procurement, human resources, sustainability, marketing and training, allowing the departments to work together towards a common goal. During the forums a risk register is reviewed to assess the risks and opportunities presented to the business and action plans are discussed.

Operating as a sustainable business and producing sustainable homes is of central importance for Lovell but we can't do it without our supply chain's help, and subsequently we have become a founding member of the Homes Supply Chain School to help convey these values to our supply chain.



WHY DOES LOVELL SEE A NEED FOR THE HOMES SUPPLY CHAIN SCHOOL?

Sustainability is becoming an increasingly important issue within the construction industry. It is a complex subject area which is interpreted in different ways by both contractors and suppliers in the industry. The Homes Supply Chain School is needed to help clarify the concept and put it into the wider context within the construction industry. It is also an excellent method for contractors such as ourselves to communicate with our supply chains, allowing us to communicate the values in our 'Total Commitments' to those working on our projects. In addition, the Homes School also provides us with an effective way for us to educate our supply chain and promote a cycle of continual improvement driving ever improving performance in the future.

Sustainability cannot be achieved alone. We need a more knowledgeable supply chain so that all players within the construction industry can work together to become a more sustainable industry.

WHAT DOES LOVELL SEE AS THE KEY SUSTAINABILITY CHALLENGES IN THE HOMES SECTOR?

As our sustainability model suggests, the key challenges we believe that face the industry are as follows:

- More demanding health and safety legislation
- Skills shortages as a result of job losses in the recession
- A lack of knowledge and understanding of 'sustainability' within the industry
- Energy shortages and the associated rising prices due to finite reserves
- The increasing cost of waste disposal
- The limited availability of sustainable materials, technologies and work practices
- Ensuring that local economies benefit from construction developments



We recognise that the Homes School covers many of these issues and that the learning resources in the School provide an opportunity for us to educate our supply chain and address these challenges in the future.

HOW WILL THE HOMES SCHOOL ADDRESS THESE CHALLENGES – THE LOVELL PERSPECTIVE

The school will help address these challenges in many ways. The provision of free educational materials and expert advice will help reduce the lack of knowledge and understanding with regards to the concept of sustainability. This in turn should help shape the behaviours of the supply chain. If the supply chain is aware of the challenges faced they may make a more conscious effort to address the issue.

For example; if subcontractors are aware of the sustainability issues associated with waste onsite, through resources viewed on the Homes School, they are much more likely to make more of a conscious effort to deal with waste in a much more sustainable way through minimising waste, re-use of materials and recycling. It may also help encourage and steer the supply chain into developing more sustainable services, materials and technologies as they will be able to see the growing demand for them.

HOW LOVELL HAS BEEN INVOLVED IN THE DEVELOPMENT OF THE HOMES SCHOOL

We have dedicated representatives who have worked closely with the Homes School throughout its development. We have shared knowledge and expertise where possible to help with the creation of the e-learning modules and the promotion of the school within the supply chain. At the launch event of the Homes School we had representatives available to answer questions and queries.



In the foreseeable future we will be hosting a number of Homes School workshops to provide additional support to the supply chain. The first of these will be hosted on the 3rd December in our Tamworth Head Office. During the event, suppliers and subcontractors will be provided with a briefing about the school, an insight into Lovell's sustainability strategy and how suppliers can help achieve this, and at the end there will be an opportunity to sign up to the school.

Throughout the event, members of the Supply Chain School will be available to answer questions and resolve any queries. At time of writing we are pleased to say that we have around 60 people signed up to attend the event

and hopefully more will follow. Similar events will be rolled out nationally in due course.

THE IMPACT OF THE HOMES SCHOOL ON SUPPLIERS AND CONTRACTORS IN THE SECTOR – LOVELL'S PERSPECTIVE

Suppliers and contractors who embrace the concept of sustainability and make use of the Homes School will not only improve the efficiency of their own business but it should also increase their chances of winning work in the future. Importantly the School will give suppliers and contractors a tangible way to improve and demonstrate their knowledge and performance on the wide range of issues which encompass sustainability.

The demands for sustainable materials, technologies and services are ever increasing. If suppliers and contractors align their business to what the market is searching for, it will help make them stand out against competitors.