

Challenges:

SiteMasters have been a member of the Supply Chain Sustainability School since 2012. As they are one of the few employment businesses fully owned and managed by women, Maria Commene managing director and her team are passionate about the case of Women in Construction and about Fairness, Inclusion and Respect. They are passionate about gender diversity in the construction sector and are proud to have - on several occasions - helped women finding work in traditionally male-dominated professions ranging from carpentry and other specialist trades, through machine operating, to engineering and site management.

Impact:

- **Influence:** As their external workforce is directly supervised by their clients on site, SiteMasters have found their membership with the school a powerful tool in influencing Sustainability and promoting Fairness, Inclusion and Respect with the companies they work with.
- **Learning for all:** SiteMasters encourage their employees to complete individual assessments and utilise the action plans to highlight areas for improvement.
- **Understanding customer requirements:** SiteMasters use their tailored corporate action plan to provide valuable insight into the sustainability needs and requirements of their client base and to improve their customer offer.
- **Company approach:** Completing assessments and accessing the School's resources has provide to be a valuable tool for individuals to use to better understand the company's values, enabling them to work together towards their common targets.

Value gained:

- **Understanding client requirements:** The school's toolkits and resources has enabled SiteMasters to better understand the needs of their clients and further align their processes with those of their clients'.
- **Customer recognition:** SiteMasters found that their membership of the school provided competitive advantage, as their clients increasingly recognise the importance of sustainability.
- **Staff engagement:** Through utilising e-learning modules and completing individual assessments SiteMasters internal staff managed to gain in-depth understanding of the company's values of sustainability and Fairness, Inclusion and Respect.
- **Raising awareness:** The school's resources continuously help SiteMasters in promoting Fairness, Inclusion and Respect within their client base and to increase awareness on the importance of sustainability.

Lessons Learned:

While Fairness, Inclusion and Respect have been at the heart of the business ever since the inception of SiteMasters, the school's online resources provided a structured framework and a practical set of tools for raising awareness both within the company and among the client base, as well as enabling SiteMasters to better understand their clients' needs and help them achieve their sustainability targets.

Fact box



Company

SiteMasters Plc

Founded

1987

HQ

London, UK

Website

www.sitemasters.plc.uk

Main contacts

Dr Tamas Lakner

Services

Labour hire and recruitment

About

SiteMasters Plc was established in 1987 as a nationwide specialist labour supplier to the construction industry. Over the course of the past 32 years they have been working in close collaboration with several leading construction companies.

