

Challenges:

One of the paramount challenges that Crossway Scaffolding - and the scaffolding industry as a whole - confronts in regard to sustainability lies in diminishing its environmental impact. Actions they have undertaken include the integration of electric vehicles into the company's fleet, as well as the recycling of used scaffolding boards, which are then made available to the public for upcycling. Furthermore, they encounter the obstacle of fostering sustainability throughout the supply chain.

This endeavour necessitates ensuring that both suppliers and subcontractors are committed to sustainable practices. Additionally, the utilisation of sustainable materials presents itself as a challenge for the scaffolding industry. At present, most scaffolding is comprised of steel, a material with a high carbon footprint.

Overall, the scaffolding industry is met with substantial challenges concerning sustainability. However, the resolution of these issues could contribute to fostering a more sustainable future for the industry and the broader construction sector.

Impact:

Overcoming sustainability challenges: The task of confronting these challenges holds both positive and negative implications for Crossway Scaffolding. Efforts to address the issue of carbon footprint can lead to a decline in emissions, aiding in the mitigation of the adverse effects of climate change. In a step towards this goal, Crossway Scaffolding has taken part in the Supply Chain Sustainability School's webinars on climate change.

The company's social impact reaches into local communities, as evidenced by its sponsorship of the local under 12s rugby club and donations to their chosen charity, Andy's Man Club. Crossway Scaffolding aims to reduce negative impacts within the local community, thereby improving the quality of life for its residents. To instil this community-focused culture throughout its workforce, the company has also participated in a virtual workshop on the importance of fairness, inclusion, and respect.

Boosting employee development: Crossway Scaffolding has found the School's personal assessments deliver a multitude of benefits, encompassing enhanced self-awareness, professional development, team building, heightened employee engagement and motivation, and improved performance.

Effective action planning: The company has found the action plan to be beneficial, yielding several advantages such as improved clarity of objectives, enhanced communication and collaboration, and increased accountability.

Fact box



Company

Crossway Scaffolding (Elland) Ltd

No of employees

75

HQ

Elland, Halifax

Website

www.crosswayscaffolding.co.uk

Main contact

Joanna Fearnough

Services

Scaffolding erection, hire and dismantle & scaffold design.

About

Crossway Scaffolding Group is one of the major scaffolding contractors in the North of England, covering the North of England and the M62 corridor from the East to the West coast. The company deliver all aspects of scaffold erection, maintenance, inspection, dismantle and design on commercial, industrial, construction and rail projects.

E-Learning - flexible learning: The School's e-learning modules have provided value to Crossway Scaffolding in terms of accessibility and flexibility. This has made learning more convenient for employees with demanding schedules or other responsibilities. The variety of modules available has enhanced the learning experience, as it allows learners to explore different areas of interest or acquire new skills relevant to their roles or personal interests.

Value gained:

Gaining competitive advantage: Maintaining membership with the School grants Crossway Scaffolding a competitive edge in the scaffolding industry. As their customers increasingly adopt environmentally conscious and socially responsible attitudes, they are more inclined to endorse businesses exhibiting sustainable practices.

Enhancing brand reputation: Crossway Scaffolding aims to bolster its reputation by demonstrating an unwavering commitment to environmental and social responsibility. Engaging with the School has further elevated the company's brand value and customer loyalty, as consumers generally prefer to support businesses that resonate with their personal values.

Boosting operational efficiency: Integrating sustainable practices has also enabled cost savings for Crossway Scaffolding through waste reduction, resource conservation, and efficiency enhancement. By actualising these sustainable practices, the company may reduce operating costs, potentially leading to improved profitability.

Future proofing:

Crossway Scaffolding acknowledges and values the adaptive nature of the School and its leadership role in educating the industry on sustainability. The company intends to continue using the School's extensive resource library to guide its business in accordance with its strategy, foster dialogue with its customers and suppliers, and cultivate a circular economy approach to minimise its environmental impact.