

Homes Leadership Group Meeting

Wednesday 21st February 2024

Date: Wednesday 21st February 2024

Attendees: Rob Worboys (Lovell), Juliet Mathers (CITB), John Bowden (Keepmoat), Jenny Herdman (HBF), Matt Gibb (MJ Gleeson), Karen Markey (Reconomy), Mandy Messenger (Advante), Rita Dimitri (Wates), Mark Kershaw (Crest Nicholson), Paul Stephens (SIG PLC), Ian Winroth (Saint-Gobain), Olivia Dear (Wates), Jon Walker (MJ Gleeson), Anthony Lavers (Taylor Wimpey), Stephen Horridge (Redrow), Lindsay Roberts (McCarthy Stone), Richard Lankshear (Future Homes), Adrian Hill (Bellway), Rich Sykes (Jewson), Emily Landsborough (Ibstock), Lucy Hawkins (London Square), Lara DaRocha-faria (Redrow).

Please note these meeting notes are to be read in conjunction with the agenda and final slide deck as circulated to all.

Meeting notes

1. Introduction and Scene Setting

The purpose of this meeting was to give feedback on the Homes Business Plan for 2024/25 and to allow time for discussion on various topics of interest including REGO, Plot Drying and best practice for linking procurement and sustainability.

2. Business Planning 2024/24: progress and feedback

Sophie outlined the overarching strategy for the School to reach 50,000 people. She then gave a high-level overview of the Homes Business Plan.

The four main focuses for 2024 are:

- To drive engagement and impact in the Homes sector
- To collaborate to act on climate change and biodiversity
- To share a common message to the supply chain on sustainability
- To upskill the sector on sustainability strategy.

Please refer to the slide 5 for further information regarding the actions for each of these points.

Richard Lankshear raised the School's work on waste. This work is being completed by the waste and resource group. If you're interested in learning more about how this work is progressing, and joining the group, please do contact [Sophie](#) and [Lucy](#).

On top of the focuses listed above, if the School is on track with Partner retention rate and Partner income rate, additional budget will be released in October. Additional resources for next year could include:

- Animation on waste management onsite
- Content developed on water

These could be subject to change depending on if we still think these ideas are of value further down the line.

Lara DaRocha-faria (Redrow) raised two areas of potential content the School could develop:

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- The Carbon Tax will be coming in on overseas products. This might therefore be something that the supply chain should be made aware of.
- Plastic Packaging Tax raises challenges for the housebuilder relating to waste, damage and cost. This will be worthy of a discussion for the Homes group and the Waste group.

ACTIONS:

Partners to:

- If you have any comments or feedback on the business plan, please do get in touch with [Sophie](#) (ASAP).

School to:

- Sophie to contact CAG and Waste for information on any work they might be doing on the Carbon Tax and Plastics Packaging Tax (*Ongoing*)
- FHH and Mark Turner (Sector Manager for Waste) to discuss waste project (*Ongoing*)

In Person Conference 2024

The group have budget to run an in person Homes conference in 2024. The group split out into breakout rooms to explore possible topics, audience and logistics for this event. The group then came back together to share their thoughts:

Topic

- Two of the groups discussed that waste, water and carbon would be the three topics of interest for the event.
- Alternatively, strategy could be an overarching theme as it is a popular topic.

Audience

- The group discussed that they want to attract a new audience that are not already engaged with the School as this will be more influential in helping to drive change.
- Target audience could be SMEs, subcontractors or groundworkers.
- To attract the right audience, the conference could be marketed to a restricted group of those that are inactive/ non-members.

Format

- Mixed-media interaction could be beneficial. Networking and key conversations as well as round table discussion would allow attendees to talk to their clients and potential clients. This could elicit conversations on key challenges and barriers. School resources can then be shaped accordingly.
- Longer than 3 hours to make it worthwhile for people to make the trip.

Hook

- To entice SMEs and subcontractors to come, conference could highlight new legislation.
- Marketing would need to focus on what they would get out of it e.g. cost savings, efficiencies, winning work. Conference could be used to show that the School is a useful tool to reach these goals.
- Giving the attendees take away actions and the opportunity to network with main contractors and potential customers.

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- Finding strong, high-profile speakers is a big pull for getting people to the conference.
- Exploration of topics through a lens of regulation, getting someone from the government to come along and speak following on from FHH consultations. Discussion could then follow where attendees are given the opportunity to give answers to housebuilders about how to meet regulation.
- To get subcontractors to come along, developers could directly invite them.

Location

- Suggestion of the Midlands e.g. Birmingham, to help make it as easy to get to as possible.

ACTIONS:

Partners to:

- Get in touch with [Sophie](#) if you would like to be involved with the conference or have any further comments (*ASAP*).

School to:

- Look at series of virtual regional events (*ASAP*).
 - Go through the ideas discussed and come up with a proposed format, topic and location for the conference (*Ongoing*).
 - Confirm a date for the conference; likely to be in the Autumn to give us time to prepare (*Ongoing*).
- Lucy to look at the companies that attended from last year to see where the gaps were in our engagement (*Ongoing*).

3. Group collaboration and Discussion

The group then went on to discuss sustainability issues which have been raised by Partners. The School is about driving impact but also a unique opportunity to collaborate with peers and competitors.

REGO and Unmetered Supplies

Noted challenges include:

- Inability to secure REGO-backed supplies for unmetered supplies.
- Semi-conductor shortage leading to an increase in the number of unmetered supplies.

Possible solutions include:

- Coordinated approach and collective messaging from homebuilders to utilities.

Plot-drying – Taylor Wimpey/ Keepmoat

- Anthony Lavers (Taylor Wimpey) gave an update on the issue of plot-drying. 20% of emissions from Scope 1 and 2 coming from the use of gas in plots before being given over to the customer.
- Electric/ battery-powered system could replace a gas burner. Algeco are already using battery-powered dehumidifiers/ heaters so there is a conversation going on with them to move this forward.

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- Ian Winroth (Saint-Gobain UK) mentioned that they can look at changing products which eliminates the need for as much water. This would then help to remove the need to plot-dry in the first place.

Linking sustainability and procurement

- Adrian Hill (Bellway) shared the discussions he is having with suppliers to encourage engagement and share knowledge. Feedback is that the suppliers are interested in the fact that Bellway are interested. Targeting subcontractors next to change their behaviours and save carbon, waste and cost.
- Rob Worboys (Lovell) stated that procurement and sustainability are almost indistinguishable now.
- From a supplier perspective, Emily Landsborough (Ibstock) echoed Rob's point and added that this mindset shift of sustainability being deeply embedded in procurement is important to share with the supply chain.
- Ian Winroth shared an example of changing the size of plasterboard to suit housebuilder requirements to reduce waste and costs.

ACTIONS:

Partners to:

- Get in touch with [Sophie](#) if you would like to share a case study on any of the above topics/ solutions to these problems.
- If you're interested in learning more about procurement and sustainability, we have a Bridging the Gap and ISO20400 workshop. For more information on these workshops, please refer to the [Workshop Catalogue](#) (Password: SCSS_Partner). Please do let [Sophie](#) and [Lucy](#) know if you would like to book either of these workshops in.

School to:

- Regarding REGO, Sophie to facilitate this collective message to an energy supplier to highlight the demand (*Ongoing*).
- Regarding plot-drying, Sophie to share outcomes of this case study with the group (*Ongoing*).
- Sophie to look at whether we have existing case studies on best practice linking sustainability and procurement (*Ongoing*).
Sophie to reach out to Ian Winroth about a plasterboard case study (*Ongoing*).

4. **AOB**

Sophie gave an update on progress for the Homes group targets for 23/24. Please refer to slide 2 on the ops report for more information on these targets. Sophie has dropped down the active company/individual targets for this year to make them more attainable and in line with other sectors.

Rob Worboys mentioned two separate webinar ideas that the Homes group could host:

- Code for Construction Product Information (CCPI) – tackling greenwashing
- JCB's work on Hydrogen

The [Demystifying EPDs](#) virtual conference is taking place on Wednesday, 24 April 2024, 10:00 AM - 12:00 PM. Please do register and share with your colleagues and supply chain.

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ACTIONS:

School to:

- Sophie to reach out to Rob's contact at JCB and to put them in touch with Imogen for a Hydrogen webinar (*Ongoing*).
Sophie to reach out to Paul Stephens to be put in touch with CEO at CCPI (*Ongoing*).

The date of the next meeting is **Wednesday 29th May, 10am – 12pm on Teams.**