

'To ensure that development contributes to the sustainable economic vitality of the local area and region...as well as sustaining existing and successful economies in the region, there is a need to ensure we find new and imaginative ways to build thriving and sustainable local economies'

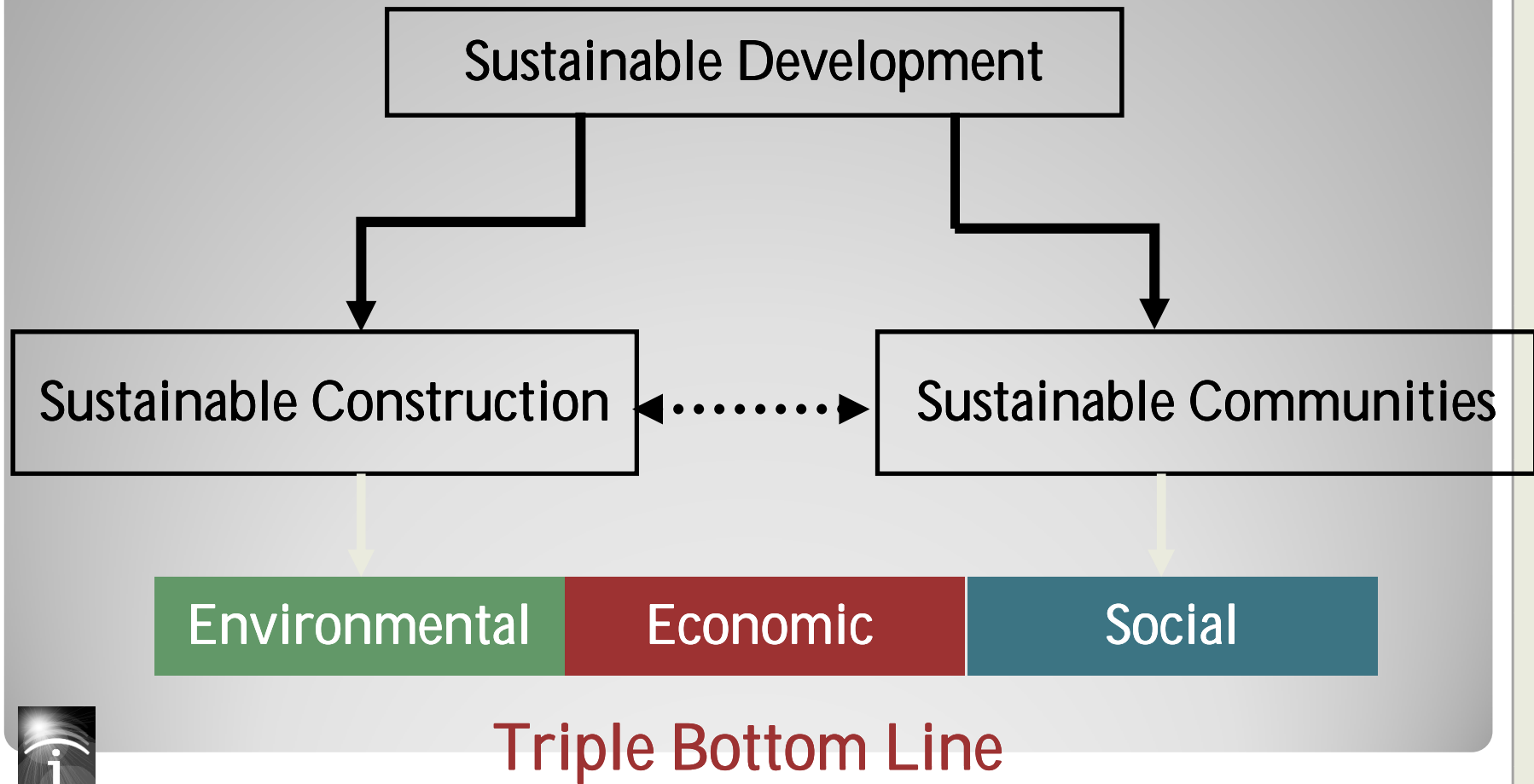
NWDA Sustainable Building Policy.

How can this be delivered on projects? Benefits and barriers

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What does it mean?



Triple Bottom Line

Why?...Unsustainable communities...

- Community exclusion and lack of “civic pride”
- Housing issues
- Health issues
- Local employment – construction employs 8 -9% workforce..fully maximised?
- Businesses – construction has high % SMEs/micros
- Training and skills issues
- Educational achievements
- Regeneration – needs economic growth



Why should we?...



Supply Chain management to enable...

- Demand-led local opportunity
- Raising aspiration and achievement
- Better businesses
- Reduction of skills migration
- Wider stakeholders
- Economic multiplier
- Innovation and Knowledge Transfer



So you want to engage with local SMEs?....

- How does your company approach sustainability?
- How do you minimise negative environmental impacts?
- How do you work positively with communities?
- How do you innovate to benefit the environment?
- Describe how your processes deliver sustainability?
- Can you demonstrate continuous improvement with regard to sustainability?
- How will you support (the client's) strategic priority of waste minimisation?
- Please describe your approach to CSR.

....Do they want to work with you??



We can't, because....

- It's anti-competitive
- They haven't the capacity
- They are inexperienced
- Their people aren't trained
- They haven't sufficient processes
- They've worked for us before, not impressed
- We have a global supplier list
- They failed at PQQ

Perception???



How, then?....

- Established, decisive leadership – set an example!
- Clear and balanced objectives
- Measurement and improvement framework
- Sustainable procurement approach
- Integrated Teamwork
- Understanding of supply chain
- Building stakeholder relationships- Early Involvement!
- Development activities underway
- Continued evaluation and **follow through!**



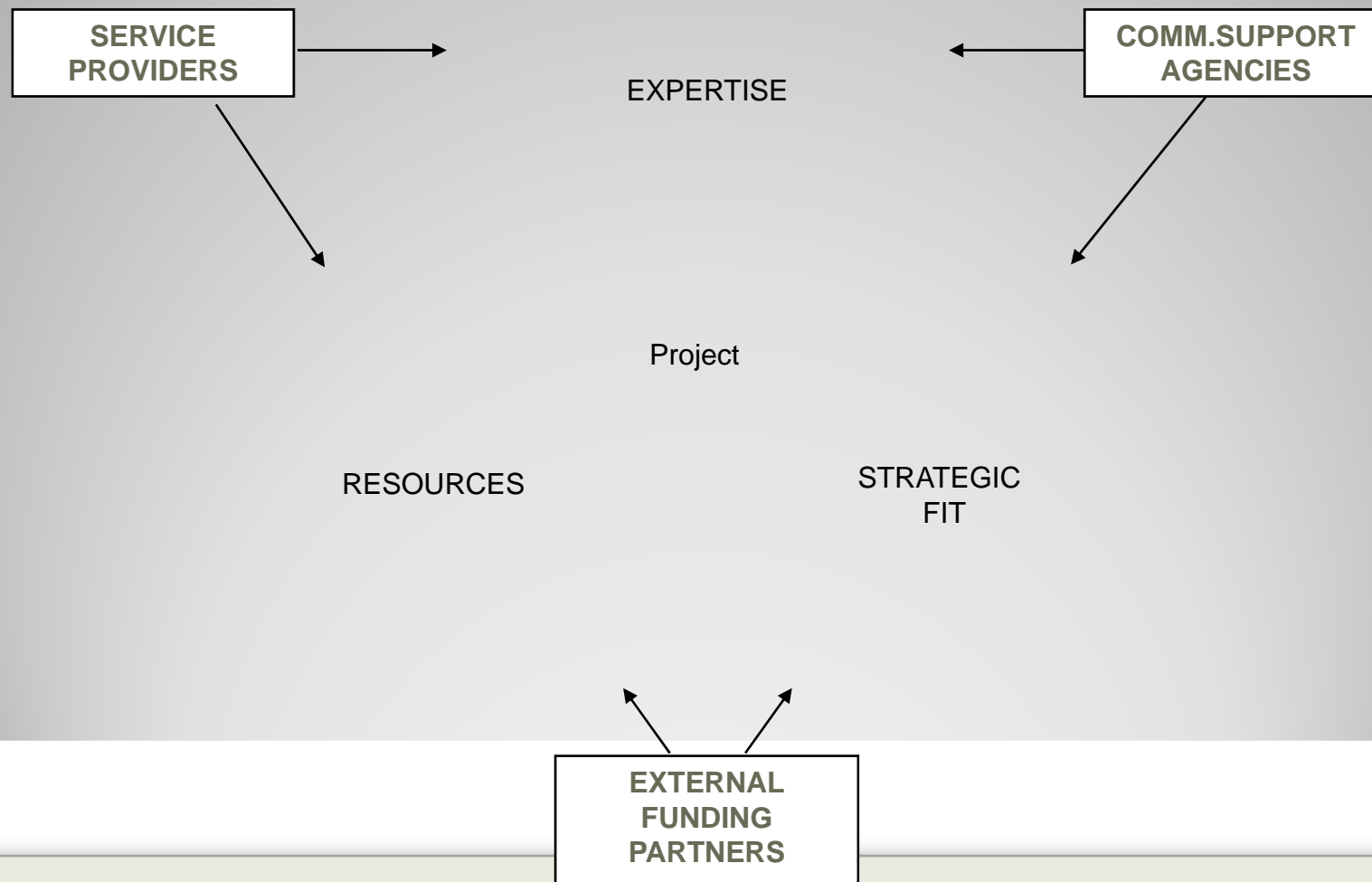
How?... Development activities....

- What is Added Value?
- How do we bid/PQQs?
- Integrated Teamworking
- Sustainability
- Quality, Health, Safety & Environment
- Valuing People
- Innovation
- Customer Care
- Performance Measurement and Improvement
- Leadership
- Communities

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How?....Make strategic friends....



How?....KPIs

- Align targets through team
- Support strategic thinking
- Support systems and process development
- Focus attention on critical success factors
- Benefit from wider, integrated network to support achievement
- Provide evidence
- Allow for incentive/penalty
- Stimulate learning
- **Best kept manageable!**



Hmmmm.....



Result...

- It is possible in contract, law and process
- They have the capacity to collaborate/grow
- They will accrue and build upon experience
- Learning continues, knowledge can be accredited
- Their processes are developing and improving
- We have removed perception barriers
- They can produce a bid supported by evidence
- They become more competitive
- They generate income and inward investment
- They provide local opportunity – businesses and individuals

Inward investment.....Growth.....Sustainability



Case study....Lancs BSF

- ✓ Early stakeholder involvement on bid– critical success factors established, delivered through KPIs.
- ✓ Creation of integrated regeneration strategy, leader in place
- ✓ Understanding of supply chain – procurement approach adjusted.
- ✓ Development programme initiated with partners – Univ. of Salford, CCI, Elevate, CSkills, Best Practice Clubs etc.
- ✓ Suppliers engaged, partnership basis, KPIs in place to ensure outputs.
- ✓ Demand for skilled people increases, supply chain contributes to other objectives, eg aspiration raising.



.... Lessons learned and shared!!!

Further info....

- <http://www.communities.gov.uk/communities/sustainablecommunities/> (Paper)
- <http://www.wrap.org.uk/construction/index.html> (WRAP info, case studies and tools)
- <http://www.defra.gov.uk/environment/statistics/waste/kf/wrkf09.htm> (statistical analysis)
- <http://www.bre.co.uk/page.jsp?id=706> (SBEM)
- <http://www.sdchecklist-northwest.org.uk/> (checklist)
- http://www.ccinw.com/sites/kpi_pages.html?site_id=5§ion_id=107&page_id=395 (Env KPIs)
- <http://www.considerateconstructorsscheme.org.uk/>
- <http://www.ccinw.com/images/CSR/CSR%20Reporting.pdf> (Sustainability Guidance Paper)



Thank you for listening....

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