



create construction

Blackpool based, Create Construction, provides a specialist construction service to a UK wide client base. Founded in 2006, this aspiring company has been identified as one of the North West's High Growth Companies and is rapidly establishing an enviable reputation within the Education and Hotel & Leisure sectors.

Adopting a 'Service' strategy, has seen the company retain and develop a number of high profile, blue chip clients within the industry. Expertise and flexibility are cornerstones of Create's niche service, which provides clients

with a one-stop shop covering all aspects from Stage A feasibility studies, through to Stage L requirements.

A desire to develop their 'service' to encompass corporate social responsibility, together with an ambition to enter the Public Sector market, Create has recognised the need to align their business offering around the 'Sustainability' agenda, which was seen as critical to their £20m turnover growth objectives.

The company was focusing on how they could meet the criteria for Public Sector work and were reviewing their business practises, in

particular, their policies relating to Sustainability, the Environment and Corporate Social Responsibility when the opportunity to join the **North West Construction Knowledge Hub** series of Business Improvement workshops came along. This gave Create an ideal forum to discuss and review key areas of their business with industry experts, as well as network with individuals from like-minded companies.

THE PROJECT

Create were invited to attend a series of business improvement 'action learning' workshops held at CCI between January and April 2010. Involving six other regional based construction businesses, the workshops were designed to raise awareness and practical learning in business carbon foot-printing, site waste management, principles of lean construction and key performance indicators.

The workshops included experts from CCI and BRE. As part of the 'action learning' process each of the companies were required to complete a business carbon footprint assessment using the BRE Carbon Calculator

tool and a measure of their project waste outputs for 2009 in order to develop a **carbon and waste reduction action plan**. The measured and targeted amounts for reduction are shown in the tables below.

As a result of the programme Create have gone on to engage further with CCI seeking additional assistance with the implementation of lean construction principles and Key Performance Indicators. The company also intends to recruit a graduate employee to assist with their change and improvement strategy through a Knowledge Transfer Partnership involving the University of Salford.

OUTCOME

Project Start:	February 2010
Project Finish:	April 2010
Business Growth:	30% (anticipated)
Jobs Created:	1
Jobs Safeguarded:	4

Comments

'The business improvement workshops have enabled us to fully understand the importance of sustainable construction and the changes we needed to make in order to develop a competitive edge. We have aligned our action plan to our corporate strategy, ensuring that we not only talk sustainability, we deliver it!'

Paul Mathison
Managing Director

