



Ashford Construction Project case study - Hillreed Homes Ltd

Placing environment and community at the heart of a housing development

Designer/Developer:
Hillreed Homes Ltd, Highland Park
In partnership with: Rummey Associates, Lee
Evans Partnership and Babbie

Project highlights:

- 100 tonnes diverted from landfill
- £3,200 landfill tax savings
- Staff education undertaken on site

The Ashford Construction Project, funded by Ashford's Future has been delivered by Remade South East, to provide advice and expertise to companies and help promote sustainable growth in Ashford.

Company background

Hillreed Homes Ltd is one of the largest private house builders in Kent with over 30 years experience providing a distinctive range of traditional style homes throughout Kent and Sussex

Project description

Highlands Park is a housing development of 300 residential units in Ashford with plans to extend the development further. The project started in February 2007 and is scheduled for completion in December 2009. Hillreed Homes signed up to the project in June 2008 during the final phase of development with 56 houses under construction.

The involvement of Hillreed Homes Ltd in the Ashford Construction Project resulted in the diversion of 100 tonnes of waste away from landfill and around £3,200 landfill tax savings. The project supported the development of a Site Waste Management Plan to meet legal requirements, maximise recycling and reuse of materials.

Remade further assisted Hillreed Homes Ltd by providing on-site staff training to promote the plan and recycling initiatives. Two toolbox talks were held to educate site staff (directly employed by Hillreed and their sub-contractors) about the importance of the Site Waste Management Plan and to explain which materials were being segregated for recycling (wood, metal, plasterboard and soil). This training proved successful as it increased understanding of the recycling processes on site and resulted in increased recycling participation and reduced contamination of recyclable material.

Unique sustainability attributes

Additional to the support offered through the Ashford Construction Project there were six key sustainable development objectives:

1. **Saving energy:** Low energy fittings have been installed in all homes and residents are being educated to use energy more efficiently. All homes on site are connected to the green energy supplier, Ecotricity.

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Unique sustainability attributes continued

2. **Encouraging community engagement:** A community website was introduced (www.highland-park.co.uk) to provide access to a community forum. This enables general discussion, has the latest news regarding the development and also includes useful links to local information.
3. **Enabling better arrangements for working from home:** A 'work from home' house has been designed which provides office space and separate access to the home. The marketing suite on the development has a meeting room available for residents to book and use.
4. **Minimising waste and recycling:** Where possible all inert material generated from groundwork was reused on site to reduce the need to import fill materials. Waste wood, metal and plasterboard were segregated from general mixed wastes and sent for recycling.
5. **Encouraging biodiversity:** Rummey Associates designed a planting strategy using as many native species as possible. The design also includes a green link and wildlife path that links the development to the local community woodland.
6. **Saving water:** Hillreed Homes Ltd with Kent Count Council and Mid Kent Water is undertaking a water tariff trial. Homes are being fitted with a series of water saving features and signed up to a seasonal water tariff to encourage residents to use less water in peak times.



Benefits

- **Cost savings:** The implementation of the Site Waste Management Plan has allowed Hillreed Homes to monitor the amount of wood, metal and plasterboard recycled from site. Between June 2008 and August 2009 around 100 tonnes of waste has been diverted from landfill equating to a landfill tax cost saving in-excess of £3,200.
- **Environmental:** Highland Park is designed to minimise energy and water use and to reduce waste wherever possible, both during construction and afterwards. Biodiversity is encouraged by careful planning and design of the site.

Lessons learned during implementation

Staff training and tool box talks undertaken on site has helped reduce the amount of contamination found in recycling segregation skips and increase the amount of recycling undertaken on site.

Highland Park is a work in progress and it will continue to develop over the next five years. "Hillreed Homes Ltd has a commitment to ensure the development is flexible," says Jo Richards from Hillreed Homes Ltd. "Our aim is to provide beautiful homes to residents that have the minimum impact on the environment yet meet the practical needs of 21st century living.'

Further Information:

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