



PRESS RELEASE  
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## ***Ensuring sustainable regeneration in fast growing Ashford***

Remade South East and Ashford's Future have this morning launched three innovative products to help construction companies ensure that the growth and regeneration of Ashford is achieved sustainably.

Ashford is one of the UK's fastest growing towns and is set to double in size by 2031 with the creation of 31,000 new homes. Ashford's Future is working with Remade South East to ensure that the £2.5billion investment programme delivers long term sustainable communities.

Remade South East has developed best practice case studies, sustainable construction product information cards and a construction waste recycling directory to help construction companies design out and recycle waste.

Andrew Kent, Project Manager at Remade South East said:, "We wanted to show how small, easy to adopt practices can be implemented by construction companies, resulting in significant and immediate environmental and financial savings, benefiting the construction companies themselves and the Ashford community."

Best practice case studies draw from the experiences of three participating construction companies - Directline Structures Ltd, GSE Group Ltd and Hillreed Homes Ltd - all of whom contributed towards diverting 1,600 tonnes away from landfill in the first year of the scheme and generating landfill tax savings of over £50,000.

One of the case studies outlines how Remade South East produced a Site Waste Management Plan for Directline Structures who were building an office block at Orbital Business Park, helping the company to reduce the amount of waste generated at the construction stage.

Design Manager at Directline Structures, Jonathan Morton said: "Directline Structures design sustainability into all our projects at an early stage but working with Remade South East helped us minimise our waste including recycling six tonnes of plasterboard and reusing sixty tonnes of stone and soil onsite."

The sustainable product playing cards feature a diverse range of top quality construction products promoting sustainably sourced and energy efficiency materials that can replace conventional building materials. Products featured include innovative alternatives such as sheep's wool insulation, wet and hydraulic limes and rainwater harvesting systems.

Laurienne Tibbles, Sustainability Manager for Ashford's Future said: "We hope these case studies and product cards will encourage construction companies to take positive steps to reducing the amount of construction waste sent to landfill. By addressing their construction waste, companies will be contributing to the sustainable development of Ashford."

ENDS

**Ashford**  
best placed in Britain



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Notes for Editors

## **1. About Ashford's Future**

Ashford has been identified by the Government as one of the key growth areas in the South East and is now the fastest growing town between London and the Continent. It is set to double in size by 2031, creating 28,000 extra jobs and 31,000 new homes.

Ashford's Future is a delivery company supporting the partnership of government and private sector bodies working to deliver the regeneration and growth of Ashford.

Ashford's Future partners comprise Ashford Borough Council, Kent County Council, SEEDA (South East England Development Agency), Homes and Communities Agency, Environment Agency, Learning and Skills Council, South East England Regional Assembly and the Highways Agency.

For further information visit [www.ashfordbestplaced.co.uk](http://www.ashfordbestplaced.co.uk)

### **ASHFORD FACTBOX**

Key aspects of Ashford's £2.5 billion investment programme include:

- 2 million sq ft of commercial development available
- Introduction of high-speed rail services to London in December 2009, reducing travel time to 37 minutes
- A £65m extension of existing County Square Shopping Centre, opened April 2008
- Some of the best leisure and sports facilities in the South East, including a multi-million-pound redeveloped leisure centre and international standard athletics stadium
- Development of large-scale residential neighbourhoods
- £28m investment in transport schemes, including transformation of the Ashford ring road, M20 / J10 widening improvements, a new J10a and Park and Ride scheme
- £24m investment to improve water supplies



## **2. About Remade South East:**

Remade South East is an innovative programme aimed at assisting the public and private sector to find new markets for recyclable resources. Launched in 2001, as ReMaDe Kent and Medway, the programme has diverted around 175,000 tonnes of waste into new product development.

Remade assists businesses with the development of new reprocessing and recycling technologies and helps local authorities to improve their recovery rates in order to meet their recycling targets. To stimulate the demand for recycled material, Remade also works with companies and local councils to develop and promote “green” procurement policies and initiatives.

## **3. About Site Waste Management Plans:**

SWMPs aim to address two key issues:

1. Improving materials resource efficiency, by promoting the economic use of construction materials and methods so that waste is minimised and any waste that is produced can be reused, recycled or recovered in other ways before disposal options are explored
2. Reducing fly-tipping, by restricting the opportunities available for the illegal disposal of waste by ensuring compliance with existing legal controls and providing a full audit trail of any waste that is removed from the construction site.

Although it is a legal requirement to write and implement a SWMP, the greatest cost savings are likely to be achieved as a result of the consideration of materials resource efficiency which will be a necessary part of the preparation, before the SWMP is drafted.

A SWMP is required if the construction work planned will cost more than £300,000. SWMPs can save money, but only if used to challenge the way resources are used. By thinking about minimising waste from the outset companies can save money on materials, disposal costs and labour and make a real difference to the bottom line. SWMPs should also make tracking waste more straightforward as a log will be kept of all waste paperwork in one document, assisting companies to comply with waste duty of care and reducing the risk of fly-tipping.

Engagement with the construction industry has in the past proved difficult. However as more companies are becoming aware of the new legislation they are now making an effort to find out what their responsibilities are.

It is vitally important that senior management are aware of the legislation and support all efforts to communicate responsibilities throughout their organisation.



Most companies now have someone responsible for environmental issues, usually someone who is keen for the company to do better things. Therefore engagement with the industry is a gradual process, as follows;

1. Obtain buy-in from senior management to participate within the programme
2. Meet with senior management and environment champion to explain the programme, what is expected of the company and identify suitable sites to trial the project
3. Arrange site visit to meet with the site manager

Some companies have requested a site manager's workshop, usually held at their regular site manager's meeting, to explain who we are and what the programme is about. Others have requested toolbox talks on site to explain the programme to their suppliers and subcontractors, and what is expected of them during the programme period.

Once a site has been identified, details of the company and site are registered on the BRE SMARTWaste system ([www.smartwaste.co.uk](http://www.smartwaste.co.uk)). This can be accessed from site via the internet, if they have the facility to do so, or from the company office. SMARTWaste is used to create the SWMP online, and also has the facility to print the document for use on site.

The duties of the company office management are to;

- Initiate the SWMP
- Allocate responsibilities within the site team
- Communicate responsibilities at site level
- Ensure waste data is being recorded
- Periodically review the SWMP to ensure compliance

Once the site is complete a full review of the SWMP is undertaken at this point the company and site key performance indicators can be compared to the industry average. The information retained can then be used to make more accurate assessments of future SWMPs.