A leading partnership homebuilder

keepmoat.com
Leading the way in UK homebuilding

At Keepmoat Homes we deliver beautiful, high quality homes for our customers right across the UK.

We are a leading partnership homebuilder. Working with our partners we have built thousands of new homes across the country, many of them on brownfield sites, transforming them into thriving new communities.

As a leading homebuilder for first time buyers, we help people take their first step on the property ladder. Around 70 percent of the homes we sell on the open market are to first time buyers.

We are committed to delivering more of the high quality, multi-tenure, new homes the UK needs. At prices that people can afford and in the places where they want to live.

We operate across England and Scotland - with over 80 live developments from Scotland all the way down to Northfleet in Kent. We have 9 regional offices including MCI Developments in Glasgow, Newcastle, Liverpool, Wigan, Leeds, Doncaster, Nottingham, Tamworth and Northamptonshire.
Mission, vision and values

Our mission is what we strive to do every single day, and we take great pride in it – we are committed to building long-term partnerships to deliver high-quality new homes and create new communities.

We have a socially responsible approach to deliver a sustainable future by investing in the environment, the local economy, employing local people and social value initiatives to provide truly sustainable communities that transform lives.

Our values help to guide us in how we achieve this, working with our people, partners, clients and customers.

- **Straightforward**
  We get the job done in the most efficient and effective way. We are friendly, open and honest. It’s about being respectful and working in a transparent and honest way.

- **Passionate**
  We care about what we do. We put pride and energy into delivering results. It’s important to us to do a good job.

- **Collaborative**
  We work together in partnership to deliver the very best customer experience. Partnership working is key to our business. We work collaboratively to deliver the best results possible.

- **Creative**
  We are proactive, flexible and resourceful. We listen, learn and deliver solutions. We don’t offer a one size fits all solution; we are flexible and will tailor our services to our customers’ needs.

Our vision: Building Communities Transforming Lives
The value in partnerships

Our Partnership Business Model is what sets us apart from other homebuilders.

We are passionate about creating enduring long-term partnerships. We work with over 200 partners including Homes England, local authorities and registered providers, with many of these relationships being established over 20 years ago.

We are the largest delivery partner of Homes England and have delivered thousands of new homes in partnership with them as a member of consecutive Delivery Partner Panels since 2009.

We actively pursue opportunities to build more homes in partnership with registered providers, typically around a third of the homes we build every year are for the RP community.

Our experience enables us to work with our partners, including local authorities and housing associations, to create innovative approaches to accelerate the delivery of more new homes. We combine this with our expertise in transforming brownfield sites to create well designed, thriving communities that improve the lives of local people. Over 80% of our developments are on brownfield land.
Our Partnership

Business Model

Our extensive experience of stakeholder engagement underpins our partnership approach and demonstrates our commitment to working with communities, involving local people at all stages of neighbourhood projects. We actively support our partners and all stakeholders to achieve their objectives and aspirations for each individual scheme.

Our developments have transformed the lives of hundreds of communities across the country, by creating places where people want to live and call home.

Attracting families back to Scotswood

Case study: The Rise, Scotswood (2011-2028)

Working in partnership with Newcastle City Council and Barratt Homes, Keepmoat Homes embarked on a £265m redevelopment project to bring 1,800 new homes to the area of Scotswood. The 60-hectare site lies in the west end of the City and had suffered many decades of outward migration following the decline of heavy industry. The new development, which also features community facilities including a convenience store and health centre, has been designed to attract economically active families back into Scotswood. The scheme also benefits from a £1m Make Your Mark cultural programme as well as providing local training and employment opportunities.
Corporate sustainability

We have a clear responsibility to help deliver a sustainable future. For us, this means complementing the delivery of well designed, quality new homes and neighborhoods with investment in the local economy, social value initiatives, the public realm and environment. Delivering truly sustainable communities that all stakeholders are proud of.

We wouldn’t be able to achieve this without our highly skilled and professional workforce, their commitment and attitude is reflected in our culture and values.

As part of developing our sustainability strategy we reviewed the United Nations’ Sustainable Development Goals and have aligned our focus and objectives to 8 SDGs where we can make a material contribution:

Through investing in our people, the environment, new technology and our communities we aim to make a sustainable contribution. Our Sustainability Policy sets out our commitment to continually improve the sustainability of the homes we built, reduce our carbon footprint to help to protect our planet and tackle poverty and disadvantage in communities in the areas we are building.
Social and economic impact

We are passionate and committed to delivering long-term improvements for the communities we work with, ensuring our developments are positive places to live.

We support our partners to deliver their social value priorities and build sustainable communities, maximising this through developing local employment and skills.

We work closely with schools, local representatives, community leaders and community groups to support local priorities, helping communities to flourish long after our developments are completed.

Sharing insights and learning skills

Case study: NEET Summer Project - Salford

A group of Year 11 school leavers gave up their free time over the summer holidays to gain an insight into the construction industry and learn new skills.

Social value:
£21,000 of social value generated (SROI £5.69 per £1 invested)

Donation of a bug hotel and composting area for Collierley Nursery and Primary School - Dipton.
Social value
A key theme of our approach to social value is to work with our partners to deliver real and meaningful social and economic impact aligned to local communities priorities around our sites.

Case study: BUILD North Glasgow
Keepmoat Homes have a long-term partnership with Glasgow Kelvin College to maximise the opportunities in the construction industry for students and the local communities in North Glasgow.

BUILD North Glasgow will provide skills, work experience and qualifications to candidates, providing them with best possible chance of securing employment in the industry. The programme was awarded £1.2m from CITB to deliver the programme over 3 years, supporting 180 individuals from key priority groups. All participants receive full employability training and a number of other bespoke sessions supporting personal development along with a whole host of construction, engineering and plant based training and qualifications.

We’re helping to overcome the skills shortage in the construction industry.

Case study: World of Work Programme – Leicester
Working in partnership with Leicester City Council and Leicester College, Keepmoat Homes has been supporting Level 1 Construction students as part of Leicester College’s ‘World of Work (WOW) Experience Programme’.

Completed over one week, the programme provides students with the opportunity to develop key employability skills, learn more about the construction industry and engage with local construction companies. This provides opportunities for lower level students and those with additional needs to develop the skills and qualities employers are looking for including; self-confidence, resilience, problem solving and a sense of community. Construction is one of the country’s leading economic drivers, however the sector is facing a skills shortage. The WOW Programme provides a great opportunity for local students to meet with prospective employers and learn more about the variety of career opportunities available.

Social value: £63,000 of social value generated

Case study: Kick Start Programme – Hull
Working in partnership with Riverside, Keepmoat Homes implemented a pre-employment construction programme in Bransholme, which is one of the Hull’s most deprived wards and suffers from high unemployment. Over a 12 day period, residents were offered the chance to learn a wide range of construction-related and health and safety skills, preparing them for a career in construction. To date, 11 residents have completed the programme, 6 apprenticeship opportunities have been created and 5 residents have signed up to continue their construction training with Orchard Training.

Social value: £127,000 of social value generated for the Local Authority and local community
Our people

Our people are at the heart of our business and with their commitment and support we continue to achieve our ambitions.

We employ over 1,100 people and we are committed to creating a working environment where they feel empowered to deliver and progress. It is fast paced, friendly and a place where people are supported with their development and encouraged to grow.

As a people-centric business we believe that every single person makes a positive difference and we continually strive to ensure that they feel valued and engaged and enjoy working at Keepmoat Homes.

The value we attach was recognised in our Investors in People (IIP) accreditation, with the assessor highlighting our people and the positive impact that this has on our performance as a business.

Case study:
Dan Crew, Regional Managing Director Yorkshire East

Aged 22 years old, Dan began his career at Keepmoat Homes as a Partnership and Land Coordinator in the Yorkshire East region. Within 7 years Dan became Land Director for the region, before being appointed as Regional Managing Director 2 years later. Dan now has responsibility for a region that builds 600 homes a year, with sales of over £70m.

We aim to be the employer of choice in the homebuilding sector.
What matters to our customers

The build quality of their new home is very important to our customers and we aspire to go beyond their expectations. Our quality control systems and warranties allow them to feel confident that their home will be built to an excellent standard.

Great customer service is at the heart of everything we do. Ensuring our customers are supported through their journey with us, meeting their expectations and providing them with a high quality new home is extremely important. We maintain close contact with our customers from their initial enquiry, through the excitement of the buying process and after moving in to their new home, ensuring that they receive a consistently high level of service. Our bespoke quality inspection programme, Hallmark, guarantees best practice at every stage of the process and underlines the importance we place on striving to delight our customers.

Over 70% of our individual customers are first time buyers.
Health and safety

The safety of our people, partners and communities is our top priority.

Maintaining a very high standard of safety is of paramount importance to us, and we strive to continually improve our own health and safety standards, with clear objectives in place for our employees to work to and achieve.

Our health and safety strategy is unique to our business, it was created to ensure the successful and safe delivery of all our schemes and projects and as part of our continuous improvement philosophy we have formed an Executive Health and Safety Committee which meets regularly to review performance and agree policy and improvement initiatives.

We put the safety and welfare of every person we have contact with at the forefront, enabling us to protect the wellbeing of our employees and communities.
Local supply chain

We operate a robust supply chain strategy through national framework agreements to minimise the length and frequency of material deliveries to site, reducing the impact on the environment whilst ensuring quality and value in the delivery of new homes.

We aim to be a leader in best practice and recognised for our innovation and transparent procurement process providing optimum efficiency, service and quality to our customers. We work with local suppliers and also operate a number of group-wide, long term strategic frameworks providing mutually beneficial terms and service levels nationally.

We also agree local employment targets with our partners to retain as much economic value from our schemes in the local area and also minimising the journey distances of those working on our sites which reduces carbon emissions.

We aim to be partner of choice, recognised for innovation and transparent procurement.
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