

## Launch of the MMC Guide for Affordable Housing Developers

Modern Methods of Construction – the key to increasing the supply of affordable homes in the UK

Location The Loft at the Ivy, London  
Event Date 27 September 2019

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On Friday 27 September 2019, The Housing Forum hosted a breakfast briefing in London to launch **MMC for Affordable Housing Developers – a guide to overcoming the hurdles associated with modern methods of construction (MMC)**. It aims to bust the myths associated with non-traditional building techniques and provide practical advice to clients considering an off-site approach to delivery.

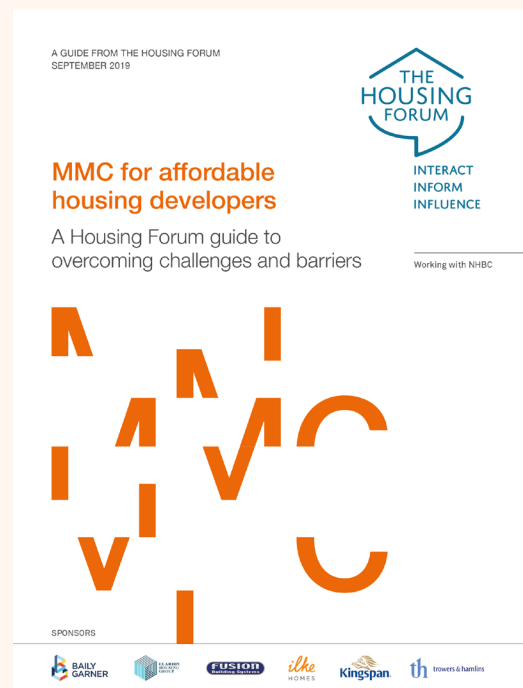
In creating the guide, a working group of members of The Housing Forum was drawn from all areas of the supply chain to examine the challenges faced by affordable developers when adopting new methods.

The launch highlighted the guide's messages on public procurement, "smart" ways to design and how MMC can work in the affordable sector.

The launch was supported by **Jeff Endean, Cast Consultancy**, who set out how he saw the future for MMC in the affordable sector.

In introducing the guide, **Robert Clark, Fusion Building Systems**, picked up the discussion on why MMC is now such an attractive option for increasing supply and improving quality in UK Housing. He encouraged the audience to embrace 'product thinking' rather than 'project thinking', saying that the construction sector needs to move from taking an inefficient project-led approach, to one which is driven by the product – and the technology which is needed to make that happen. "Those who embrace digital technologies will be the ones that succeed," he said.

He handed over to **Katie Saunders and David Cordery, Trowers & Hamblins**, who tackled the myths around procurement and contracts as a barrier to adopting MMC. They had the encouraging message



that "funders are getting more comfortable with MMC products" and highlighted the value of collaboration and early engagement. Emphasising the importance of locking down design decisions early on, David Cordery said: "This is a new way of constructing so you need to involve all interested parties – not only the people on the construction phase, but also the facilities managers, sales teams and asset managers – and get them in the room at the same time."

David also explained the value of educating clients about the benefits of MMC and getting the data and facts out into the market to build client confidence, saying this would help foster a more collaborative approach.

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**John Milner, Baily Garner**, expanded on why MMC requires “a new mind-set on the attitude to risk”, explaining that, with MMC, more risk and cost need to be absorbed in the pre-construction phase – as recommended in the Hackitt Review. “Risks tend to be best dealt with when shared,” said John, who went on to discuss how scale allows investment and encourages engagement with the “golden thread” of information, the digital agenda and hoped that forthcoming industry standards will drive the agenda forward.

**Sanjiv Sangha, Southern Housing Group**, spoke about the application of MMC in the affordable sector, and gave practical examples of the housing association’s use of MMC – a great illustration of application in action. “The conversation on MMC and precision engineering is diverse and should be seen as a positive opportunity that is available to us,” said Sanjiv. “Hopefully, it will disrupt the current traditional construction industry and improve quality throughout for all our customers.” Touching on climate change concerns, Sanjiv said: “MMC has the potential to improve sustainability, help achieve zero carbon targets and reduce the 100 million tonnes of waste the UK construction industry produces per year.”

Sanjiv also mentioned Prism, an open-source app recently launched for the London area to help developers assess the viability of using MMC, which she described as a “game-changer”.

**Jeff Endean, Cast Consultancy** explained the definitive framework from which all modern construction techniques can be categorised. The framework aims to regularise and refine the term MMC by defining the techniques being applied, and includes seven broad categories, of which the first five relate to forms of pre-manufacturing. The sixth includes innovation in materials – such as systems where pieces slot together. The seventh category encapsulates other forms of site-based

improvements that can improve productivity, including Building Information Modelling (BIM), digital augmentation, robotics and drones.

He said that these categories will drive standardisation – a key factor in improving efficiencies, which will allow the industry to work together and aggregate demand.

Highlighting category four, additive manufacturing, Jeff said: “This category shows how the framework can respond to future changes – it includes space for developments such as 3D printing and looking further forward, to the model used in other sectors such as automotive and aerospace where precision manufactured components come from a range of factories to a single advanced assembly point. That’s the sort of thing we’ll be seeing going forward in the housing sector and it’s an important element for future-proofing our industry.”

And on the importance of aggregating demand, Jeff said that one of the big risks is fragmentation and the industry needs to move away from “niche projects”. He was encouraged to see this change starting to happen. “Housing associations are really taking a step forward to aggregate demand and get alignment around standards, employer’s requirements, approaches to procurement and contracts.”

Jeff continued: “The next level up would be to start aggregating all public demand and use that as a basis for supporting collaboration on R&D in the sector.”

Discussing how the housing sector can take MMC forward, Jeff emphasised the five main themes for MMC as “standardisation, regulation, procurement, collaboration and innovation”. Looking to the future, Jeff said: The next challenge will be to achieve this at scale,” he said.

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The Housing Forum's Shelagh Grant paid tribute to the innovation evident around the country and invited Gary Fulford, whg to give a West Midlands perspective. Gary said the MMC for Affordable Housing Developers guide fits in well with the work they are doing on new supply. "It's a really exciting time and I think standardisation and volume is key to this. We look forward to working with a range of industry partners to build at scale."

## Attending

### PANEL

Robert Clark	Head of Business Development <a href="#">Fusion Building Systems</a>
Katie Saunders	Partner <a href="#">Trowers &amp; Hamblins LLP</a>
David Cordery	Partner <a href="#">Trowers &amp; Hamblins LLP</a>
John Milner	Partner <a href="#">Baily Garner</a>
Sanjiv Sangha	Technical Manager <a href="#">Southern Housing Group</a>
Jeff Endean	Director <a href="#">Cast Consultancy</a>
Shelagh Grant	Chief Executive <a href="#">The Housing Forum</a>

### GUESTS

Colin Nicholson	Director <a href="#">Airey Miller Limited</a>
Mark James	Development Partnership Manager <a href="#">Ashford Borough Council</a>
Alex Johnson	Associate Director <a href="#">Assael Architecture</a>
Ian Lock	Development Director <a href="#">Baxi</a>

Paul Inch	Offsite Consultant <a href="#">BD Solutions</a>
Andrew Ferguson	Development Director <a href="#">BoKlok UK</a>
Andy Heath	Partner <a href="#">BPTW</a>
David Culliton	Pre-construction manager <a href="#">Bugler Developments Ltd</a>
Joe Parody	Partner <a href="#">calfordseaden</a>
Stephen Skuse	Managing Director New Homes London <a href="#">Catalyst Housing</a>
Ryann Peterson	Senior Planner <a href="#">Durkan</a>
Bryan Casemore	Business Development Manager <a href="#">Durkan</a>
Tim Quick	Director <a href="#">Formation Architects</a>
Robert Clark	Head of Business Development <a href="#">Fusion Building Systems</a>
Alexis Harris	Senior Policy Officer <a href="#">Greater London Authority</a>
Nigel Ostime	Delivery Director <a href="#">Hawkins\Brown Architects</a>
Rob Charnock	Senior Business Development Manager <a href="#">Higgins</a>
John Gray	Partner <a href="#">HTA Design LLP</a>
Neil McCabe	Managing Director <a href="#">Hunters</a>
Craig Liddell	Partnerships Director <a href="#">Ilke Homes</a>
Tony Battle	Joint MD <a href="#">Kind</a>
Karen Jones	Residential Development Manager <a href="#">Kingspan Insulation Ltd</a>
Rob Jones	Sales Manager <a href="#">Kingspan Steel Building Solutions</a>
Alan Benson	Assistant Director of Housing <a href="#">London Borough of Haringey</a>
David Leonard	Head of Construction Services <a href="#">Longhurst Group</a>
Gill Dunningham	Partnerships Manager <a href="#">Lovell</a>

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Graeme O'Doherty	Technical & Partnerships Director <a href="#">Magna Offsite Solutions</a>
Roger Arnold	Managing Director <a href="#">Martin Arnold</a>
Mark Fowler	Director <a href="#">MDA Consultung</a>
Aziz Gani	Head of Land & New Business <a href="#">Mears New Homes</a>
Keith Trowers	Senior Business Development Manager <a href="#">Murphy Group</a>
Carl Vann	Partner <a href="#">Pollard Thomas Edwards</a>
Andrew Beharrell	Senior Partner <a href="#">Pollard Thomas Edwards</a>
Scott Sanderson	Partner - Technical & BIM <a href="#">PRP</a>
Nima Shamsipour	Head of Design <a href="#">Rund Partnership Ltd</a>
Abbie Willifer	Bid Writer <a href="#">Rydon</a>
Louise Frew	Procurement Manager <a href="#">South East Consortium</a>
Frank Klepping	Development Director <a href="#">Swan Housing Association</a>
Andrew Burke	Development Director <a href="#">The Housing Forum</a>
Helen Rieman	Head of Business Development & Partnership <a href="#">United Living</a>
Olajide Akintelure	Head of Assets and Portfolio Development <a href="#">Wandle HA</a>
Shami Kaler	Technical Director <a href="#">Wates Residential</a>
Gary Fulford	Group Chief Executive <a href="#">whg</a>
Alex Thomas	Regional Specification Manager, Southern <a href="#">Worcester Bosch</a>

## Membership

The Housing Forum is the only cross-sector membership network that represents the entire housing supply chain on behalf of the housing industry.

With a membership of 150 like-minded organisations and businesses from across the public and private sector, The Housing Forum champions collaboration and innovation in construction to improve productivity, design and build quality.

## How to join

We'd love to talk to you about the benefits of membership to your organisation.

Contact:

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For more information visit:  
[www.housingforum.org.uk](http://www.housingforum.org.uk)

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