



I have been in the fortunate position to visit factories where we purchase our tiles and see first-hand how the products we use are made and supplied. We focus on using the best quality materials on the market.

Sharon Sidell
Property manager

SY Homes

Summary

SY Homes is a small, family-led business building luxury homes in Shrewsbury and the wider West Midlands. The company recently worked with local architects Qu-Est on three diverse projects: Albury Place, a townhouse development in keeping with a Victorian industrial setting; Heol Gruffyd, a social housing scheme in Wales; and Lord Hill Gardens, a development within a conservation area.

With all three projects running concurrently, a high-quality outcome was achieved through close collaboration with the architects, contractors and suppliers, drawing on strong working relationships based on mutual trust and loyalty.

Why this project won

SY Homes has established its own framework of contractors and suppliers, including skilled craftspeople and artisans, who share the company's vision and pride in delivering the highest standards to the end customer.

Once an outstanding supplier is found, SY Homes integrates that supplier into its network of trusted partners for the benefit of future projects. The company also communicates with local stakeholders such as residents, local charities, town planners, council members and the Environmental Agency to ensure its developments meet local needs and add real value to the community.

Examples of best practice

- Products are procured on the basis of best price for a required level of quality. Products and suppliers that perform well are reused on other projects, helping to maintain quality standards. Porcelanosa tiles, for example, are a staple in many home fit-outs.
- SY Homes collaborates with local stakeholders to ensure its developments are beneficial, working with charities, planners, councillors, environmental agencies and transport providers to develop brownfield sites in Shrewsbury, for example.
- Schemes are designed to integrate into the local environment. At Albury Place, the company worked with homeless charity Shrewsbury Ark to improve local street aesthetics. The townhouses resemble Victorian warehousing to blend with the surrounding red-brick factories, worker homes, canals and railway lines.
- Sustainability is a top priority. Windows, insulation and cladding are designed and specified with the environment in mind. Build-Lite render was used for Albury Place because its innovative construction materials reduced build time, handling and storage costs, and helped reduce the project's carbon footprint.



Value

SYHomes actively seeks value for the local community. On the Heol Gruffyd project in Wales, 90% of the investment was spent on Welsh-based businesses and 80% of wages went to local workers. A Welsh local multiplier of 1.87 was achieved.

The company worked with the Welsh Government's LIFT programme, targeting support for workless households in Wales and following guidelines for the 'Community benefits – delivering maximum value for the Welsh pound' policy.

Call to action

If you have a project that provides outstanding benefits and demonstrates best practice to the standards of this case study, why not enter the CEM Awards next year and share your experience to the benefit of the industry?

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