Valuing Difference programme: mobilising colleagues around sustainability

Case study

As a partnership homebuilder, Keepmoat develops many places in close collaboration with Homes England, local authorities, registered providers and private landowners.

Sustainable development is a crucial consideration of our partners who are charged with tackling many different issues – access to housing, climate change, biodiversity and growing local economies that work for all. This is just to name a few.

We wanted to bring these partners together with our workforce to illustrate how we are all working towards a sustainable Vision, with the aim of strengthening relationships and increasing colleague engagement in sustainability.

Valuing Difference

This idea was incorporated into Keepmoat’s internal Valuing Difference 2024 programme, which aims to demonstrate Keepmoat’s employer valuing proposition through a year-long timetable of activities centred around company values. April was dedicated as sustainability month, aligned to our ‘Passionate’ company value.

A series of nine ‘Lunch and Learn’ webinars was set up on the theme of ‘Building Communities Transforming Lives in Partnership’, with most sessions including an external speaker from a Keepmoat partner, and most chaired by representative of Keepmoat’s Executive Committee.

What did the programme cover?

The programme was launched with two all-employee virtual team talks delivered by the CEO and Sustainability Director to explain the importance of Keepmoat’s Vision and publicise the upcoming programme.

It was followed by nine sessions on sustainability and social value themes with speakers including senior leaders from:

* Stark Building Materials.
* Homes England.
* Leeds Building Society.

Results

The first session attracted c. 170 colleagues – approximately 15% of Keepmoat’s workforce.

At the end of the programme a survey will be sent out to all colleagues for further information on the quality of the sessions and learning and engagement outcomes.

This case study will be updated to reflect those results.