

Challenges & barriers to adoption & implementation of offsite and MMC report 2021

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Challenges for MMC

and setting the scene
for wider adoption

buildoffsite | becg



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MMCs – overcoming the barriers to greater adoption in housebuilding

With speakers:

- Chair: Sarah Wardle – Associate Director, BECG
- Mark Farmer – Government’s Champion for Modern Methods of Construction in Housebuilding
- Keith Blanshard – Industry Advisor, Buildoffsite
- Jonathan Layzell – Executive Director – Development, Stonewater
- Dave Sheridan – Executive Chairman, Ilke Homes



Join our webinar on Wednesday 7th July from 10:00 -11:00.

In late 2020, BECG partnered with Buildoffsite to survey its members & wider industry about the logistical and political challenges for the MMC sector.



Overcoming the challenges: How the offsite sector can raise its profile

1 Find opportunities in the Government's agenda

The government is very positive about MMCs, and often talks about the role it can play. Look for the opportunities in their agenda, such as:

- Take advantage of the opportunities of the Construction Playbook.
- Work and build relationships with affordable housing providers and support their Affordable Homes Programme bids.
- Forthcoming planning reforms and Future Homes Standard will provide opportunities for MMC providers
- Take advantage of revised procurement processes and earlier supplier engagement following Brexit - these should open up the MMC market to greater adoption.

If the agenda isn't right for you, get in touch with BECG and we'd be happy to discuss how to engage the Government and change it.

2 Align with the Government's agenda

2021 is all about:

Post-Covid recovery

Back to levelling-up

Environment, environment, environment

MMCs have a strong role to play by creating skilled, local jobs and providing a world-leading product to the global market.

Look at how you fit in with the growth agenda, and the sectors that will play a core part in that across the country - energy, infrastructure, housing.

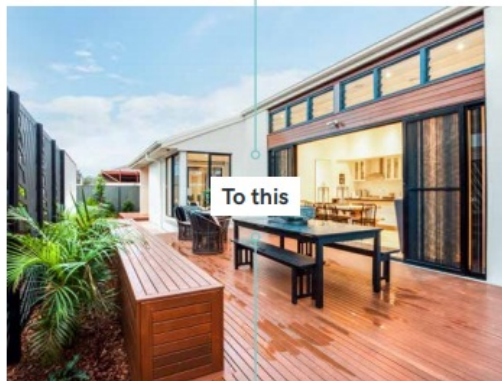
Explore opportunities to enhance your green credentials ahead of COP26, and how your products support how people want to live and work post-Covid.

3 Get your messaging right

- Show yourselves to be a great British success story.
- Diversify across the Government's built environment agenda - offering viable delivery for projects across infrastructure, housing, healthcare and education.
- Play a key role in your local community, work with local partners like housing associations, and find opportunities to a part in the levelling up agenda.
- Demonstrate your skilled, high-quality jobs by reaching out to schools and colleges to show this off.



4 Challenge perceptions



- **Highlight the range of the sector:** It's not just about houses - it's about pods, components, design and technology.
- **Make working in MMC aspirational:** Provide opportunities for young people - including students - to see what you do.
- **Tell your story:** Show off what you do to potential clients through social media and PR.

5 Bang the drum

Show and tell

Work with the industry

Showcase your successes

You are the best advocates for what you do. No one can tell your story better than you can.

- There is no better way to do it than to show your work off. Create cases studies to show off to potential clients.
- Emphasise your local connections where you can and show it off to your local representatives when things are back to normal. They love to talk about a local success story.
- Write to your MPs and the Government to tell them about your experiences, what you are doing, or can do, to help the economic recovery and what you need from them to do it.

About the survey

Our survey ran from 1 October 2020 to 18 December 2020, receiving a total of 37 responses from the sector. Respondents were asked 30 questions.

Thank you to those who participated.

Conclusions

- **Funding & Finance** needed to drive delivery
- **Accreditations & Assurances** to gain funding for projects
- Change in **attitudes & perception** of #MMC it is just a method of delivery
- Clients need to come **together at scale**, for **more confidence** in MMC and establish fit-for-purpose **building regulations** as means to realise the sector's MCC potential.
- Push **functionality & whole lifecycle cost** above build cost
- **Aspire** to live in a home built using #MMC #DemandMore Costs will go down with greater economies of scale
- Drive the **race to #CarbonNeutral** with forward planning, supply chain engagement, collaboration & new technologies
- Open up the **funding for transferring skills** from construction to manufacturing & assembly through **apprenticeships**