



A 10-YEAR PARTNERSHIP BUILT ON SUSTAINABLE VALUES



Deeley Group is a family-owned construction and development partner based in the Midlands, providing long term sustainable benefits to their community for 85 years.

At a glance

43

skips supplied

41

tonnes of waste collected

12

months of collections
as of January 2022

HOW THE STORY UNFOLDS

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Deeley

**TOM
WHITE**

INTRODUCTION

Deeley Group was established in 1936 by George W. Deeley in Coventry, building his first set of houses in Bedford. From there, the business has grown from strength to strength to become one of West Midlands's most respected independent construction and development firms.

Today, Deeley Group is still in Coventry in an eco-friendly building that includes EV charging points, solar panels, rainwater harvesting measures, and PIR lighting. In October 2021, it achieved its carbon-neutral status.

Eleanor Deeley, Joint Managing Director at the Deeley Group, said: "It's important that businesses, regardless of their size, act now and take vital measures to protect the future of our planet."

At Tom White, we couldn't agree more, which is why Protect our Planet is one of our fundamental values that navigates our sustainable strategy.

Sustainability and social responsibility within their community are two fundamental focal points for the Deeley Group. Last year, they donated funds to help a local church provide Christmas food hampers to local families in need and funded a half-term project at a neighbourhood church's wildlife and allotment project.

Deeley Group has built trust with its sustainable and profitable construction and development partnerships as a family business. Their vision is to provide long term sustainable benefits by delivering a "best in class" performance, supporting communities, protecting the natural environment, improving lives, and responsibly generating economic benefit for the region.

A SUSTAINABLE PARTNERSHIP

Construction helps communities grow, evolve, and expand, and the Deeley Group is one of the businesses at the heart of Coventry's growth.

One of Deeley Group's goals is to "ensure that sustainable practice is being followed at all of our developments and contributing to our ultimate target of being net-zero carbon by the time the company celebrates its 100th year."

To ensure that Deeley Group will meet its sustainability goals, it needed to ensure its suppliers were sustainably motivated, which is why they partnered with Tom White over ten years ago. However, it's not just a solid environmental plan that the company were looking for; they also needed a waste management operator who would provide reliable and consistent service to all of their construction sites within Coventry.



"We have worked in partnership with Tom White for over a decade and have always been impressed by their service and level of legal documentation and report."



Last year, Deeley Construction started work on Phase Two of an £8.4 million extension project at Ernesford Grange & Riverbank Academy to be completed in September 2022. It will create new teaching spaces and classrooms, resulting in around 180 new places for potential students. The three-storey expansion is Phase Two of a project which has already seen Deeley Construction build a state-of-the-art extension for Riverbank Academy during Phase One.

To assist with the development, Tom White have to date (January 2022), provided 43 skips, a mixture of 7.3-yard, 10 yard, and 14 yards skips to remove forty-one tonnes of materials from the site over the past 12 months. A mix of construction waste, wood, scrap metal, and non-hazardous waste was generated on the site from packaging, demolition, and surplus materials—the materials needed to be processed quickly, safely, and with the least amount of carbon impact.

PRIORITIES



01 — Sustainable practices

Ensure that sustainable practices are being followed on site and contributing to the customer's target of being net-zero carbon



02 — Zero to landfill

Achieve 100% landfill diversion for all waste materials produced on-site and processed within the UK.



03 — Reliable service

Provide reliable and consistent service to all of the customer's construction sites within Coventry

HOW WE LOWERED DEELEY CONSTRUCTION'S CARBON FOOTPRINT AND RECYCLED ALL MATERIALS

By choosing a local waste management operator, Deeley Construction reduced its carbon impact by limiting how far its waste travels for processing.

Loaded skips are collected or exchanged, and the materials are taken to our on-site material recycling facility (MRF), where we segregate materials by type. Once separated, the materials are baled and sent to other material processors within the UK to be made into products that then go back into the supply chain as new products.

Material	Uses	Process
Plastic	Piping, packaging, PPE	<ul style="list-style-type: none">• Separated by type at our MRF• Send to UK recycler to produce plastic pellets for manufacturing new products.
Construction materials	Brick, concrete, aggregates, cable	<ul style="list-style-type: none">• Brick and aggregates are crushed and used as subbases.• The cable is sorted from the other materials and sent to a UK preprocessor who removes any plastic for recycling and any rubber that can be reused.
Cardboard	Packaging	<ul style="list-style-type: none">• Cardboard is sent to Smurfit Kappa, a UK based corrugated packaging company, recycled and used to make new packaging.



Deeley



How we recycle construction plastics

Some plastics, including PP, HD, PVC, correx and LDPE, are commonly used in the construction industry due to their durability, cost-effectiveness, low maintenance and corrosion resistance. Piping, seals, packaging and even PPE such as hat hats are recycled through our facility.

We separate plastic through multiple processes at our MRF into different types and grades. Each material type is sent to UK plastic processors like Bright Green Plastics, which produce pellets used to manufacture other products.

How we recycle construction materials

Other construction materials collected from Ernesford Grange Community Academy such as metal, brick and cable are also separated and processed into materials to reenter the supply chain.

We provide brick and other aggregates to a UK aggregate processor who crushes the material into various grades. Those subbases can be used for a wide range of applications such as underneath tarmac for roads, pavements or as drainage for sports pitches and equestrian arenas.

The cable is sorted from the other materials and sent to a UK preprocessor who removes any plastic for recycling and any rubber that can be reused for things like horse bedding. Any ferrous metals are also removed and recycled all within the UK.

How we recycle cardboard from construction packaging

Like other materials collected from Deeley Construction sites, we also recycle cardboard from packaging to be sold to Smurfit Kappa, a UK based corrugated packaging company, to be recycled and used to make new packaging

100%

Landfill diversion of waste materials from Ernesford Grange & Riverbank Academy construction site.

CONTINUING TOWARDS A BRIGHT AND NET-ZERO FUTURE

With the support of Tom White, the waste materials from Ernesford Grange Community Academy has been collected, separated and recycled, resulting in 100% landfill diversion, helping to reduce Deeley Group's carbon footprint. As Deeley Construction's preferred waste operator in Coventry, we will continue to work with the group on future projects and ways to lower their waste output, which is a high priority for Deeley Group, through our advancing waste-to-product processes supporting their net-zero targets.



"We have worked in partnership with Tom White for over a decade and have always been impressed by their service and level of legal documentation and report.

They have always been a step ahead in how they manage their waste and ensuring that waste is recycled or reused and diverted from landfill."

Deeley Group Business Development Manager Edward Hudson



"Tom White are delighted to have such a longstanding relationship with Deeley Construction, ensuring all materials collected from their sites are recycled over the past decade.

We are in the process of setting up our first closed-loop recycling set up with Deeley Construction, which both companies are excited to be involved with.

Through our extensive network of UK recyclers and our continued investment in waste processing technology, we can grow our existing partnerships and achieve zero to landfill opportunities for all of our construction industry customers."

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**TOM
WHITE**



people



planet



purpose