

COMMON BOND

Edition 16 - April 2001

Nostell Open Day

THE PLACE: Historic Nostell Priory, just yards from Nostell brickworks, near Wakefield

STAY FOR: breakfast, lunch, afternoon tea, or dedicate the full day. There's plenty to take in:

- The revitalised Nostell range, including additions to the hugely successful Priory range
- CPD Approved Seminars 'Achieving Better Brickwork' by Design Advisor, Tony Scott; and 'CPD1 - Helping you to create better buildings' by Simon Tucker of Forticrete
- Egan Presentation by Martin Watson of The Construction Best Practice Programme
- New products, innovations, Hatherware architectural terracotta and faience
- Insights into manufacturing and special shapes
- The chance to win a luxury weekend break with our Design Garden Competition

Make sure of your invitation. Contact Throckley Sales Office on 0870 903 4004 today!



9 May 2001



The Harlestone Mixture

DIMPLED DURABILITY WITH HARLESTONE MIXTURE

The Harlestone Mixture, from our Chesterton factory in Staffordshire, is a red dimple-textured wirecut with flashes of blue, similar in appearance to 'Tudor' style brick used for housing throughout the country during the nineteenth century.

So the Harlestone Mixture has been developed for the important RMI market nationwide but with a firm emphasis on technical performance. Unlike many alternatives available Harlestone Mixture has FL durability designation, meaning you can use it in any brickwork situation, including free-standing walls, safe in the knowledge that the brick, and your wall, is frost-resistant.

For more information call your local sales representative or sales office on 0870 903 4000.

New Products

SQUARE METRE PRICING

When making choices on cladding, aesthetic issues are only one of a long list of factors in the equation. Increasingly environmental legislation, product life cycle and Egan issues have a bearing on the choices made. All these considerations must be balanced against the product's monetary cost. Ibstock is now making the job easier.

Pricing bricks in pounds per thousand has long been the industry standard - long before the metric system became the universal measure in the architectural world. Although 'pounds per thousand' is useful for comparing brick prices between competitors, it is not relevant when comparing costs against alternative cladding materials.

Ibstock is well placed to compete with alternative cladding materials, both on the wider environmental and sustainability issues and on a cost per square metre comparison.

Your Ibstock representative, with palmtop technology, can now convert the 'per thousand' rate to a 'per square metre' rate. Instantly.

But price is not the whole story. Brick is the preferred choice of UK homeowners and is likely to stay that way. Brick is beautiful and is seen as solid, secure and the natural material for this country. It is low maintenance, reusable and has low environmental impact - as illustrated in our brochure 'Ibstock Brick and the Environment'.

At Ibstock we believe bricks are the best cladding choice in terms of value, environment and public popularity. No surprises there, then.

Appointments

■ **Kevin Severn** - With two years' experience in Nostell and Throckley Sales offices under his belt, Kevin transferred to the field sales force in January as Trainee Sales Representative in the North East.



■ **Phil Price** - Phil joined Ibstock in February as Sales Representative covering Birmingham and the West Midlands. He brings many years industry experience with him.



■ **Ian Skingsley** - Ian joined Ibstock in January as Sales Representative in the South East, covering Bedfordshire, Hertfordshire and Essex.



■ **Andrea Cooley** - Andrea joined us in March as Design Advisor, North West, taking the place of Alf Dooley who now focuses on product innovation. Andrea has several years' industry experience.



THE GRADUATES



Graduates from the Ibstock Brick University in March pictured with Ibstock Sales & Marketing Director, John Richards. Customers from NBS, E H Smith and Taylor Maxwell also joined the delegates.

The next course will be held in October. If you would like to attend this residential technical training programme, contact Marianne Jepson, Sales Admin Manager, based at our Leicester office on 01530 257202.

IBSTOCK BRICK AND THE ENVIRONMENT

By the end of 2001, half of all Ibstock's sites from Scotland down to the South coast, will be accredited to ISO 14001, the international standard for environmental management - independent confirmation of our commitment to environmental performance.

As a national business involved in the extraction, transportation and processing of minerals and the employment of some 2000 people, often in semi-rural factory locations, we are ultra-conscious of our environmental responsibilities to local communities and to the wider world.

Our new brochure 'Ibstock Brick & the Environment' illustrates our environmental policy in practice and commitment to Government's sustainable development policy.

The brochure explains how Ibstock seeks to minimise its impact on the environment. We do this by adopting processes, practices, materials and controls to maximise the efficient use of resources, investing in state of the art emission abatement, local liaison and sensitive restoration of quarried land.

The environmental case for clay bricks and pavers is a strong one. Check the facts in this new brochure (Literature Hotline: 0870 903 4030), or visit the Environment pages at www.ibstock.co.uk



BUILDING RELATIONSHIPS



The purpose of the McCarthy & Stone conference last November was to bring together site and office personnel to explore new ways of developing efficiently and building closer relationships with their key suppliers. As such, Ibstock Brick was invited to give a presentation.

Pictured at the end of the two-day meeting is Ken Smith, Divisional Sales Manager- Western Division, presenting Liam Kelly, Construction Director, with their newly designed engraved plaque which will be incorporated in all McCarthy & Stone buildings.

London Pride

On 7 December it was Open House at our London Division's new offices at 21 Dorset Square.

It wasn't just the approaching festive season that prompted the hospitality and the glasses of bubbly - but the celebration of our new central London facility.

The day was well attended with over 80 customers joining us for part of the day, and the opportunity to check out displays from Ibstock Hathernware, Marketing, Forticrete, and Innovations.

If you haven't been to see us yet, the welcome mat is still out. We're just a minute or two from Baker Street station. Contact our London Sales Office on 020 7563 3000.



Howdy Partners!

Jacksons are the UK's seventh largest builders merchants, with 16 branches, mostly in Lincolnshire, and are a major customer of Ibstock Brick. Each year Ibstock supports their annual trade show.

Last autumn the wagons pitched camp at the Lincoln Showground, for a Wild West-themed 'Jackson Bonanza'. All exhibitors joined in the fun including 'Wild Ben Wildsmith' (aka Ibstock Area Sales Manager, East Midlands) and June 'Get your Gun' Pickford-Bell (aka Sales Representative for Lincolnshire) who designed, constructed and manned the Ibstock stand for the two days.

At sundown Ben reflected 'We had customers from all over the East Midlands (plus some from the Wild West Midlands too) and took loads of orders and enquiries to boot. Yee-hi.'



SELF-BUILD GETS BIGGER AND BETTER

The hugely successful Homebuilding and Renovating Show held at the NEC, 8 - 11 March, was the biggest ever show for self-builders. Anticipating the growth in this market we have had a presence here for the last three years.

We again were impressed with the number and quality of enquiries from all corners of the UK. Given the overwhelming importance of brick in the appearance of a house, it's no wonder people take a lively interest in the subject.

Our targeted literature includes the ever-increasing range of 'Get It Right' leaflets aimed at builders of all types and level of experience. This series continues to be popular, giving valuable information that enables the self-builder to make an informed choice when considering brick - a choice we anticipate translating into valuable sales through our distributors.



LES THE BUILDER

Les Washington, North West Site Manager for Wimpey Homes retires this year after a 48-year career in house construction. But he's taking with him a well-deserved accolade. For his work on the Kings Park development in Brombrough, Les took the Supreme Prize in the NHBC's Pride in the Job Awards, being named Britain's Best Builder from 17,000 site managers across the country and setting quality benchmarks for all housebuilders.

At Kings Park Les demonstrated through countless routine NHBC inspections a consistent and exceptionally high standard of building practice, site management and a commitment to building quality homes of the finest workmanship. It reflects well on the entire team who delivered excellent results under his leadership.

Commenting on his award Les said: 'To be announced to be the nation's best at your profession is praise indeed. Certainly, I cannot think of a better way to celebrate my last year within the industry. However, this news is something to be enjoyed with the whole team. Their collected efforts ensured that every aspect of the Kings Park development has been of the utmost quality.'

Frank Yates, Ibstock's North West Area Sales Manager, added: 'As Wimpey's exclusive facing bricks supplier for Kings Park we were delighted to share in this success story. Good site practice results in good-looking brickwork which in turn helps attract customers. Everybody wins. We congratulate Mr Washington and Wimpey Homes on this achievement. More like him, please.'

The NHBC award presentation was made at a ceremony held at the Grosvenor House Hotel in London in January. Pride In the Job is an annual campaign that has been running for 20 years and has come to be regarded within the industry as a true indicator of quality for homebuyers.

Ibstock Brick is committed to promoting good site practice. For our publication, Guide to Good Practice, **contact our Literature Hotline on 0870 903 4030.**



The recipe for success; quality workmanship + good site practice + Ibstock Brick: Ravenhead Montreal Amber and Ravenhead Silverstone Oak facings, detailed with Nostell Royston Cream and Westbrick Staffordshire Slate Blue Smooth at Wimpey Homes Kings Park development.

BEST IN THE WEST

Receiving the Best Bricklayer of the Year Award at Stanbury Hall, North Devon College is Andrew Coley who works for Robin Oldfield of Barnstaple. In line with our commitment to skills development, Ibstock Brick contributes to the prize fund and our man Steve Bond (L) congratulated Andrew on behalf of the company at the prize giving ceremony.



(Photo by Knights Photographer)

FROM BAUHAUS TO NOW HOUSE

In January, Ibstock Brick sponsored a six-day field course for final year students of the University of the West of England's innovative architecture and planning course. This took place in Berlin - arguably the most happening city in Europe, from the point of view of architecture and urban design.

Its purpose was to expose students to this unique European city undergoing rapid change resulting from German reunification. The visit provided a unique opportunity for students to experience a wide variety of the most interesting new architecture. From an academic standpoint, the visit was a huge success and the students' work should benefit from exposure to this challenging and exciting architectural environment.



The students on the main staircase at the new British Embassy, designed by Michael Wilford & Partners.

Richard Parnaby of the University's Faculty of the Built Environment, felt that the visit made a great personal impression on each of the students that they will remember all their lives.

Sustainable Development

The issue of sustainability is no longer the exclusive preserve of environmental activists but has moved centre stage to become a cornerstone of the Government's environmental policy. So how does it affect building and construction?

It is probably true to say that most major companies already understand that the underlying intention is to maintain a strong economy with high levels of employment without jeopardising life quality for future generations.

Future developments will need to address the issue of location much more closely; proximity to and increased reliance on public transport and the use of existing main services are essential factors. Moreover Government is encouraging revitalisation of urban 'brownfield' sites before allowing development on 'greenfield' rural location. But that's just part of the picture.

Brick satisfies emotional and practical needs

In the future individuals will accept environmental responsibility but they will continue to react to their living space in an emotional way. The emotional needs of security and an attractive, welcoming appearance for their home will have to be satisfied just as the practical needs of low maintenance and low running costs will have to be satisfied. Almost uniquely clay brick can meet both sets of needs. People still want the substance and warmth of brick and Ibstock can supply an attractive durable fabric for any context.

Compared with the low-cost or no-cost maintenance of brickwork, maintenance of other materials can involve considerable environmental impact: transport of new materials, personnel, and waste, generating more congestion, pollution and disposal needs, for example. Even with a conservative estimate of a 60-year life expectancy these impacts are considerable where regular attention is required.

About half of all energy used in the UK goes into the heating and lighting of

buildings. People have woken up to the reality of global warming and carbon dioxide (produced by burning fossil fuels) is regarded as the main culprit. With the new requirements of Revised Part L Building Regulations, considerable energy savings will be achieved from the modified types of structures that will be necessary. Additional insulation will be required for virtually all structures and clay masonry construction will continue to satisfy new thermal efficiency needs whilst giving the occupants the security and low running costs they require.

Cradle to grave impacts

Some designers misunderstand energy usage. Because it is easier to take only the energy used in materials manufacture (embodied energy), ignoring energy used in assembling, maintaining and occupying the structure for its lifetime before it is ultimately removed, this is the option some choose. But the embodied energy used in manufacture is a fraction of the total energy usage over the building's lifetime and many prominent professionals are now looking more closely at the overall 'cradle to grave' environmental impact. On this basis, clay brick is once again the material of choice for appearance, security, durability and low running costs.

Clay bricks have been made in Britain since the Romans landed and their manufacture occupies a sustainable framework provided by Government's four key parameters:

- Social progress which recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources
- Maintenance of high and stable levels of economic growth

With 24 sites throughout England and Scotland, Ibstock is uniquely placed in terms of location to provide stable local employment and low delivered mileage to site as well as an excellent choice of materials to keep on contributing to a quality built environment.

Why not get a copy of 'Ibstock Brick and the Environment' or download it from our website www.ibstock.co.uk.

IBSTOCK
B R I C K



IBSTOCK BRICK

TECHNICAL PRESENTATION PROGRAMME FOR 2001

Seminars are held on Tuesdays from 12.15 to 2.00 pm at the offices of the London Division, 21, Dorset Square, London NW1 6OE and presented by John Vickery MBIAT, unless otherwise stated.

- 23rd January "Designing for Movement in Clay Brickwork"
- 27th February "Designing Durable Brickwork"
- 27th March "Some New Approaches to Brickwork"
Guest Speaker: Michael Hammett Dip Arch. RIBA
Senior Architect, Brick Development Association
- 24th April "Prevention and Cure of Brickwork Problems"
- 22nd May "Presentation by Guest Speaker"
Piers Gough CBE, RIBA
Partner, CZWG Architects
- 26th June "Ibstock Brick in World Markets" Guest Speaker:
Philip Beardsworth, Group Export Manager,
Ibstock International Ltd
- 31st July "Inspecting/Supervising Brickwork on Site"
- 25th September "Piers and Corbels"
- 30th October "A Developer's Perspective of Partnering"
Guest Speaker: Ron P Goodman,
Land and Business Development
Director, Croudace
- 20th November "Coppings, Cappings and
Freestanding Walls"
- 11th December "Achieving Better Brickwork on Site"

INNOVATORS IN CLAY™

LUNCHTIME LEARNING



Ibstock's London offices at 21 Dorset Square, NW1 is hosting a lunchtime lecture programme throughout the year which includes famous guest speakers such as Piers Gough of CZWG Architects.

On 22 May the innovative architect will speak on 'Ordinary, Lovely, Brickwork', while on 30 October Ron Goodman, Land & Business Development Director of Croudace gives 'A Developer's Perspective of Partnering', and on 30 June, Philip Beardsworth, Ibstock's Group Export Manager, takes a global look at brick beyond these shores.

And there are lots more, dealing with the technicalities of designing and building in brick.

Call our London Office on 020 7563 3000, or e-mail: london.sales@ibstock.co.uk

LODGE LANE WELCOMES TIPPER TEAM

Tony Tunstall and his sales team from Walter Tipper visited our Lodge Lane factory to learn about both the manufacturing process and the Lodge Lane product range.

Picture shows: The Walter Tipper team with Trevor Pinson (left) and Paul Hassall (back right) from our West Midlands sales team.



IBSTOCK
BRICK



Corner

innovation

Lightweight Arch Sets



- Ibstock Pre-Assembled Lightweight Arch sets are up to 50% lighter than full brick arches
- They are now available in 11 different arch types, including various skewback, segmental and 'Easy-Arch' formats, and in any brick type
- They comprise brick slips bonded onto a lightweight aggregate concrete backing
- Small spans, up to 910mm, can be cast in one piece and larger spans in three sections
- On site, the assemblies are speedily built-in over a normal steel lintel support
- They can be supplied with open joints for pointing-up on site, or, pre-pointed by Ibstock in plain or coloured mortar using any joint profile, to your order
- Our full BS Quality Assured Design Advisory service is available on this product
- For more details, contact the Design Advice Hotline on 0870 903 4018, or your local sales office on 0870 903 4000

Elevation on Arch



Typical Section



INNOVATORS IN CLAY™

Cut & Bond Special Shapes

Wherever Cut & Bond special shapes are required Ibstock offers nationwide availability and fast turnaround through its strategic network of Cut & Bond facilities. Your contacts are:

Region	Location	Works within Region	Contact	Telephone
SCOTLAND	Tannochside	Tannochside (& Ibstock products into Scotland)	Graham Smith - Specials Manager	01698 802431
NORTH EAST	Nostell	Nostell, Throckley, Birtley, Dorket Head	Steve Mortimer - Specials Manager	01924 866106
NORTH WEST	Roughdales	Roughdales, Ravenhead	Richard Farmer - Specials Manager	01744 831509
MIDLANDS	Chesterton	Chesterton, Parkhouse	Damien Waghorn - Specials Manager	01782 568134
WEST MIDLANDS	Stourbridge	Stourbridge, Lodge Lane, Atlas, Aldridge	Graham Reese - Specials Manager	01384 282340
EAST MIDLANDS	Leicester	Leicester, Ellistown	Barry Patrick - Specials Manager	01530 257301
SOUTH WEST	Cattybrook, Pinhoe	Cattybrook, Pinhoe, Swanage	Ian Downie - Specials Manager	01454 456851
SOUTH EAST	Laybrook	Laybrook, South Holmwood, Ashdown West Hoathly, Chailey & Funton	Ian Cherriman - Specials Manager	01798 817054