

Delivering sustainability and social value



rowland.co.uk


Rowland

Rowland is one of the leading independent housebuilders in the North West. We are committed to creating long term sustainable developments by building responsibly and creating thriving communities in popular locations. We strive to create long term sustainable value for all our customers and stakeholders by developing aspirational environments that people want to be a part of and where everyone can feel at home.

Vision

To be a leading provider of aspirational new homes that create thriving and sustainable communities throughout the North West, in desirable locations where people choose to live and pursue their dreams.

Mission

To work with a team of like minded people, who are all driven to deliver a positive experience, through a shared passion and commitment to our customers.

Proposition

Always putting our customers first when building aspirational homes, creating sustainable communities that people want to be a part of.

Positioning

Rowland. Feel at home.



Our background

Rowland was established in 1993 by our founder and current CEO Paul Rowley and has expanded to become one of the North West's leading privately owned residential developers.

With an annual turnover circa £100m and building around 400 plots per annum, Rowland has established a proud track record for building aspirational new homes by building responsibly and delivering sustainability across the board.

Operating from our headquarters at Farington House in Leyland we have developed a strong and loyal supply chain including a network of specialist consultants and engineers, local business partners, high quality suppliers and skilled sub-contractors.



Creating sustainable places where everyone can feel at home is central to our brand purpose and is a fundamental part of our process in delivering an environment where communities can thrive and flourish.

Creating sustainable places in all aspects across the North West

Our placemaking principles are based on best practice and help us create better places for people to live that are environmentally, socially and economically sustainable in all aspects.

Infrastructure, connectivity, accessibility and sustainable transport for everyone in the communities we create has a huge impact on the quality of life of our customers. Through our interactions with local authorities and community engagement we contribute significantly to fulfil our responsibilities. We aim to create walkable environments, safe cycle routes, green corridors and areas of open space for everyone to enjoy for a healthier lifestyle.

Adequate off-street parking provision for each dwelling as per local parking guidance is also a major consideration.



We design and build our homes and developments to be resilient to the impacts of climate change. We have a stringent process for assessing and managing flood risk and all our homes are constructed to minimise over heating by smart design and super-efficient ventilation systems.

Supporting local wildlife and encouraging natural habitat creation by incorporating hedgerows, tree planting, as well as enhancing natural features such as existing woodland and water features is important to facilitate the balance between progress and nature, that will stand the test of time and prove to be a lasting legacy for future generations, that everyone can be proud of.





The Richmond Point Farmland Conservation Area

Where wildlife habitats and new homes will combine in perfect harmony

Before construction started we created;

- Over 31 acres of wildlife friendly nature park.
- Planted over 22,000 new trees.
- Created and enhanced over 13,000 metres of ditches.
- Planted over 3,000 metres of native hedgerow.



- Created a wildlife refuge with 500 metres of bird friendly scrapes, for internationally important wintering birds including the Whooper Swan, the Bewick's Swan and the Pink-footed Goose.
- Erected 2 Barn Owl and 36 Tree Sparrow boxes.
- Added wild bird seed strips.

On completion Richmond Point will feature;

- 9km of new footpaths and countryside walks.
- 1.2km of bridleways.
- 6km of cycleways.



“We have been really pleased to contribute to the creation of this Farmland Conservation Area. Lytham Moss has traditionally been a stronghold for wintering waterfowl and for rare breeding birds and the newly created ditches, grasslands and hedges will help to maintain and enhance bird populations and a host of other wildlife.”

Mike Burke, Area Manager for Natural England


Low carbon sustainable homes built for the long term

Sustainability is a central pillar within our business plan to enable us to deliver on our brand purpose and strategy, to help transform places, enhance local environments, improve people's lives and impact positively in our communities.



At Rowland building responsibly means focusing on our customer needs, working safely on site at all times and creating high quality, energy-efficient low carbon homes, in developments where people want to live and feel at home.

Our approach to responsibility applies to everything we do – our construction methods and material selection, our operations and interactions with stakeholders, business partners and customers.



Rowland is ready for the move towards **Future Homes Standard** to achieve an **Energy Performance Certificate rating of at least B** and will include all the following:

Building responsibly for the long term

Fabric First

- 'Fabric First' approach, to include the thermal efficiency of our dwellings with increased insulation in the ground floor, external walls and loft.
- We are constantly reviewing materials used to build our houses to ensure they are not just commercially viable but ensure our houses are built to last in the long term.

Recycling

- We are actively looking at reducing waste levels across all sites through improved methods of construction and better education.
- 100% of waste generated across our sites is segregated and recycled.

Low Carbon Heating

- Air source heat pumps will be fitted to all properties moving forward.
- At least 1 x waste water heat recovery system.
- Increased specification of double glazing - improving energy-efficiency and helping to keep homes cooler in Summer and warmer in the Winter, plus the additional benefit of noise reduction.
- All houses are modelled to ensure they do not suffer overheating.



Renewable Energy

- 100% of homes have energy-efficient lighting.
- 100% of homes are fitted with smart meters.
- All dwellings will include electric vehicle charging points.

Water Efficiency

- Improved water efficiency with designs targeting water usage to less than 100 litres per person per day.
- Installation of a rainwater harvesting system on properties going forward.
- Potential additional waste water heat recovery system, if the property comes with an en-suite.

Adding Social Value

Giving back to the local community is important to us at Rowland and therefore we support many charities, not only around our developments but also close to our Head Office in Leyland.

Here's some examples of our charitable contributions since September 2020.

Donated to Unicef

£163,666



Section 106 Payments

£10,200,000

Donated to Amazing Graze and the Big Red Emergency Night Bus for the homeless in Blackpool

£70,000

Rowland are providing much needed financial assistance for homeless people in Blackpool and the Fylde.

Rowland has contributed over £70,000 to the Amazing Graze community café in Blackpool to help refurbish the double decker Big Red Emergency Night Bus as part of their care in the community campaign. Amazing Graze provide a warm safe place as well as food for the homeless in Blackpool and are in the process of refurbishing the double decker bus to reach out to even more homeless people in the area.

The bus will not only include temporary shelter and a safe haven, but also provide beds, a kitchen area, toilets and a seating area for those in most need and danger. Rowland are continuing their on-going financial support for the project and are offering a donation match for every pound raised for this amazing charity.



Rowland CEO Paul Rowley takes on historic Empire State Building abseil

Paul Rowley along with twenty brave Outward Bound supporters made history in 2024 as they abseiled down the Empire State Building in New York. They did so alongside celebrity participant and rock-star, Jared Leto whilst being cheered on by fellow Outward Bound Trustee, Her Royal Highness Princess Beatrice.

The event – the first of its kind – is raising vital funds for Outward Bound in the UK and other international Outward Bound partners around the globe. Participants' total donations so far exceed £2.4 million.

Contributed to Outward Bound Trust

£533,000



July 7th 2023 will forever be remembered by Rowland Homes, Inspire and Sir Lindsay Hoyle, the Right Honourable MP for Chorley. At a special celebration at Jubilee Gardens in Euxton, Rowland Homes confirmed their commitment to sponsoring Inspire and become an official partner donating an incredible £75,000 over the next 3 years to Inspire Youth Zone in Chorley!

Inspire is located in Chorley town centre, in a purpose-built building to help get young people involved in activities they've never even dreamt of, make new friends, and be introduced to a world of opportunity.

Open to all young people aged 8 - 19 (up to 25 with additional needs) and 7 days a week,

including when schools are closed, Inspire provides an inspirational environment for more than 5,000 local young people and for some, a critical lifeline.

MP Sir Lindsay Hoyle added 'It's been my vision to help Inspire grow from strength to strength in Chorley. They are an incredible charity that really do help change young people's lives and I'm so proud of what they have achieved and so pleased with the partnership and generosity of Rowland'.

Contribution over 3 years to Inspire Youth Zone in Chorley

£75,000



Keeping Cuerden Valley Park tidy!

To mark the start of 'Love Parks' week 2024 in conjunction with Keep Britain Tidy, a contingent of conscientious Rowland staff donned their high-vis vests and headed down the road from our head office in Leyland to the popular local beauty spot, Cuerden Valley Park, where they took part in a litter pick.

Helping out in the local communities close to where we build is very important to Rowland Homes and the opportunity presented by the 'Love Parks' week was the ideal way to give something back.

To see more of our work in the local communities please see rowland.co.uk/community



Putting people first by valuing our staff, our partners and our customers

As a family-owned business caring for our people, our suppliers and our customers comes naturally and is always front of mind.

OUR CHARTER

- We keep our promises
- We treat everyone as we would like to be treated
- We believe in teamwork and collaboration
- We don't settle for second best
- We empower our people
- We care and everyone counts



Our company 'Charter' illustrates our behaviours and interactions with everyone associated with Rowland, ensuring our relationships can flourish within an inclusive workplace.

Health and safety is always our number one priority and we have robust systems and processes to ensure that everyone receives the relevant training, induction and equipment to carry out their role safely and efficiently.

We actively engage and empower our people and partners so we can collectively deliver on our brand purpose, as well as fulfil and maximise their own individual potential.

Training, personal development, mentoring and on-the-job experience allows everyone the opportunity to grow and learn. As a family run business we're proud to have had so many of our colleagues work with us for so long and see them flourish and succeed.



Growing and supporting our team

Rowland Office Based Young Persons Programme

Harvey Jackson

Trainee Quantity Surveyor

Currently studying at Liverpool John Moores



Rowland Office Based Young Persons Programme

Samuel Kenyon

Trainee Architectural Technician

Recently Graduated with Honours Degree



Dedicated to Staff Progression

Dean Clisham

Contracts Manager

Rowland Career Highlights:

- On site Apprentice Joiner
- Assistant Site Manager
- Site Manager
- Contracts Manager responsible for 4 active developments



Dedicated to Staff Progression

Kyle Muir

Quantity Surveyor

Rowland Career Highlights:

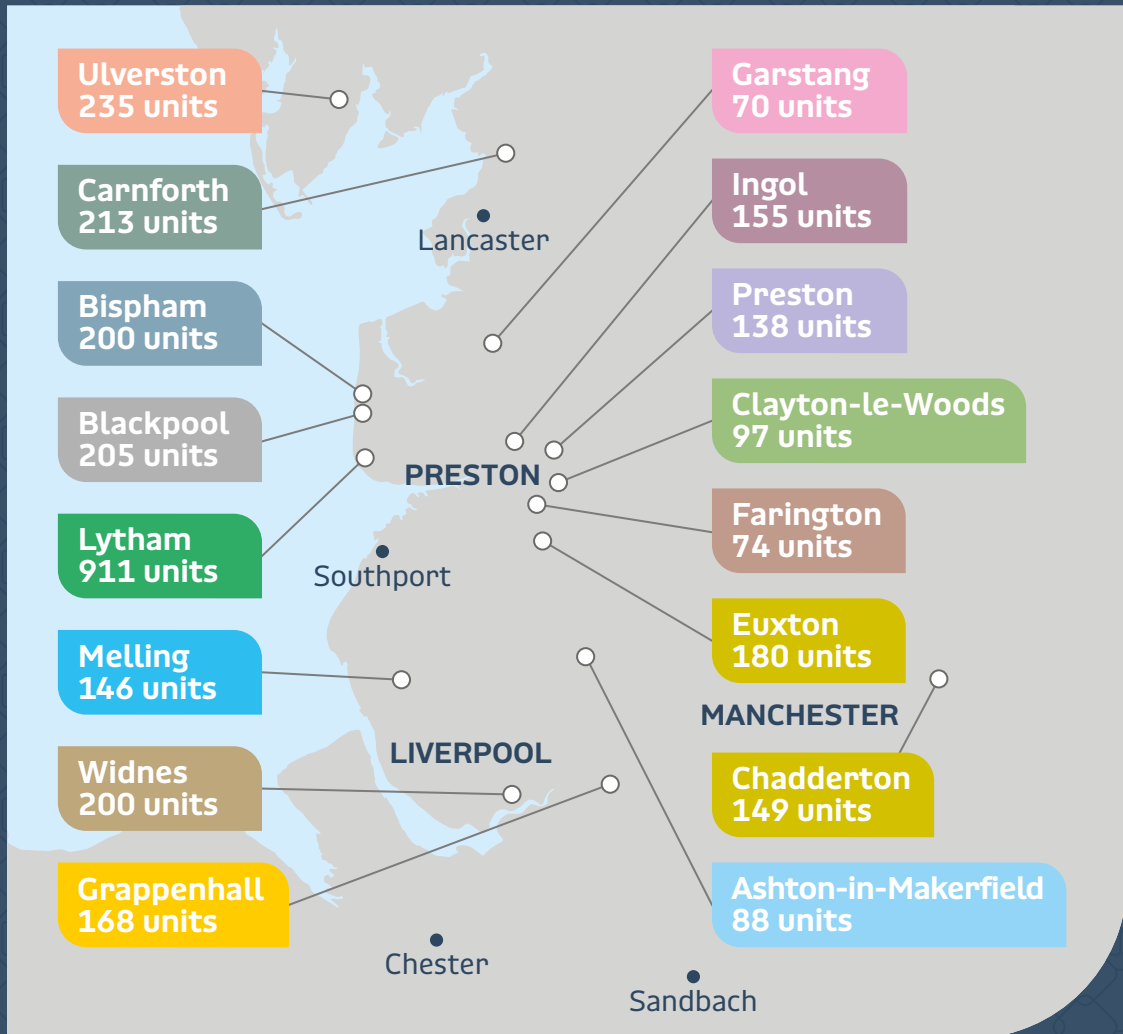
- Trainee Quantity Surveyor
- Assistant Quantity Surveyor
- Quantity Surveyor



Rowland Site Based Apprenticeship Programme

- Employed 30 local apprentices over the last 5 years
- Dedicated to employing people close to our developments

Delivering sustainability and social value across the North West since 1993



022 - MAR 2025

Denotes operating area and land deals agreed from January 2021 to 2025.



Rowland Homes Limited

Farington House, Stanifield Lane, Leyland PR25 4UA

Telephone: 01772 621166 Email: enquiries@rowland.co.uk

rowland.co.uk