
A responsible and sustainable developer

Our purpose is to create a better way for people to live; developing thriving communities by valuing people and building responsibly

Building Responsibly

We strive to work safely and considerately

We are committed to creating healthy, safe and considerate work environments.

At Redrow we put customers first

Our customers are our essence and our biggest supporters, so we listen to every single one and do everything we can to make sure that buying and owning their Redrow home is the best it can possibly be. We look to implement new innovative technologies, making our homes healthier, more energy efficient and smarter places to live.

We want to be more efficient and reduce our impact on the environment

We continue to improve our designs and operational controls to achieve even greater levels of quality, efficiency and to minimise wastage. Our goals, as part of working towards being environmentally 'net positive', are to continually find ways to reduce energy, waste, water consumption and carbon emissions during the construction of our homes.

By developing collaborative relationships based on fairness and mutual respect we work closely with our supply chain partners to deliver innovative, more sustainable solutions.

Thriving communities

We want to make better places for people to live

Working closely with communities we are able to develop solutions to shared challenges. Our approach is to turn these into opportunities to create better, more attractive places to live which encourage healthier lifestyles and instil a strong sense of community spirit. We are working towards a biodiversity net gain approach, to increase nature on our developments.

Valuing People

We value and care for our people and partners

We continually strengthen our approach to equality, fairness and diversity. We will encourage and support our people and partners to enhance the local environment and communities in which we work. We aim to develop our people and partners to promote a culture of excellence that increasingly enables mutually beneficial goals to be achieved.

We want to inspire the next generation to build

By working with education bodies we aim to encourage children and young adults to pursue careers in construction and housebuilding. We want to provide greater opportunity for people to improve their lives by: engaging with the community, investing in training and nurturing talent.

We want to measure, review and continually improve

We regularly evaluate the material issues of our operations and activities to inform our strategy and approach. We also monitor our sustainability performance using appropriate benchmarks to track progress and undertake periodic reviews to ensure the continuing suitability, and effectiveness of our approach.



John Tutte
Group Chief Executive
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