

Crest Nicholson's driving ambition is to be the market leader in the design and delivery of sustainable housing and mixed-use communities. Through partnership and collaboration we aim to respond to industry and global challenges to deliver outstanding value to our customers, and enhance the built environment. Our ultimate goal is to create an enduring legacy which will enhance the quality of life for individuals and communities.

Our business strategy is based on the three core principles of Sustainable Development; we integrate environmental, social and economic considerations into our decision making processes and maintain high standards of corporate governance and risk management. We believe this approach enhances returns for our owners, responds to stakeholder concerns, manages risk in our own operations and those of our development partners, and ultimately underpins the delivery of sustainable developments.

Specifically Crest Nicholson commits to:

- Engaging with stakeholders to create cohesive, integrated and sustainable communities in which people want to live, work and play
- Deliver high quality, ethical customer service at all stages of the marketing and selling processes
- Provide information which enables customers to make sustainable lifestyle choices
- Use our exemplar projects to develop knowledge and drive performance and innovation both within our business, and the wider industry
- Promote skills development within our own workforce and those employed by our supply chain partners
- Progressively implement our supply chain management and sustainable procurement policies
- Ensure high environmental, social and ethical standards in our own business operations. We comply with all relevant social and environmental legislation as a minimum, and go beyond this to work towards best practice and leadership
- Minimise the adverse environmental impacts arising during the development process and throughout the operational lifetime of the homes we build through innovative product development and sustainable construction practices. In particular we aim to:
 - Reduce carbon dioxide emissions by the progressive implementation of our Climate Change Policy, to drive the realisation of lower, and ultimately zero, carbon developments and a continuous reduction in our own direct and indirect operational emissions
 - Pro-actively manage resource efficiency and reduce waste
 - Protect and enhance biodiversity and ecology at our development sites
 - Prevent pollution to air, land and water through effective management

The Sustainability Business Improvement Workgroup, chaired by an Executive Director will, with the Business Improvement Workgroups, continuously monitor and review these commitments. Progressive targets and monitoring programmes will ensure our sustainability aspirations are delivered, and will lay the foundation for continuous improvement.

This Sustainability Policy and other issue specific [policies](#) with associated [targets and performance reporting](#) support the delivery of our [Mission Statement](#).

We will report our performance annually using the Global Reporting Initiative Guidelines, and will endeavour to ensure appropriate communication with all of our stakeholders. We actively seek feedback from stakeholders to ensure that our Sustainability Policy continues to reflect their expectations.



Stephen Stone, Chief Executive

April 2011

The Sustainability Business Improvement Workgroup will monitor the effectiveness of this Policy, and will review it on a regular basis, annually as a minimum.