

Vistry Group

Innovative Brick Alternatives

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Bovis
Homes 

Linden
HOMES


COUNTRYSIDE
Homes

Countryside
Partnerships

Bricks: Addressing Industry Challenges

Bricks Supply and Costs

- Only three manufactures – Ibstock, Wienerberger and Forterra
- 1.66B made in 2024
- Nearly 1B brick capacity has been lost from the UK market since 2021
- To meet 300,000 homes, we need an additional 2B bricks
- If the market does spike, this will bring more capacity issues

Lack of Bricklayers

- Currently 42,000 bricklayers in UK
- To meet 300,000 homes per annum we would need an addition of 20,000 bricklayers
- Average age of a bricklayer is 53
- We lose more than we recruit as an industry
- We are competing against the wider construction sector

Sustainability

- Bricks 10% of whole life carbon
- Gas fired kilns
- Energy costs
- Transport
- 7.5% wastage on bricks

Lack of Volume

- 217,911 homes in 2024
- 82,089+ shortfall
- Theoretically 5 Vistry sized companies to fill the gap

Slow and Unproductive

- 29 weeks traditional build time
- 18 weeks TF average build time (open panel)
- Weather dependent wet trades

UK Loves Bricks!

- Love affair with bricks since 1667
- Plenty of clay!
- Timeless aesthetic
- Low maintenance
- Tradition (cultural stubbornness)

Exploration of Brick Alternatives



Mauer Cladding – Brick Effect Panels



The Benefits

Speed Of Build

- The Vistry business model of c65% pre-sold developments ensure construction times need to be efficient.
- Partners get homes faster
- Complements the use of timber frame
- Trad Brick – 2-4 weeks, We are targeting 1 week

Sustainability

- c.50% less carbon than traditional brick which will help us meet our Scope 3 carbon reduction targets
- Less Wastage – up to 1 tonne less per plot

Plotting Density

- Reduces the overall external wall thickness which improves plotting density on large sites.

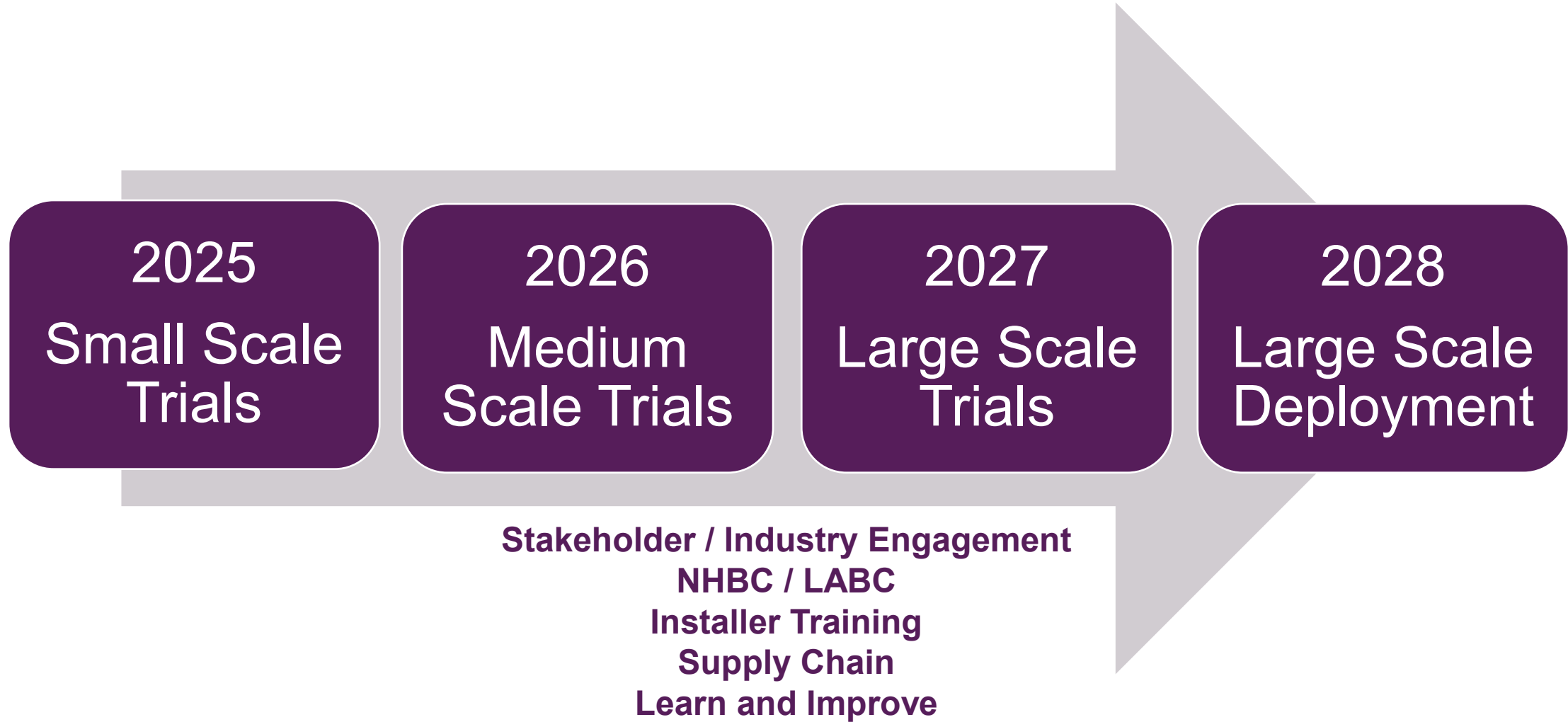
Brick Aesthetics

- The product can replicate any brick colour and bond
- Low rise and high-rise usage

Bricklaying Capacity and supply

- Alleviate the pressure on traditional trades.
- Better control on supply chain

Trials to Large Scale Deployment



Thank you

Questions?

