#### mortar industry association

## ortar news promoting quality factory-produced mortal

#### **Producer members**

Breedon Aggregates 01332 694000

CEMEX UK Materials Ltd 01932 568833

Cornish Lime Company 01208 79779

CPI Mortars Ltd 0845 850 9090

Hugh King & Co 01294 557515

John Carr (Liverpool) Ltd 0151 2070067

Marshall Watts Mix 01262 675383

Premier Mortars 0345 3013030

RTU 02890 851441

Tarmac 03701 116 116

# **EMO** holds congress in London

EMO - the European Mortar Industry Organisation - is holding its annual general assembly in London in May.

Founded in 1991, the association is the professional organisation for European mortar producers whose technical committees deal with the harminisation of testing and performance specifications.

The UK is represented by Steve Large of CEMEX UK who is chairman of MIA.

# More power to the Guild of **Bricklayers**

For the fourth consecutive tear, the Mortar Industry Association is sponsoring the Guild of Bricklayers annual skills competition for industry trainees.

It does so by supplying mortar through its producer members for all competition stages.

The guild runs ten regional competitions for brick laying trainees studying at accredited colleges. Students compete in junior and senior categories. Juniors are given up to five hours to construct a brickwork model from drawings supplied, while seniors are allowed six. Industry judges mark the work and winning competitors from each heat go forward to compete in the national finals to be held on 27 June 2018 at Brooklands College, Weybridge, Surrey.

By the end of April, five heats had been completed covering Wales, West Midlands, Northern, North-West and Southern.

MIA manager, Mick Russell, said:

"We are determined to support youngsters learning their trade to become the skilled bricklayers of the future. We need them to enable us achieve the volume of new home building we so badly need in the UK. More power to the Guild of Bricklayers in its efforts to maintain the highest standards."



Winner of the senior section of the West Midlands regional heat of the Guild of Bricklayers 2018 competition, Sam Yeomans, standing with his trophies and winning brickwork model



 ${\it Life member of the Guild of Bricklayers, Gareth Evans, presents}$ the winner of the senior section of the Wales heat of the Guild of Bricklayers 2018 competition, Lewis Griffiths, with his trophy

### **CPI in tune with Chelmsford refurbishment**

On the site of the world's first wireless radio factory, Marconi Works, careful and considered specification of materials was essential to create the contemporary mix of apartments and houses within this mixed-use development in the centre of Chelmsford. Reliable and high performance mortar from CPI EuroMix helped ensure this high quality development remained on track for completion.

This city centre regeneration project for Bellway Homes - Marconi Evolution - comprises the former Marconi electrical works, a retained Grade II listed building on New Street. The development features a mixture of new and affordable housing, retail and office premises, as well as gardens and public spaces. Mortar from CPI

EuroMix was specified for the final phase of the development, and it is supplying approximately 450 tonnes of mortar in both



New build on the old Marconi works. Chelmsford

white and natural colours. To ensure the mortar meets the highest quality standards and offers ease of use, all 450 tonnes are

being supplied to site using silo mixing stations.

The silo mixing station, capable of holding up to 35 tonnes of dry mortar, is delivered to site where it is plugged into water and power. As required, at the touch of a button, the silo produces a perfectly mixed mortar. The system also minimises waste as well as maintaining the mix and colours, which helps to reduce the environmental impact of projects during construction.

Nearing completion, Marconi Evolution is set to become a lively and energetic new development in Chelmsford city centre, with CPI having played a vital role in shaping this

# What influences new build home buyers?



Property buyers are choosing new-build homes because they meet a range of priorities, which go well beyond the traditional focus on location, new research shows.

Beyond location, location, location: priorities of new-home buyers, a collaborative report produced by the NHBC Foundation and Savills, found that while location remains a key influencer, buyers of new-build homes also placed high importance on a series of other features, such as the design of living space, off-street parking, a new home

warranty, low maintenance and increased energy efficiency.

The report, based on the views of more than 5,400 people who have bought new-build homes in the last four years, identifies seven core priorities, which influence property choice. It found that although the proximity of amenities, such as schools, NHS services and local transport hubs were important considerations, they did not drive a house purchase decision as much as the appeal of key features of the home itself.

Priorities of different purchaser types – first-time buyers, upsizers, relocators and downsizers - are also explored in the report but it was found that that the same top priorities were very consistently selected across the categories. In order of importance these are:

- · Minimum maintenance
- Off-street parking
- Location
- New home warranty
- Size and design of living space
- Quality of the neighbourhood
- · Energy efficiency.

Commenting on the report NHBC's head of standards, innovation and research, Neil Smith, said:

'Buyers are becoming more discriminating and make complex choices based on a number of factors when purchasing a newbuild property. These include the lower levels of maintenance compared with older homes, size and design of living space, new home warranties, energy efficiency and the quality of the neighbourhood, as well as proximity to amenities and services.'

Copies of the report can be obtained by going to https://www.nhbcfoundation.org/publication/beyond-location-location-location-priorities-of-new-home-buyers.



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Gillingham House 38–44 Gillingham Street London, SW1V 1HU Tel +44 (0)20 7963 8000 Fax +44 (0)20 7963 8001 info@mineralproducts.org www.mortar.org.uk

MIA is part of the Mineral Products Association, the trade association for the aggregates, asphalt, cement, concrete, dimension stone, lime, mortar and silica sand industries.