

Delegate: | Laura Duncan - Director
Company: | Site Group Holdings Limited
Size: | 30 Employees

Project Overview

This forward-thinking innovation project focused on bringing a cutting-edge A2 Fire Rated Cavity Insulation product to the UK construction market. This product, already proven successful in Germany and Ireland, addressed newly introduced Health and Safety regulations and presented a timely opportunity for the company to be a first mover in the UK.

Laura identified that one of their trusted manufacturing partners had developed this advanced insulation solution but had not yet introduced it into the UK. With no current providers offering this solution commercially, Laura led the charge to explore its feasibility, align the business case internally, and establish strategic collaborations with international contractors experienced in its use.

Laura secured buy-in from her senior leadership team and the manufacturer. She also implemented a robust testing and training phase, creating a simulated environment to train operatives, refine drilling patterns, and compare installation techniques to existing materials.



Financial Impact

- 1 Initial Investment: £60,000 in equipment plus cost of mock site training
- 2 Pilot Project: Barbican, London - 3-week install valued at £100,000
- 3 ROI: Full return on investment anticipated by the third project

This calculated approach allowed the business to mitigate risk while positioning itself as a leader in compliant, future-proof building solutions.



Company Benefits

1

New Revenue Stream: Opened a profitable new arm of the business by offering this service to existing clients and projects.

2

Team Development: Employees welcomed the opportunity to upskill, improving job satisfaction and contributing to company growth.

3

Strengthened Partnerships: Deepened collaboration with manufacturers, helping shape future product innovation.



Industry Impact

Thanks to Laura's leadership, her business now offers a faster, cleaner, and regulation-compliant A2 Fire Rated Cavity Insulation option for commercial refurbishment projects across the UK. This gives architects and developers access to a high-performing solution that aligns with the latest safety standards, delivered by a team trained to execute with speed and precision.

This was a standout innovation project because it identified a clear market gap driven by new safety regulations, introduced a proven product not yet available in the UK, and aligned strategic investment with measurable returns. Laura's leadership ensured cross-industry collaboration, minimised risk through testing and training, and created long-term value for the business by opening a new service line, upskilling staff, and strengthening manufacturer relationships.