



“Our objective is to create places where our employees will want to work, places which our customers will feel proud to own, places which we are proud to have developed and make a positive contribution to the environment. Through our approach to people, land and product we can take advantage of opportunities in our market for the benefit of all stakeholders.”

VALUING OUR PEOPLE

We invest in the skills of our people through our in-house and external training programmes to help them progress their career and achieve their ambitions. We want our people to have high levels of job satisfaction, enjoyment and motivation.

APPROACH TO MANAGEMENT

We believe in a collaborative and inclusive approach to management seeking short lines of communication to act quickly and decisively in an open culture. We empower our companies to use the investment made in them to deliver success.

MAXIMISING LAND OPPORTUNITIES

We have a commitment to a long term approach to securing our land supply using our skills across a wide range of disciplines to solve problems and to unlock value for both land owners and shareholders.

ADDING VALUE THROUGH DESIGN

Our heritage is built upon our reputation for excellence in design. We distinguish our product not only through the design and specification of each home but also through our focus on their setting and environment. We aim to create attractive places that will stand the test of time.

DELIVERING CUSTOMER SATISFACTION

We are committed to give our customers a great product. Our objective is to engage with the customer throughout the home buying journey to give them a memorable experience of their dealings with Redrow.

COMMITTING TO RESPONSIBLE DEVELOPMENT

We recognise our responsibilities to health and safety, to the environment and to sustainability. Valuing our people means we commit to training our teams to work safely and our commitment to the environment means we strive to improve resource efficiency and our environmental performance.



Assistant Site Managers graduating with NVQ level 3 in Construction Site Supervision