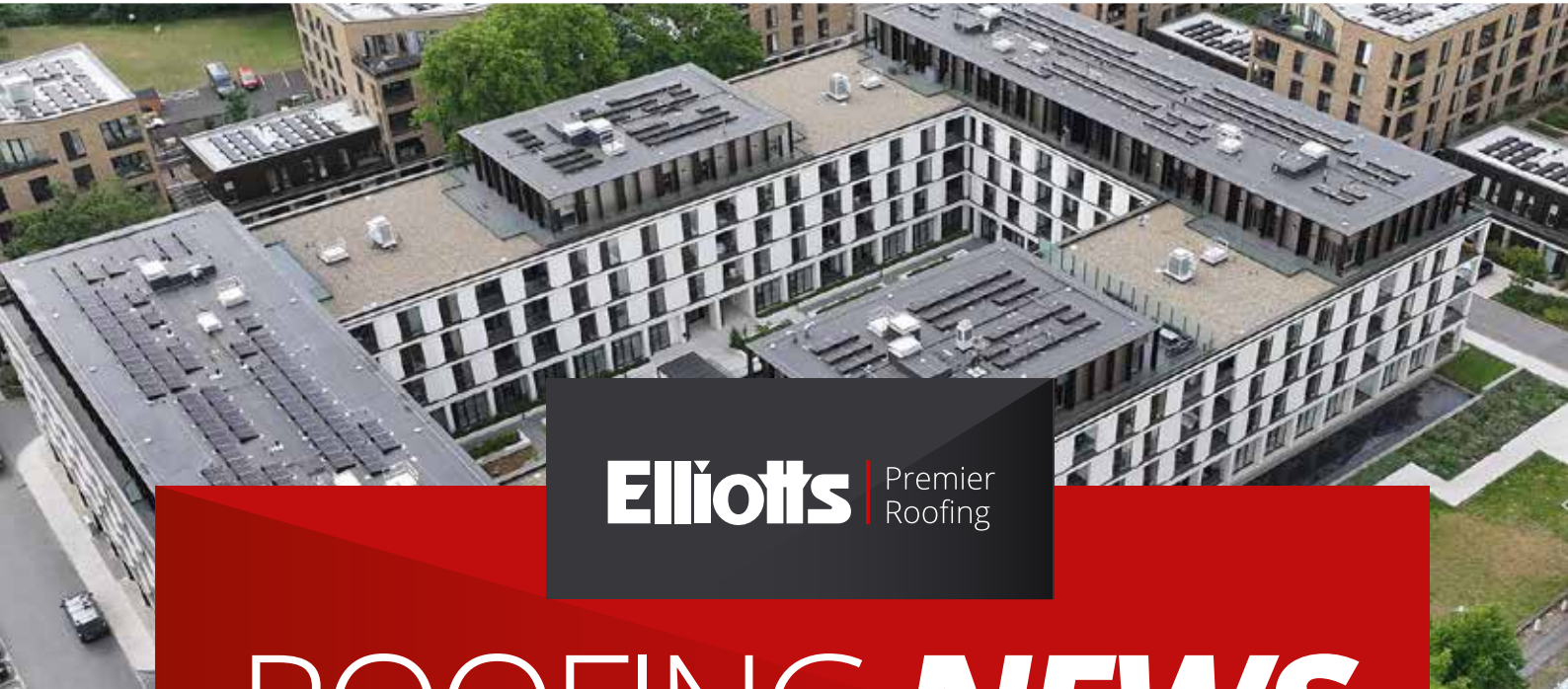


**Elliotts** Premier Roofing

ROOFING **NEWS**

View from the top...

"The first six months of 2025 have flown by and I'm extremely proud of what we've achieved this year, to date. The teamwork I get to observe is paramount to our success."



Sam Starmore
Managing Director

THE IMPRESSIVE CROUDACE SITE



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In this newsletter:

- Update from Sam Starmore
- Award Win for Health & Safety
- 2025 project progress
- Green, Brown & Blue Roofs



Picture: Haslar, Gosport

6 MONTHS IN...

To date, we've commenced work on 33 new projects, ranging in value from £10,000 to £2.3 million, a strong reflection of our ability to deliver across a wide spectrum of project sizes and complexities. This diversity not only demonstrates our flexibility as a business but also our commitment to providing tailored solutions across a range of sectors including education, defence, healthcare, leisure, retail, residential, and industrial.

And to further demonstrate the dedication of our subcontractors and their belief in what Elliotts Premier Roofing is striving to achieve, we were recently presented with three awards.

- ✓ **Best Health and Safety Performance Award 2025 - Beard Construction**
- ✓ **Pride in the Job 2025 - NHBC**
- ✓ **Seal of excellence 2024 - NHBC**

June has been a very successful month, with five new contracts secured, all set to begin before the end of the year. Taking on board feedback from our teams regarding travel to job locations, we've strategically secured these projects within a 40-minute drive from our head office in Southampton. This not only helps reduce the strain of commuting but also allows our teams to spend more productive time onsite, a win for both team morale and programme delivery.

HASLAR QUALITY TALK

Sam Starmore, Managing Director and Luke Dwane, Operations Manager recently led a quality-focused session at our Haslar project in Portsmouth providing valuable insights into roofing best practice. The session was attended by over 50 delegates and highlighted the pre and post quality checks as part of the installation process.



This served as an excellent opportunity to demonstrate our expertise, from the selection of materials and installation techniques to rigorous sign-off procedures and training.

We're dedicated to ensuring that every installation not only meets specifications but delivers long-term performance, reliability, and customer satisfaction.

Initiatives like this demonstrate the importance of collaboration and shared standards across project teams and partners. We extend our thanks to everyone who contributed to the success of the session and to the wider team at Haslar for their continued support.



AWARD WIN **FOR HEALTH & SAFETY**

We're proud to announce that Elliotts Premier Roofing has been awarded the Health and Safety Performance Award at the Guildford Beard Supply Chain Awards 2025.

This is a significant accomplishment for a roofing company and a true reflection of our ongoing commitment to health and safety. A fundamental part of our culture, training, and how we operate on every site, every day.

A sincere thank you to Scott Williams, Contracts Manager, and the team at DPC Flat Roofing Ltd whose support, expertise, and collaborative approach have played a key role in helping us achieve this recognition. This award is shared with you, we're grateful for the strong partnership we've built.

Congratulations to all the award nominees. We look forward to building on this success and continuing to set the benchmark for health and safety in our industry.



We're here to
help you build

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Scott Williams
Contracts Manager





Picture: Winchester, Barton Farm

RECENT CONTRACT WINS:



- ✓ Havant Care Home
- ✓ Bulmer House, Petersfield
- ✓ The Dean, Alresford
- ✓ Harwin PLC Portsmouth
- ✓ Winchester, Barton Farm
- ✓ Alresford Meadows

**Total secured value
for June £2.48m**



Picture: Bulmer House, Petersfield

LATEST PROJECT: Bespoke solution delivers functionality and form



We're pleased to share the recent completion of a single ply pitched roof. A value engineered solution that delivers both performance and cost efficiency for our clients.

THE CHALLENGE

Maintain the aesthetics and functionality of a pitched roof while ensuring adequate ventilation and waterproofing integrity.

THE SOLUTION

Working collaboratively with the client and project team, we developed a bespoke vented ridge detail that allowed for continuous airflow through the roof structure, all without compromising on waterproofing performance.

Having early involvement in the design phase allowed us to influence key detailing decisions. This project is a testament to the value of early collaboration, thoughtful design, and expert delivery.

Single ply pitched roof

Meet

KEVIN BROWNE
CONTRACTS MANAGER

Kevin (or Kev to his teammates) has worked for Elliotts Premier Roofing for over nine years, honing his roofing expertise across pitched, flat, cladding and refurbishment. During this time Kev has managed a variety of projects including:

**CREST FARNHAM**

This was a two-year project which extended to four years due to technical issues with a town centre new build project. The different aspects with technical details and the various roof coverings from pitched, flat standing seam and green roofs brought various challenges due to the way in which they needed to integrate.

**CROUDACE BURGHFIELD COMMON**

A great project due to the outstanding finish of a natural slate and plain tile integrated with bespoke lead work to give great quality of individual build and finish.

This was not without its challenges, such as organisation of labour and materials due to the ever-changing build programmes. Plan and plan again.

Recent projects managed by Kev:

- Midhurst Pitched – whole project worth £900k
- Andover Cladding worth £190k
- Bracknell Cladding worth £135k
- Burghfield Common Pitched worth £1.2m
- Aldershot Phase 2 Pitched worth £1.3m

Away from work, Kev enjoys playing golf with his brother and walking Arthur, his four-legged best friend, which helps him switch off from work and reset for the next day.

Meet

DAVID KIMBER
BUSINESS CONTROLLER

Paul Chadwick, Chief Financial Officer, recalls the time he was recruiting for a new Business Controller in July 2018.

"I took a call from a recruitment consultant introducing David. I was informed he would be perfect for the Business Controller role at Elliotts Premier Roofing. 'He's a seasoned finance professional with direct experience in roofing - he was Financial Controller at Mitie Tilley Roofing. He's hands-on, strong on contract accounting and margin analysis, and used to working closely with branch teams. Immediately available and a safe pair of hands.'

"After the call ended, I remember feeling confident I'd found the right guy. And so, it proved... seven years later and Dave has been a brilliant servant of Elliotts Premier Roofing"

Occasionally grumpy if people don't take month end seriously enough, with a dry sense of humour, Dave has shown great resilience and commitment. He has been one of the pillars upon which EPR's new improved business model has been built, which we're thankful for.



Picture: Brown Roof Project

GREEN, BROWN OR BLUE?

WHICH COLOUR ROOF IS BEST AND WHY

With the need to build more sustainably, eco roofs are fast becoming essential features in urban planning, architecture, and retrofit projects. Whether it's to manage stormwater, enhance biodiversity, or improve energy efficiency, the type of roof you choose matters.

We break down the three main types of eco roofs - green, blue, and brown. From water-storing systems to naturally colonising habitats, we explore the pros and cons of each option to help you make an informed, site-appropriate decision.

GREEN ROOFS

What are they?

Vegetated roofs with plants, soil, and drainage layers.

Pros	Cons
Insulation: Reduces heat loss in winter and heat gain in summer.	Cost: Higher installation and maintenance costs.
Stormwater management: Absorbs rainwater, reducing runoff.	Structural load: Requires a strong roof to support weight.
Aesthetic & ecological value: Can create green spaces and habitats.	Maintenance: Needs regular care (weeding, watering if not drought-tolerant).
Air quality: Plants help filter pollutants and CO ² .	

Best for:

Eco-conscious homeowners, urban buildings, cities with heat islands, or places with strict stormwater regulations.

BROWN ROOFS

What are they?

Similar to green roofs but left "wild" with local soil and rubble to naturally colonize with plants and wildlife.

Pros	Cons
Biodiversity: Excellent for promoting native species and pollinators.	Aesthetic: Can look untidy to some.
Low maintenance: Often requires less ongoing care.	Slow to establish: May take years for nature to take its course.
Reuses materials: Often built with site waste, making them eco-friendly.	Limited control: You don't choose the plantings, nature does.

Best for:

Wildlife lovers, eco-buildings, and developments with a biodiversity focus.

BLUE ROOFS

What are they?

Designed to store and slowly release rainwater using trays, weirs, or detention basins - can be active (with pumps) or passive (gravity-fed).

Pros	Cons
Stormwater control: Excellent in flood-prone or urban areas.	Aesthetic: Not aesthetically pleasing unless combined with greenery.
Flexible option: Can be combined with green roofs (blue-green roofs).	Cost: More engineering required.
Compliance: Helps comply with stormwater regulations.	Maintenance: Not usually energy-saving or biodiversity-enhancing on its own.

Best for:

Urban areas, flat roofs, flood management, buildings needing strict drainage control.

So which roof type is best?

Objective	Green	Brown	Blue
Reduce energy bills	✓		
Supports wildlife		✓	
Manage storm water	✓		✓
Low maintenance costs, eco focus		✓	
Aesthetic/usable green space	✓		
High rainfall/flooding area			✓

We recently installed a blue roof on a built up felt Bauder system at St Peters and St Pauls schools in Surrey. See main image.