

# Hadley Group and Hadley Steel Framing Update

Providing insight into our latest product and project developments for Offsite and Modern Methods of Construction (MMC).

2020 has been a year of challenges for the construction sector and offsite manufacturers have come to the fore to support the gargantuan efforts to build new healthcare facilities in record time and keep construction schedules on track, particularly in the residential sector.

## Offsite Awards Success

We have shaped our business around adding value for customers, understanding their diverse needs and through local expertise, market insight and our advanced manufacturing capabilities – delivering beyond expectations. This approach has paid dividends and we are delighted to announce that the outstanding Lydstep Terrace, a residential project encompassing nine high-end town houses in Bristol, has just been announced as a finalist in the Offsite Awards in two categories – **Best Use of Steel Technology** and **Private Housing Project of the Year**.

**OFFSITE  
AWARDS**  
2020  
**FINALIST**



This recognition is testament to our close partnership with property developer Swinhay. Whilst not the largest project we have delivered, it is one we are proud of as the offsite technology involved epitomises the benefits of modern methods of construction.

Using a number of products in Hadley Steel Framing's offsite product portfolio, the entire frame structure was designed from cold rolled steel, formed to shape, length and individual panelised requirements. Weather protection was factory fitted at Hadley Group's Global HQ in the West Midlands using British Gypsum Glasroc X sheathing boards. All components seamlessly integrate to create the superstructure as individual as the unique townhouses.

**Read more about this project on page seven.**

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## Offsite and Modern Methods of Construction Delivery

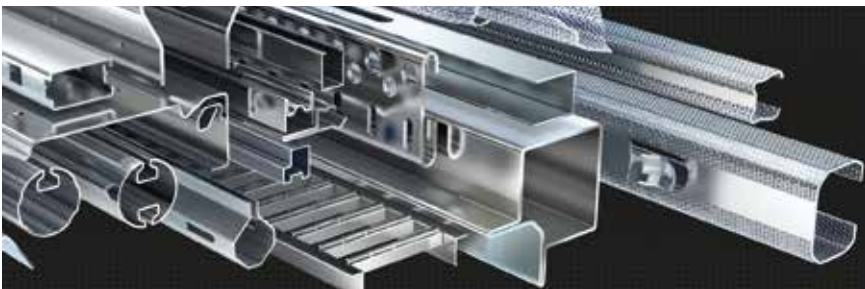
This update provides a brief insight into our products, processes and services. If you have a project that will benefit from advanced offsite steel framing technology, then we would welcome your enquiry.

Email us at  
[sales@hadleysteelframing.com](mailto:sales@hadleysteelframing.com)

# The Custom Rollformed Offsite Solution

## Pushing the Boundaries of Rollformed Components

Hadley Group incorporating Hadley Steel Framing provides a complete approach - pushing the boundaries with steel systems, and adopting an MMC approach to deliver projects across multiple sectors.



Through advanced offsite manufacturing techniques, Hadley's steel framing technology offers a complete system to deliver construction projects to the exacting requirements for the most challenging of projects. By adopting Design for Manufacture and Assembly (DfMA) protocols combined with digital technology – our processes reduce onsite errors by significantly improving product precision and repeatability.

Through our combined group expertise in structural products and ability to pre-engineer highly complex advanced custom rollformed components, we deliver products for specific customer applications that push perceptions regarding the capabilities of steel and other metallic profiles in many offsite and customer driven specifications. Through our complete engineering resource and manufacturing capability, we meet the exacting tolerances required to develop highly accurate and robust volumetric modular systems and frameworks.

DfMA facilitates early design detail and the dimensional design information required for volumetric and modular systems, whilst Building Information Modelling (BIM) reduces time and minimises the risk of errors created from translating engineers information into cutting lists and assembly drawings. BIM also facilitates the optimisation and testing of designs in virtual and pre-production environments.

### Quality Assurance

Utilising our global procurement capability, we source precise tensile strength materials to achieve designed loads, deflection criteria and most importantly – exacting product requirements that cannot be sourced elsewhere. Rigorous quality standards of design and manufacturing processes are central to our work – systems are quality accredited to BS EN ISO 9001 and all cold rollformed sections are manufactured from pre-galvanised 'structural grade' steel in compliance to BS EN 10326.

We can deliver custom rollformed components in structural grades up to 5mm thickness and lengths up to 18m to challenge even the toughest of offsite and modular applications.



### MEETING COMPLEX CHALLENGES

For projects requiring the most precise design accuracy, repeatability and minimised product variation, Hadley Group is raising the bar in terms of profile geometry. **If you are looking to challenge your existing design, reduce weight, eliminate hot rolled products more importantly drive project innovation and challenge convention – we would like to hear from you. Custom rollformed components and Steel Framing Systems for load bearing structures can all be tailored to your bespoke project requirements and meet rigorous offsite product applications.**

# UltraBEAM™

## Driving Offsite Innovation

Hadley Group have over 50 years of experience and expertise in cold rolled section profiles. This combined with in-house design, engineering, detailing and site installation, means the team are extremely experienced in delivering high quality projects – even in the most challenging situations.

Engineered from high-tensile pre-galvanised steel and part of our Ultra Range – **UltraBEAM™** side rails outperform traditional products in every respect. The cold rolled manufacturing process delivers a stronger product, enabling significant material and weight savings without compromising quality or performance. This inherent strength also results in increased stiffness making it an ideal product to increase loadbearing capacity and/or utilise as a weight saving solution.

**UltraBEAM™** is a regular product used onsite to achieve straight runs for optimum loadbearing performance. Achieving more accurate construction, **UltraBEAM™** is the perfect choice for modular and offsite products including floor and roof joists. The ideal solution to support MMC categories covering 2D primary structural systems (category 2) and non-systemised structural components (category 3).

Minimising waste and speeding up offsite assembly – **UltraBEAM™** is available in custom lengths and a range of piercings and end connection details with depths up to 305mm and the ability to achieve even the widest module requirements. This makes the solution ideal for a wide range of applications including floor and roof joists, mezzanine platforms, cassettes, pre panelised systems, ceilings and a range of modular and offsite construction applications.

**UltraBEAM™** drives section efficiency improvements and reduces weight by around 8% on average which ultimately provides significant cost benefits.

**How many tonnes of joists do you currently procure? Speak to our team to see how we can help optimise your next build!**



**UltraBEAM™** – the product to drive modular and offsite construction span requirements

- ✓ SCI assessed status by the Steel Construction Institute
- ✓ Sections in accordance with BS EN 1993-1-3
- ✓ BS EN ISO 9001 Quality Management System for design and production

**UltraBEAM™** forms part of a complete system range which includes **UltraSTEEL®** and **UltraZED™**.

**For more information go to:**

[www.hadleygroup.com/markets/construction/structural-products/purlin-and-side-rail-systems/ultrabeam](http://www.hadleygroup.com/markets/construction/structural-products/purlin-and-side-rail-systems/ultrabeam)



# Your Trusted Steel Framing Delivery Partner

## Taking Complete Control

**Hadley Steel Framing** has proven experience in understanding complex engineering structures and provides full design, manufacture and installation packages. We take complete control, project managing every aspect. This is why our clients appoint us and retain our services time and time again. Achieving fast-track construction schedules - here we define our supportive services, including full ownership of the process, to demonstrate what we can deliver!

### BOOK A CPD

**Hadley Group** offer a comprehensive accredited CPD programme for architects, engineers, specifiers, developers and main contractors, which include: innovation in cold rolled metal products in construction applications featuring environmental benefits, a comprehensive range of solutions, structural capabilities, accreditations, software, BIM and warranties.

**To book your place:**

**Email:** [sales@hadleysteelframing.com](mailto:sales@hadleysteelframing.com)  
**Call:** (0)121 555 1300

## HANDOVER

At the end of every project there is a comprehensive handover process encompassing final 'as built' drawings, Q&A documents, detailed warranties, all operating and maintenance information together with a forthright 360 degree review of the design, manufacturing and installation programme which also highlights where improvements can be made in future projects.

## CONTROL 8

Hadley take complete ownership and management of the project - from engineering and manufacturing right through to onsite installation by our specialist teams which even includes craneage, AP and slingers within our inclusive packages. Via Trimble Fieldview we track and monitor every aspect - taking complete control.

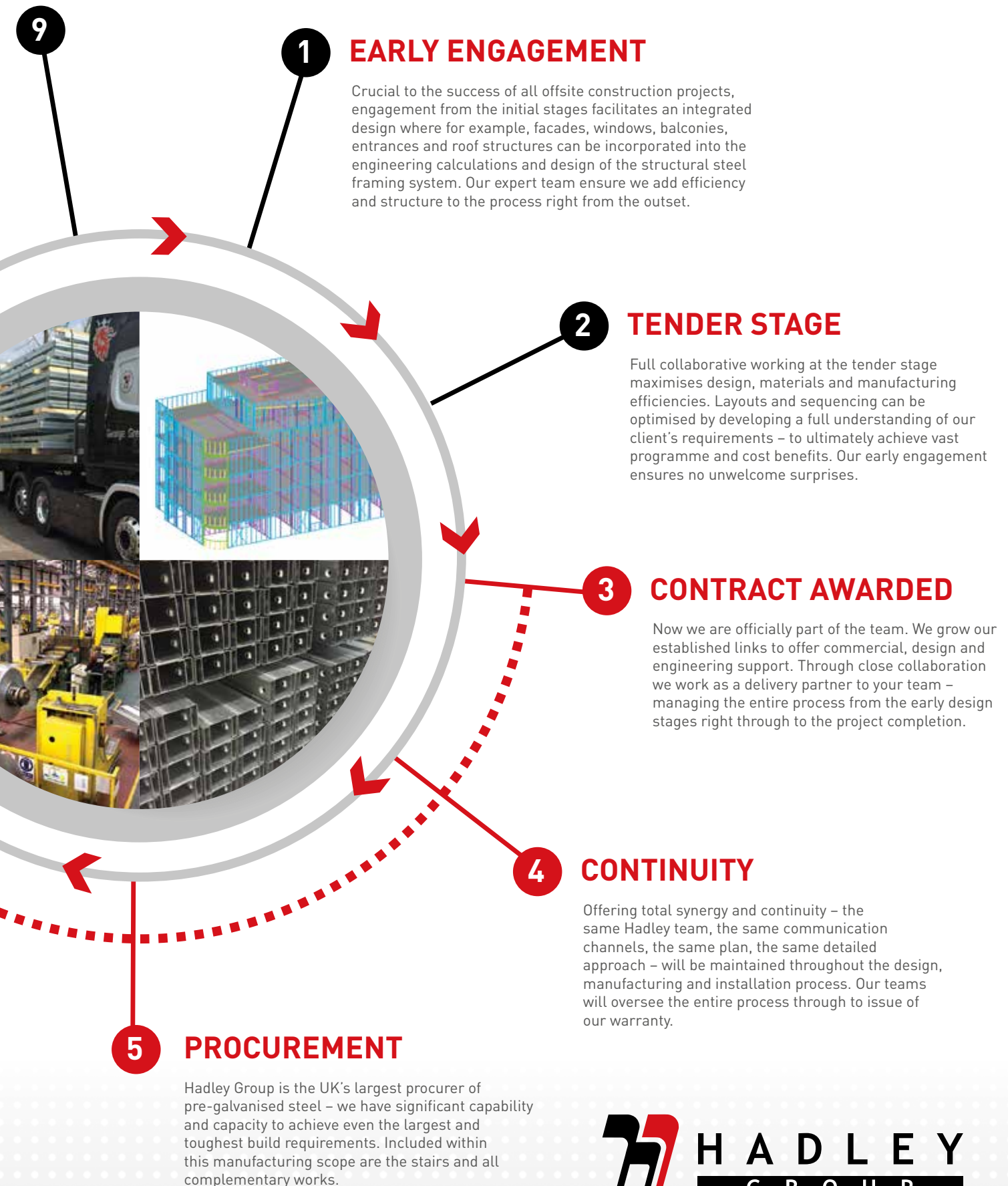
## MANUFACTURING 7

Our unparalleled rollforming expertise is underpinned by the manufacture of all panelised systems and components within the same advanced factory facility. This ensures rapid and efficient builds with accuracy and controls built in at each stage of the process. We optimise our own offsite manufactured sequence, bringing all elements together to improve your project delivery - the true definition of Modern Methods of Construction.

## ENGINEERING 6

Hadley maintain vertically integrated processes - controlling and optimising every aspect. All detailing takes place within the Group to ensure alignment with the original intent. We have the expertise and ability to scope, design, detail, verify, validate and deliver a fully engineered steel framing system.

**14 WEEKS**



# Project Showcase

## Delivering multi sector Steel Framing and Load Bearing Solutions across the UK

We embrace Modern Methods of Construction and are at the forefront of offsite manufacturing. We deliver exceptional services to projects the length and breadth of the UK - here is a snapshot of our work which is currently in progress.

### Hadley Steel Framing, SFS, Modular and Structural

#### HEALTHCARE

Three-storey care home,  
**Stirling**



#### RESIDENTIAL

Luxury apartments,  
**Horsham**

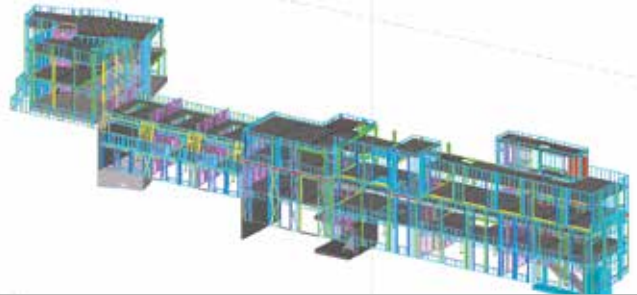


#### LEISURE

Tiered seating for nine cinemas,  
**Glasgow**



Luxury apartments,  
**Spitalfields**



#### COMMERCIAL

Bath Street Hotel,  
**Jersey**



#### Structural Products

In addition, we are currently delivering structural products to projects across the UK for a range of developments including: industrial warehouses, distribution centres, data centres, agricultural buildings, grain stores, self-storage and garage units.

#### Modular and Offsite

Our manufacturing expertise comes to the fore for projects adopting modern methods of construction. We are delivering components and assembling custom steel profiles for a range of offsite and modular developments across the country, from Leeds to London.



# Sector Expertise – Residential

## Finalist in the Offsite Awards – Lydstep Terrace, Bristol

As the supplier of choice for a number of installers, contractors and designers – Hadley Steel Framing provide solutions for the most progressive architecture, serving every market sector.

**OFFSITE  
AWARDS**  
  
**2020  
FINALIST**

**PRIVATE HOUSING  
PROJECT OF THE YEAR**  
  
**BEST USE OF  
STEEL TECHNOLOGY**

Just announced as a finalist in the **2020 Offsite Awards** in two categories – **Best Use of Steel Technology** and **Private Housing Project of the Year** – Lydstep Terrace is a development of nine family townhouses which clearly demonstrates our expertise in complex residential builds. The restrictive access and site in a highly populated area presented multiple challenges. Ensuring positive relationships with local residents was a priority – our advanced offsite manufactured steel framing system (SFS) provided the optimum solution.

The site itself was difficult enough, then add to the mix the complications surrounding COVID-19 restrictions. A key factor in achieving social distancing was the small number of workers in the Hadley site installation team. Risk assessments and method statements were developed with new on-site procedures and the works were able to continue under significant control, care, and caution.

### A systematic offsite approach

Designed to provide character with a modern approach to family living, the adaptable steel framing system was installed with ease on-site, overcoming the access challenges. The panelised steel framing system reduced the number of deliveries to site, decreasing the inconvenience to neighbours.

The Hadley site installation team finished the SFS elements in just 12 weeks. The system encompassed 100mm light gauge steel framing – panelised as a cold rolled structure, 150mm deep concrete composite floors, mansard roofs, steel pan stairs with concrete tread infill steel joists and hot rolled steel balconies.

**Chris Hughes, Director for property developer Swinhay Ltd said: “The installation of the steel frame went like clockwork, there have been several challenges in delivering Lydstep Terrace, access to the site being one – Hadley’s team have been a pleasure to work with and proved that a tight small site is no problem.”**



Images: Hadley Steel Framing – Lydstep Terrace, Bristol



# Bespoke Framing Systems

Steel Solutions Without Compromise



Hadley Group provides a pre-panelised stand-alone steel frame structure which is a lighter and easier to erect alternative to steel or concrete primary frames and offers distinct advantages over timber frame construction within the residential property market. Properties of up to four storeys can be quickly and effectively produced. Spans of up to 6m offer the potential to eliminate internal load bearing walls and thereby provide more options for internal space planning.

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**Stronger**  
by Design



**Lighter**  
by Design



**Greener**  
by Design



**HADLEY**  
**GROUP**

SHAPING THE FUTURE IN METAL



**LIGHT STEEL FRAME**  
**ASSOCIATION**  
MANUFACTURING MEMBER