

National capability. Local expertise.

Housing Solutions

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Dedicated Focus On The Housing Sector

With the UK Government's commitment to delivering millions of new homes in 2025 and beyond, the housing sector represents one of the country's most urgent and dynamic construction priorities.

Brand Access Solutions recognises the scale and pace this demand requires. That's why housing is a strategic focus across our national operations. We support every stage of residential development with safe, efficient, and fully compliant access solutions tailored to the needs of the housing market.

As part of this commitment, we have appointed a National Housing Key Account Manager. This dedicated role gives housing clients across the UK a direct, knowledgeable point of contact for faster response times, clearer communication, and consistent support.

The Housing Account Manager works closely with all branches across the country, ensuring seamless coordination and timely delivery of services, regardless of project location or size.



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National Coverage & Capability

Brand Access Solutions has a national network of regional teams dedicated to working closely with our clients to find the optimal solution to any projects' specific access requirements, on a bespoke basis. No job is too big, too challenging or too complex. We have an unrivalled network of employees, extensive owned assets and a conveniently distributed national branch network across England, Scotland and Wales serving all major cities with major project experience.

Brand Access Solutions provides hybrid access solutions from each of our branches across the UK, making even the most complex access challenges easy to handle. By offering localised, all-in-one solutions, Brand Access Solutions eliminates the delays often caused by sourcing equipment from multiple regions.



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Safety Above All Else

We believe a safe and successful project begins with the right people in the right position. The right people prioritise safety above all else, ensuring that everyone who interacts with our scaffolding and access solutions is protected at all times.

At Brand Access Solutions, safeguarding everyone's safety is at the core of all we do. We understand that our trade involves managing the inherent risks of working at height. Therefore, we require an unwavering commitment to health and safety from every team member.

At Brand Access Solutions, safety is our top priority, 24/7/365, with no compromises. Our comprehensive safety policies, systems, and programs are designed to involve and empower the entire workforce in delivering safe work practices across all our projects.

Our goal is to make sure everyone goes home each day in the same or better physical and mental condition as when they arrived. This focus shapes our industry-leading safety culture, supported by ongoing training and a commitment to setting safety standards across all our operations.



The Five Pillars of Safety

Building effective safety is like building a sturdy home: it begins with a stable foundation. Our Five Pillars of Safety, together with our SHEQ Management Process & Systems, create a company-wide culture of safety that supports the highest performance & increased productivity on every project.



Employee Intervention System (EIS)

Our incentive-based, voluntary EIS is our field employee behavior-based safety program.



Supervisor Observation System (SOS)

Proactive ownership and accountability at the supervisor level through peer-to-peer observation and review, while encouraging positive leadership development.



Management Safety Reviews (MSR)

Integral part of our safety system and required by all management. MSRs employ the "Go See" method of management and are field-observation-based.



Gold Link Audit System

In-depth and multilevel internal evaluation of a site's safety management system and processes through inspection, interview and documentation review.



Learning network (BSLN)

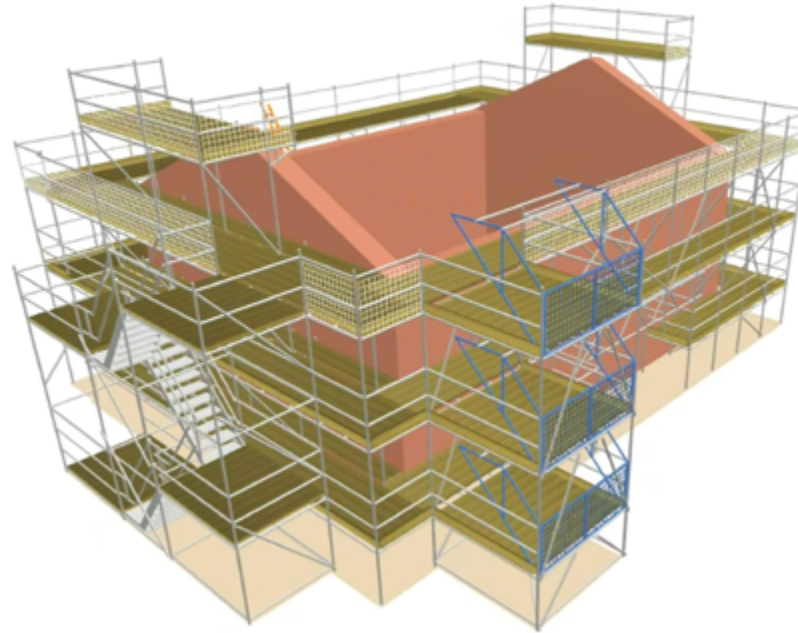
State-of-the-art web-based learning management system for compliance, regulatory, trade and career path training.

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Engineering & Design

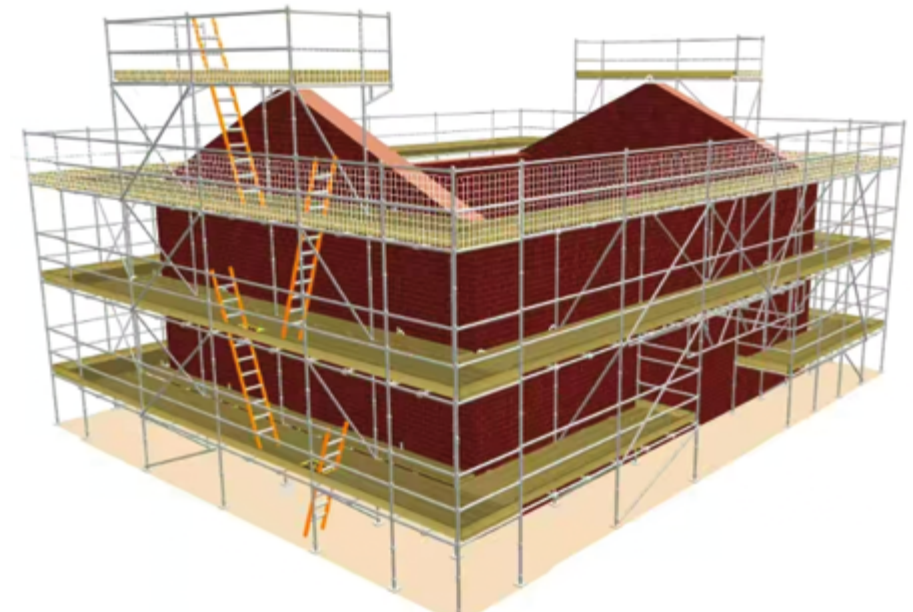
In-House Engineering Expertise

Our in-house engineers give housing developers quicker turnaround, clearer communication, and designs that reflect real on-site requirements. By working directly with our operations teams, they create practical, build-focused scaffold schemes that support efficient sequencing across multi-plot developments. This joined-up approach reduces delays, minimises revisions, and helps projects progress with greater consistency and confidence.



SmartScaf: Intelligent Planning for Housing

SmartScaf streamlines planning across housing sites with precise 3D models, automatic material lists, and simple 2D plans for installation. Most designs can be approved without additional engineering, saving time and reducing cost. With fully customisable layouts—including loading bays, stair towers, and access options—SmartScaf improves coordination, speeds up approvals, and ensures consistent scaffold standards from plot to plot.



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Systems & Products

Our portfolio of access systems is specifically engineered to meet the unique challenges of housing construction, from compact urban infill projects to multi-phase regeneration schemes and modular developments. We deliver access systems that enhance productivity, protect workers, and maintain full regulatory compliance across every phase of build.

Every system is supplied, installed, and inspected by trained Brand Access Solutions operatives. Our product investment strategy ensures all equipment meets or exceeds BS EN standards and is supported by comprehensive design and safety documentation.



Timber Frame Solutions

Brand Access Solutions provides lightweight, adaptable scaffolding systems designed specifically for timber frame housing developments. Engineered for rapid assembly and minimal disruption to sequencing, our solutions support high-speed build programmes and efficient trade flow. Combining flexibility, safety, and smart design, they enable smooth progression across multiple plots while maintaining excellent stability and access performance on every structure.



Traditional Build Systems

Our Traditional Build Systems deliver reliable scaffold access for brick, block, and mixed-material construction. Using either tube and fitting or system scaffolds, we provide safe, stable platforms for all trades and elevations. Designed for durability and ease of adaptation, our solutions ensure consistent performance on complex housing layouts and large multi-phase developments, maintaining safety, speed, and structural integrity throughout.

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Systems & Products



G-DECK

G-DECK from Brand Access Solutions is a high-strength, modular safety decking system designed to meet the demands of modern housing developments. With load capacities up to 600 kg/m², rapid installation, and built-in safety features, it provides secure working platforms for timber frame, traditional build, and multi-plot sites. G-DECK improves productivity, sequencing efficiency, and compliance, creating safer, more controlled environments across fast-paced housing projects.



Cuplok

The CUPLOK® System Scaffold from Brand Access Solutions is engineered for the demands of modern housing developments, offering speed, strength, and adaptability across multi-plot sites. Its innovative node-point design enables up to four connections in a single action, ensuring rapid erection and consistent stability. Suitable for both timber frame and traditional build housing, CUPLOK® provides reliable access, shoring, and façade support with high load capacity and long-term durability.



Rapid EPS

Rapid EPS Barriers provide a fast, durable, and highly efficient edge protection system ideal for modern housing developments. Manufactured from pre-galvanised steel with MIG-brazed, non-ferrous welding and a powder-coated finish, they offer exceptional longevity and resistance to rust. Their robust yet lightweight design allows quick installation, making them perfect for fast-paced housing sites where safety, speed, and reliability are essential.

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Award-Winning Partnership Driving Housing Delivery at Scale

Brand Access Solutions worked with Kellen Homes to deliver a 267-unit timber frame development within a tight 19-month programme.

Our Cuplok System Scaffolding was planned around the pace and sequencing of timber frame construction, supported by SmartScaf for accurate handovers, inspections, and material tracking.

Challenges & Approach

Working in a live, fast-moving environment required precise planning and consistently quick turnaround. We achieved this through:

- › **Increased supervision and labour** to keep ahead of the frame erection cycle
- › **Close coordination with the site team**, ensuring scaffolds were ready ahead of crane lifts
- › **A proactive, plot-by-plot delivery model** to maintain momentum across the development

This approach enabled uninterrupted sequencing and minimised downtime for follow-on trades.

Results & Impact

We scaffolded 223 homes in just 23 weeks, helping the programme finish five months ahead of schedule. A permanent on-site presence improved coordination, logistics, and responsiveness throughout all phases of the build.

Partnership & Recognition

Our long-term partnership with Kellen Homes spans more than 1,200 completed homes, with a further 1,300 due to start in 2026. This development received two LABC Awards, recognising the quality, safety, and consistency of delivery.

“Brand Access Solutions worked in a safe and timely manner, progressing at a rate that ensured scaffolds were erected prior to crane lifts — allowing us to better our original programme.”



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Streamlined Access Delivery for Affordable Timber-Frame Homes

Project Overview

Brand Access Solutions supported Cala Homes on an Affordable Housing development, a fast-moving timber frame programme. With modern construction methods driving rapid build cycles, our team provided a coordinated access solutions tailored to the pace and sequencing of the works.

Brand Access Solutions supplied a full commercial scaffolding access package, including loading towers and stair access to each block. We also delivered all scaffolding design requirements for the project, ensuring alignment with Cala's specifications and programme needs.

Challenges & Approach

The primary challenge was the quick progression of the timber frame works, which demanded access to be consistently ahead of construction without causing delays or congestion on site.

We addressed this through:

- › **Regular programme reviews**, ensuring access provision stayed ahead of rapid frame installation.

- › **Proactive forward planning**, coordinating closely with Cala Homes' site team and other subcontractors to maintain a smooth workflow.

Results & Impact

Our structured and collaborative approach delivered clear benefits:

- › **Cost efficiencies** through consistent, well-sequenced access delivery.
- › **Positive relations with the client**, reinforced through reliable service and communication.
- › **Enhanced build sequencing**, supporting accelerated progress across trades.
- › **Contribution to sustainability and quality outcomes**, by maintaining an efficient, low-disruption workflow aligned with Cala's performance objectives.
- › **Excellent site safety**: The project maintained an excellent safety record ensuring all personnel were protected while working on the live site.

Client Relationship

This project reflects our ongoing partnership with Cala Homes, built on trust and repeat performance. The client provided outstanding feedback, praising the team's responsiveness and dedication to safe practice.



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Integrated Access & Design Delivery for Large-Scale Housing

Brand Access Solutions partnered with Lovell Partnerships on a mixed-tenure development comprising 212 homes, including timber frame houses and apartments. The 30-month programme required structured access planning and reliable delivery across a live, multi-phase site.

We supplied a full Cuplok System Scaffolding package and complete design responsibility, supported by SmartScaf for handovers, inspections, and efficient material control.

Challenges & Approach

Operating in a busy, evolving environment demanded flexibility and strong communication. We delivered this through:

- › **Additional supervision and on-site support** aligned to Lovell's build sequence
- › **Close collaboration between design and operations**, ensuring rapid drawing turnaround
- › **A permanent, dedicated site team**, providing timely scaffold installation across all plots

This structured approach kept scaffolding consistently ahead of construction progress, reducing delays and supporting safe, efficient delivery.

Results & Impact

Proactive sequencing and strong on-site coordination allowed the client to maintain build momentum. The integration of design, SmartScaf, and consistent access provision improved logistics and enhanced efficiency across every phase.

Partnership & Growth

This project marked the start of our partnership with Lovell Partnerships. Its success led to two further awarded schemes—Bryn Castell and Dock Road—totalling over 200 homes, with a growing pipeline anticipated over the next 18 months.



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Why BrandSafway?

Unique combination of expertise & resources

We are part of **BrandSafway**, a leading global provider of access, specialised services and forming & shoring solutions to the industrial, commercial and infrastructure end markets. With more than 340 branches all over the world, we provide support for ongoing maintenance as well as for refurbishment needs and new construction plans.

As one strong team, we support our customers:

- › **Brand Energy & Infrastructure Services** is one of the world's largest industrial services specialists;
- › **Brand Access Solutions** is the UK's largest full-service provider of scaffolding and access systems;
- › **Hünnebeck** stands for safe and highly efficient formwork, scaffolding and safety technology.

[More about BrandSafway](#)

› best in class safety performance

› specialty team of ~40,000 People

› 30,000+ customers ... and growing

› ~340 locations in 25 Countries

› revenues of nearly ~\$5b

› assets & equipment worth ~\$4.2b



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