

MODA
THE



MERCIAN

BIRMINGHAM

MODA, THE MERCIAN



MODA

Moda, The Mercian - Sisk's construction story

Located on the former site of the renowned nightclub, The Click Club at Burberries; Moda - The Mercian - is the tallest residential tower in Birmingham.

481 beautiful apartments for rent over 42-storeys. Top-tier amenities, epic views and a 200-metre rooftop running track; one of the first in the UK's housing market!

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THE
FUTURE OF
BIRMINGHAM



The first phase of the Broad Street corridor

Moda's decision to enter the Birmingham build-to-rent market represented a particularly exciting time and was taken as far back as 2015 when the sector was in its infancy in the city. We acquired the 0.77-acre former Tramps night-club site on Broad Street from Bloomcrest, a joint venture business between Cordwell Property Group and West Midlands' developers, the Richardson brothers. The site fitted perfectly with our strategy of targeting central locations in major urban areas, and we recognised immediately that it would allow us to deliver high-quality rental homes at scale to professional tenants. The site also lies directly opposite Brindleyplace – a mixed-use commercial scheme centred around the Birmingham canal – which offers excellent leisure provision so we knew we would have a unique offer.

We knew we wanted to deliver a landmark building and after a trip to Chicago in 2015, we were inspired by the scale and quality of residential skyscrapers which had exceptionally well designed lobbies and open plan balcony areas. There was a lightbulb moment when we realised that we had the opportunity to also deliver this for the city of Birmingham.



This exact brief was given to Glen Howells architects who worked tirelessly to create a unique 42-storey development complete with a triple height, glazed atrium and 60,000sqft podium with 30,000sqft of amenity and outside space. The first major tower in the city; at 42 storeys, Moda, The Mercian is the vanguard of buildings-at-height across the Midlands, delivering an ambitious Chicago-style building that both Moda, our delivery partners and the city can be truly proud of. It also supports the wider regeneration of Broad Street. Our Executive Director of Development and Projects, Andrew Parker, led extensive discussions with Sisk's senior leadership team after visiting the excellent build-to-rent and mixed-use work Sisk had completed over a 15-year period at Wembley Park. The decision to engage Sisk was promptly taken.



**“35,000SQFT OF
MIXED COMMERCIAL,
RETAIL AND LEISURE
SPACE”**

Our vision has always been to make renting simple, accessible and aspirational; we don't charge deposits or fees and offer pet friendly, fuss-free living with the ability to reserve a beautiful new home online in a matter of clicks and be moved in within 24 hours. Moda, The Mercian comes complete with 481 high-quality, furnished rental homes with state-of-the-art amenities including hotel style atrium, 200m rooftop running track – one of the first in the residential market, 24hr gym and two studios, shared lounges, rooftop terrace with BBQ areas and outside kitchen, private dining room, cinema room, plus dedicated co-working space and meeting rooms. It provides hotel-level of service combined with leading tech including an app that helps you run your day-to-day life and superfast 250MBPS Wi-Fi. We're also incredibly proud that it is one of the first residential buildings in Europe to receive a 3 star Fitwel certification – making it one of the healthiest places to live. It is also certified 'Pure Green' which means all energy it uses is from 100% renewable sources including wind, solar and hydro. In an industry-first innovation with our partner Utopi, residents will also be able to monitor their energy consumption and track their carbon output in real time. We also bulk buy energy passing on cost savings to residents, on average utilities cost 39% less than the market average, something that is becoming even more important in the current financial climate.

Working with Sisk has been an incredibly positive experience and our relationship has flourished as a result. The pandemic challenged us all. Sisk assured us they could maintain programme by carefully re-visiting their construction methodology and by instigating extensive dialogue with their supply chain. Excellent additional health and safety regimes were introduced across the site to ensure that all site employees were tested regularly for Covid; this created an immensely positive working ethic all the way through the pandemic as all staff felt as safe as possible and were happy to come to work. I could not be happier with the manner in which Sisk constructed Moda, The Mercian and to have a building handed over on time, on budget during such unprecedented times is testament to the excellence of Sisk's people. In July 2022 as we celebrate the completion of Moda, The Mercian and we present its story in this commemorative book, on behalf of all the Moda team I must wholeheartedly thank the project team and senior leadership of Sisk.

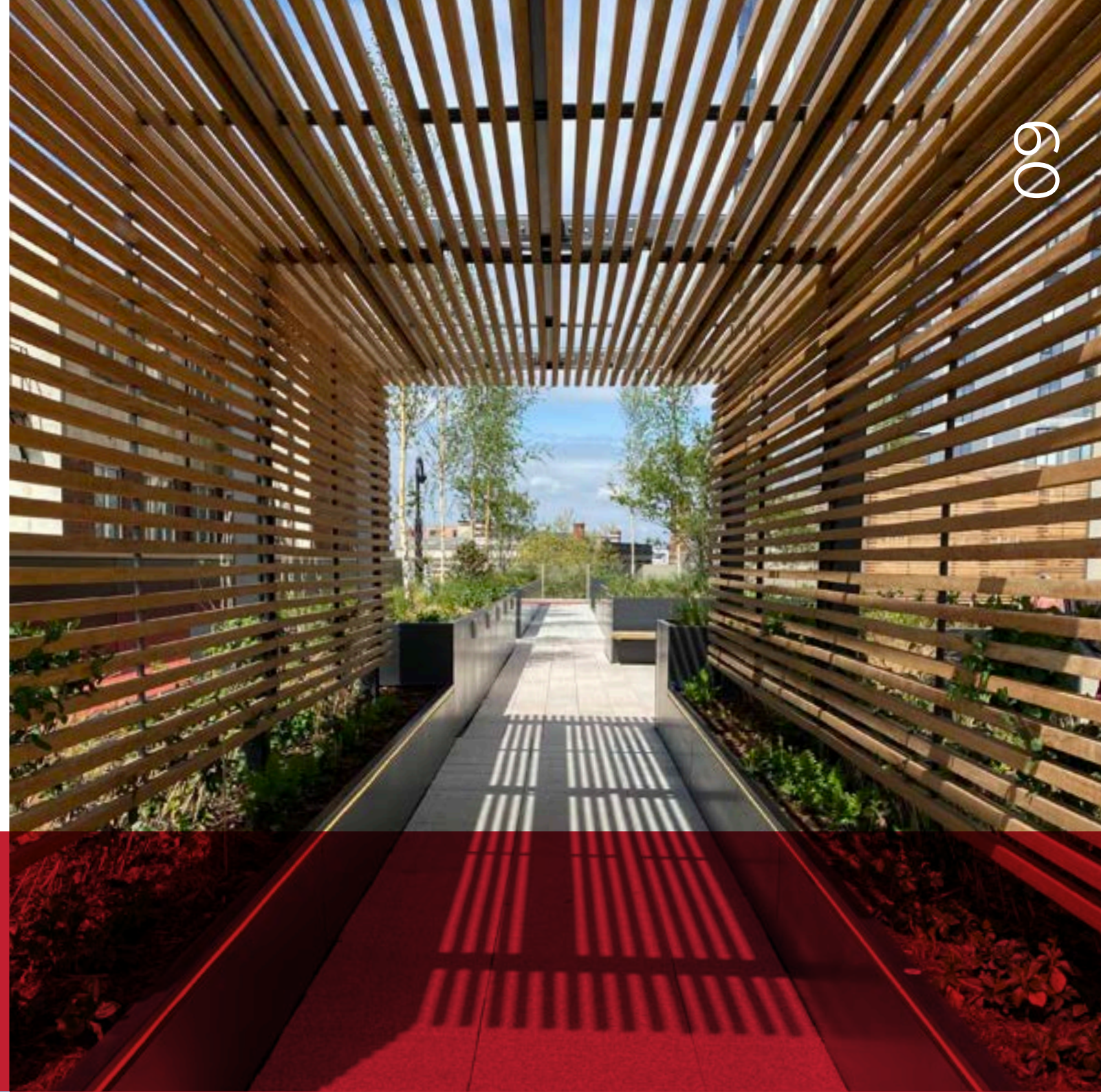
Tony Brooks
Managing Director - Moda Living



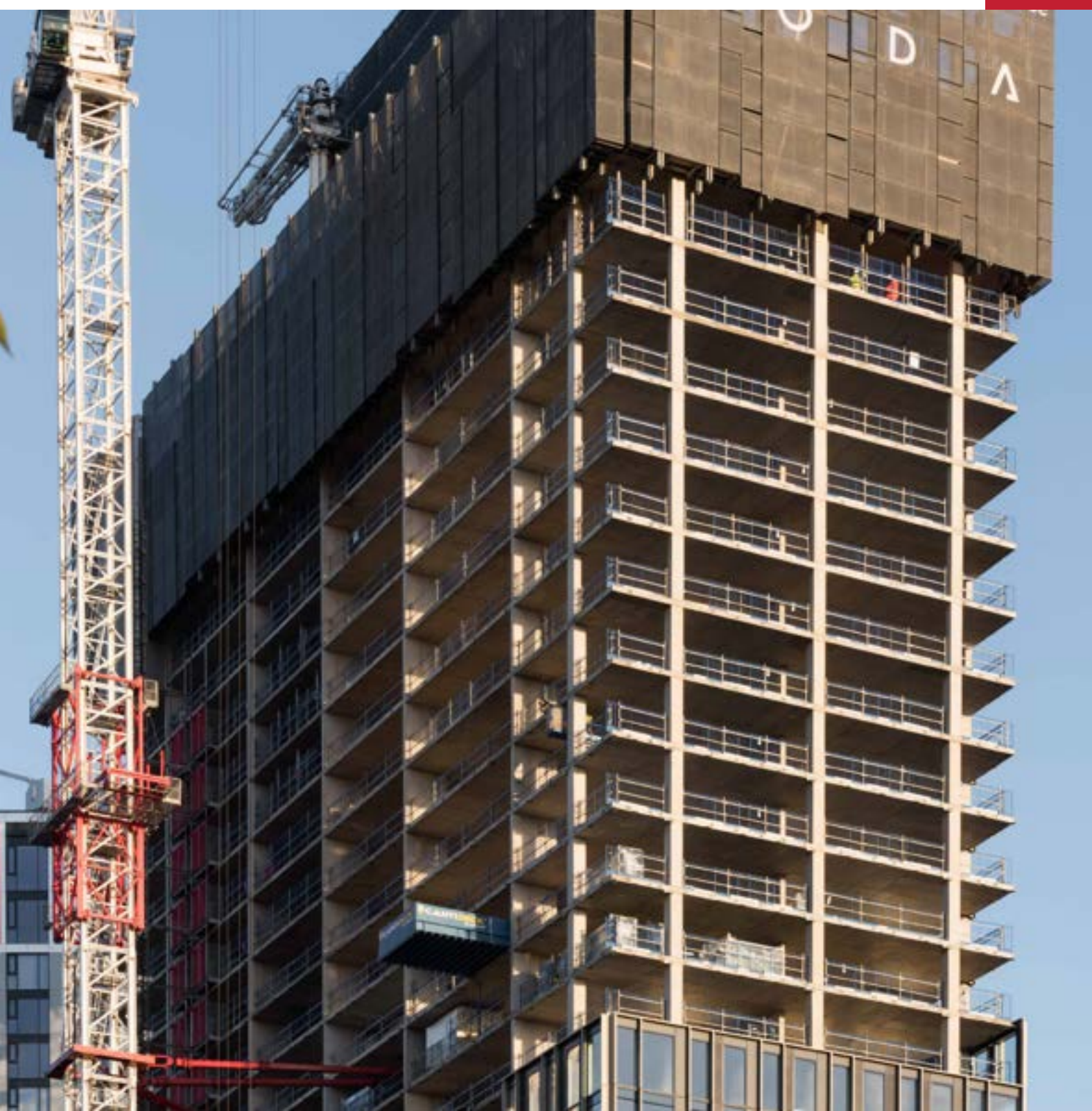


“We are particularly proud to have built the tallest residential tower in Birmingham”

It takes a brave developer to take the decision to build a 42-storey tower in any City and braver in Birmingham which – to date – has not seen a development at that size and scale. To be the partner contractor invited to deliver such a scheme for Moda Living has been both a privilege and an honour for John Sisk & Son Limited.



09



From the outset of our first engagement with Andrew Parker at Moda Living, we were invited to demonstrate our unique skills in the delivery of build-to-rent developments. Andrew took the time to visit a number of our live projects and approached us immediately when a contractor initially invited to negotiate the scheme went into receivership. We were delighted to review the project, initially entering into a PCSA arrangement and then agreeing terms to commit to its delivery. As well as being the tallest residential tower in Birmingham, for John Sisk & Son, it's the tallest structure that we have built in our 163 year history.

Our relationship with Moda Living has grown from strength to strength over the three-year delivery period for Moda, The Mercian. Covid was a particularly testing time for us all; however we committed to keep the programme on track by organising comprehensive testing facilities on-site in order that all our staff and supply chain felt as safe as possible if they continued to come to work. The commitment from all members of the Sisk project team was incredible and I would personally like to thank them all; equally so, the commitment and continued support from our supply chain partners allowed us to achieve project completion on time, irrespective of the impact of the pandemic – this was an outstanding and industry-leading performance in the circumstances that faced us at the time. The site on Broad Street was logistically immensely challenging. Moda, The Mercian is built to the boundary of the site on all sides therefore we had little room for manoeuvre.

WELCOME



We worked incredibly hard throughout the whole of the build period to maintain quality relationships with all our neighbours and local residents during the complex and busy movement of materials and people, which I am proud to say we achieved with zero issues. Building Information Modelling and digital project delivery were at the forefront of the construction methodology for the development. Forging continuous improvement, these technologies have driven advancements in both time and cost on the project, supporting enhanced performance and quality.

Our joint approach with Moda Living to suggest to Birmingham City Council – and Mayor Andy Street – that we create a training hub at Moda, The Mercian to instigate local employment directly in Birmingham has been an outstanding success. Over 6,902 person weeks of local employment has been achieved on the development with each individual having the opportunity to further their careers in the built environment as a result. Equally, we committed to employ 5 apprentices on the scheme but in fact, achieved over 22 places.

We are all incredibly proud of this achievement and we will repeat this initiative on each and every project we undertake in the City. Birmingham City Council described the Sisk/Moda enterprise as a unique trail-blazer and a model they will insist other developers and contractors working in the city follow in the future.

As we celebrate completion of Moda, The Mercian, this iconic building will be the vanguard for future BTR developments across Birmingham and the West Midlands and kick-starts the regeneration of the Broad Street corridor. Its offer of high quality living space, incredible and unique amenity areas with a 200m rooftop running-track, multiple gyms, private dining rooms and cinema will give residents a quality of life never before offered in a city-centre BTR development.

**WE WISH OUR VALUED
CLIENT MODA LIVING EVERY
CONGRATULATIONS IN
REALISING THEIR VISION
AND WE LOOK FORWARD
TO CONTINUING OUR
VALUED RELATIONSHIP
ON FUTURE SCHEMES IN
THE CITY AND ELSEWHERE
ACROSS THE UK.**

Ajaz Shafi
COO - John Sisk & Son





The successful completion of Moda, The Mercian in July 2022 represents a fantastic achievement for all parties involved.

The project has been 7 years in the making and involved the successful collaboration and hard work of many companies and many hundreds of people over this time. Aside from the day-to-day challenges of designing and constructing such high-rise residential projects, it adapted to a very turbulent and changing world around it with events such as Brexit and Covid in its construction period (and I'm sure in its future lifetime it will witness many more political and economic changes!)

Sisk have proven themselves to be the client-focussed, highly capable partner contractor we had hoped at the outset. Sisk completed the project to the highest safety and quality standards whilst creating opportunities for local employment on the site. The Moda-Sisk relationship has now expanded into other projects where we hope to emulate the success of Moda, The Mercian. The wider project team have also been a fantastic attribute to the scheme, understanding our vision from the outset and ultimately delivering it. Glenn Howells, WSP, RPS and Arcadis to name but a few, have been a constant since its inception and have played an enormous part in bringing the concept to life.

The project has been a great partnership with Birmingham City Council and will support the continued regeneration and positive development of this area of Birmingham City Centre and will now provide a high-quality managed rental offer to its customers for the future. I'd like to thank the many Moda colleagues that have worked tirelessly over the last 7 years to make the project a success. I'd like to thank the many Moda colleagues that have equally worked tirelessly over the last 7 years to make the project a success.



I'D ALSO LIKE TO THANK SISK, OUR DESIGN AND PROJECT TEAM, SUB-CONTRACTORS, AND SUPPLIERS FOR ALL THEIR DAYS (AND PROBABLY NIGHTS) WORKING ON THE PROJECT. I TRUST ALL INVOLVED CAN BE AS PROUD OF MODA, THE MERCIAN, AS I AM.

Andrew Parker
Director of Projects - Moda Living

WELCOME

WHERE IT ALL BEGAN

Where it
all began

The journey begins Zone2 Broad Street

Aligning with Birmingham City Council's Big City Plan, which cited 'there is a potential to realise a cluster of the tallest buildings close to Five Ways', Moda worked with design team members to develop Birmingham's tallest residential tower that promotes long-term healthy, diverse and sociable living for residents.

DESIGN TEAM MEMBERS

Glenn Howells Architects



ARCADIS



A HIGH-QUALITY AMENITY-RICH OFFER WAS CENTRAL TO THE BRIEF IN ORDER TO CREATE AND SUSTAIN AN INTEGRATED COMMUNITY. THIS INCLUDED AN INNOVATIVE APPROACH TO HEALTHY, SOCIALLY CONNECTED RESIDENTS WITH THE PROVISION OF A CITY CENTRE 200 METRE RUNNING TRACK ON THE ROOF OF THE PODIUM ULTRICES.

WHERE IT ALL BEGAN





Commencement of lift-shafts to Core A



Site layout - Preconstruction



Demolition of existing building

“212 BROAD STREET PRESENTS AN EXCITING OPPORTUNITY TO SIGNIFICANTLY ENHANCE THE LOCAL ENVIRONMENT, OFFERING FANTASTIC NEW WORK AND LEISURE SPACE, ALONGSIDE HOMES TO NURTURE A GENUINE LONG TERM COMMUNITY THAT CAN HELP SUPPORT THE CITY’S GROWING WORKFORCE.”



James Blakey
Planning Director at Moda Living



View from Broad Street

PCSA & Preconstruction

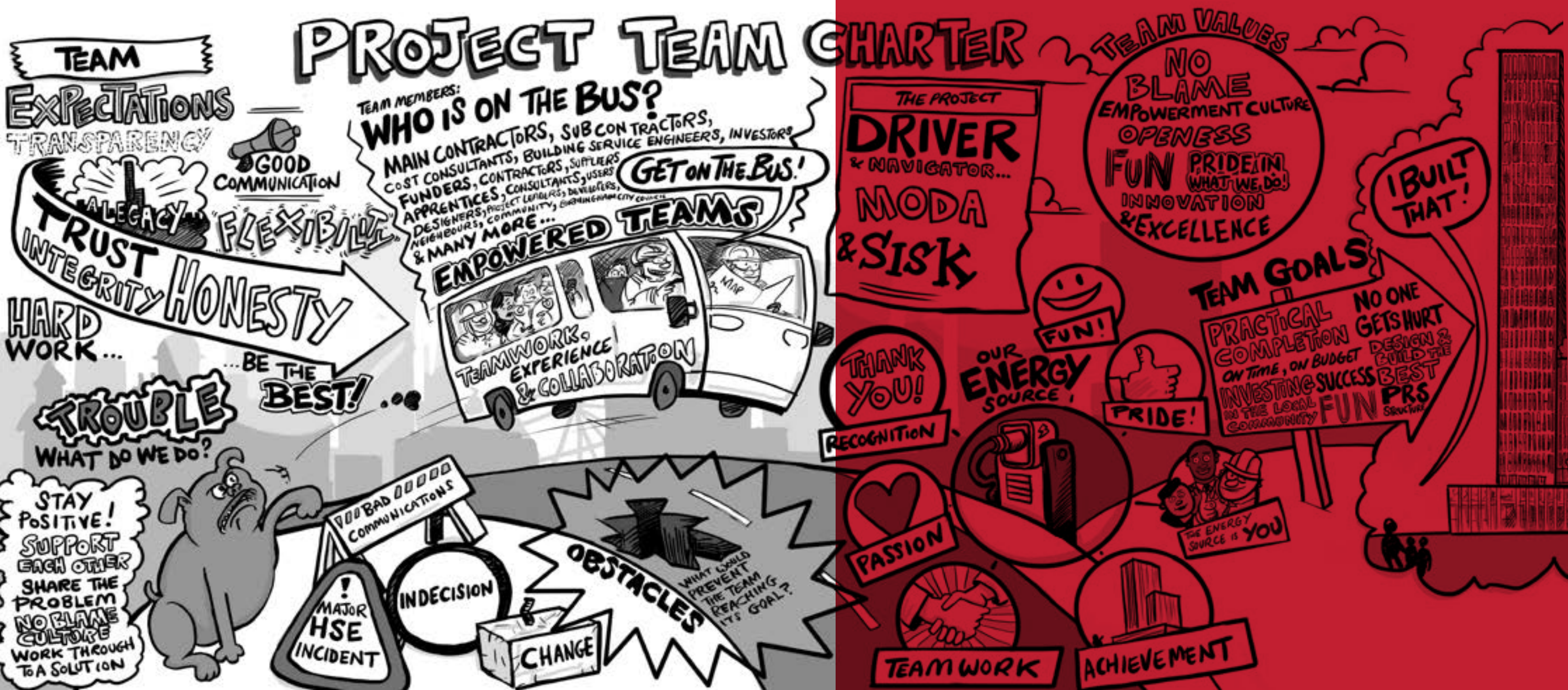
Achieving certainty in a collaborative manner, was and remains our approach. Incorporating all elements including design, programme, procurement, cost and quality, we adopted a workshop and gateway process with key stakeholders, engendering positive relationships whilst ensuring all areas were suitably analysed, de-risked and optimised for the benefit of Moda and the future community at Moda, The Mercian.

The utilisation of offsite construction in the facade, bathroom pods and MEP packages maximised programme and quality benefits, whilst also aligning with key sustainability drivers not only in construction but throughout the lifetime of the building.

Digital project delivery, saw the team complete the build in the virtual world, overcoming potential pitfalls before they could impact on delivery and budget. The visuals also enabled the team to showcase our robust proposals around logistics and traffic management which were duly approved by Birmingham City Council's Highways Team.

Following the 12-month PCSA the team remained with the project, providing a smooth transition to the construction phase, with no loss of learning or passion to deliver Birmingham's first next generation neighbourhood.

ONE TEAM ETHOS.
TO CREATE AND
ENGENDER AN ESSENTIAL
SPIRIT OF COLLABORATION
AND APPROACH, THE
COMBINED TEAM SPENT A
DAY DEVELOPING A PROJECT
CHARTER, ENSURING ALL
PEOPLE ABOUT TO WORK ON
THE MERCIAN UNDERSTOOD
AND ADHERED TO THE GOALS
AND OBJECTIVES OF THE
PROJECT.



WHERE IT ALL BEGAN

Moda, The Mercian is born

30th April 2019 marked the official ground-breaking ceremony on-site. The brand new name for the development, Moda, The Mercian, was also revealed, which adhered to the region's rich heritage and history.

**“BREAKING
GROUND AT MODA,
THE MERCIAN AND
ANNOUNCING THE
NEW NAME IS A
HUGE MILESTONE,
PARTICULARLY IN A
CITY AS KEY TO US
AS BIRMINGHAM.”**



Johnny Caddick
Managing Director, MODA Living



WHERE IT ALL BEGAN



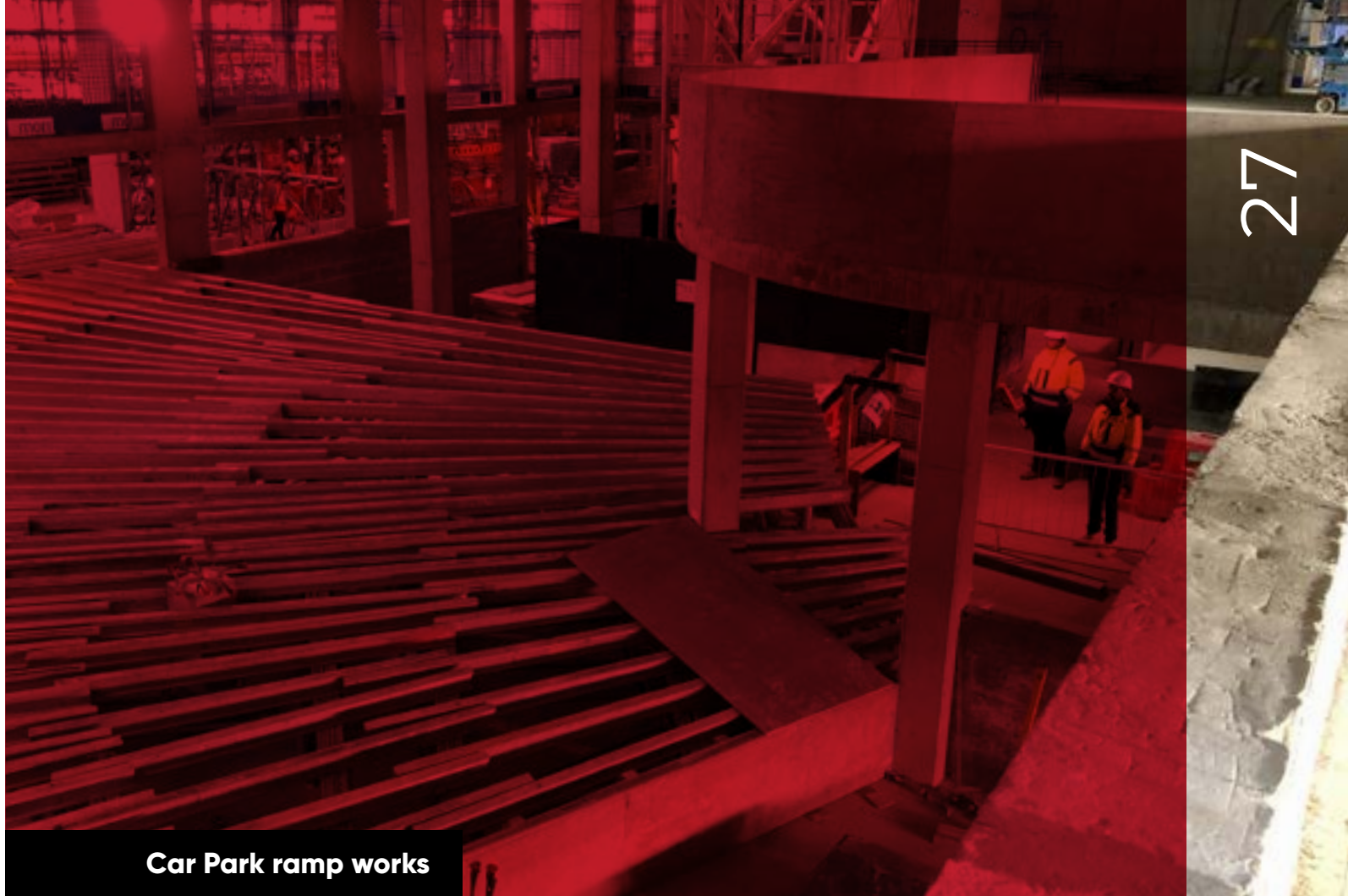
SUB Substructure STRUCTURE



Crane foundation



Sheet piling support on Tennant St



Car Park ramp works

“THE ART OF BUILDING HIGH ISN’T ONLY ABOUT DESIGN, BUT THE SEAMLESS CO-ORDINATION OF ENGINEERING AND ARCHITECTURE, THEREBY ACHIEVING OPTIMAL COST AND PERFORMANCE AS WELL AS AN ICONIC AND ELEGANT BUILDING.”



Kamran Moazami - General Director
Property and Buildings, WSP in the UK



Ground Floor concrete frame works



Excavation works



Pile cropping works



Piling works TGWU building

NUMBER OF PILES
231

PILE DIAMETER
39 X 1050mm
192 X 900mm

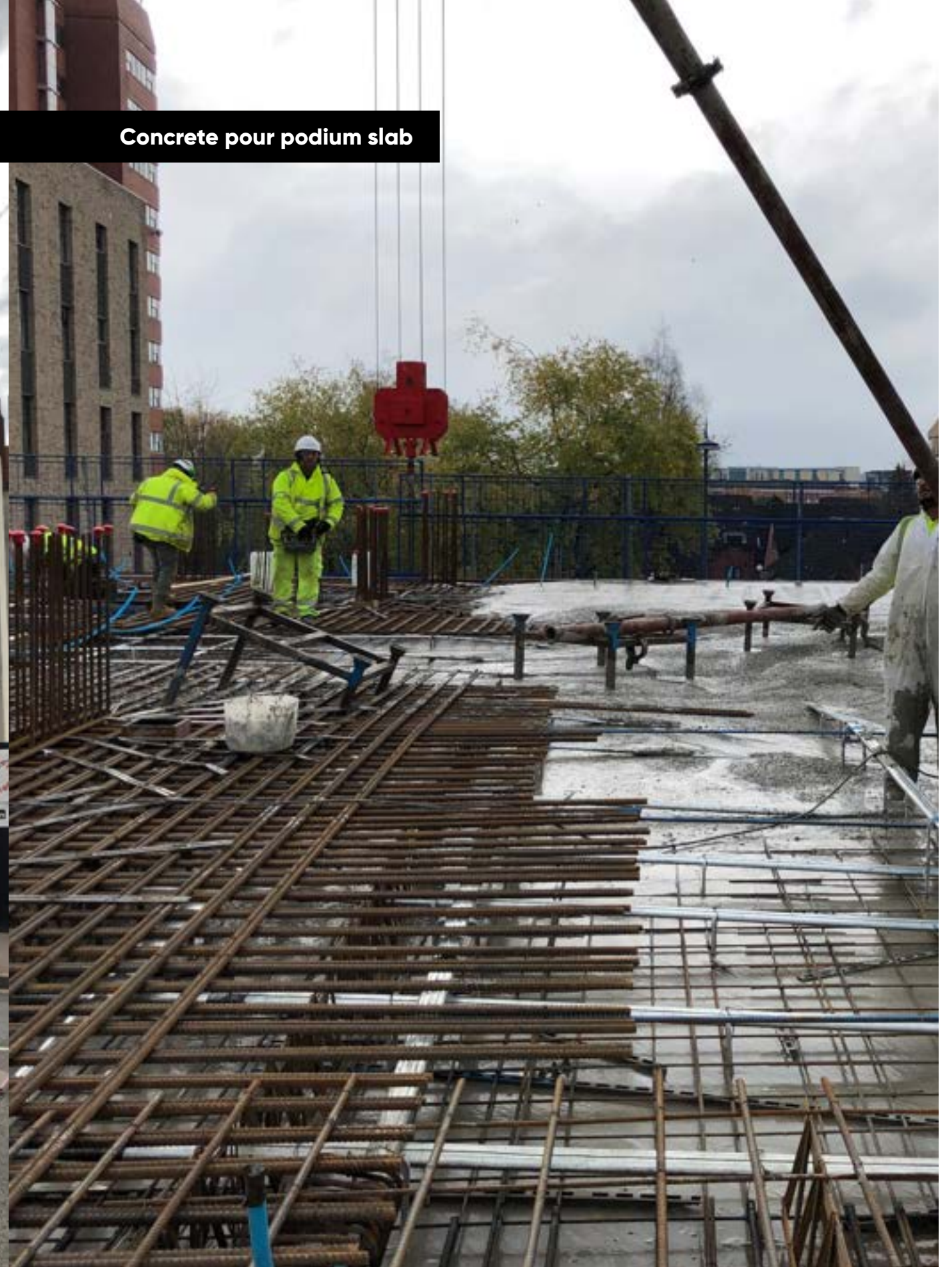
PILE LENGTH
10m – 12m



Raft slab reinforcement works



Concrete columns to retail units



Concrete pour podium slab



Core B foundation works



Core B reinforcement works

TOWER CRANES & HOISTS

**Tower cranes
and hoists**

Is it a bird... no it's a crane!

Analysis and digital rehearsals proved that the use of two cranes with additional hoists was the most efficient way to maintain flow of materials and labour across site.



Delivering excellence in Birmingham

Standing at 132m tall, both cranes were capable of lifting 3 ton at 40m.



Welfare Installation on Tennant Street



Tower façade works

“IT’S EXCITING
TO SEE THE
BUILDING TAKE
SHAPE AND
BECOME A
LANDMARK ON
BIRMINGHAM’S
SKYLINE.”



Tony Brooks
Managing Director - MODA Living

28 TOTAL LIFTS PER DAY

53 MAX LIFTS IN 8 HOURS

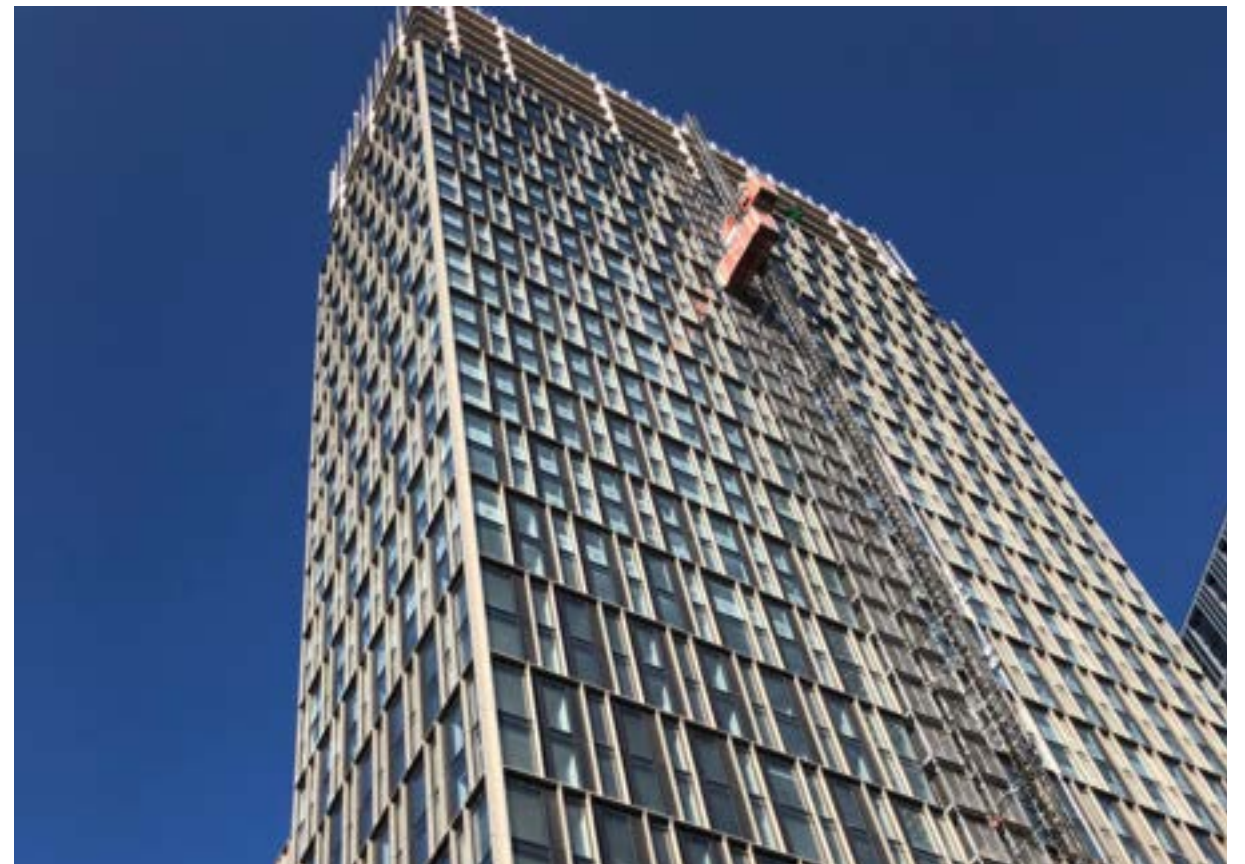
**25 MATERIALS MOVEMENTS
FLOAT (HOIST CYCLES
PER DAY)**



Goods & passenger hoists



Hoist operation



Hoist 2 operation



Safescreen material hoist

11 PEOPLE
UNDERTOOK
TOWER CRANE
RESCUE TRAINING,
TO ALIGN WITH
“THE SAFE CRANE”
CAMPAIGN



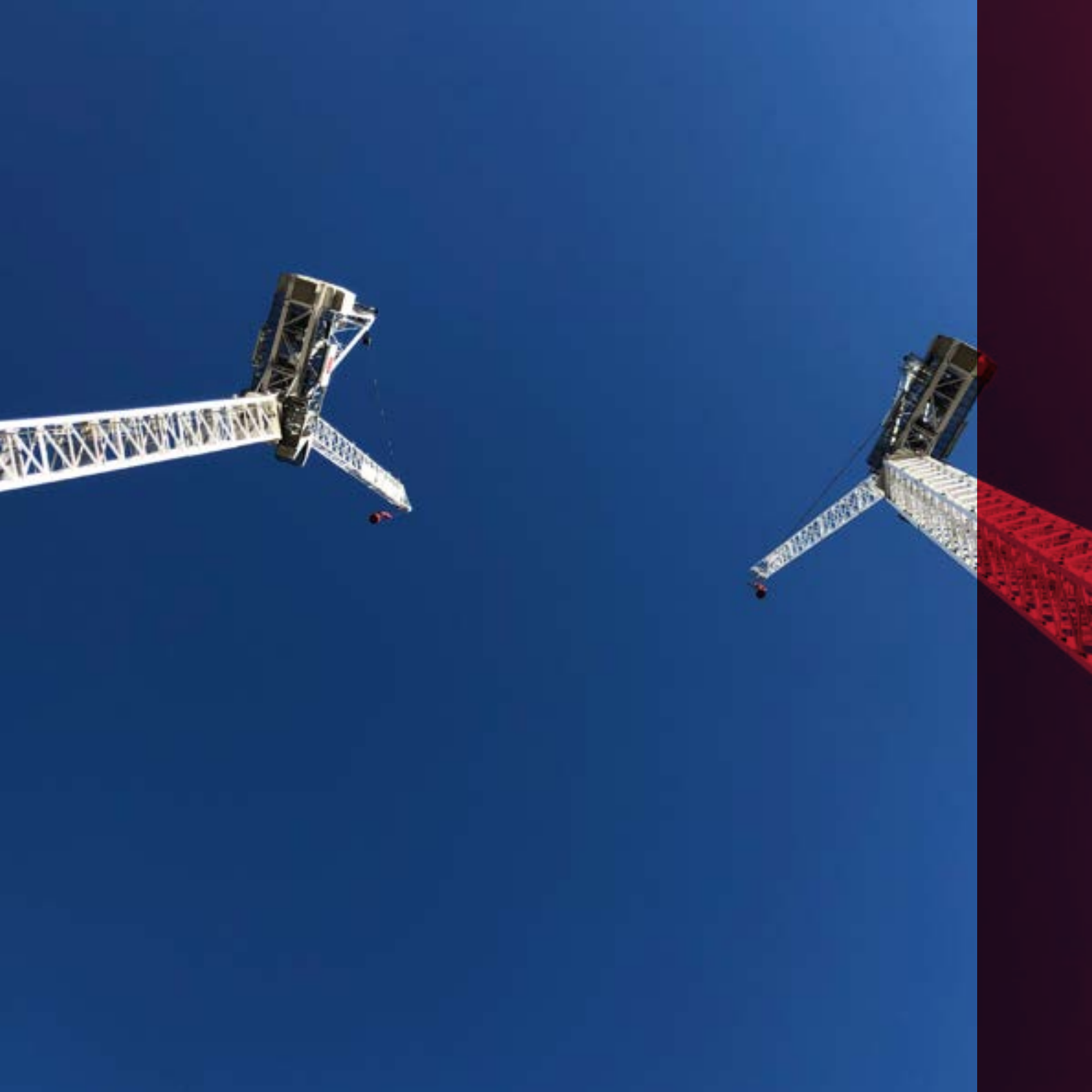
Alex Mills - Quantity Surveyor



Tower crane erection



Concrete frame works to tower



Birmingham's tallest cranes leave site

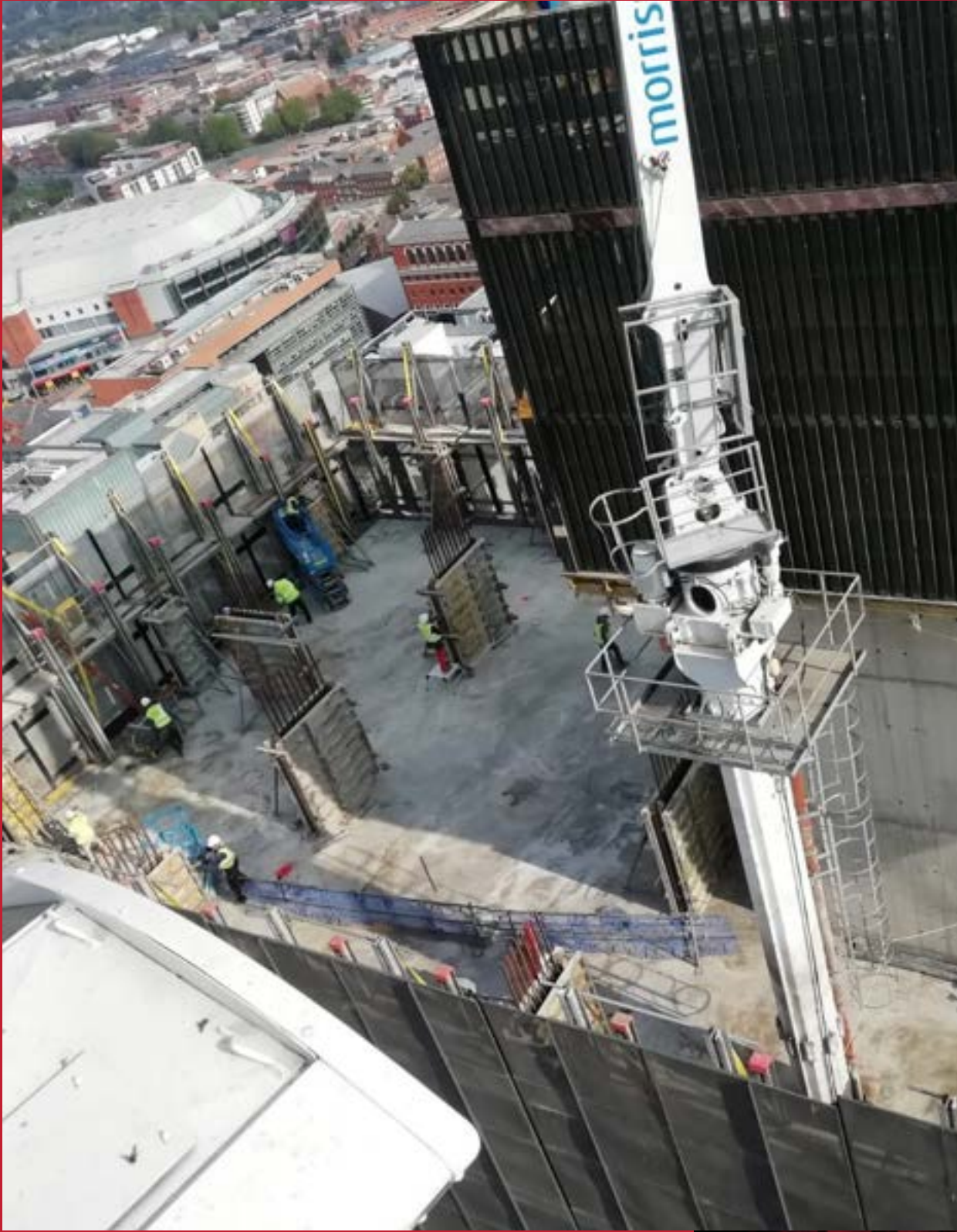
110 weeks into the programme of 168 weeks marked a significant milestone in the project. The dismantling of the second tower crane, denoted the completion of the external envelope. A 'safe zone' was created on Tennant Street to allow the crane sections to be stored once brought down.



Tower crane dismantling works

SUPERSTRUCTURE

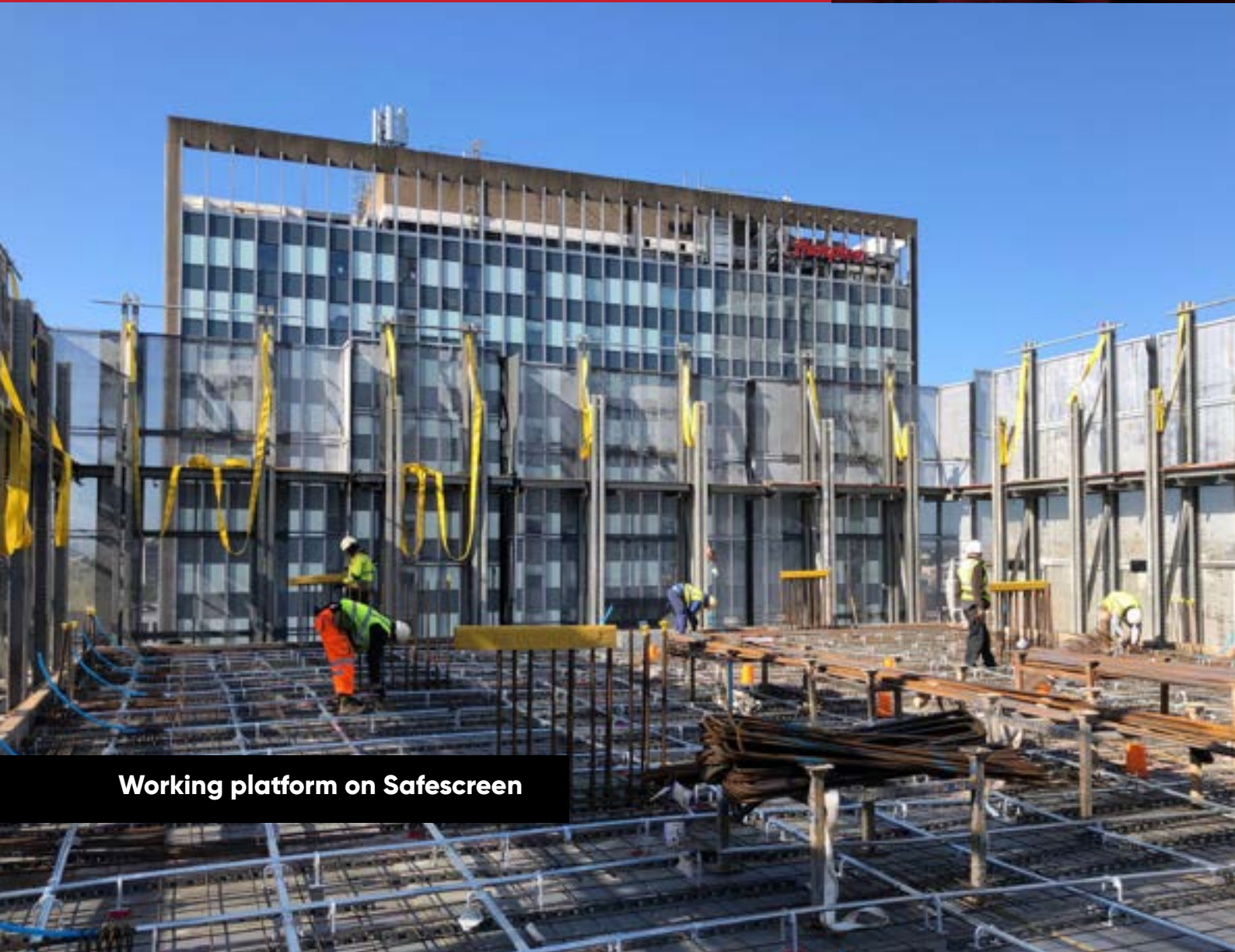
Superstructure



Formwork columns to level 30



Concrete-frame works to tower



Working platform on Safescreen

Concrete core to success

Moda, The Mercian comprises two concrete lift and staircase cores;

Main core up to Level 42 – delivered at a rate of one level per eight working days;

Secondary core up to Level 14 – delivered at a rate of one level per five working days.

Jump Form Core

The project utilised state-of-the-art high-rise technology including the Doka SCP core construction rig, four-storey Hunnebeck safe screens with integrated staircase, formwork hoist, lightweight Dokadek panel falsework.



Level One concrete-frame works



Construction of jump-form rig



Jump-form construction



Jump-form rig

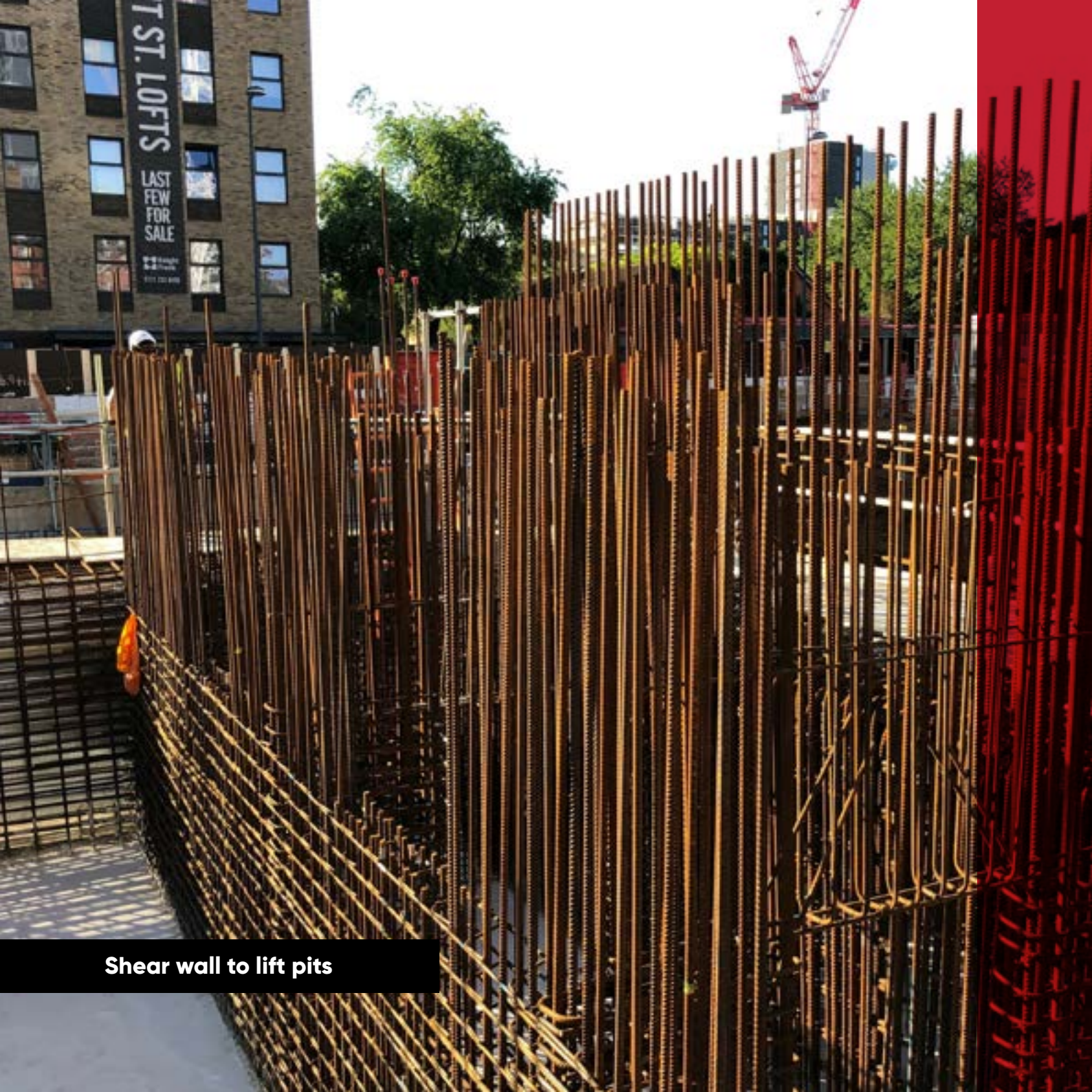
“GREAT TO BE INVOLVED IN BUILDING THE CONCRETE FRAME OF THIS TALL TOWER IN THE HEART OF BIRMINGHAM.”



Brian Morrisroe
CEO, Morrisroe Group

Gass Formwork system to atrium

SUPERSTRUCTURE



Shear wall to lift pits

20,000m³
CONCRETE

3,100 tonnes
REINFORCEMENT



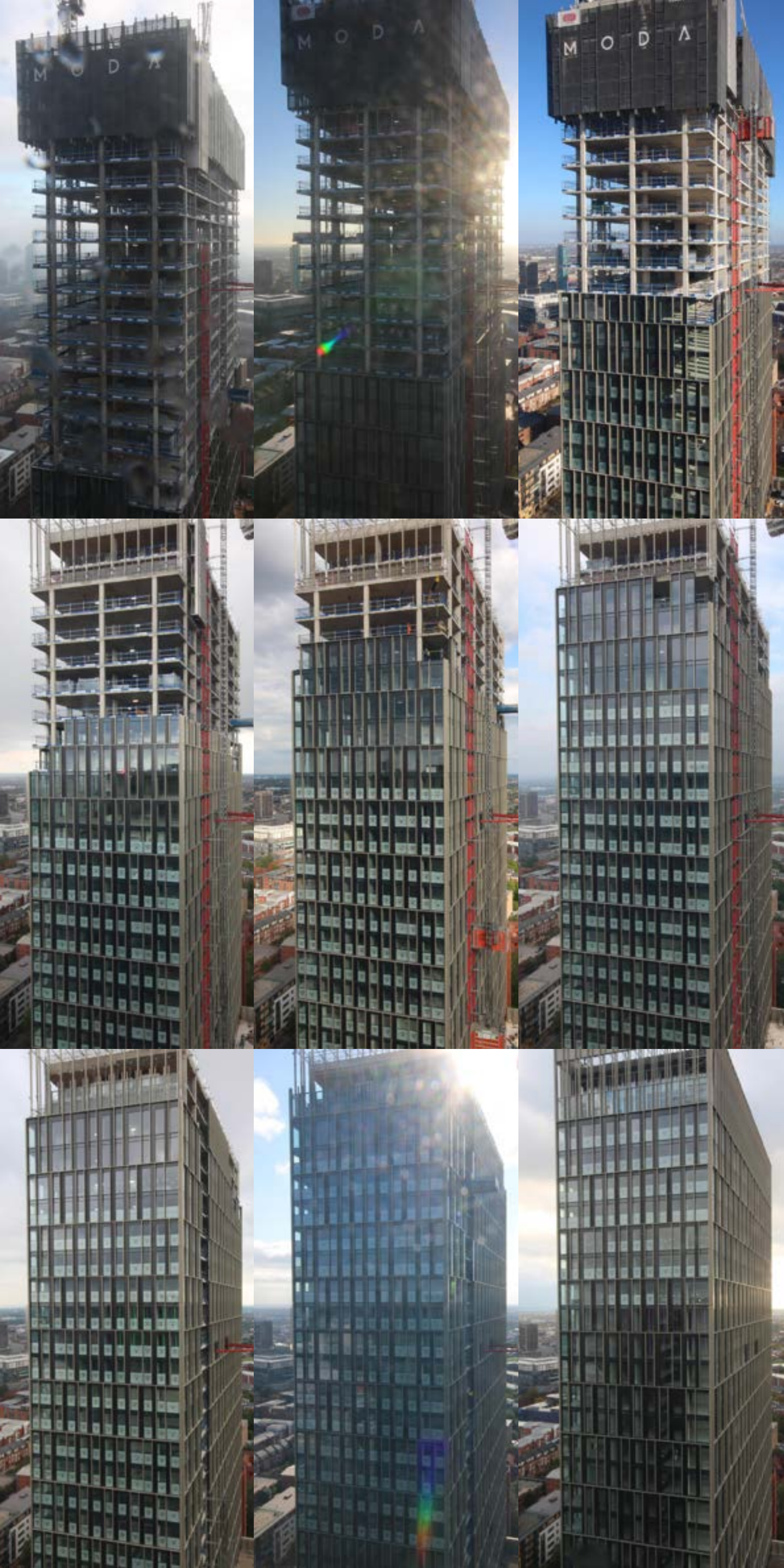
Jump-form rig



Reinforcement column works

ROOF & FAÇADE

Roof & façade



**“THE SIMPLE COMPOSITION
WITH ITS ELEGANT
PROPORTION CREATES
A CONTEMPORARY AND
CONFIDENT DESIGN AT
A KEY INTERSECTION ON
BROAD STREET.
THE BRONZE METAL VEIL
OVER THE COMPOSED
FAÇADE OF THE TOWER SITS
ON A WELCOMING PODIUM
THAT EMBRACES HIGH-
QUALITY RETAIL, MANAGED
WORKSPACE, A CYCLE HUB
AND THE MAIN ENTRANCE
FOR THE RESIDENTS.”**

GHA

Dav Bansal – Director
Glenn Howells Architects



View fronting Tennant Street



Façade - A Modern Classic

This high-quality unitised system comprises vertical metal and glazed panels that step in only at the third level to create a 'transition' between the podium and the residential levels.



3678 UNITISED PANELS INSTALLED

The manufacture of the façade unitised panels commenced offsite during the groundworks and frame construction in Inasus's factory in Lalin, Spain. Unitised panels were delivered to site with external fins attached in the factory. This maximised load capacities for long distance travel whilst reducing the need for working space on the floorplates.



Broad Street façade



ROOF & FAÇADE

BATHROOM PODS

**Bathroom
pods**



High-quality, luxury bathrooms.



692 BATHROOM PODS LIFTING RATE **12-15** PER PODS PER DAY

Eight different types of bathroom pods were manufactured including shower pods, bath pods and pods featuring both bath and showers, each varying in size to provide main bathrooms and en-suites for these luxury one, two and three bedroom apartments.





Lift installation

INSTALLATION



Lift shaft



Commencement of lift-shafts to Core A



LIFT INSTALLATION



Lift shaft temporary protection



Lift core construction



Concrete frame lift lobby area



Lift installation

INTERNAL FIT-OUT

Internal
fit-out

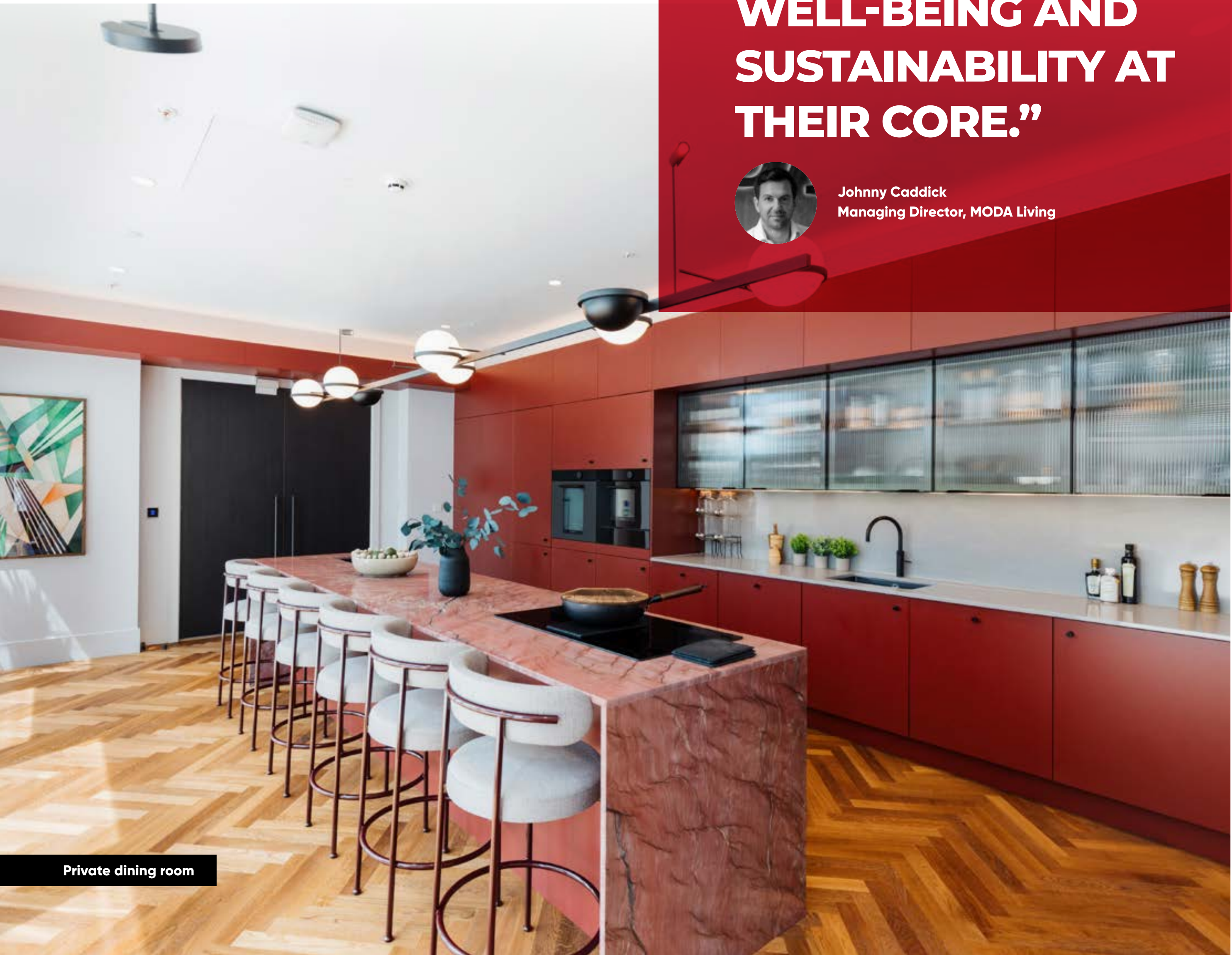
A home in the sky

From spacious studio and beautiful one-bedded apartments, through to two and three-bedroom family homes, Moda, The Mercian creates a unique living space across the whole of the West Midlands.

“QUALITY HOMES FOR RENT THAT PUT RESIDENT EXPERIENCE, TECHNOLOGY, WELL-BEING AND SUSTAINABILITY AT THEIR CORE.”



Johnny Caddick
Managing Director, MODA Living



Private dining room



Exciting and glamorous external areas for social interaction



Amenity space second to none



INTERNAL FIT-OUT



Lounge areas providing residents with facilities including pool table, games, a library and comfortable seating / table areas.



The Cinema



INTERNAL FIT-OUT



Art adorning the walls



**APARTMENT
HANDOVER RATE
10 PER WEEK**



Quality gym space



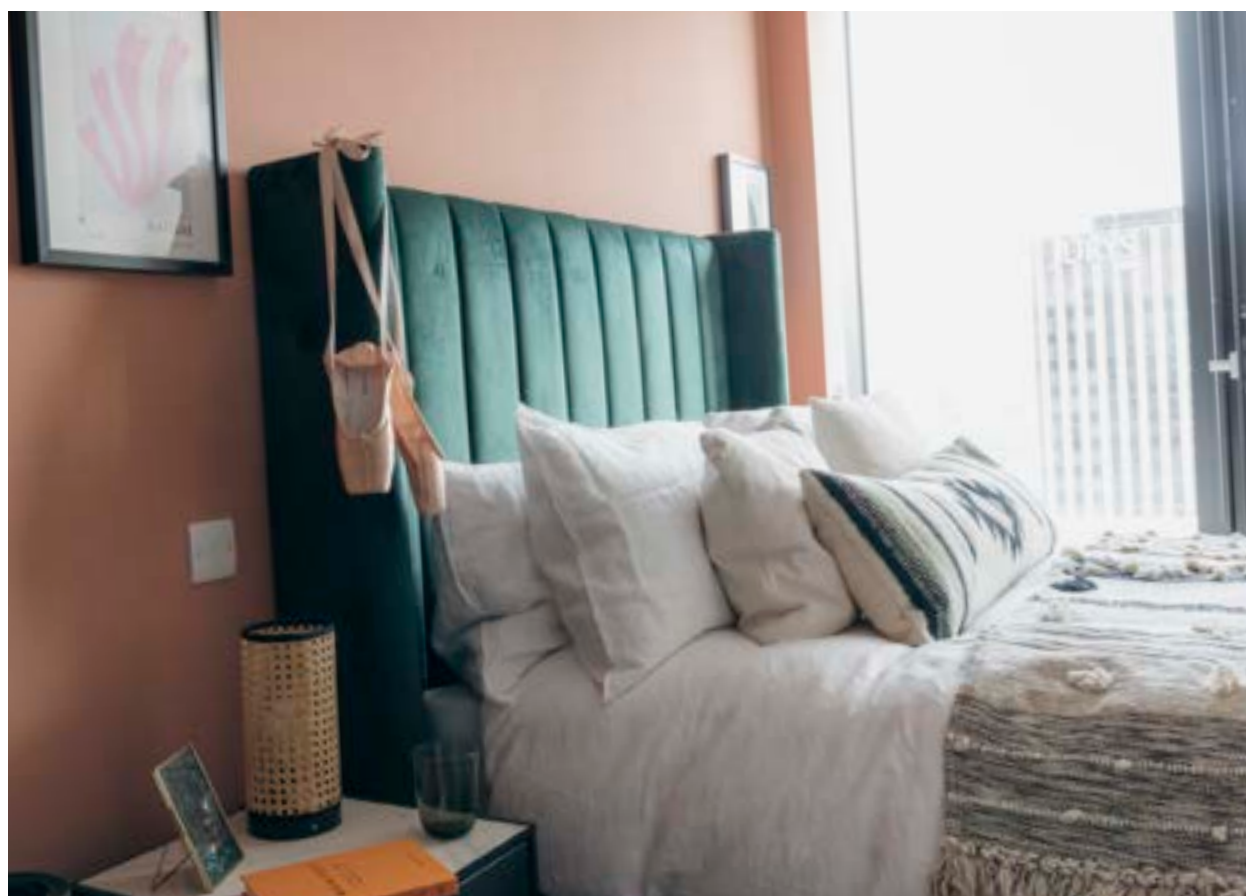
INTERNAL FIT-OUT



Hotel-style corridor spaces



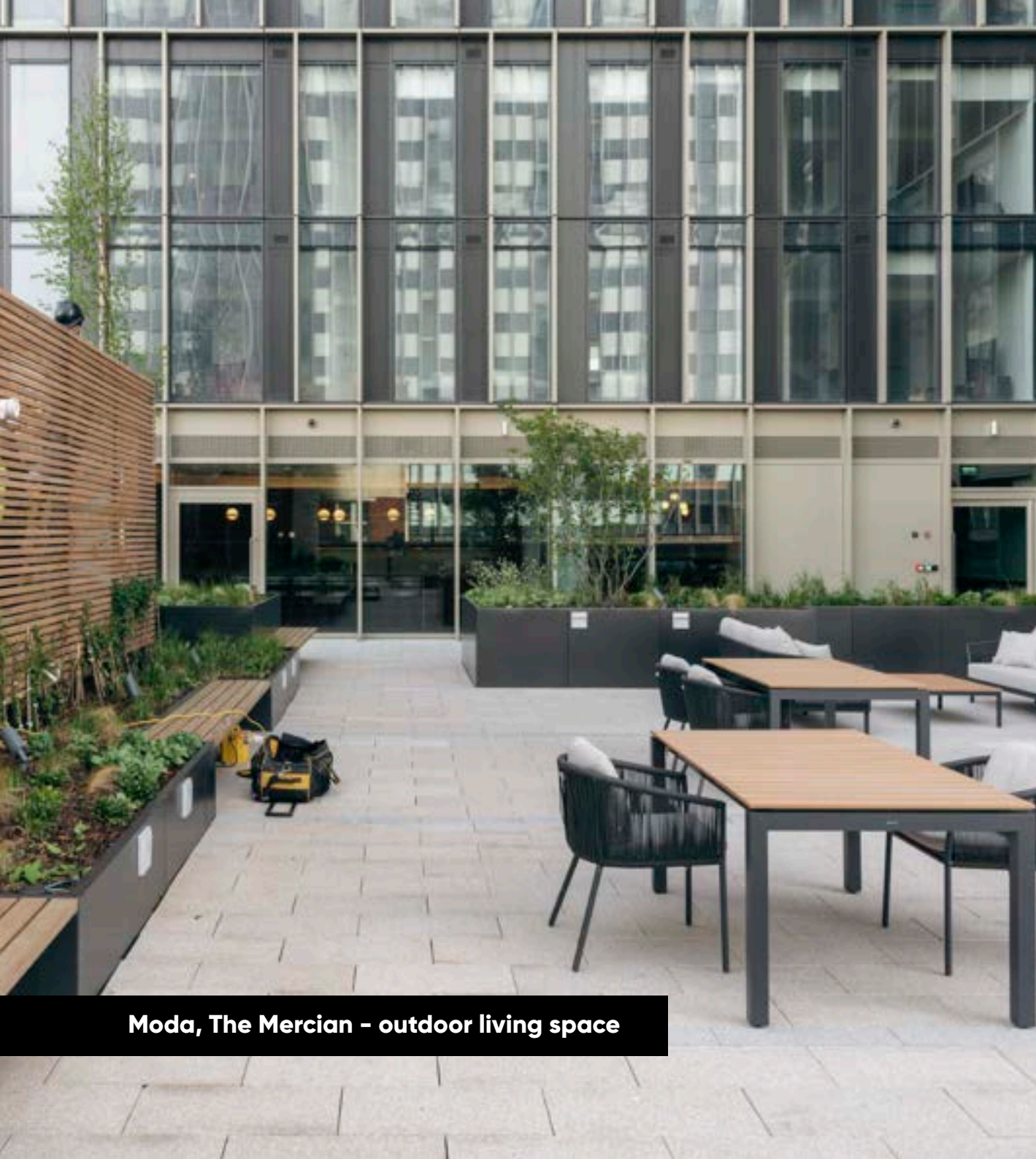
89



INTERNAL FIT-OUT

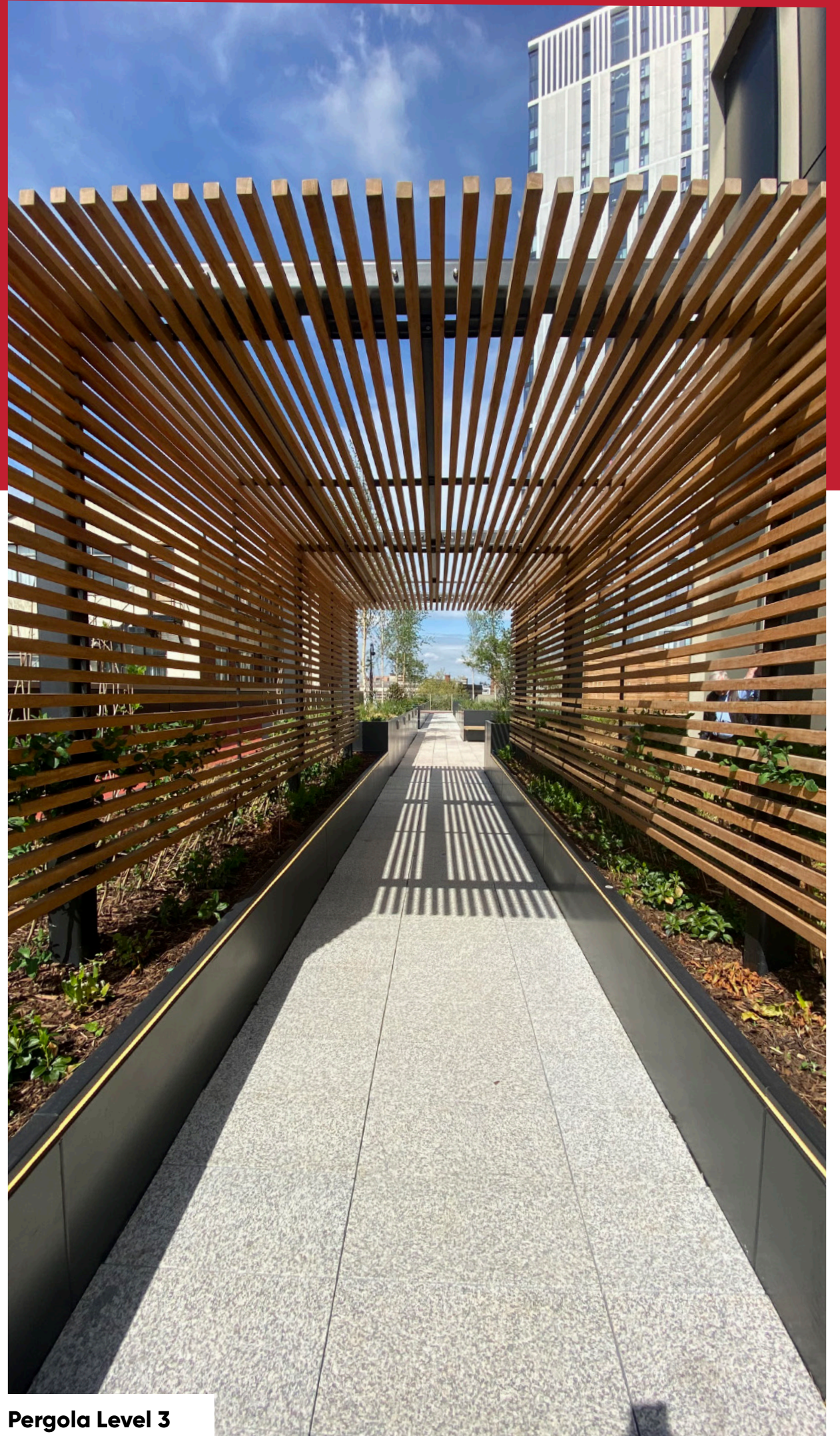


External works

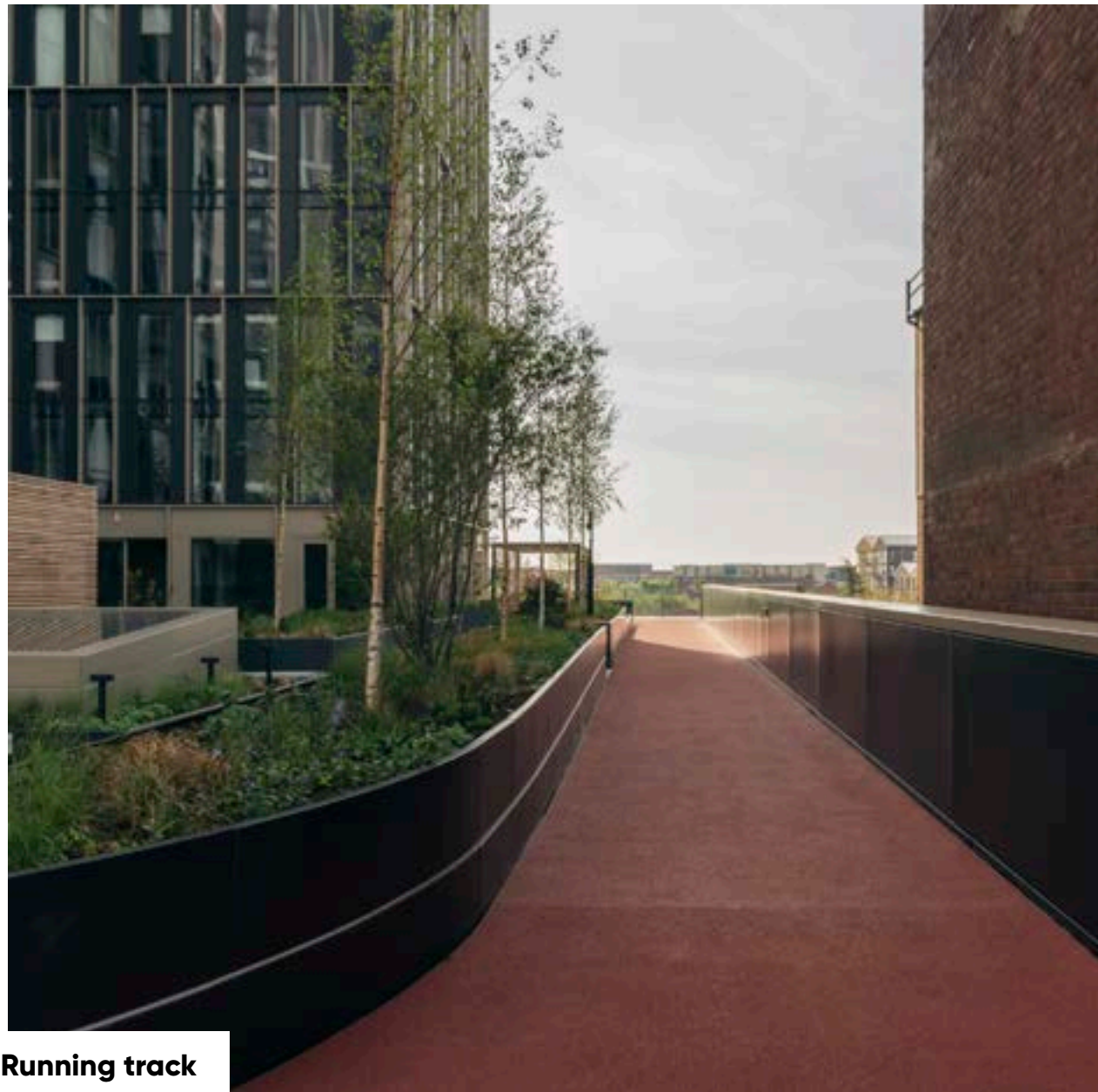


Moda, The Mercian - outdoor living space

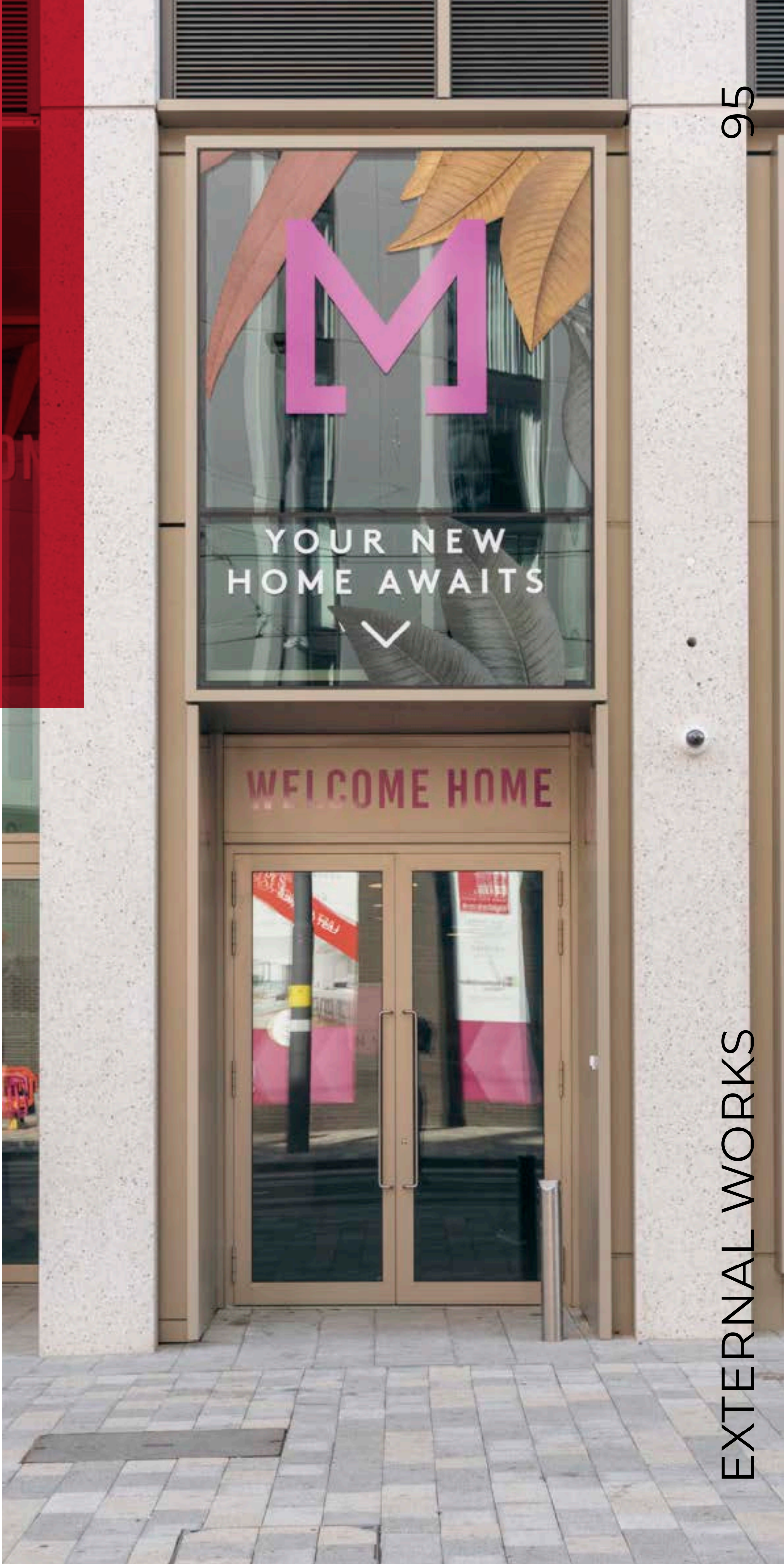
Space to be **social**.
Space to be **healthy**.
Space to be **yourself**.



Pergola Level 3



Running track



**A UK first –
a 200m rooftop
running track on
the third-floor
terrace**



Running track

**“WE ARE THRILLED TO
HAVE SECURED OUR
SECOND 3* FITWEL
ACCREDITATION AT MODA,
THE MERCIAN. WE CAN’T
WAIT TO WELCOME OUR
FIRST RESIDENTS TO THE
NEIGHBOURHOOD THIS
SPRING SO THEY CAN ENJOY
THE BENEFITS OF ALL
THE HARD WORK THAT’S
GONE INTO MAKING SURE
MODA, THE MERCIAN IS THE
HEALTHIEST PLACE TO LIVE
IN BIRMINGHAM.”**



Richard Smith, Managing Director
Moda Operational Developments



Successfully mitigating the impact of Covid-19

At the start of the pandemic Elements, our specialist bathroom pod suppliers based in Telford, suspended manufacturing when West Mercia Police Force prevented their workers entering the factory. The project team managed to negotiate with the supplier to identify their manufacture as essential construction works in line with Government guidance. As a consequence of the temporary closure partially built bathroom pod units were also delivered to site and completed in-situ.

At the start of the Covid outbreak and in lieu of potential impacts from Brexit negotiations, the site team identified a severe risk to material supplies with all of the façade components manufactured in Spain. Working with Inasus to safeguard the material deliveries on the project, an off-site holding facility was identified to store specialist façade materials.

During the 2nd peak of the pandemic, Imtech our specialist MEP contractor experienced a severe outbreak within their Project Management team whereby multiple members of the site team contracted the virus hampering progress on site. As a result of this upsurge in infections, Imtech's offices were quarantined and a thorough clinical anti-bacterial clean of the facilities carried out.

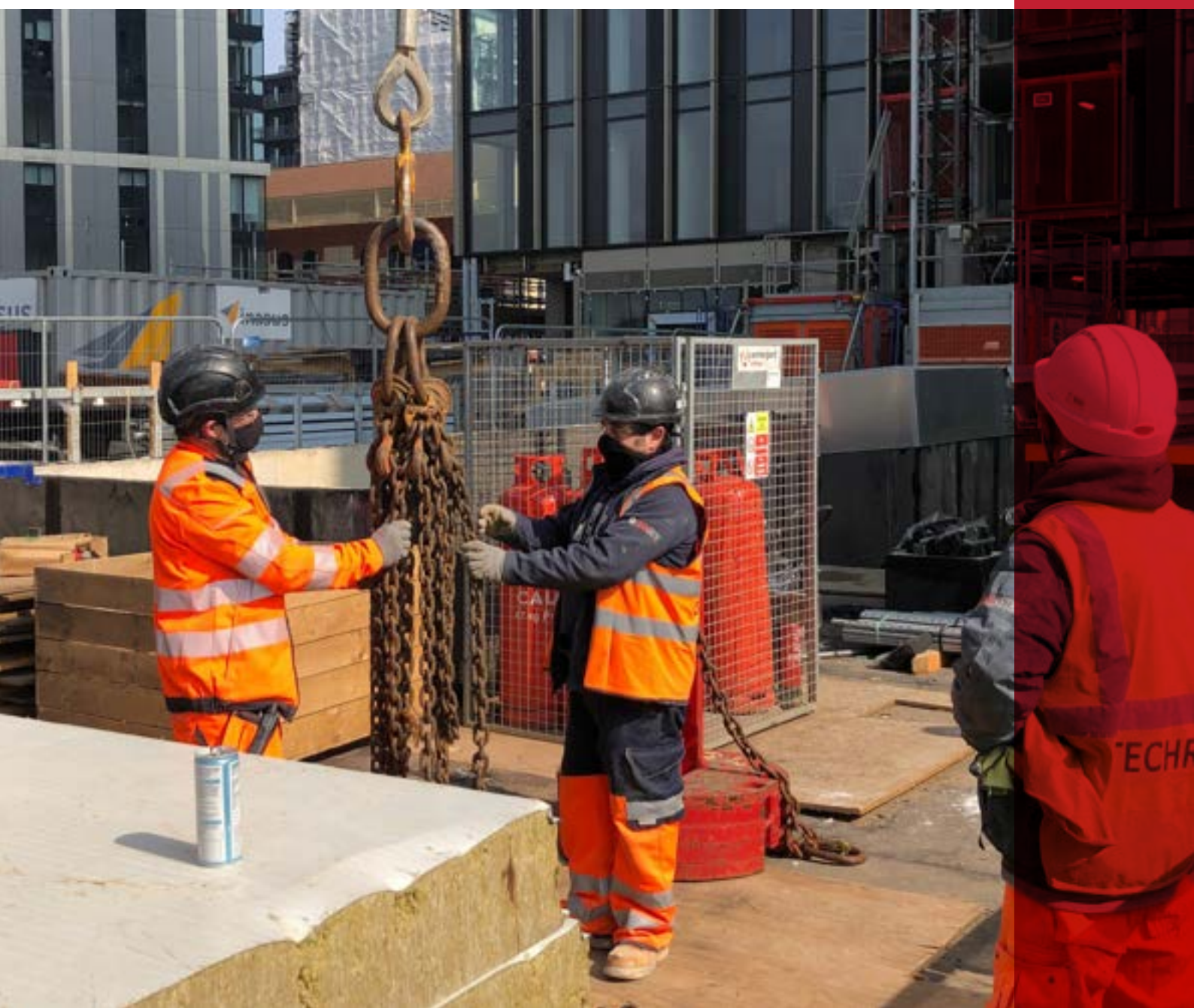


With material orders already secured, it was projected that the potential programme impact of Covid was circa 4 weeks, principally due to various factors including:

- Capping people numbers on site at 150 which equated to a 30% reduction of the planned workforce. This was in place while adjustments were made to safeguard the workforce and provide a COVID secure environment.
- Establishing an in-house lateral flow testing facility on-site which tested each member of the workforce on a weekly basis. During a 3 month period over 3000 tests were carried out.
- Introduction of social distancing in corridors and additional welfare facilities.
- Developing safe methods of working in offices and out on site – Establishing work bubbles within the trades such as family members / travelling partners.
- Introduction of Mask-wearing at the workface and Close Working Permits for specialist activities.
- Revised access strategies whereby hoists were limited to 4 people wearing masks.

Following a series of virtual workshops with Moda Living, and our key supply chain partners, we were able to introduce the following measures:

- Extended working hours to cover the capped numbers, which also included weekend works.
- Communication of new guidance's around safe working practices to our on-site workforce.
- Resetting the Project team – giving confidence to the workforce that Moda was a safe place – also establishing that is not acceptable to endanger others.
- Engaging with the Client throughout this period keeping them fully apprised of the site activities.
- Establishing twice weekly evening calls to brief the Client on any potential Covid impacts.
- Only the team's positive attitude towards embracing an ever-changing situation prevented what could have been a full shutdown or a potential 4 week delay.
- As a result of the measures taken by the team there was no time impact on the critical path; and the project was delivered on course for first handover in March 2022 with Practical Completion achieved in July 2022.





**Social value:
employment
& skills**

Local people for local jobs

As cited by Andy Street, the Mayor of the West Midlands, "The construction industry in the West Midlands will need 50,000 more trained staff by 2030, and so we need to make sure local people have the skills to fill these jobs." Combining this with Birmingham City Council's local employment KPI's for Moda, The Mercian, meant Sisk had to challenge the norm. Not only in finding interested candidates, but also in upskilling and giving them the confidence to continue in the industry long after Sisk have left site.

Possessing a wide range of experience in all aspects of target-led recruitment in the welfare-to-work industry, Bee Karwal joined the team as the Employment and Skills Manager. Her passion for fulfilling the needs of a community have been instrumental in delivering and exceeding the targets, including the development of an on-site training hub which provides free construction training and a guaranteed job interview after completing a 20-day course



Bee Karwal
Regional Social Value &
Stakeholder Manager

**"THE CONSTRUCTION
INDUSTRY IN THE
WEST MIDLANDS WILL
NEED 50,000 MORE
TRAINED STAFF BY
2030, AND SO WE
NEED TO MAKE SURE
LOCAL PEOPLE HAVE
THE SKILLS TO FILL
THESE JOBS."**



Andy Street
Mayor of the West Midlands



Broad Street training hub



LOCAL EMPLOYMENT SKILLS KPIs TARGETS

5	6,000
Apprentice starts	Person weeks of local employment
100	2
Advertised roles	Work placements (17 person weeks)
OUTCOMES ACHIEVED	
24	6,902
Apprentices	Person weeks of local employment
300	22
Local people employed	Work placements (83 person weeks)

Supported by a £100,000 fund from the West Midlands Combined Authority, Sisk worked alongside partners at the Birmingham City Council Employment Access Team, the National Careers Service, the Construction Industry Training Body (CITB), Jobcentre Plus and the Department of Work and Pensions, to help maximise employment and training opportunities.

Lorraine Gregory, CITB Partnership Manager for the Midlands and North, said: “We are delighted to support the training hub in Birmingham, which offers a fantastic opportunity for those wanting to get into the construction industry. The scheme features one of 26 new CSF on-site training hubs which ensure that as well as learning valuable skills, trainees will be gaining hands-on experience that ensures they are site-ready for employment.”

Following the outstanding employment rates achieved on-site the Hub is identified as a blueprint to be replicated across the region, and its success is in no small fact down to Sisk’s involvement. As noted by Jayne Hanson, Employer Engagement for Birmingham City Council Employment Access Team “it was refreshing to work with a contractor like Sisk who have social value and local employment drivers in their core values; they wanted us to achieve our targets too. To create employment for over 300 local people is phenomenal and shows other contractors in the city that it can be done, and this is what we will want to achieve on other schemes.”



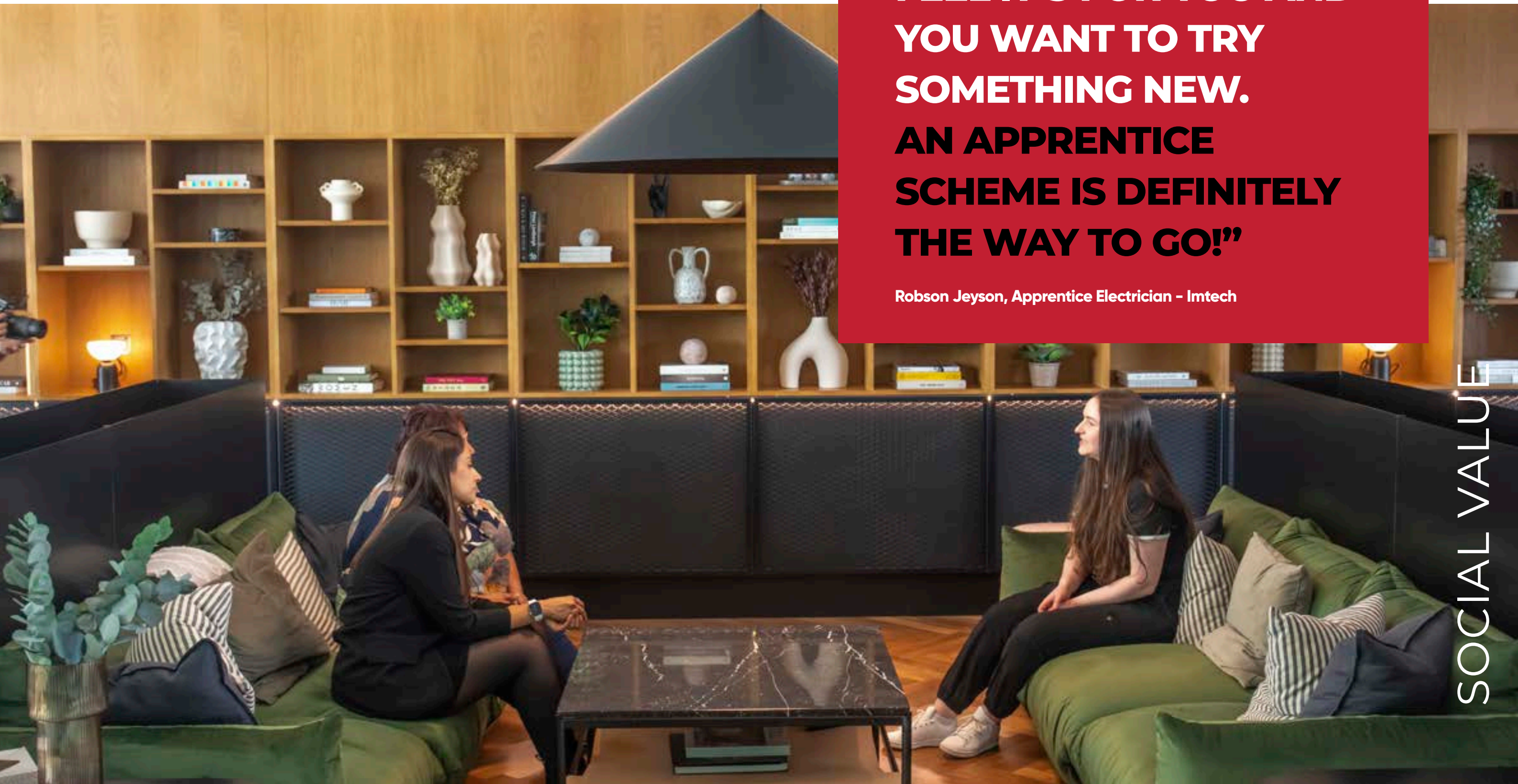
Here's what Moda, The Mercian' apprentices have to say

Scan the QR code below to watch a video of our
apprencitces sharing their experiences of working and
learning at Moda, The Mercian.



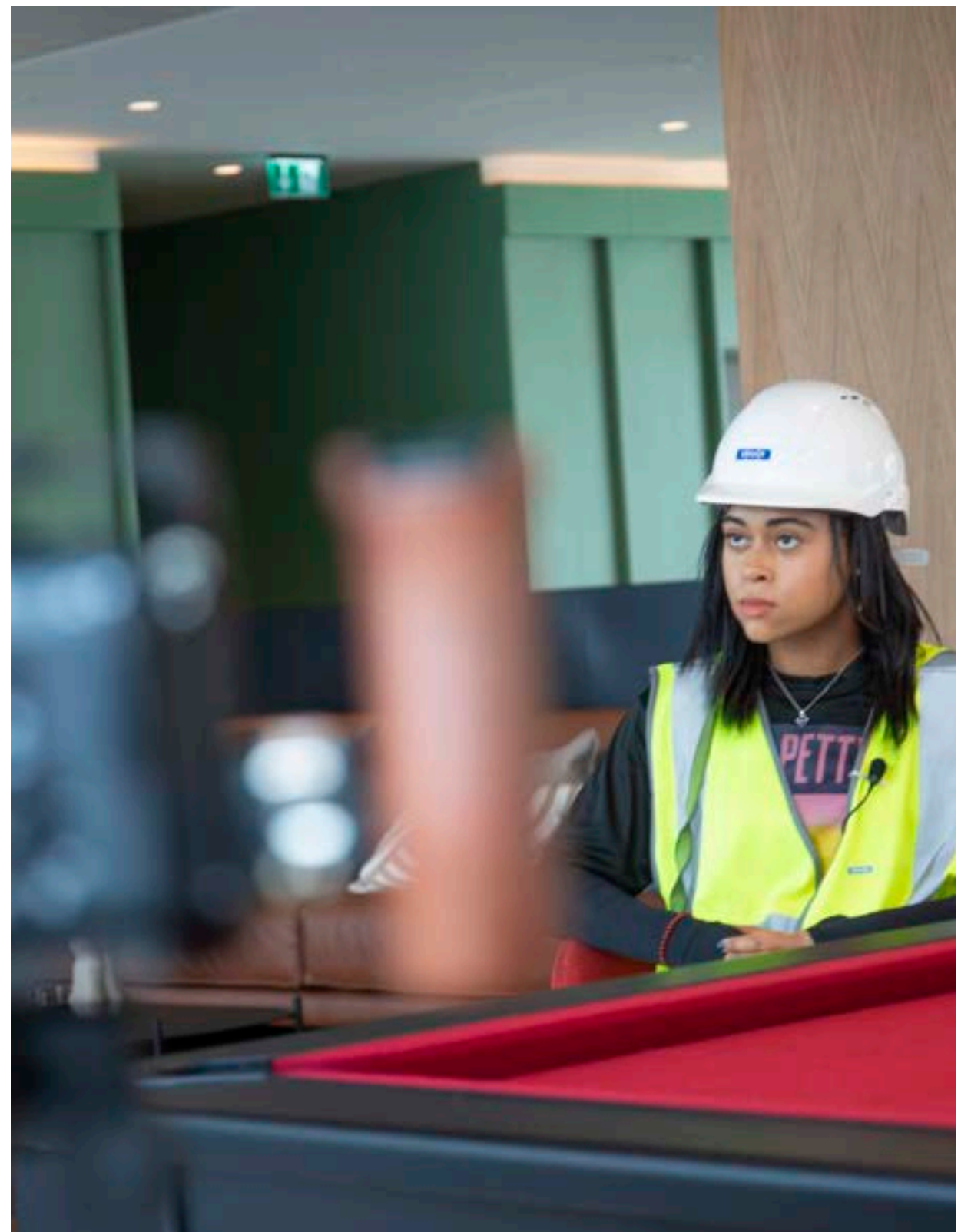
**“SO IF I WAS GOING
TO GIVE ANYONE
ADVICE, I’D SAY IF YOUR
LOOKING FOR HANDS
ON SKILLS, TRIED
UNIVERSITY, YOU DON’T
FEEL IT’S FOR YOU AND
YOU WANT TO TRY
SOMETHING NEW.
AN APPRENTICE
SCHEME IS DEFINITELY
THE WAY TO GO!”**

Robson Jeyson, Apprentice Electrician - Imtech



“IT WAS AN INCREDIBLE EXPERIENCE WORKING WITH SISK. EVERYONE WAS SO NICE, BUT ALSO REALLY WILLING TO TEACH ME HOW TO GO FORWARD WITH MY KNOWLEDGE AND TOOK THE TIME AND PATIENCE TO TEACH ME EVERYTHING I NEEDED TO BE ABLE TO EXCEL.”

Bethany Brooks, Graduate Engineer



Sian Williams, Apprentice Electrician - Imtech



OUR TEAM

Our team

The Project Team

When news of Moda, The Mercian started to circulate within the Birmingham construction scene, Simon knew it was “the job for him. Located in the heart of Simon’s previous construction successes, the Library of Birmingham and the Paradise Circus redevelopment, this was his patch! Like a stick of rock, collaboration, trust and energy runs through every aspect of Simon’s approach. His personality embodied everything Moda wanted to achieve at Moda, The Mercian, so when his previous employer ceased trading during early engagement, he and fellow team members including Steve Rogers (Project Director), Chris Coss (Regional Design Manager) and Gwyneth Shirley (Senior Commercial Manager), took an unusual route to ensure they remained core to its delivery, ie working directly for MODA as construction advisors, part of their team responsible for selecting the right contractor. Sisk.

“From the outset of this project there has been outstanding collaboration between Moda, the design team, Sisk and our key supply chain members. Our start-on-site in April 2019, followed a 12-month preconstruction period which focused on the critical programming of complex logistics, ensuring neighbouring businesses on Broad Street were not adversely affected by traffic and people movements on this very tight 60m x 60m site. The use of BIM (Building Information Management) and 4D planning, enabled us to effectively build the project digitally in its entirety, meaning we could identify and solve any issues before we were out of the actual ground. These were vital tools particularly when you consider the build was running concurrently with the entire pedestrianisation and infrastructure works being undertaken on Broad Street and the surrounding conurbation. “Understanding his responsibility, not only in delivery, but also in sustaining the future of construction, Simon feels a huge sense of satisfaction in the local employment accomplishments on site: “we worked very closely with Birmingham City Council to meet all of their aspirations for local employment. Sisk’s intent is to leave a powerful legacy, therefore we’ve been working with Mayor Andy Street in creating employment based on 60 person weeks per £1m spend”.

Simon Dingle
Regional Director

Prior to joining Sisk to lead the construction of Moda, The Mercian, Steve had spent 10 years breathing new life into the city of Birmingham, delivering landmark projects such as Star City, the new Library of Birmingham, the library at the University of Birmingham and PwC’s flagship office in Chamberlain Square. With such a distinguished history Steve was not content on building just another scheme, so when he first became aware of the proposals at 212 Broad Street, he did all he could to ensure he was part of the project, joining the core team who were retained and employed by Moda and subsequently Sisk.

From joining Sisk at the start of the PCSA stage through to construction, collaboration, trust and energy is embedded in every aspect at Moda, The Mercian; the positives of which Steve has experienced first-hand, “developing a one team approach, maintaining the momentum and team effort to keep a project of this scale going is something to behold, and that’s before the fact not a single day was lost due to the pandemic. The highlights for me include getting to the top of the tallest residential building in Birmingham, seamlessly watching concrete being poured, frames going up, and pods and façade being fitted in sequential harmony, this maintains my buzz for construction and why I still want to be part of the industry every day!”

Steve Rogers
Project Director

**ONE TEAM
ONE GOAL**



Chris Coss
Regional Design Manager

With a passion for design, Chris has already left a lasting impression on the Birmingham street scene through his work at The Library of Birmingham, One Chamberlain Square and Paradise Circus, so when given the opportunity to join the core team and work directly with Moda, he couldn't wait to get started. My overriding memory of Moda, The Mercian is how well the team worked together,

**“FROM EARLY ENGAGEMENT
TO HANDOVER, IT WAS
REALLY BUZZING AND
DYNAMIC.”**

Through workshops and meetings, we'd get everything out in the open. It really helped to build trust and confidence in decision-making, enabling us to drive innovative solutions around offsite manufacturing, façade design and MEP, all key areas in high rise construction. This ensured Moda are achieving optimum value throughout the life of Moda, The Mercian.”

Working so closely with Moda, Chris has an admiration for what they are trying to create around wellness focussed lifestyles.

**“MODA'S ‘LIVE, WORK, PLAY’
PHILOSOPHY HAS REALLY
BEEN MAXIMISED AT MODA,
THE MERCIAN.”**

For example, the terrace, cinema room and gym areas will provide welcoming spaces for people to socialise, whilst the coffee shops and meeting rooms provide a great space for people to come together and share ideas or a quiet spot to focus. All this Moda sees as potentially contributing to the wellbeing of the community it wants to create, and we've been a part of that too.”





Gwyneth Shirley
Senior Commercial Manager

With a career formed around many projects on Broad Street, from the development of Five Ways, the ICC and Brindley Place to more recently delivering the Library of Birmingham and One Chamberlain Square, Gwyneth certainly felt:

“THE MERCIAN WOULD COMPLETE THE SET”.

Forming part of the core team, Gwyneth played a key role in early procurement initiatives to minimise risk to Moda. Interrogating packages, she identified six special attention packages including the piling, frame, façade, bathroom pods, MEP and lifts. Noting design on these packages needed to be a priority in order to maximise commercial fixity and secure manufacture slots. She also procured the internal finishing trades whilst managing commercial functions on a day to day basis, variations, valuations, monthly internal commercial analysis costs, delay disputes, payments and final accounts.

By their very nature commercial activities are often heavily scrutinised, something which Gwyneth takes in her stride, “in all my years, I have always been open and honest, be this with my team, the client or supply chain partners, and this has been reciprocated. The approach here has been the same, we’ve worked collaboratively to manage over 300 client changes, whilst maintaining budget, procurement timescales and ensuring they made it onto the drawings for construction. The cohesion and output of the newly formed commercial team put together for the project is nothing short of incredible, and that’s before we factor in a global pandemic and Brexit !”

Looking back over her time working in Birmingham, Gwyneth takes great satisfaction from standing on top of the tallest residential tower in the city, where her achievements in construction are laid out before her.

On reflection: “whilst my experience at Moda, The Mercian has certainly not been conventional, the success that it has brought, and the challenges we have overcome together, is evidence that we are doing things right, and is a shining example of what good looks like for all to see.”



Maggie Aske
Senior Site Secretary

When Steve approached Maggie about joining the team, the chance to reconnect with colleagues who had become friends and make a mark in the city's regeneration was an opportunity she could not miss. Now the face of Rakes Way, Maggie revels in her secretarial role: “every day is different, be it the people I meet, or the activities I see on site, I’m learning something new every day.”

Supported by the on-site team, Maggie’s thirst to know more has seen her attend numerous walk rounds, enabling her to understand construction terminology in a way she never has before, such was her drive that she is now a proud owner of a CSCS card.

Looking back over her time at Moda, The Mercian...

“WOW... IS THE FIRST WORD THAT SPRINGS TO MIND, NOT ONLY BECAUSE OF THE FINISHED BEAUTIFUL BUILDING THAT PIERCES THE SKY, BUT THE FACT IT WAS ACHIEVED IN AN UNPARALLELED TIME, IT REALLY IS A PERIOD I CAN LOOK BACK ON WITH A SENSE OF ACHIEVEMENT AND JOY.”



Ted Lee
Senior Design Manager

Having left main contracting to work for the Government's Education Funding Agency for a year it was the "lure of constructing the tallest residential tower in Birmingham" which drew Ted back to main contracting.

Working with colleague Chris Coss to develop and eventually lead design delivery at Moda, The Mercian, collaboration was vital to the success of key packages such as the complex façade and integrated MEP. "It has been a real privilege working with some of Birmingham's most notable consultants such as Glenn Howells Architects, WPS and oobe. I've certainly broadened my skill-set and together we've overcome challenges, ensuring absolute delivery by maintaining a modern and adaptable approach, responding to Moda's evolving brand and incorporating these changes into the design."

"ALL IN ALL, EXPERIENCES AT MODA, THE MERCIAN WILL SHAPE MY CAREER AND I AM VERY PROUD OF THE GREAT WORK WE HAVE DONE HERE. A BONUS HAS COME FROM THE OPPORTUNITY TO SHARE THIS EXPERIENCE WITH MY CHILDREN, AS THEY WATCH THE TALLEST TOWER BEING CONSTRUCTED AND HOPEFULLY INSPIRE THE NEXT GENERATION INTO CONSTRUCTION."



David Ough
Senior Building Services Manager

For over 40 years David has been reshaping the heart of Birmingham. Accelerating through his career in building services to deliver some of the city's most iconic properties including the Library of Birmingham, One Chamberlain Square, and regeneration projects at Paradise Circus and Brindley Place. David already had long standing positive relationships with the core team, and recalls his excitement in being asked to join Sisk in delivering, the tallest residential tower in Birmingham, "I have been involved in design solutions, procurement, construction, commissioning and witnessing. I've also led a soft landings approach to handover with comprehensive training and walkround sessions with the Moda's FM and Estates Team, enabling familiarisation with live systems and identifying how operational efficiencies can be achieved."

David understands that working at the same city is not for everyone, however he has a different view, "I have found every project in Birmingham more interesting than the last, the great thing about our work at Moda, The Mercian is the new challenges that it has offered, from skyscraper construction to delivering in and around the complex infrastructure and transport network upgrades." The new skills David has learned means he is able look back fondly on his time at The Mercian: "Experience, trust and respect, has been a major part of the success at Moda, The Mercian. A lot of credit needs to go to the whole team, be this Sisk, Moda, the design team or our supply chain partners."

"WE'VE ACHIEVED A FIRST FOR BIRMINGHAM AND DEVELOPED A BLUEPRINT OF WHAT GOOD LOOKS LIKE, THAT CAN BE REPLICATED FOR YEARS TO COME."



Daniele Albanese
Senior Podium Manager

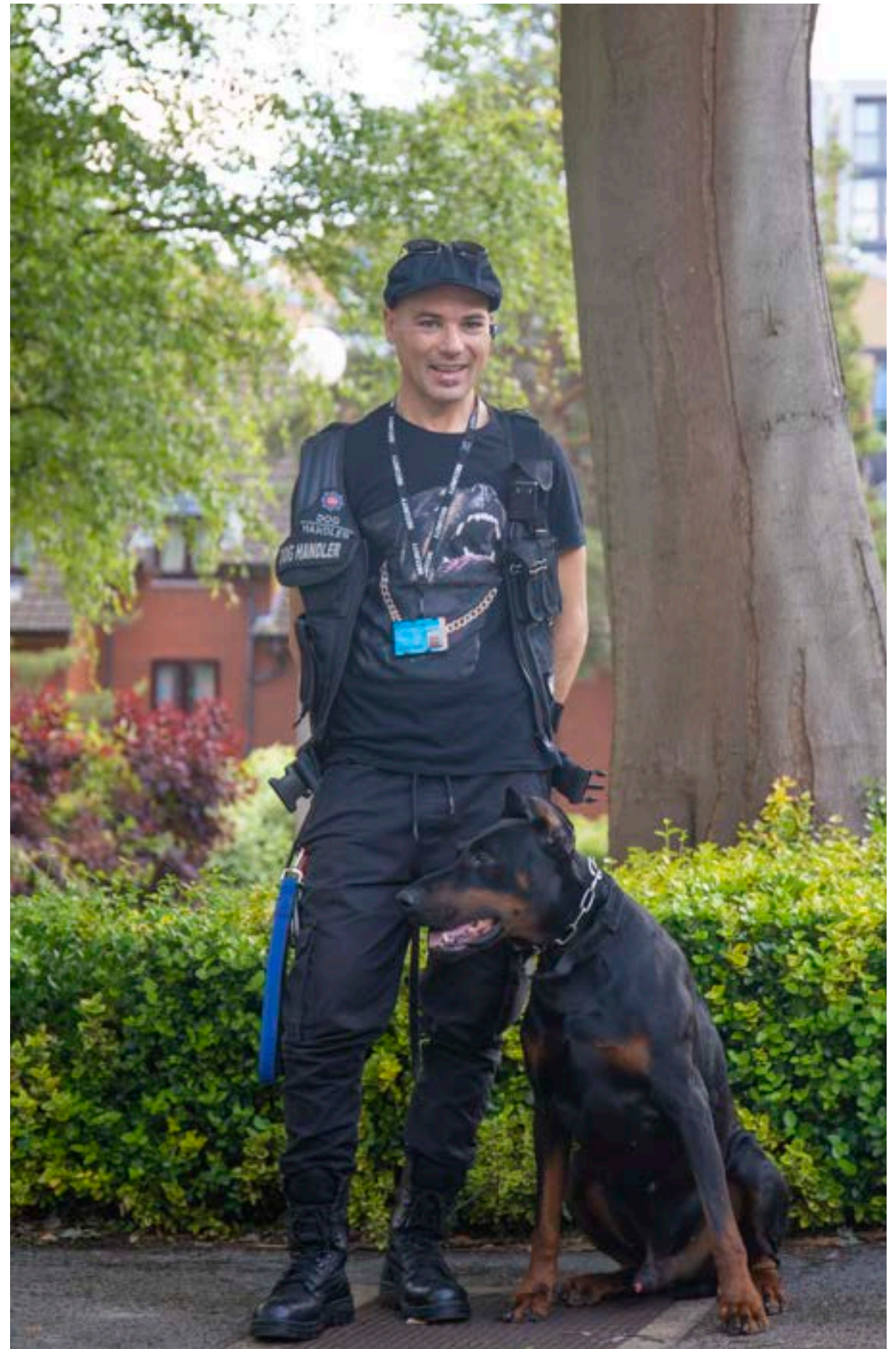
From contracting to consulting, Daniele's "instant affinity with Moda Living and all what the brand stands for" led him back to site joining Sisk in November 2018 as a Senior Quantity Surveyor. Originally responsible for pricing the fit-out of the amenity areas, Daniele was keen to broaden his experience and operational skills. Through Sisk's career development pathway, it was agreed he would move forward with the fit-out package, delivering this operationally as a Senior Podium Manager.

“IT’S CERTAINLY A DIFFERENT MIND-SET MOVING FROM THE COMMERCIAL TEAM TO A SITE DELIVERY ROLE. IT’S THE WORK THAT PEOPLE DON’T SEE BUT MUST HAPPEN. IT’S IMMENSE.”

"From the complexities of design interfaces to achieving the best quality to present to the client, I could not have made the transition without the support of this excellent team."

He also acknowledged the importance of technology: "I'd be lost without my iPad and phone. Efficiencies from using packages such as Viewpoint and Fieldview allowed me to spend more time on-site, managing the construction of the lower floors and the complex logistics."

Looking back over his time at Moda, The Mercian, Daniele takes great satisfaction from standing in the Atrium and taking in the various milestones which have been achieved, whilst appreciating the project as a whole: "It's spectacular to think 18 months ago, this was an empty site, and now it's for all to see, a jewel in the Birmingham crown sparkling far and wide across the city scape."



Walid Bettayaa
Out-of-hours Security Guard

Tyson
Guard Dog

"I worked for Sisk from 2019 to 2022, I have worked on several sites in my career and I couldn't find a better work relationship than with Sisk. Respect, manners and communication etc are all present and their sites are very organised with health and safety a priority. The people are very polite and friendly and very supportive. Moda, The Mercian has been a big project and I am very proud to be part of it - I called it my second home from home and I want to say a very big thank you to all management and particularly to Steve Rogers, Project Director who gave me this opportunity to add to my career profile. I would be very happy to work for him again if he needs me. Thank you all - my second family."



Alex Mills
Quantity Surveyor

Benefitting from Sisk's newly-formed Excelerate Apprenticeship scheme, Alex joined Sisk in 2016. Enabling young people to benefit from earn and learn opportunities, the initiative sees them gain on the job experience whilst completing a university-accredited degree programme. An approach which proved particularly beneficial for Alex, as the skills he learned have all been utilised and expanded on: "The variety and experience afforded to me meant I could achieve and cover my course requirements in my home city without the need to keep moving to different sites."

"THE TEAM ON THIS JOB WERE A GREAT RESOURCE AND WERE ALWAYS FORTHCOMING WITH ADVICE AND GUIDANCE."

Having previously supported the surveying functions on residential projects in Leicester and Manchester, Alex was an integral part of the team through the preconstruction and construction stage, operating as commercial lead for key packages including the roofing contract and soft landscape, which were completed on time and to budget.

Achievements such as, gaining a First-Class BA (Hons) Quantity Surveying Degree, combined with being promoted from an Assistant to a full-blown Quantity Surveyor, meant he is already able to look back fondly on his time at Moda, The Mercian: "Sisk gave me the responsibility of my role through trust in the skills learned both within Excelerate and on the job. A lot of credit needs to go to them, along with the team who have been a part of Moda, The Mercian from its infancy. The highlights of this scheme are vast from witnessing the tallest residential tower in Birmingham coming out of the ground, to dancing the night away on the roof terrace at the client's drinks reception, I will forever be proud to say that I was a part of making Broad Street great again."



Philip Ellgood
Assistant Site Manager

Whilst no-one could quite fully predict the impact the pandemic would have as 2020 began, Philip foresaw that his current role, which was undertaking in-home health and safety inspections on behalf of Eon maybe somewhat short lived. It was a chance conversation on the football pitch, with existing Site Manager Carl Bettam, where Philip's Moda, The Mercian experience began.

Having graduated as a Building Surveyor in 2013 he began working for Solihull Council refurbishing properties under the Decent Homes programme. It was the combination of "different but the same qualifications and skills" that stood out in his interview, with Project Director Steve Rogers, and led to him joining the Operations Team as an Assistant Site Manager. Progressing swiftly through tasks, he was given his own packages to manage: "the most challenging of which was no-doubt the Air Testing, ensuring all 481 apartments and the 42-storey tower met the Part L requirements was no mean feat. I take great pride and satisfaction that my colleagues and peers alike are amazed that I delivered this on my own, passing all tests in optimum time!" Philip's final role sees him leading a team in handing over 37 corridors, on time and defect free.

Despite a seemingly whirlwind progression, Philip cites...

"THE LEADERSHIP, GUIDANCE AND GENUINE TEAM SPIRIT CULTIVATED BY STEVE AS THE ABSOLUTE KEY TO SUCCESS AT MODA, THE MERCIAN."

"No matter the challenge Steve is there for an honest conversation. He would rather know, and more importantly wants to work collaboratively to find solutions. Steve knows exactly what is needed. He gets it done, no matter who is involved be it our supply chain, the design team or Moda Living. I've learnt a great deal and look forward to applying these techniques in my next role as Site Manager for Sisk."



Marie Ayajah
Cleaner



Carl Bettam
Senior Site Manager



Chris Horobin
SSE Compliance Manager



John Owen
Site Manager



Dan Evans
Senior Project Manager



Ester Ferreira
Cleaner



Bob Philips
Construction Manager



Phil Sheehan
Project Manager



Noel Glynn
Hoist Operator



Simon Gould
Senior Quantity of Surveyor



Sam Wilks
MEP Manager



Jenny Williams
Document Controller



Ian Hayley
Site Manager



Scott Hoare
Quantity Surveyor



SUPPLY CHAIN

Supply
Chain



Our Partners & Collaborative Partnerships

As Sisk embarked upon delivering Moda, The Mercian, we already knew that it would not be possible without an exceptional performance from everyone involved. Then came unprecedented times, including a global pandemic and market fluctuations like never before. Despite this we delivered the project on time, on budget and with exemplar quality and health and safety performance.

This exceptional performance could not have been achieved without the support of our loyal, committed and professional supply chain partners.

Many of our partners were engaged at the earliest stage working with us to unlock best value solutions, supporting our commitment to a more efficient and sustainable delivery, embracing modern methods of construction and digital delivery. We thank each and every partner to date and look forward to continuing our alliance on future projects.

John Dennehy
Commercial Director - John Sisk & Son



Elements

Elements Europe were delighted to work with two of our key partners MODA Living and John Sisk on this prestigious scheme in Birmingham. Having delivered various projects with them across the country, this prominent building in a key location within the city centre has been delivered to the highest quality. We are very proud to have assisted in its delivery.



Imtech

Imtech are delighted to have been involved as the building services specialists on the fabulous Moda, The Mercian Project. The relationships with Sisk and the wider project team have flourished through the journey. Built on collaboration and a one team mentality, we have collectively delivered high quality homes to be enjoyed for years to come



Inasus

"Inasus are proud to have been appointed to provide the main façade for the construction of Moda, The Mercian in Birmingham's city centre, working alongside Sisk and MODA Living to deliver an exceptional building for the people of Birmingham. The building will have a positive impact on the city, providing a modern living space and life-enhancing facilities for the many people who use it. Moda, The Mercian will add to the world-class building projects in progress in Birmingham and the West Midlands and forms an impressive landmark on the city's skyline.

The façade of Moda, The Mercian is a lasting testament to the vision of the development team, the planners, architects, construction team and suppliers. It was designed and fabricated in Galicia, Spain, built in England and stands as a shining example of high-quality envelope construction for all to enjoy. We are honoured to have been involved



Lyndon

"Lyndon SGB are very pleased to be associated with John Sisk with providing their access solutions including scaffolding, mast-climbers and hoists on various sites throughout the UK."



Morrisroe

The Morrisroe' team are very proud to be part of this prestigious landmark development. The success of Moda, The Mercian characterises the excellent working relationship with MODA Living and the Sisk' Team in helping to deliver this outstanding building. Morrisroe provided structural design & construction of the concrete frame.



Oobe

The landscape scheme contributes to creating a strong identity for the building and providing residents with positive flexible amenity spaces. It has been a pleasure to be involved in such an exciting project.



Project FFE

"Project ff&e are proud to have designed, supplied and installed the wardrobes and loose furniture on this prestigious project in the heart of Birmingham working collaboratively with Sisk and Moda Living."



PSR Solutions

"PSR are very proud to have collaborated with Sisk on the exciting Moda' development. We have worked closely with the senior management team to attract and retain technical white collar and blue-collar professionals on both permanent and freelance contracts utilising specialist recruitment techniques and our extensive construction portfolio."



Schindler

Schindler

"For Schindler it has been a pleasure to be part of Moda Living's Broad Street project, installing six high rise lifts and one commodity unit. This project is for us an example of strong collaboration, innovation and success, and a milestone in our future relationship."



Sky Garden

"It has been a great pleasure to work with SISK on this scheme and to deliver one of the most standout roof terraces currently in Birmingham that will give residents pleasure for many Years to come."



Titan Interior Solutions

"Titan Interior Solutions were proud to be involved in such an iconic project that now stands prominent on the Birmingham Skyline. Delivering drywall, joinery and flooring as part of the internal fit-out working alongside the Sisk team on scheme that we are eternally proud of."



WBS Midlands

"WB Simpson & Sons (Midlands) Limited are proud to have been involved in such a prestigious project which is at the forefront of re-shaping the Birmingham skyline. It is a testament to the John Sisk & Son' team and the manner in which they have developed an inclusive and collaborative working partnership with all trades to smoothly deliver what was a very challenging project."



WSP

"WSP is privileged to have undertaken the holistic multi-disciplinary engineering design of Moda, The Mercian, collaborating with Moda Living and all stakeholders to deliver a materially and carbon-efficient scheme that broadly achieves the LETI 2030 embodied carbon targets."



A Rich Heritage in Construction and Infrastructure

Throughout our history, Sisk has delivered some of the most iconic and ground-breaking projects in foremost cities and countries of the modern world.

Our success and growth is founded upon solid management principles and the dedication, experience and professionalism of our employees and supply chain. They ensure that we constantly focus on every aspect of project performance – from innovation and quality to integrity, dependability and safety.

I am delighted to have the opportunity to showcase our businesses to new clients and their consultant teams and to maintain our valuable strategic alliances with existing customers.

We are a highly-skilled, well-financed, engineering-led group, with strong values and a keen and exciting vision to be at the heart of change. We look forward to demonstrating this to you as we work together in the future.

We champion our alliances with clients and partners and recognise how vital these are in helping us to deliver our projects successfully, undertaking our business in a courteous and respectful manner.

KEY TO THIS SUCCESS IS OUR PEOPLE – OUR MOST VALUABLE ASSET. AS SHOWN AT MODA - THE MERCIAN,

using their skills and expertise the team have overcome every challenge through working together to find the right solution not just for now, but for the future residents and future generations.

WE ARE PROUD TO HAVE DELIVERED THE TALLEST RESIDENTIAL TOWER IN BIRMINGHAM TO DATE AND LOOK FORWARD TO GROWING OUR RELATIONSHIP WITH MODA AND THE WIDER TEAM ON FUTURE PROJECTS.

Paul Brown
CEO – John Sisk & Son



“THROUGHOUT OUR HISTORY, SISK HAS DELIVERED SOME OF THE MOST ICONIC AND GROUND-BREAKING PROJECTS IN THE UK”



Wembley Regeneration, London



Royal Academy of Arts, London



A19 Coast Road



Circle Square, Manchester



International Convention Centre Wales



Public Transport Interchange, Leeds



Radiotherapy Diagnostic Unit, Swindon

John Sisk

1859

John Sisk establishes the business in Cork

John V Sisk

1906

John V Sisk joins his father in running the company as equal partner

John G Sisk

1930

John G Sisk Joins the company after receiving a degree in Civil Engineering in UCC. He moves the company to Dublin

George H Sisk

1966

George H Sisk joins the family business to lead it into the 21st Century

JP Sisk

Present

The 5th Generation - Continued ownership and management of business exceeding €1.7 Billion

Richard Sisk

Owen Sisk

Excellence

We are the best at what we do.

Care

We take care of ourselves, the people we work with, the environment and the community in which we work.

Integrity

We are honourable in the way we conduct ourselves and our business.

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ABOUT SISK

**WRITING, DESIGNING
AND DEVELOPING GREAT
CONTENT IS **WHAT WE DO**
AS A TEAM AND THIS BOOK
HAS CERTAINLY GIVEN US
THE CHANCE TO DO THIS!**



Fiona Brayshaw

Head of Proposals



Jordan Cooper

Creative Lead



Bee Karwal

Regional Social Value &
Stakeholder Manager



Lynne Wellington

Business Development
Manager