
CIB EUROPEAN AFFORDABLE HOUSING SYMPOSIUM 2026

FROM FRAGMENTED PROJECTS TO SCALABLE DELIVERY SYSTEMS

DIFFERENT BUILDINGS. COMMON PARTS. BETTER DELIVERY.

How affordable housing can reuse proven engineering
without standardising architecture.

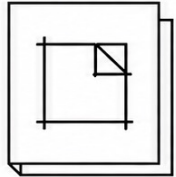
RICHARD CROSBY | SEISMIC GROUP



We demand repeatability — then start again

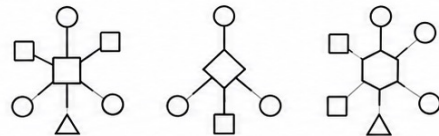
The buildings are similar. The parts, connections and learning are not.

COMMON CLIENT
REQUIREMENTS



EACH PROJECT TEAM
CREATES ITS OWN SOLUTION

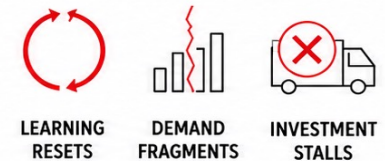
Different components • connections • interfaces • processes



BROADLY SIMILAR BUILDINGS



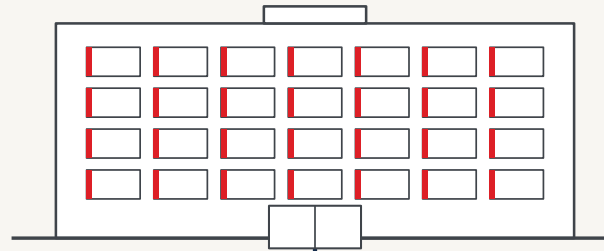
LOST OPPORTUNITY



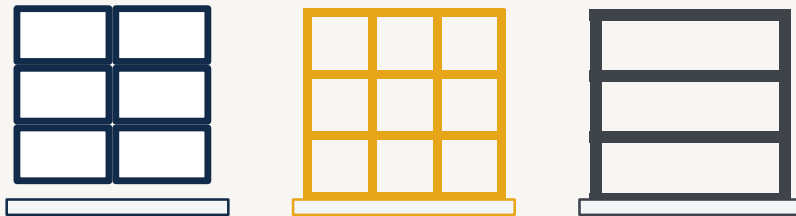
We keep changing details nobody asked to be different.

Pattern books repeat designs — not how we build

SAME DESIGN



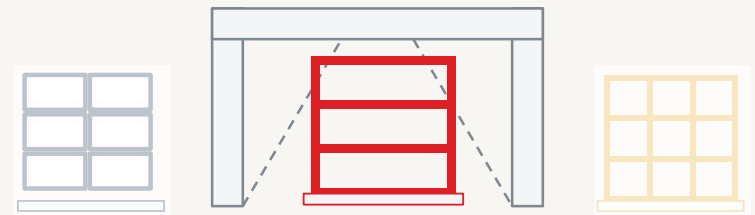
LEAVE THE DETAILS OPEN



EVERY PROJECT STARTS AGAIN



FIX THE DETAILS TOO TIGHTLY



OTHER SOLUTIONS ARE EXCLUDED

THE DESIGN REPEATS. THE EFFICIENCY DOES NOT.

A platform standardises the parts and connections — not the architecture.

Different buildings can use the same parts

Homes, schools and workplaces are all arrangements of rooms, corridors, floors and roofs.



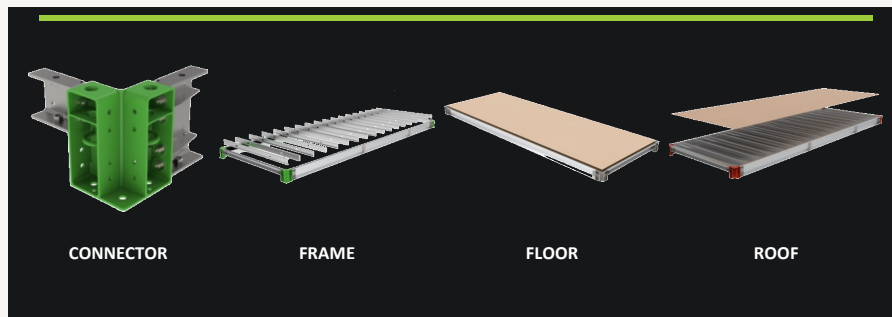
HOUSING



EDUCATION



WORKPLACES



ONE COMMON SET OF PARTS

FRAME • FLOORS • ROOFS • CONNECTIONS

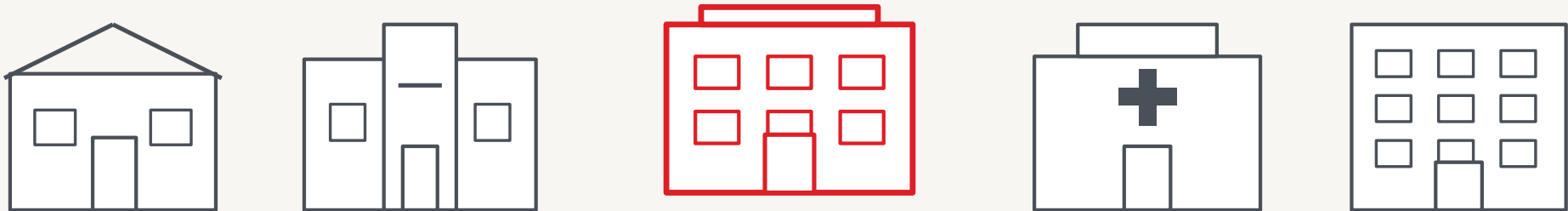
Configured as rooms and corridors for different uses, layouts and places.

REPEAT WHAT IS COMMON. DESIGN WHAT IS DIFFERENT.

A platform creates portfolio benefits without a portfolio

DEMAND FROM OTHER CLIENTS + SECTORS

YOUR PROJECT



ONE COMMON PLATFORM

Common parts • controlled interfaces • tested evidence • qualified suppliers

PROVEN DETAILS. WIDER DEMAND. CONTINUOUS IMPROVEMENT.

GAIN SCALE WITHOUT OWNING A PORTFOLIO — OR DEPENDING ON ONE CLOSED SYSTEM.

Housing needs a cross-sector supply chain

Shared parts let suppliers follow demand — retaining skills, capacity and investment.



HOUSING



EDUCATION



COMMERCIAL

COMMON COMPONENTS • CONNECTIONS • INTERFACES

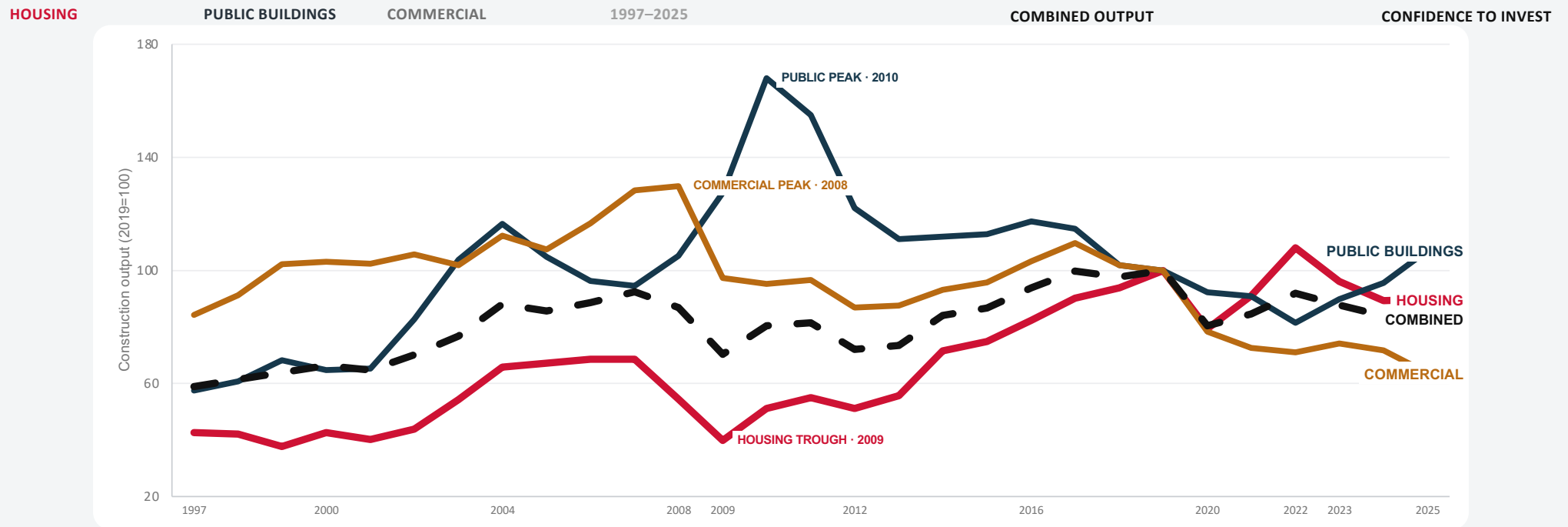
ONE SHARED SUPPLY CHAIN

WHEN ONE SECTOR SLOWS, ANOTHER CAN HELP SUSTAIN SKILLS, CAPACITY AND INVESTMENT.

STANDARDISE THE COMMON CORE. SPECIALISE WHERE IT ADDS VALUE.

Building-sector cycles do not move in lockstep

Different cycles create the opportunity. Common parts make it usable.

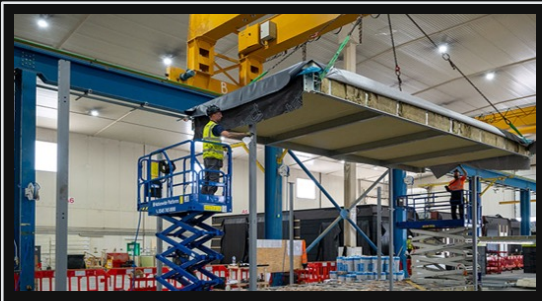


COMMON PARTS TURN DIFFERENT CYCLES INTO A MORE RESILIENT MARKET.

The platform exists. The housing benefits need measuring.

Seismic provides the proven technical core. Comparative modelling indicates its potential.

PROVEN ENGINEERING



BUILT • ASSEMBLED • TESTED

**10+ YEARS • c. £30m
DEVELOPMENT • CROSS-SECTOR
TESTING**

COMPARATIVE MODELLING INDICATES

MODELLLED — NOT DELIVERED-PROJECT RESULTS

UP TO
75%*
**SHORTER
PROGRAMME**

UP TO
70%*
**LOWER
CARBON**

47%*
**BETTER
VALUE**

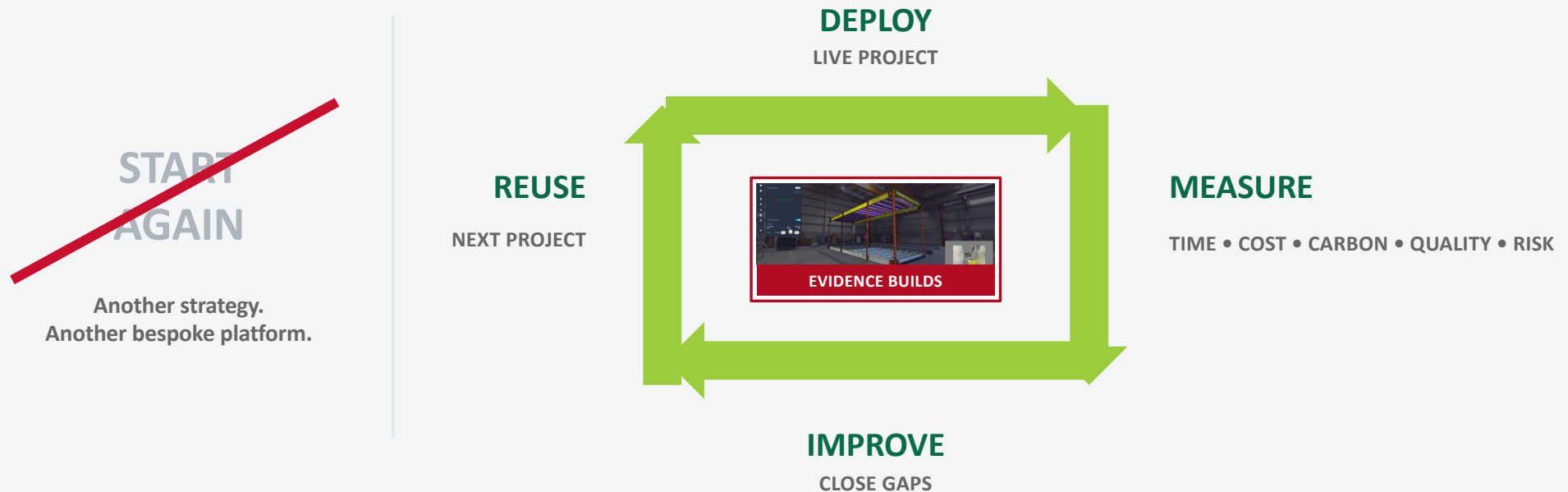
Modelled against conventional delivery

*Results vary with project scope, scale, specification, supply-chain maturity and reuse assumptions.

THE ENGINEERING IS PROVEN. THE SCALE OF THE HOUSING BENEFIT IS THERE TO BE MEASURED.

Deploy, measure and improve — do not start again

Use one live project from the existing pipeline, measure it and improve the next one.



USE A LIVE PROJECT. HARNESS THE PLATFORM. MEASURE THE BENEFITS.

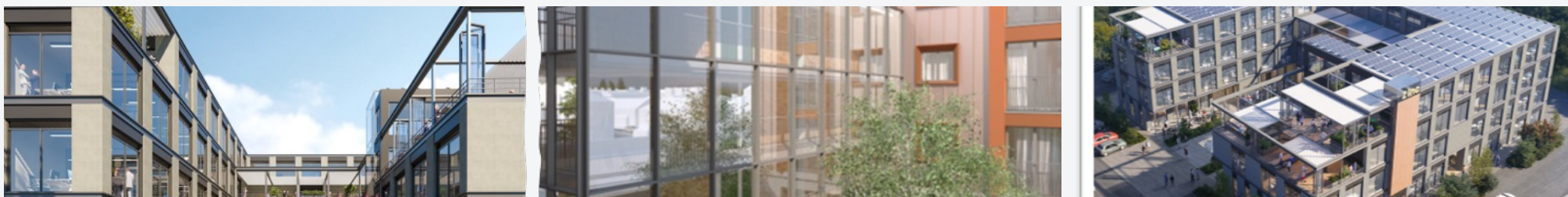
THE NEXT STEP

REUSE THE ENGINEERING. DESIGN THE PLACE.

Reuse the common parts. Put design effort into better homes, streets and places.

DESIGN WHERE IT ADDS VALUE

ARCHITECTURE • IDENTITY • SENSE OF PLACE



COMMON COMPONENTS • DETAILS • INTERFACES

IMPROVE WHAT IS COMMON. VARY WHAT MATTERS.

IF YOU HAVE A LIVE PROJECT, LET'S HARNESS THE BENEFITS TOGETHER.

**STOP BUILDING
PROTOTYPES.**

**USE PROVEN
ENGINEERING.**

Configure to order. Reuse proven engineering.

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