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The Manser Practice architects' pioneering sustainability journey with Flotilla

THE MANSER PRACTICE
ARCHITECTS + DESIGNERS



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Case study

March 2025

Introduction

The Manser Practice, a multi-award-winning architecture and interior design firm, has been shaping the built environment for over 60 years. With a team of 40 professionals working across Hammersmith and York offices, the practice has delivered a diverse portfolio, including hotels, residential and healthcare projects, bespoke private homes, transport hubs, and foreign embassies.

The Manser Practice have been at the forefront of sustainable design, with projects in a number of sectors, including healthcare, residential and hotels, and have demonstrated a commitment to CO2 reduction for many years.

In 2023, The Manser Practice partnered with Flotilla to embark on a transformative sustainability journey, committing to achieving net zero emissions by 2040. This collaboration has resulted in a clear and actionable sustainability strategy, cementing the firm's reputation as a leader in environmental responsibility within the architectural sector.

A measured start: carbon footprint assessment

(2022–2023)

Objective:

To quantify The Manser Practice's carbon footprint and uncover areas for improvement.

Approach:

Flotilla conducted a comprehensive analysis of the firm's carbon emissions, encompassing Scopes 1, 2, and 3. This included direct emissions, purchased electricity, and supply chain activities. The findings revealed a significant impact from service-related emissions, alongside goods-related activities.

Outcome:

- ▶ Established a baseline carbon footprint of 163.8 tCO2e in 2023.
- ▶ Delivered actionable insights into the firm's environmental impact, highlighting key areas for reduction.



Jonathan Manser

CEO

The Manser Practice Architects + Designers



Guy Barlow

Joint Managing Director

The Manser Practice Architects + Designers



Jo Shepherd

BD and CRP Lead

The Manser Practice Architects + Designers

Embedding change: policy implementation and governance

Objective:

To formalize sustainability efforts through structured policies and guidelines.

Approach:

Flotilla supported The Manser Practice in integrating new sustainability policies into its Office Manual. These policies include a Sustainable Travel Plan, encouraging low-carbon travel, and a Waste Management Plan, promoting recycling and minimizing single-use items. A shift to plant-based catering for events further reduced emissions.

Outcome:

- ▶ Sustainable travel, waste reduction, and food policies integrated into daily operations.
- ▶ Regular communication of progress through newsletters and internal updates.

Supply chain collaboration: supplier engagement strategy

Objective:

To align suppliers with The Manser Practice's sustainability vision.

Approach:

The firm introduced a supplier engagement program, assessing the sustainability commitments of key partners. This initiative fosters collaboration to reduce emissions throughout the supply chain.

They also extended this engagement to assessing the commitments of their insurance and pension providers, and pushing for more alignment with their own net zero goals.

Outcome:

- ▶ Supplier assessments conducted to ensure alignment with net zero goals.
- ▶ Strengthened partnerships based on shared environmental objectives.



Elevating standards: Public Procurement Notice (PPN) and NHS tenders

Objective:

To ensure the firm remains competitive and compliant in the public sector by showcasing its sustainability commitment, goals and achievements.

Approach:

Flotilla developed a detailed Public Procurement Notice (PPN) Report, emphasising The Manser Practice's sustainability commitment and milestones. This document supports NHS tender applications and is featured on the firm's website to promote transparency and leadership.

Outcome:

- ▶ Aligned with compliance requirements to successfully tender for and secure repeat business in the public sector.
- ▶ Increased competitiveness in public sector contracts, including NHS tenders.
- ▶ Enhanced online presence, demonstrating commitment to environmental responsibility.



Results and impact

Through its partnership with Flotilla, The Manser Practice has taken significant steps toward sustainability. Key achievements include:

- ▶ **Established a baseline carbon footprint** of 163.8 tCO₂e.
- ▶ **Comprehensive net zero strategy**, targeting carbon neutrality by 2040, 10 years ahead of the UK government goal.
- ▶ **Employee engagement at 100%**, with widespread participation in climate training and sustainability initiatives.
- ▶ **Robust governance frameworks** to integrate sustainability into daily operations.
- ▶ **Aligned with compliance requirements** to successfully tender for and secure repeat business in the public sector.
- ▶ **Supplier alignment** with sustainability objectives, fostering responsible procurement.



"Our partnership with Flotilla has been transformative in shaping our sustainability journey. Their expertise has provided us with a clear and actionable strategy to achieve net zero emissions by 2040, positioning us as a leader in environmental responsibility within the architectural sector. The collaboration has not only helped us quantify and address our carbon footprint but has also empowered our team to drive meaningful change through comprehensive policies, employee engagement, and supply chain alignment. Together, we are building a more sustainable future while enhancing our competitiveness across both private and public sector projects."

**Guy Barlow, Joint Managing Director,
The Manser Practice**

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"Our partnership with Flotilla has been an enormous learning experience and expanded our commitment to sustainable design and business operations. We've worked together to discover how companies can make a significant reduction of CO2 omissions, with numerous small and attainable changes in processes and culture. Wider conversations with the architectural and construction community, to share information and support the industry in this move to net zero, has also been an important part of this process."

Jo Shepherd, Business Development Manager, The Manser Practice



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