

# Beyond Bricks & Mortar

## ***Realising Social Value Amongst Contractors 10th October 2014***



## A bit about Swansea

- Historically an important industrial centre for copper smelting and shipping, later coal and steel
- Second largest LA in Wales with a population of 240,000
- 109,000 Households
- 89% work in service sector

## **The Local Perspective - Putting People First**

Beyond Bricks & Mortar is the City & County of Swansea's initiative for adding value to its regeneration contracts.

By achieving social benefits for local people and businesses we are developing new skills and reducing economic inactivity.

## **What does Beyond Bricks & Mortar do?**

- Put social benefit clauses into contracts to create opportunities for people and business
- Work with Main Contractors/Developers and local sub-contractors to create opportunities
- Facilitate the recruitment of trainees by working with organisations who are helping unemployed, economically inactive and NEETs
- Monitor the achievement of targets

## Targeted Recruitment and Training

Social benefit clauses in contracts create a range of opportunities for local people:

- new training places – short term & apprenticeships
- recruitment opportunities for unemployed people, economically inactive and NEETS
- work experience
- upskilling existing workforce (Skills for Industry)

## Who Fills the Training Places

Partnerships with Worklessness and Training Organisations

- Local projects assisting economically inactive, people with disabilities, care home leavers, ex-offenders etc.
- Jobcentre Plus and Work Programme
- Colleges and Apprenticeship Providers
- Careers Wales

## Engaging with Contractors

- Building relationships and understanding
- Sub Contractors need to be engaged by main contractor
- Building longer term relationships through use of Frameworks
- Person week target allows flexibility so contractors decide where trainees fit on project
- Sustainable jobs at contract end
- Contractors can get saturated with trainees

## **Supply Chain Initiatives**

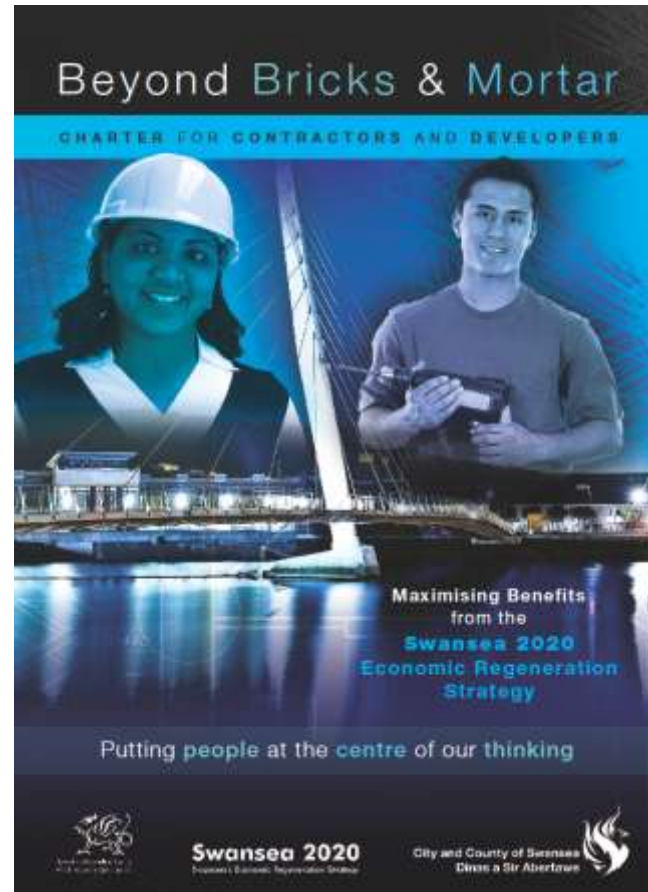
- Main contractor/Developer to advertise sub contract opportunities on Sell2Wales
- Division of contracts into Lots to provide more opportunities
- Meet the Buyer events to promote opportunities to local sub contractors
- Networking and Information events to encourage collaboration
- Support to improve business performance



## Monitoring Achievements

- Targets are set and measured in person weeks for new starters
- Information collected on occupations, postcodes and prior employment status of workforce
- Location of sub contractors and suppliers, including value of work
- Welsh Government Community Benefits Measurement Tool calculates value of Welsh £ created

# The Beyond Bricks & Mortar Charter



## What have we done so far?

BB&M is in it's 5th year and so far:

- 84 Contracts have had social benefit clauses included in the tender
- 158 individuals received opportunities for work and training through BB&M;
- All appropriate procurement within the Council include BB&M clauses;
- BB&M work with other public sector bodies in the area to encourage the use of social benefit clauses and TR&T within their procurement

## Training Achieved within Housing Projects

Project	Date	Value	Training Weeks Achieved	Outcomes
Hafod Renewables	Dec 2010	£1m	113	1 app bricklayer 1 app carpenter
Hafod Ren GR28	Feb 2012	£0.38m	27	2 app continued
Hafod Ren GR25/26	Nov 2011	£0.6m	46	4 labourers
Hafod Ren GR27	June 2012	£0.6m	52	1 labourer
Hafod Ren GR16	Dec 2012	£0.5m	7	6 college app
BISF Penlan	April 11	£2.3m	114	1 app carpenter 1 app plasterer 1 labourer
BISF Penlan 2	Sept 2013	£0.8m	25	1 app carpenter
Maes Glas	June 2011	£1.7m	154	1 app plasterer 1 labourer
BISF Penlan	Aug 2012	£0.7m	30	1 app carpenter

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Project	Date	Value	Training Weeks Achieved	Outcomes
CERT	March 2012	£1.1m	104	1 Surveyor 1 loft insulator
Wind & Weatherproofing Trallwn	Feb 2012	£0.7m £1.2m	104	2 trainee boarders
Wind & Weatherproofing Winch Wen	Sept 2012	£2.3m	38	2 labourers 1 app plasterer
New Street Flats	June 2013	£1m	45	1 labourers 1 app plasterer
Weig Gardens	Aug 2013	£.45m	12	1 app plasterer
Wind & Weatherproofing Bonymaen	Oct 2013	£0.46m	22	1 labourer
Pro Orlit	Nov 2013	£0.27m	18	1 app plasterer
<b>Total</b>		<b>£16.06m</b>	<b>911 person weeks training</b>	<b>26 people had training opportunities</b>  <b>10 apprentices</b> <b>16 others</b>

## Who are the People Behind the Numbers?

- Training places have been a mix of long & short term, according to type of contract
- Trainees have been long term unemployed, young people not in education employment or training, people with a disability or economically inactive.
- The opportunities given to them have enabled them to get work, where previously they had struggled
- 50% of participants are still in training, been kept on by contractor or have secured other work.

## Real Opportunities for Real People

Case Study: a second chance by the contractor to continue his placement despite poor attendance and timing record gave Mark the opportunity he needed, with a mentor on site assigned to him he proved he could work hard and turn up on time, he is now working on his third project with the same contractor.

Case Study: having overcome personal problems and barriers to work, a single mother looking for a job to provide security for her family gained a permanent job as Admin/Finance assistant through one of our projects she is also training for an NVQ in accounts which will allow her to progress in the future.

# Beyond Bricks & Mortar

## Contact Beyond Bricks & Mortar

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