

Appendix 1

Social Value Stories

Story One: Esh Construction inspire young people with new career possibilities

Outcome measure/s delivered:



NT11 - Hours dedicated to support people into work (under 24 y.o.)

Between March 2021 and March 2022, Esh Construction delivered transportation infrastructure schemes. Throughout the delivery of these contracts, Esh Construction sought to provide recruitment and employment opportunities to the residents of the Rotherham Borough. They provided access to jobs and helped people to expand their career aspirations by working directly with young people within the vicinity of the construction sites. Esh have delivered a variety of social value outcomes, including hosting employability sessions, work experience preparation sessions, careers fairs, conducting site visits with students and delivering 'Construction in the Curriculum' lessons.

Delivering Social Value on the Century Way Project, the new Business Centre

Better Learners Better Workers

In total, Esh delivered 282 hours of employability guidance with Better Learners Better Workers (BLBW) at Wath Academy. Megan Roberts, Social Value Manager and Hannah Skill, Social Value Coordinator presented to a year 9 assembly of approximately 280 students. This provided students with an insight into career and study pathways within the construction industry, the variety of roles within the sector, transferable employability skills and introductory guidance



Esh Construction pictured with students at Wath Academy delivering Better Learners Better Workers

on the routes into construction. Students were also given the chance to learn how Megan progressed in her own career at Esh Construction.

Site visits

Site visits were led at the Century Way Site, for Level 1 Bricklaying Construction students from Dearne Valley College. The students were given a tour of the site and the Operations Manager and Site Manager gave them an insight into different career pathways into the industry. As a result of this visit, three students are now set to join the site team for a work experience placement.

Feedback from the college – *“Just wanted to say thank you for arranging the site visit yesterday! It was very well received by the students and Dan was really pleased that they were able to be present at a well-established building site”*

Employability sessions

Five employability sessions were delivered at Dearne Valley College to support students in making preparations for their future career. Following a session with ten Carpentry students, one student contacted Esh looking for an apprenticeship.

Feedback from the Work Placement and Employability Coordinator – *“The learners in today’s session were really engaged and asked lots of questions. They’ve been able to develop their confidence especially when discussing what they are proud of. The session also allowed them to talk more about their own skills and learn more about the construction industry and roles within the industry, especially within Esh Group.”*

Construction in the Curriculum

‘Construction in the Curriculum’ is a brand-new school programme which aims to show young people how the curriculum directly links to careers within the construction industry. The programme delivers a timetabled subject through a construction and built environment lens, in a bid to inform students about careers in the industry and how their education applies to real life job roles. This workshop involved Esh staff taking over a Maths lesson with students experiencing ‘a day in the life of a Quantity Surveyor’, to highlight the importance of maths skills in the surveying role. Students applied the curriculum that they have previously learnt to a real-life workplace scenario.



Matt, Megan and Hannah from Esh delivering a maths lesson

Testimonial from Wath Academy – *“Wath Academy were privileged to welcome Esh Construction to deliver their brand new ‘Construction in the Curriculum’ session to a group of Year 9 students.*

Students met a Quantity Surveyor, gaining an insight into the role and the relevance of their Maths topic in the world of work. Feedback was wholly positive with some students commenting that they would now consider a career in the construction sector. An informative, engaging session that we would highly recommend.”

Why Social Value Matters – Megan Roberts (Social Value Manager at Esh Construction (Yorkshire))

The best part of my role is seeing the positive outcomes that are achieved through our social value initiatives. When looking at the support that we give to young people through employability and careers workshops, it is rewarding to work closely with students in small groups, or even on a one-to-one basis, as we can provide more bespoke and tailored support to each individual or group. For example, when looking at CV writing, often students are not sure what they should include in a CV when drafting for the first time, yet by spending time with them, we can help them recognise the things that they are proud of and how the day-to-day activities that they undertake as part of their normal routine can link to basic employability skills.

For any business that is considering how they can deliver social value within schools or colleges, my main advice would be to create something bespoke and personal. Research your local area, use local intelligence to consider where support may be best targeted, and work collaboratively with the education provider before delivering the sessions to really understand what the students need. For example, if there is a group of students who suffer with anxiety around work placements and what to expect, we can tailor the presentations to cover what to expect on your first day at a work placement to help reduce those anxieties. This will ensure that you capture the students attention and engage with them on a level that can meet their needs, instead of providing a generic presentation.



Esh attended a Careers Fair for 2,000 students at Wath Academy

Story Two: Target Housing support local person out of homelessness and unemployment through work placement

Outcome measure/s delivered:



NT12 – Meaningful work placements or pre-employment course

Since August 2020, Target Housing have delivered the rough sleeper initiative contract at Queens Street Hostel. As a result of this contract, Target Housing were able to provide an unemployed resident in the hostel a work placement in Cleaning Services with Target's Turnaround Team.

G.A's story

G.A came to Queen Street Hostel in 2021 with a history of complex needs including offending behaviour, substance misuse issues and mental health needs. The staff soon noticed that G.A kept his room and the communal areas of the hostel extremely clean, tidy, and organised and by doing so made him feel happier, calm and had a positive impact on his mental health and wellbeing which in turn helped G.A remain drug free.

The staff approached G.A with the idea of undertaking a placement with our Turnaround Team. He completed a four-week induction followed by four-week placement. During that time G.A worked with Target's team of Cleaners to learn skills and gain valuable employment experience.

As a result of this, G.A left the hostel to live independently. G.A left with work experience and a positive reference from Target's Turnaround team to help with his future employment and volunteering opportunities.

G. A's testimony

"Without Target Housing, I don't know where I would be. Working on the Turnaround team really helped with my head and gave me a better reason to get up in the morning".

Story Three: Mears create apprenticeships for unemployed residents

Outcome measure/s delivered:



NT1 – Number of local employees hired or retained

NT3 – Number of employees hired who are long term unemployed

NT 10 – Number of weeks of apprenticeships

NT 16 - Equipment or resources donated to VCSEs

In April 2020, Mears began delivering the repairs and maintenance contract for the council. Since the contract began, Mears have delivered a total of 520 apprenticeship weeks which equates to ten apprentices per year. One apprentice named Peter was unemployed for a period of eight months, before being offered the opportunity to join Mears through the government Kickstart scheme. As a result of this contract, Peter was offered the opportunity to begin an apprenticeship in Joinery and has now been successfully employed by Mears for a period of eighteen months.

Peter's story

In September 2021, Peter joined Mears Rotherham through the government Kickstart scheme following a successful interview with the General Manager. Peter was successful in his application to the Kickstart scheme and began a six-month paid work experience with Mears after being un-employed for a period of eight months.

Peter then began an apprenticeship in Joinery in April 2022, which he is still currently undertaking. As part of the apprenticeship Peter has been paired with a mentor which he works alongside often, Peter finds the mentoring aspect of the apprenticeship very helpful as he states, *"I get on well with my mentor, he's very supportive and we've formed a good friendship"*.

Peter enjoys the balance between on-the-job work experience and college one day a week. He states the apprenticeship has been *“a really good opportunity to form a good career whilst gaining work experience in an essential trade”*. Mears advised that *“Peter is developing well and gaining valuable experience working with his mentor in our planned team and continues to be fully committed on his journey to become a qualified Joiner”*.

Peter also volunteered his time alongside other apprentices to assist with preparing and hosting a Christmas dinner in conjunction with Age UK. The dinners were provided for elderly people who would be alone for Christmas or would not receive a Christmas dinner. Fifty guests attended the event held at Clifton Methodist Church. The apprentices also volunteered their time to make soup which was provided to Safe Haven.

Story Four: Rotherham Care Leaver offered full-time employment to recruit Foster Carers

Outcome measure/s delivered:



NT1 – Number of local employees hired or retained

NT4a - Number of 16-25 y.o. care leavers

Since April 2022, Brightsparks Agency have delivered the contract for digital marketing services for Foster Carer recruitment in Rotherham. Brightsparks is commissioned to deliver digital marketing support for recruitment of new foster carers to support its looked after children population. As a result of this contract, Brightsparks Agency has provided full time employment to a Rotherham resident who is also a Care Leaver.

Brightsparks tell the story

Brightsparks is a creative and digital agency dedicated to supporting organisations that operate for social purpose to improve their services and support, so they are better able to help people to improve their lives and prosper in society. As part of a tender exercise in 2022, Brightsparks included a social value offer to employ one full time member of staff from the Rotherham area within our agency. We chose to create a Junior Marketing Executive post which was filled from the outset of the contract in April 2022.

The individual employed is from Rotherham and is also a care leaver from RMBC.

From an employer's perspective, the experience has been largely positive. However, there have been challenges to overcome in the early stages of project, which included making sure we were providing the right type of employment opportunity for this individual, at the same time as trying to ensure that the job results in a net benefit to our business overall. We also needed to make sure that we sensitively manage what this individual works on and is exposed to in terms of the workstreams and content of our foster carer and social care recruitment programmes.

However, it is fair to say that the challenges are outweighed by the benefits that this individual has brought to our work. They are helping us to better explain to prospective foster carers the experiences that children and young people have often faced and what to expect, so that they are better prepared for their journey to becoming a foster carer. This individual is also able to articulate first-hand experience of how looked after children might interpret our marketing materials so that we can ensure we are being sensitive to their needs and experiences. This individual is incredibly keen to learn and has an excellent attitude in terms of picking up new digital marketing skills. They are still very much learning the trade of digital marketing but is already helping Brightsparks to deliver on a wide range of client projects. On a personal level, this individual is fantastic to work with and Brightsparks benefits greatly from their friendly, can-do attitude.

Brightsparks Managing Director - Andy Simpson said: *“This individual is already a fabulous asset to our organisation and we are excited about their long term potential and look forward to working with them over their duration of the RMBC contract and hopefully beyond.”*

Story Five: Synectics Security Ltd's donation to the Christmas Hamper initiative run by the Food in Crisis Partnership

Outcome measure/s delivered:



NT16 - Equipment or resources donated to VCSEs

Between 1st April 2022 and 1st November 2022 Synectics Security Ltd delivered the contract for stage one of the upgrade of public CCTV equipment and systems in Rotherham. As part of this contract, Synectics Security Ltd made a charitable donation of £3,200 to the borough's wider Christmas Hamper initiative Food in Crisis Partnership - a collection of organisations who run foodbanks, social supermarkets and projects that offer support to people in need.



Karen Shaw (Manager at The Learning Community) with the provisions bought using the Social Value donation

Synectic Security's donation resulted in Christmas dinner for fifteen families. The Learning Community in Dinnington were able to provide food parcels to families and children in need who are referred into the service by multi-agency providers such as RMBC, Children's Centres, Schools, Homeless services, and Domestic Abuse services.

Feedback from families

"Thank you for everything. We didn't want to think about Christmas because we didn't have anything and then you rang to say you had a hamper for us. I can't thank you enough, me and my son couldn't believe the stuff in the parcel and I'm finally feeling the Christmas spirit because of you"

"Wow - The hamper is fantastic thanks to all of you for everything"

"Thank you so very much from the bottom of my heart for our amazing hamper it's absolutely perfect I can't believe it thank you so much".

"It's just amazing what I've got in my hamper, even in my best days I wouldn't be able to buy so much food for Christmas. You don't realise how big this help is for somebody in my position".

"Thank you so much for the food parcel – I just don't know what we would have done without it".

"It was wonderful and a long time since I've had a Christmas dinner"

Feedback from volunteers

"Gosh, we have just taken a parcel to a lady who literally has nothing. She desperately needs help and now, at least she can give her son a decent Christmas Dinner"

"I began volunteering in November and was told about the Christmas hampers which were to be delivered before Christmas. I offered my help and quickly got involved. All the recipients had to be referred by agencies in Rotherham and we referred a few of our Community Fridge clients. Our downstairs area was packed with hampers, and it needed a high level of organisation to make sure all hampers were collected and delivered. I was amazed at the well thought out selection of food included even down to the accompanying sauces for the meat. The recipients were very varied from single parents to large families. It was a great feeling to know that many families would have a substantial Christmas lunch."

"A truly worthwhile project, so glad I was involved and hope it continues to provide for needy families in Rotherham whatever the format."

"It is heart-warming to see the little ones faces when they see they're getting a Christmas dinner and treats, they were truly overwhelmed, the kids would come to the door to see what it was, and mummy would tell them it was a food hamper so they could have a proper Xmas dinner, pull crackers together, and have some treats over Xmas, and the kids would get giddy and they would all say a sincere 'THANK YOU'