

## Social Value Annual Report Case Studies

### Case Study 1: Employability Masterclass by Matrix Milestone

In December, Matrix Milestone partnered with Rotherham United Football Club and the Rotherham Job Centre to deliver an Employability Masterclass for young people aged 18–24. Hosted at New York Stadium, the event welcomed 45 attendees eager to build confidence and develop essential employability skills.

The session inspired attendees by helping them identify and believe in their strengths, improve their CVs, and approach interviews with greater self-assurance.

The Masterclass covered key areas such as selling skills, CV writing, interview success and confidence building, and included a range of interactive presentations, group discussions, and hands-on exercises. Feedback was overwhelmingly positive, with many highlighting the session's impact on their self-confidence and belief in their skills. One attendee remarked, “I feel so much more confident now, especially when thinking about my skills and how to talk about them in an interview.”

By collaborating with Rotherham United Football Club, Rotherham Council, and the Job Centre, the event created a positive and lasting impact for young people in the local area. It also exemplified the importance of community partnerships in delivering meaningful social value.



## **Case Study 2: Equans Apprenticeship Programme**

Equans, supplying the housing maintenance contract with Rotherham Council, has made significant strides in delivering social value through initiatives focused on work experience, apprenticeships, and upskilling. Each year, Equans hosts a recruitment event at University Centre Rotherham, emphasising hands-on practical activities over traditional interviews. Recognising that interviews can be daunting, they organise workshops such as Marketplace, where applicants interact with current apprentices and supervisors from various trades.

Additionally, STEM (science, technology, engineering and mathematics) activities such as Tetrahedron and Kinnex workshops allow applicants to demonstrate their skills in real-life scenarios. To promote gender diversity, they hold a women in construction event to break down barriers and encourage careers within the industry.

Equans currently has 21 direct apprentices working on the Rotherham Council contract. These apprentices receive support through 12-week reviews with their on-site mentor, focusing on teamwork, motivation, college progress, and work quality. They rotate every 4-6 months to different departments to gain diverse experiences. Recruitment emphasises long-term employment, with apprentices expected to eventually mentor their own apprentices.

Additionally, Equans has 20 subcontractor apprentices working through their supply chain on various Council projects. The supply chain is encouraged to provide these apprentices with the necessary time and experience across diverse projects. Many of Equans' apprentices have been upskilled from operatives to completing Level 4 Supervisor, Level 6 Site Manager, and Manager Passport qualifications to advance their careers.

Equans also supports RNN with a work experience programme and has recently hosted three candidates on the contract, including students with special needs, such as autism. They emphasise the importance of opening opportunities for individuals with various learning disabilities, recognising the keen eye for detail, ability to follow instructions, and dedication that these students bring to their work experience.



### Case Study 3: Ellie's Apprenticeship Journey with Mears

Ellie began her apprenticeship with Mears in September 2023 as a Business Admin Apprentice, joining a team of three administrators and another apprentice. Initially very shy and nervous, Ellie quickly adapted, developing the necessary skills for her role. Her academic work was primarily online, supported by a college tutor. Despite initial challenges with in-person sessions, Ellie remained on track with her assignments.

After three months, Ellie started taking on more responsibilities, which boosted her confidence and skills. She became proficient in handling queries from operatives and took charge of managing a fleet of over 100 vehicles. Ellie completed her apprenticeship in February 2025, achieving two distinctions and one pass in her exams. She now aims for permanent employment with Mears and is eager to continue her professional development.

Ellie reflects positively on her apprenticeship, emphasising the importance of communication in balancing work and college assignments. Her mentor, Nikki, praises Ellie's growth, dedication, and willingness to take on new challenges, highlighting her significant contributions to the team.

