

KIDSGROVE LEISURE CENTRE

END OF PROJECT SOCIAL VALUE REPORT



WILLMOTT DIXON

SINCE 1852



LEAVING A LEGACY IN KIDSGROVE - TOTAL SROI ACHIEVED: £932,680.43 (16.5%)

Breathing new life into a much-missed community facility, we refurbished this leisure facility which has been closed since 2017. Works included stripping out the existing interior, roof and glazing, before delivering a full M&E fit-out alongside new pool filtration systems and cathodic protection to the existing pool tank. The transformative makeover has ensured that the leisure centre can once again benefit the Kidsgrove community.



During construction, we have implemented our bespoke social value plan, ensuring that we make a real difference to the Kidsgrove community through a range of initiatives with local causes and organisations.

LOCAL EMPLOYMENT

Providing sustainable employment opportunities: Caroline Deacon, Assistant Build Manager

Caroline found out about Willmott Dixon through the grapevine as she lived locally in Kidsgrove and had witnessed first hand the work that we were doing at the centre. She was keen to get back into the construction industry, as an Assistant Build Manager. Therefore, we took Caroline on at Kidsgrove for some work experience twice a week for a period of around 8 weeks. This gave Caroline the chance to find her feet and get to know the business and pick up where she left off in the industry.

Caroline was really impressive and helpful and asked lots of questions to help gain knowledge of how we act as a main contractor. Since then, Caroline has been taken on permanently with the business and is working on the Tarleton project. This is a fantastic story of how a local person can be given a chance back into the industry and then get taken on permanently.

Dedicated to Prompt Payment: we are one of the founding signatories to the Government's Prompt Payment Code.

We believe that we can only deliver excellent buildings by maintaining a healthy, high quality supply chain by treating each supplier fairly; to achieve this, we pay them on time, every time.

"Having previously worked in construction some time ago and living in Kidsgrove, I was mindfully following the re-development of our local Leisure Centre. I always intended on returning to construction and on contacting Willmott Dixon regarding the Returner Programme, it was suggested that I join Jonathan and the Kidsgrove Leisure Centre team twice a week from March to May of this year. This provided a supportive environment for a re-introduction to the current work practices and a chance to make a number of arrangements/changes at home to aid a smooth return to such an exciting industry.

It was wonderful to be personally involved with such a positive redevelopment and providing a sustainable facility for now and the future. As a result, I've directly observed how a project has such a positive impact for the community. Willmott Dixon have done such an amazing job re-constructing our local leisure centre and additionally supporting my return to Construction in the process. I have since commenced full-time as an Assistant Build Manager and thoroughly enjoying working with yet another super Willmott Dixon team at Tarleton Academy."

Caroline Deacon, Assistant Build Manager



15 employment opportunities created

WE ARE SOCIAL ENTERPRISE (WASE)

Working with recruitment specialists to employ local people

On site we created **9** opportunities for local people via our social enterprise recruitment agency, WASE. The included labourers, document controllers, gatepersons and cleaners.

Providing an economic boost to the local area through maximising local spend and locally sourced labour



Range	Local spend	Local labour
Within 10 miles	27.95%	32.77%
Within 20 miles	27.95%	36.6%
Within 40 miles	56.37%	62.65%

SCHOOL ENGAGEMENT

We engaged and partnered with the Kings School, located next door to our project, to develop and implement a series of workshops designed to raise student aspirations and increase engagement with their studies. Placing interactivity and fun at the heart of our approach, our workshops also demonstrated the various job roles in our industry.



Connected with 150
people via careers
fairs, school visits
and site visits

Promoting opportunities and combating industry stereotypes with our construction workshops

During preconstruction, we delivered some virtual workshops, covering key topics such as:

- Careers in construction
- Combating negative industry stereotypes and misconceptions
- Design management
- Environmental and sustainability

Students were also invited encouraged to discuss their favourite buildings that they have enjoyed visiting.

Inspiring disengaged pupils

Making a difference with students who need support, we worked with the school to identify boys to participate in our 3-part Building Lives Programme. As part of the programme, they were taken on a site tour with Build Manager, Matt, who explained the various stages of the construction process. The aim of the tour was to promote the different opportunities in construction and to give them a flavour of what it feels like to be on site.

We also delivered the giant tetrahedron team building activity. The emphasis of the session is teamwork, listening to and following instructions, while also promoting a wide range of construction careers and aspects of the construction process, including health and safety, teamwork, engineering, problem-solving and working to timescales.



Site tour with Kings School pupils

Empowering women with our 3-part programme

Working with a group of Year 9 girls, we delivered 3 sessions covering careers in construction, employability, perceptions of the industry, site tours and our giant tetrahedron challenge. As a business, we are passionate about encouraging females into our industry and demonstrating that it's not 'just for boys' - this activity helps transform those perceptions.

Challenging stereotypes and providing mock interviews

Our team of volunteers participated in the Challenging Stereotypes Day. On rotation, pupils spent time with various members of staff asking them questions about their roles. Pupils had to identify which job role they thought our volunteers carried out.

In addition, we carried out a number of mock interviews with year 10 students to develop their employability skills.



Owen, Plumbing Apprentice

Providing site tours and industry insights to Staffordshire College students

We welcomed NASC college electrical and P&D groups to our project site. Our supply chain partners, Carters Electrical, spent time with the students, providing a guided site tour before offering insights on career entry routes, apprenticeship opportunities, the importance of health and safety, and held a Q&A on aspects of their electrical studies.

Providing expert insight, James O'Donnell, FOD Director, was involved with group discussions explaining his role, how he got there and what he did to get to the level he is now. He also offered advice on how to approach opportunities in the industry and with Carters.



Electrical students site visit (1/2)



150 apprenticeship weeks provided

"Willmott Dixon have been very supportive in the development opportunities of our students. They have offered us insight days at the Kidsgrove site, where our Joinery, P&D and Electrical students were able to see the site in its development stages. They also helped our students get work experience with the contractors on site.

When the staff and students returned, they commented on how brilliant it was to see the site and understand what a business-like Willmott Dixon does. I feel it is really important for our students to know about B2B, and how contractors are recruited and managed, so this was really beneficial.

Nicola and Jonathon were fantastic and their passion for the projects and for the company were very clear. It is refreshing to have companies so invested in the development of young people. I really hope we get to work together again soon with our 22/23 cohort."

Toni Mountford, Work Experience Officer



Electrical students site visit (2/2)

COMMUNITY PROJECTS

Refurbishing Red Street Community Project

A brilliant team of our people volunteered to transform the outdoor space at Red Street Community Centre in Newcastle-under-Lyme. The centre has long been an invaluable part of the local community, serving as a hub for the people of Red Street and the surrounding areas.

Red Street is also a base for various charities in the area who hold meetings and events at the centre for local residents. These events are hugely popular and make a real impact on the community.

While transforming the centre, we had the pleasure of meeting some of the local people who use the centre. They even got stuck in and helped us with the painting, which was amazing!

Our supply chain partners also supported us by donating labour and materials to the refurbishment.



"What a wonderful week we've had at Red Street Community Centre, refurbishing the outdoor space to make it a more pleasant area to sit and enjoy. To me this is what it's all about, giving something back and supporting local communities in which we work.

Many local groups use the centre, including Kidsgrove Care Solutions, who provide day opportunities, community-based activities, respite support and personal assistant support for adults and young people with disabilities in and around Staffordshire and Cheshire.

They run sessions for adults with learning disabilities, elderly friendship groups and groups for Parkinson's sufferers.

They have a large outdoor area which is overgrown with weeds and in need of a spruce up! It was moving to hear how it's made such a difference to them already.

Our team of volunteers and local residents worked so hard and what a difference we've made!"

Nic Tyson-Lightfoot, Social Value Manager

"Kidsgrove Care Solutions would like to take this opportunity to express our gratitude for all of the hard work on making 'Pete's garden' come to life! Pete was a legend in his local community and devoted a lot of time to Red Street Community centre. Sadly, Pete passed away in 2020 but thanks to the fantastic efforts of Willmott Dixon, we now have a wonderful garden in which we can take a moment to reflect and remember him.

Each and every one of the staff and members at KCS are very appreciative of your support and all took great pleasure in giving a helping hand. Once again, we thank you and can't wait to go out and enjoy our beautiful new garden!"

Siani, Kidsgrove Care Solutions



**100+ hours
volunteering in the
local community**



WORK EXPERIENCE

Dominic Winwood

Dominic came to site team to enhance his project management studies at the local college. Dominic was involved in all the site team's disciplines, including working with the labourers for a day, which he enjoyed. This gave him a wealth of knowledge and experience to help him pursue a career in construction.



Improved the life chances of **60** young people

Jerome Wisdom

Jerome came from NASC and worked with our supply chain partner F O'Donnell & Sons for the week, experiencing first-hand painting and decorating. He worked extremely hard on site and got stuck in!

"Everything he was asked to undertake has been completed with very good attitude in the process. We wouldn't have a hesitation having him back onsite at anytime".

James O'Donnell, Director at F.O.D

Adam Gordon

Gaining invaluable on site experience, Adam Gordon came from NASC and worked closely with Carters Electrical Services.



"Adam is a cracking lad, conscientious and asked lots of questions, hardworking, a very good lad and would definitely take him on if opportunity presented itself."

Dave Heath, Director at Carter Electrical Services

Emily Clarke

Emily joined us on site for a week's work experience with our project team. She was able to help carry out a Matterport survey thanks to our Digital Engineer Pam Tippett. She also spent time with our QS and Build Manager shadowing their day to day life on site.



Emily Clarke (1/2)



Emily Clarke (2/2)