



CASE STUDY: BAM Construction

City Football Academy

We were set a challenging target by the client on this project to take on apprentices. In order to achieve this, we shared the targets throughout the supply chain. We were determined from the start to ensure that our approach was sustainable and apprentices taken on would have the best chance of long term employment.

Very early on, we realised that the challenges facing us in the area we were working in concerned young people with a lack of education and experience. Following a recruitment campaign for apprentices with one of our subcontractors it became clear that many local people were not in a position to progress into an apprenticeship.

In order to address this challenge, we proposed a plan to the client which involved continuing to take on apprentices where appropriate, but also to work with people to help them get a first foot on the career ladder and gain some valuable work experience. We provided work experience placements for people who were not in a position to gain employment but who had a positive attitude to working.

How did we do this?

We set up an Information Centre to allow local people to enquire about opportunities on site. In addition to this, we established a Learning Centre to allow local people to receive advice and guidance and CSCS training. The Learning Centre also helps people on site to access training to help them progress.

Apprentices – Existing and Project Initiated – we worked with our sub-contractors to identify where they already had apprentices working for them and were able to bring them to site to add to their experience. We also set targets to take on new apprentices where their contract was of a sufficient length and further work was in the pipeline. This involved subcontractors across the board and BAM.

GTA – We worked with Manchester City Council to support their shared apprentice scheme and provided full time employment to 1 apprentice throughout the duration of the project.

Prince's Trust is a charity partner of BAM's and we were keen to support their aims in East Manchester. We worked with them to set up a "Get into Construction" programme for local young people. Twenty-eight young people came along to a recruitment event at the Etihad Stadium. They were put through their paces and assessed on how well they could work as a team and how suitable they were for a career in construction. Whilst everyone at the event made a good impression, only 12 could progress onto the programme. These 12 went onto do a weeks' training at Manchester College where they were able to try their hand at different construction activities. Every day, they received health and safety training and at the end of the week they sat their CSCS test. Those who passed their test were given placements on site with Quest Solutions, Balfour Beatty Engineering Services, McCrory's Brickwork and FK Construction. Following their placements, they were required to deliver a presentation on their "Celebration Day" to all who had been involved. Three of the young people involved are now working on site with one person on another BAM site. One of these has now progressed into an apprenticeship.

Lifeshare/ Justlife – we worked with two local homeless charities to offer support in a number of ways. One of the main focusses was to help to get people from the charities into employment on site. We succeeded in doing this with both organisations.

Spotlight Programme – having worked with Spotlight successfully previously, we were keen to work with them again. They support individuals who are on probation and where appropriate, they help them to get into employment. We worked with Spotlight to take on individuals from this programme, who have since proved themselves to be valuable employees on site.

Local Colleges – we worked with individuals who were on a Diploma programme and had no work experience. One of our subcontractors provided them with paid employment over a ten week period. This was to give them a chance to prove themselves before subcontractors took them on a more permanent basis.

What are the outcomes?

48 Apprentices have worked on site to date

5 Apprentices were previously NEET

4 work opportunities have been provided for homeless people, plus 2 work experience placements

17 Businesses have been involved in working with apprentices

17 types of apprenticeship programmes have been undertaken by site apprentices

7 people have done work experience which has led to employment – 3 of these people have since progressed onto apprenticeships

In summary, we believe that by using this approach, we have been able to support local apprentices as well as local people with little or no qualifications. This has had a positive impact on the local community, helping to reduce unemployment and inspire people to grow their skills for the betterment of their own lives and those of the people around them.