

## CASE STUDY: BAM Construct

### Construction Shared Apprentices Scheme - Coventry & Warwickshire

#### Project team

Project Manager:  
Phil Manning

Apprentice Scheme Manager:  
Pete Brady

Project Partners:  
Coventry City Council  
City College Coventry  
Warwickshire College

Project Support:  
Workforce Team  
HR Team – Midlands Region

#### Project details

Project Period:

December 2010 - March 2014  
(Extended to Aug 2014)

Value:

Multi Funded - Public funds and  
Construction grant - £200k+

Desired Outcomes:

- 30 Shared Apprentices recruited
- Target disadvantaged students
- 80% + Completed Apprentice Frameworks.
- Apprentices into employment and/or further learning



#### Introduction.

The Construction Employers Engagement Forum at City College Coventry, of which Bam (Chris Jones : *above centre*) has been a representative since the Severn Trent build in the city, identified apprentice recruitment as their key area of concern. A sub group from the forum was brought together to identify what the barriers were for employers taking on apprentices and how we could develop a shared apprenticeship model that could combat those barriers.

The barriers identified were:

- Employers believed that Apprenticeships brought with it high administration and management time/costs.
- Employers did not feel they could offer all units of work experience needed.
- Uncertainty of long term work/order book meant that they would not commit to take someone onto an Apprenticeship for up to 3 years.
- High expectations of the Apprentice to produce 'financial' return quickly.

A scheme was needed where companies do not have to directly employ, pay a nominal amount for, and can move the apprentices elsewhere with short notice, whilst the young people still get every opportunity to cover the units in their qualification was required as a matter of urgency.



The first 'Apprentice of the Year' Awards with winner David Shores, BAM Workforce Manager Phil Manning and Councillor Linda Bigham



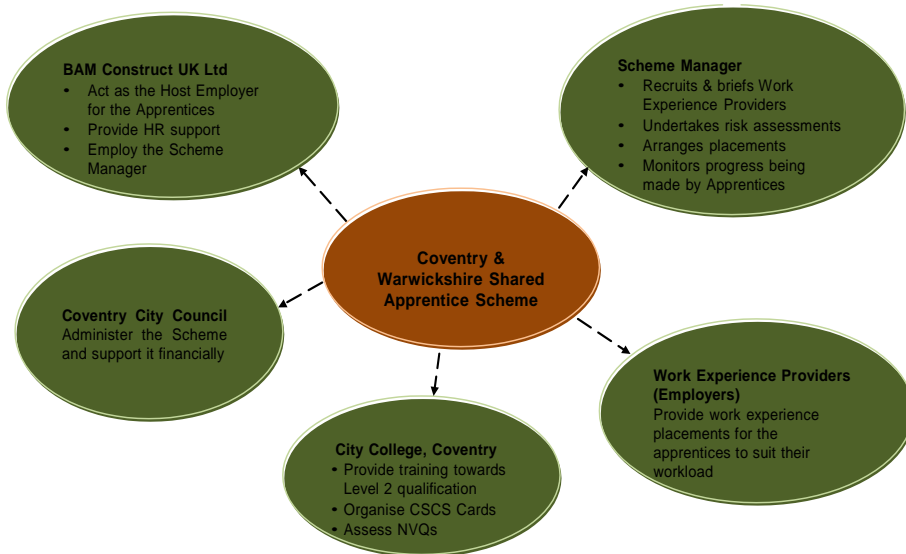
Elliot Seenan, one of our apprentices, at work with Whitefriars Housing (RSL) in Coventry

'Affordable to sub-contractors - this also encourages them to take the apprentices to other projects they are working on or indeed employ them directly.

All employers working on contracts in the area should be encouraged to sign up as part of the deal'

Carol Appleton - Client Recruitment & Trainee Development Manager. Thomas Vale Construction

Operational Structure:



Scheme Apprentices on local housing site

Achievements to date:

The Scheme won the **Apprenticeship Scheme of the Year** at the National Federation of Builders Awards

The Scheme was also nominated and became a shortlisted finalist in the National Local Government Chronicle Awards for Public/Private Partnerships, although not the winner it was highly commended.



Coventry City Council are the accountable body for the Scheme and provides programme and financial management. Their commitment is underpinned by the ambitious three year Jobs Strategy for the city which was approved by Cabinet in the spring of 2011. A key aspect of that is their commitment to Young people and the Council have signed up for an Apprenticeship strategy which the Shared Apprenticeship Scheme links into.

BAM provide the Scheme Manager who has the responsibility of securing new placement providers and ensuring that the Apprentices are linked up to appropriate initial/carousel placements. The Scheme Manager, with BAM HR, carry out interviewing of prospective apprentices and makes the final offers for a place on the Scheme. They then deliver pre start and day one on-site induction. Together BAM's Workforce Manager and Scheme Manager deal with any issues Apprentices have on site regarding appropriateness of work available and when a 'carousel' would be advantageous to the Apprentice and benefit the Employers.

City College provide the academic training needed for the young people to achieve their Apprenticeship Framework, co-ordinate site visits for NVQ Assessors and monitor the progress towards framework completion.

BAM, as Host Employers to the Apprentices, carry out the full Human Resource (HR) function. Their Workforce Manager has responsibility for ensuring that they are supported through their Apprenticeship and has regular one to one sessions with each of them to ascertain progress. He works very closely with the Scheme Manager and the College to ensure that attendance and attitude is good and supports wherever necessary. BAM also provide further additional training on Safety, Environment etc.

A steering group consisting of representatives from BAM, City College, and Coventry City Council meet regularly to discuss progress of the Scheme. This steering group feeds back into the Employer Engagement Forum which links back to the Employers who were the original driver for the Shared Apprenticeship Scheme.

Achievements to date:

- 21 young people have started on the Scheme
- 8 have achieved their Full Apprenticeship Framework to date
- 6 have secured full time employment.
- 1 has become self-employed
- 1 further Apprentice has a confirmed offer of full time employment on completion of framework.
- 1 has gone on to further learning
- 9 out of the 20 have 'carouselled' to 2 or more companies while on the Scheme
- 9 young people are currently on the scheme working towards their framework completion.

**For More Information**  
Contact:  
*Pete Brady or Phil Manning*