



Case Study



Buckingham Group Ambassadors at Swansea Arena

Introduction to the Project

We, at Buckingham, believe that it is important to encourage young people into the industry at a young age, giving them the opportunity to see our projects from start to finish. Our Swansea Central Phase 1 site has invited a local comprehensive school to be part of the largest project in Swansea. Individuals attending this school live in the city and it is part of their local geography and history. They are also our Business Class School working alongside Careers Wales.

Our CSR Manager, Sue Jones, presented the Ambassador programme to years 8 and 9 during assembly, explaining what is involved in becoming an ambassador with Buckingham Group and a brief overview of the project they could be involved in. Over the life of the project, Ambassadors will attend site every half term and will be reporting back to the school during assembly on progress, changes, machinery, views etc. When on site, they will have the opportunity to take photos of the developments, speak to a variety of staff and sub-contractors and ask questions to understand what is happening on site.

Application and Selection

To become a Buckingham Group Ambassador, pupils applied via written/typed letters to our CSR Manager. Sue and Rachel, our Future Skills Manager, selected 14 Ambassadors from both year groups. For those that applied and were not successful, we arranged a visit to CWIC (Construction Wales Innovation Centre) simulator digger. We also felt it was important to give opportunities to those children who may not be encouraged to do extra-curricular activities, this was obvious in some of the letters.

Dear Jones,
 Professor Brown
 Business owner
 10 Downing
 101 10/10

Dear Madam

I am writing to you to apply to be an ambassador for Buckingham Group Contracting Ltd.

I am confident that I am a great candidate for this ambassadorship. I have many skills and a vast experience which makes me an excellent choice for this role. I have presented assemblies and provided feedback to groups of pupils and teachers within school which shows I am a great public speaker. I have a positive attitude since my years which is why I am chosen by several of my teachers to support pupils with challenging behaviour and additional needs to complete their work during class time. Over the last year, I have been chosen to represent my school more several representing the school such as attending charity events as a school ambassador and representing the school taking part in cross school academic competitions and will be presenting at a National STEM Education, Technology, Engineering and Manufacturing exhibition in Buckingham about sustainable solutions. Therefore, knowing that I am highly trained and expected to meet teachers to represent the school. Since I was 9 years old, I've been elected for my peers and teachers to be a school council member at my primary and current school. This has meant I have had to speak and listen to the wishes and feelings of my peers, present at school council meetings and participate in decision making. This has provided me with a great understanding of teamwork, structure of meetings, presenting and listening to the views of others and decision making. I have worked with South Wales Police and fully understand the Children's Commissioner of Wales and the new Rights Charter for South Wales Police. I am proud that this evidence to you that I am very passionate about the welfare of my city of Swansea. I have my own personal knowledge about the welfare of my city of Swansea. I have my own personal knowledge about the welfare of my city of Swansea. I have my own personal knowledge about the welfare of my city of Swansea. I have my own personal knowledge about the welfare of my city of Swansea.

Outside of my school life, I am a massive football fan and I have spent my work on the stadium, the club's community activities and the Cardiff City stadium. I am very confident about my work on these activities. My work is focused to be a part of your company and be an ambassador in addition. I respect a great love of music and I can't wait for the new music scene to be built in my home city.

I hope that you will give my application a thorough consideration when choosing ambassadors. I look forward to hearing from you.

Yours faithfully,
 Bob Wilson

Hello, My name is Bobby Wilson and I will be applying to be Buckingham ambassador. I am a very smart, kind and caring person. What hobbies do I give? I am a sports boy taking part in after school sport regularly. I'm always willing to get my hands dirty. I'm very sorry but I can't justify what I bring to the table with a letter - but if you give me this opportunity I will never let you down. Thank you very much for your time. Have a good day. I hope you have a good day.

Your Sincerely
 Bobby Wilson

Dear Sue Jones,

I am writing to you because I would love to be part of the school Ambassador Programme. I feel like this is an amazing opportunity to be part of and I'm extremely interested in construction and property development. So this fits in with that.

When I'm older, I would love to be a property developer so this would certainly help me to start off my career in a few years time. I am very creative and would love to participate in this project. My creativity will be beneficial to the Buckingham group, and the project.

As I have read earlier, I am extremely interested in being a property developer and feel this opportunity will help to brighten my possible career. This project is an amazing idea and I would love to help out. I would also love to think on years from now, if I got chosen, that I was part of that building. I was one of the first to be in that area. I got chosen from thousands to help and participate in the project.

With that said, I would really like you to consider choosing me for one of the school Ambassadors. It would mean to be part of this project as it is a massive opportunity.

Sincerely,
 Bob Wilson
 Year 8

Ambassadors visits

We purchased appropriate PPE or all Ambassadors and explained that if at any time they would like to leave the programme then it would be offered to one of the other applicants to maintain 14 throughout.

Visit 1 – Our site is split into two sections – North and South. The South is the new 3,500 seated arena with walkways, multi storey car park and digital square. The North is another multi storey car park with a block of 40 flats and a bridge over to the South side. We received an induction to both sites to maintain health and safety and a risk assessment was carried out before the day. Once the induction was completed, we issued PPE and had an overview of what would be seen on site that day on both sites. We were escorted around site with an engineer, site foreman and site manager and discussed work in progress.



Visit 2 – Our site has progressed and most of the car park on the South and a large proportion of the North have been fenced and Hoarding is now starting to be built to protect the site. The bridge has





been closed in preparation for it to be demolished, buildings due to be demolished were pointed out so that photographs could be taken to provide before and after scenes for their report. Photographs below show the bridge and one of the buildings that will be demolished.



Structures to be demolished



Our 3rd visit unfortunately was due towards mid-March when schools had already cancelled extra-curricular activities. We will continue with this when we are able.

Estyn inspectors visiting Pentrehafod were impressed by the programme and spoke to the ambassadors about their findings and their career prospects. They reported that they have enjoyed the programme to date and some are now looking at careers in the construction industry.