

Sunderland Football Hubs

Social Value E Report





Introduction

Sunderland Football Hubs

This report has been produced by Esh Group's Social Value Team on behalf of Esh Construction, summarising the social value outcomes achieved for the Sunderland Football Hubs scheme.

Delivered on behalf of Sunderland City Council, the £18m development comprised the creation of 10 full-size third generation (3G) artificial grass football pitches and state of the art pavilions which include social space and changing areas. The sites were based at Community North Sports Complex (Downhill), Ford Quarry and Northern Area Playing Fields (Washington).

Funded by the Premier League, The FA, the Government via Sport England and Sunderland City Council with the charity the Football Foundation, it is the first project of its kind in the region.

Key objectives for the scheme included:

- Engagement with local schools and the wider community
- Work experience placements
- Maximising local spend
- Funding opportunities to local charitable organisations

3

Local schools received the **Get into STEM** programme

1

New initiative created, 'Healthy Communities' programme

3

Local community projects supported with donations

804

Students engaged in Stay Safe presentations

88%

of sub-contractor spend within 35 miles of project



Building My Skills

Local overview

“

We started working with Esh Group to deliver the Building My Skills Programme since the beginning of this year and so far it has proven to be very valuable to all that have partook in it.

The students have been engrossed and more importantly participated in all tasks and discussions that have been led by the wide range of employers that have been nominated to support us. The information given has been enhanced by all and the students are beginning to take responsibility for their own careers and futures.”

D Foley
The Trinity New Bridge Academy

13

Sunderland Schools engaged through Building My Skills

2,009

Students Engaged through Building My Skills

65

Employability Sessions through Building My Skills



CHECKPOINT TASKS



My Pathway

Personal Finance



Online Appearance

Job Applications



Preparing for Interviews

Building My Skills (BMS)

Our established secondary school programme, Building My Skills, assists in supporting a successful transition from school to work through timetabled business engagement as part of the curriculum.

Building My Skills is a free programme which provides students in Years 9 or above with a rounded introduction to the world of work. Each school receives 5 employability sessions throughout an academic year, with each session being delivered by a different business guest from a range of sectors. Each business role model provides students with an introduction to their business, information about a variety of careers and employability skills guidance.

Students are supported to complete checkpoint tasks after each session which leads to completion of their own employability portfolio. The programme culminates with a Mock Interview Day for students who have fully engaged with the programme throughout the year.

For this project, 13 Sunderland schools received the Building My Skills programme throughout the 2019/20 academic year:

- Farrington Community Academy
- St Aidan's Catholic Academy
- Trinity New Bridge Academy
- Red House Academy
- Oxclose Community Academy
- Thornhill Academy
- Castle View Enterprise Academy
- Biddick Academy
- Washington Academy
- Sandhill View Academy
- Academy 360
- St Robert of Newminster School
- Southmoor Academy

Sessions were delivered by a range of businesses, including: Barclays, Nice Network, Foundation of Light, St.James's Place Wealth Management, Accenture and Ryder Architecture.



Get into STEM

Local overview

3

Local Schools Engaged
through Get into STEM

76

Students Engaged through
Get into STEM

98%

of schools agreed **Get into
STEM linked to the curriculum**

85%

teachers agreed it encouraged
students to think about careers
in STEM related subjects

*Schools surveyed after being part of
the Get into STEM programme

ACTIVITIES



**Dress up and
Job Roles**

**Building a
Wall**



**Quantity Surveyor
& Measuring**

**Architect Imagine
and Design**



Get into STEM

Through our award-winning Get into STEM kits we aim to positively shape career aspirations whilst developing skill sets essential for Science, Technology, Engineering and Mathematics (STEM) careers.

Get into STEM is a primary school programme which engages Early Years and Key Stage 1 students in construction through an interactive workshop and a construction-themed resource kit.

We deliver a 40-minute workshop to each school which aims to raise aspirations and encourage students to consider a STEM career from an early age. The STEM resource kit is provided free of charge to schools for a period of 2 weeks after the workshop, allowing classes to use it as part of the curriculum or free play.

Each STEM kit contains bright and vibrant resources which are commonly used in construction, such as foam bricks, measuring equipment, literature and personal protection equipment.

For this project, 3 local schools received Get into STEM:



“

What a fantastic resource for children. The realistic resources have been very inspiring for the children. Using them has encouraged lots of new vocabulary, role play and many conversations. It's given them a taste of the world outside the classroom and the project booklets worked very well.”

Site Scores

Downhill – 37/50
Northern Area – 40/50
Ford Quarry – 40/50

Considerate Constructors Scheme (CCS)

Each site across the Sunderland Football Hubs development was part of CCS, a voluntary registration where we agree to abide by the Code of Considerate Practice.

The Code of Considerate Practice commits those registered with the Scheme to care about appearance, respect the community, protect the environment, secure everyone's safety and value their workforce.



Site Visits

Sunderland Football Hubs is a key development for the local communities of Sunderland and a variety of stakeholders were interested in visiting site to learn about the scheme and view the progress.

We engaged extensively with the client to coordinate tours of site at key points in the project.

Site visits are a great opportunity for individuals to gain an insight into the construction industry and learn about construction work ongoing in their local area. Each visit was tailored to meet the needs of the groups, ranging from local primary schools and colleges to resident groups.

Personal protective equipment was provided, and all visitors followed a pre-designated walkway, stopping to view key operations and points of interest.

Throughout this project we coordinated site visits for over 100 visitors from the following groups:

- Stay Safe Poster Competition Winners (local primary school students)
- Local Councillors
- Ward Members
- Press Agencies
- Local MP's

804

Students engaged
through Stay Safe

4

Local primary schools
received Stay Safe
presentations



Stay Safe

Through Stay Safe presentations, we aim to reduce incidents and anti-social behaviour around our construction sites whilst building stronger relationships with the local community and raising the profile of our local construction work.

We delivered Stay Safe presentations in primary schools local to the Sunderland Football Hub construction sites. Each presentation was delivered by a member of our Social Value Team and supported by the Site Management Team who provided local project knowledge.

The assembly presentation introduces students to the key dangers of construction sites and ways to stay safe, with the help of our safety mascot Dudley the Elephant.

Students were invited to participate in a competition to design a safety poster, with the winning posters being displayed on our site hoarding.

Work Experience

We provide work experience placements across our sites to help people gain the valuable experience needed to improve their employability skills and differentiate themselves when competing for future jobs.

The opportunity to gain experience starts from application stage, whereby candidates apply via a formalised online application. Whilst on site, candidates are assigned to a mentor and supported to work on real tasks which helps them develop the soft skills required in the workplace.

3 Work experience placements were advertised to take place on the Downhill site; trades were Drylining and Painting & Decorating. We engaged with Sunderland College to advertise the opportunities to local students.



Case Study

Callum from Sunderland College was studying Level 2 in Maintenance Operations, had no prior exposure to the site environment and believed that the placement would provide the perfect opportunity for him to put theory into practice and gain hands-on experience.

Prior to undertaking the work experience placement, Callum's perception of working on a construction site was that it would be very chaotic. Having now worked with our team on the Downhill scheme, he has been surprised at how organised the site was and commented that the environment had been much better than he had expected.

Throughout his placement, Callum learned specialist roller techniques and was able to support our sub-contractor, by assisting with the preparation of surfaces and applying coatings to walls and ceilings. Callum gained confidence in his ability to perform tasks in a real-life working environment and moving forward, he will be looking to secure an apprenticeship in his chosen field. He hopes that the experience gained whilst working in a site environment will facilitate him in securing future employment.

“

I've loved every minute of my time on site and have learned a lot during my placement. I've particularly enjoyed my interaction with colleagues and will definitely look for additional opportunities within Esh going forward.”

Healthy Communities Programme



3

Local schools

5

Sessions delivered

141

Students engaged in
Healthy Communities

Activities



Sugar Quiz

Healthier
Choices



Estimating &
Measuring

Poster
Competition



Healthy Communities

The Healthy Communities programme is a new Esh initiative which was created and tailored specifically to the overall aim of the Sunderland Football Hubs scheme, to encourage the communities of Sunderland to become healthier.

Through interactive sessions in local primary schools, we aimed to encourage young people to make healthier choices and inform them about the fitness participation opportunities that the sports hubs will offer.

We created a 1-hour workshop to raise students' awareness of the sugar content in popular food and drink products they are likely to consume. Students were quizzed about their knowledge of what sugar is, the type of products which are most likely to be high in sugar content and the health problems which can occur through consistent high sugar consumption.

Students participated in a group 'Estimating and Measuring' task whereby they are given physical food/drink items and estimate the amount of added sugar they believe to be in each product. Using measuring scales and sugar, they measured out their estimated amount of sugar, allowing them to see a visual comparison between the sugar and the physical product.

5 Healthy Communities sessions were delivered across 3 Sunderland schools:



Students provided feedback to the class on their findings and were informed of the actual amount of added sugar in each product, allowing them to compare.

To encourage healthier choices, we educated students about the recommended daily added sugar intake and how they can check food labels to monitor their consumption each day. Students were also provided with sugar swaps, showing them ways that they can make easy changes to their diet by swapping products for a lower sugar alternative.

We provided a take-away competition for students to design a poster about sugar in food and drink, with the winning entries being displayed in our site canteens to promote healthy living for our workforce.

The programme was recognised by the Considerate Constructors Scheme (CCS) where it was awarded as an Innovation and displayed on the CCS Best Practice Hub.



Donations

We pledged to provide funding to 3 local charities or community organisations who could demonstrate their aptitude and ability to make a real difference to their service users.

Through working in collaboration with Sunderland City Council, we targeted projects that would use the Sunderland Football Hubs scheme and sporting activity to engage with their service users.

Downhill Donation

On the Downhill scheme we granted £1,000 to All About You North East CIC which will be used to launch a group in the Sunderland area to support men who are experiencing mental health difficulties.

The Downhill hub will be used to host informal and open sessions for the group and provide the option to engage in physical activities, such as walking football, archery and dodgeball.

“

Thanks to the funding from Esh we will be able to open a mental health support group for men at Downhill. Male suicide is becoming a big issue in this country with numbers especially alarming in the North East. We want to create a group that's there to listen, help, support and which will also include a physical element.

Working together and with other groups in the city will allow us to begin to face up to this very important issue. Thank you again to Esh for giving us the chance to make a difference.”

Matthew
Director of All About you North East CIC

3

Local charities donated to

£973

Donated to Ford Quarry Site

£1,000

Donated to Northern Area Site

£1,000

Donated to Downhill Site



Northern Area Donation

On the Northern Area scheme, we granted £1,000 to Sunderland North Community Business Centre (SNCBC). The donation will be used to host two open day sessions at the new hub to attract local families to take part in sporting activities, such as, swingball, archery, hula hooping, aerobic sessions and rounders. The open days will also include wider non-sport activities for families, including arts and crafts and healthy cooking sessions. The group anticipate an average of 300 attendees at each session.

Ford Quarry Donation

On the Ford Quarry scheme, we granted £973 to Sunderland Young People's Bike Project. The donation will be used to deliver 10 Multi Sport Sessions for young people aged 5-11-year-old with 3 reward trips to the Ford Quarry hub. The project aims to encourage this age group to attend activities at the Football Hub on a regular basis.

“

The multi skills sessions will be based inside the community centre in St Oswald's which is in the heart of the estate with easy access to all young people. The centre until recently had a youth/sports club for young people aged 7-11, however there is now limited provision for young people and this grant will help fill the void which has been left.

Over the winter months detached workers have found that young people are looking for a warm/safe environment and this grant will allow young people the chance to access regular sport but also visit a new site at Ford Quarry. The long-term goal is to have young people using the new facility that is on their doorstep.”

Nick Hill
Sport Development Worker

Local Procurement

We actively engaged with sub-contractors in the local area to ensure the project generated maximum value for the surrounding economy.

Working closely with Esh Construction's procurement team, **we monitored spend throughout the scheme and achieved an average of 88% of spend to sub-contractors within 35 miles of the project across all 3 sites.**



PITCHES

< 18 & 2



**North East
& Tees Valley**

Esh House,
Bowburn North
Industrial Estate,
Bowburn,
Durham
DH6 5PF

**Yorkshire
& Humber**

Unit 17B,
Astley Way
Industrial Estate,
Swillington,
Leeds
LS26 8XT

